

Advertising & Selling

PUBLISHED FORTNIGHTLY



Painted by Hester Miller for Procter & Gamble Company

JUNE 1, 1927

15 CENTS A COPY

In this issue:

"My Life in Advertising" By CLAUDE C. HOPKINS; "Twenty-one Ways to
get Distribution" By J. A. MURPHY; "Giving the Media Buyer a Chance to
think" By LYNN ELLIS; "Telephotography, the New Advertising Tool" By
H. FELIX; "How Often Should Salesmen Call?" "News Digest" Page 90

Local Business Knows the Market



Chicago Market Facts

The Chicago Daily News leads all Chicago papers six days a week in "Loop" department store advertising; in outlying department store advertising; in the total of all local advertising; in the total of all advertising.

Department Stores

In the first four months of 1927 The Daily News published 2,276,608 agate lines of department store advertising, or

1,540,521 more lines than the highest morning paper.

1,312,163 more lines than the next highest evening paper.

755,978 more lines than the highest daily and Sunday paper.

1,255,232 more lines than all morning papers combined.

1,034,675 more lines than all Sunday papers combined.

733,519 more lines than all other evening papers combined.

AND A VOLUME GREATER THAN THAT OF THE NEXT THREE WEEK-DAY PAPERS COMBINED

CAMPAIGNS succeed, campaigns fail. Why? True and untrue appraisal of the market, probably more than any other single factor.

The profitable market quickly defines itself.

Limitations of the market, geographical and internal, are quickly learned by the advertiser, especially by the *local* advertiser, whose finger is continually on the pulse of local conditions.

So closely does The Chicago Daily News adhere to the true Chicago market, its area and its constituency, that the most effective promotion of Chicago business is based upon Daily News advertising.

So attractive is The Daily News market that it invites to Chicago the most exacting of national advertisers, alert to profit by the experience of the local advertiser.



THE CHICAGO DAILY NEWS

Member of The 100,000 Group of American Cities

Advertising Representatives:

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

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward & Kelly
Fine Arts Building

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

AVERAGE DAILY NET PAID CIRCULATION FOR APRIL, 1927—442,577

Covering the Pittsburgh Market

GREATER Pittsburgh is the area designated as the A.B.C. *city carrier district* for Pittsburgh newspapers.

In this area, the population is 988,273. The district includes the nearest fifty-four boroughs and towns, many of the better residential districts now being outside of the corporate limits of Pittsburgh proper.

The *Pittsburgh Press* covers the Pittsburgh market, offering ample outside circulation and thoroughly *blanketing* the area known as "Greater Pittsburgh."

In Greater Pittsburgh, the Press reaches 86.4% of the homes daily and 80% of the homes Sunday.

In Greater Pittsburgh, the Press has 37,005 more net paid circulation, daily, than both the other evening newspapers combined—has 23,177 more net paid circulation Sunday than both other Sunday newspapers combined—has 6,223 more net paid circulation than both morning newspapers combined.

In the suburban area, the Press reaches more families than any other Pittsburgh newspaper and wields the strongest influence with the dealers in the outlying districts.

More and more, advertisers are using the PRESS exclusively in Pittsburgh. Because the PRESS so completely dominates the market, it has overwhelming leadership in lineage, both local and national.



SCRIPPS · HOWARD

Pittsburgh Press

A Scripps-Howard Newspaper

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

The collage features a page from 'THE INDIANAPOLIS NEWS' newspaper, dated Saturday Evening, April 14, 1927. The newspaper page includes several headlines and articles, such as 'BRIGHT HANDKERCHIEF IS USED AS DEATH LURE', 'BONDS BROKEN BY MISSISSIPPI', and 'EIGHT CHICAGOANS DIE IN EXPLOSION FLAMES'. A large, stylized text overlay on the right side of the collage reads '57 years of public confidence'.

First of all a great newspaper

WHEN newspaper men discuss the really great newspapers of America, THE INDIANAPOLIS NEWS is invariably included among the first ten.

High tribute as this is, of greater significance to advertisers is the unusual prestige of The NEWS in its own community and state . . . Throughout its fifty-seven years of honorable and faithful public service, The NEWS has always held the full confidence and respect of its readers—they admire its integrity, its fairness, its thoroughness, its intelligence.

Newspaper circulation can be forced by artificial stimulus—advertising volume can be gained by overbalanced selling effort . . . but all the gold in the land will not buy confidence built upon CHARACTER—it must be earned.



The INDIANAPOLIS NEWS *sells* The Indianapolis Radius

FRANK T. CARROLL, Advertising Director

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

Chicago: J. E. LUTZ
The Tower Bldg.

Everybody's Business

By Floyd W. Parsons

Health to Mold Business

MANY industries now pursue practices that are destructive to health. Eventually those who follow this road will find themselves at odds with public opinion and will be forced to reform their ways. No factor affecting the course of business exerts such power and is so hard to oppose as the common desire on the part of the average citizen to preserve his physical well-being.

A growing appreciation of the necessity for moistening as well as heating indoor air in the cold months may likely force us to go back to warm-air heating in our homes and working places. It is difficult to condition air properly at a reasonable cost in any other way. Likewise the illuminants of the next generation will be selected largely for hygienic reasons, and whether this is cold light produced by the electrically excited vapors of neon and nitrogen, or rays from a filament lamp in a special glass bulb which allows a desirable mixture of ultra-violet rays to pass through, the ultimate outcome will be a radical change in methods.

Man is an outdoor animal, entirely subject to the laws of nature, and is at present over-clothed and over-fed. He has given more attention to improving cows, hogs, hens, wheat and corn than his own species. With each passing year, the changing demands of life make it more difficult for us to move out into the sun and fresh air. Modern medicine and surgery alone are not sufficient to bring about our survival in this new and increasingly complex environment.

Since it is impossible for us to go to nature, science recognizes that nature must be brought to us. We work behind windows that shut us off from the health-promoting rays of the sun. Our engineers and chemists have undertaken to meet this situation and have now given us Vitaglass, which allows a large percentage of the ultra-violet rays of sunlight to pass through. I know people working behind windows of such glass and the benefits have already been demonstrated beyond doubt.

Race betterment is only just now commencing in real earnest. In no other field of activity are the possibilities so great. Our eyes are open to the folly of piling up dollars without storing health at the same time so as to perpetuate the ability to enjoy recreation. Out of the million people who die in the United States every year, more than 800,000 succumb to dis-



Measuring Street Noise in Washington

eases that are preventable. It is in this thought where lies the threat to the business man who does not comprehend the situation.

Not every health movement is merely a silly fad. In our excess of zeal to extend life, we naturally rush to extremes. Many a person should still be in possession of teeth, tonsils and appendix that need never have been removed. Twenty years ago Fletcherism was a fad, then calories, then raw food, then toxicosis. Each idea had merit, but it was foolish to accept any one as a complete answer to the diet question.

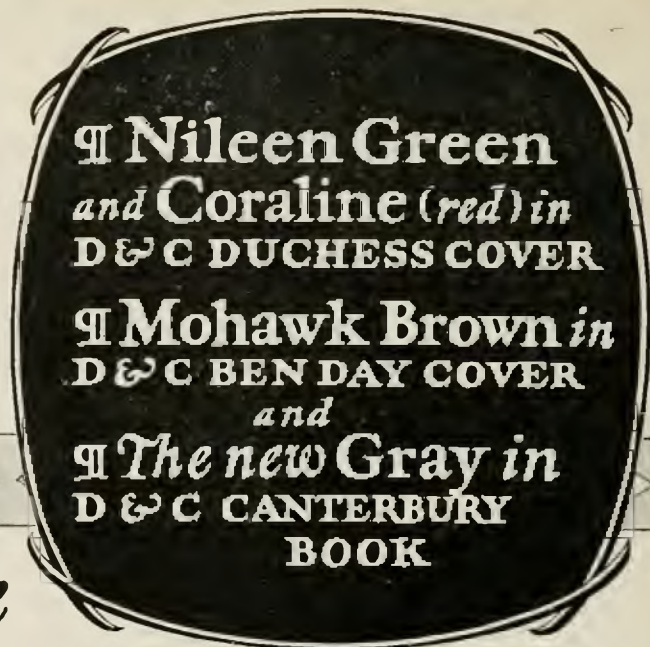
But terraced buildings in New York and other cities are not merely a fad. We will not turn our backs on the truth that sunshine in the streets below is absolutely essential. Armored corsets will not come back, and comfort and convenience will determine the future of bobbed hair and the length of women's skirts.

If the makers of fashion again decree the long skirt, it will be interesting to note the result of the conflict of opinion that will arise between our great and growing army of clear-headed business women and the ladies of leisure who may be alone in following the dictates of the arbiters of style.

There is now a far greater effort to stay well than ever before. More people are paying attention to danger signals. It is clear that nature nearly always tries to warn us in advance. Where there was one person submitting regularly to scientific urinalysis a few years ago, there are now a hundred and this indicates the trend of the day. The purification plant of the human body is the kidneys, and every drop of blood goes through this filter once every seven minutes, leaving poisonous material in the extracted fluid which is discharged later in the form of urine. In a near tomorrow, a regular 90-day urinalysis will be as compulsory on the part of every citizen as paying taxes. In short, more and more people will have a little professional chat with their doctors at regular intervals while they are still well.

No matter what may be our vocation, it is essential that we commence to think in terms of conditions 10 or 20 years from now. Cities like New York and Chicago are already worrying about measures to safeguard health in 1950. Chicago's sewage and sanitation program calls for an expenditure of \$120,000,000. More than 225 sewage treatment projects are under way in our country. Detroit's plans call for an outlay of \$101,000,000. And we are not going after this problem

[CONTINUED ON PAGE 62]



They're the same

D & C Quality Papers

DILL & COLLINS Co's.
Distributors

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

COLOR that *enhances* rather than subordinates the message printed on the paper—that is the theory of all color in D & C papers. The four new colors are all of that type.

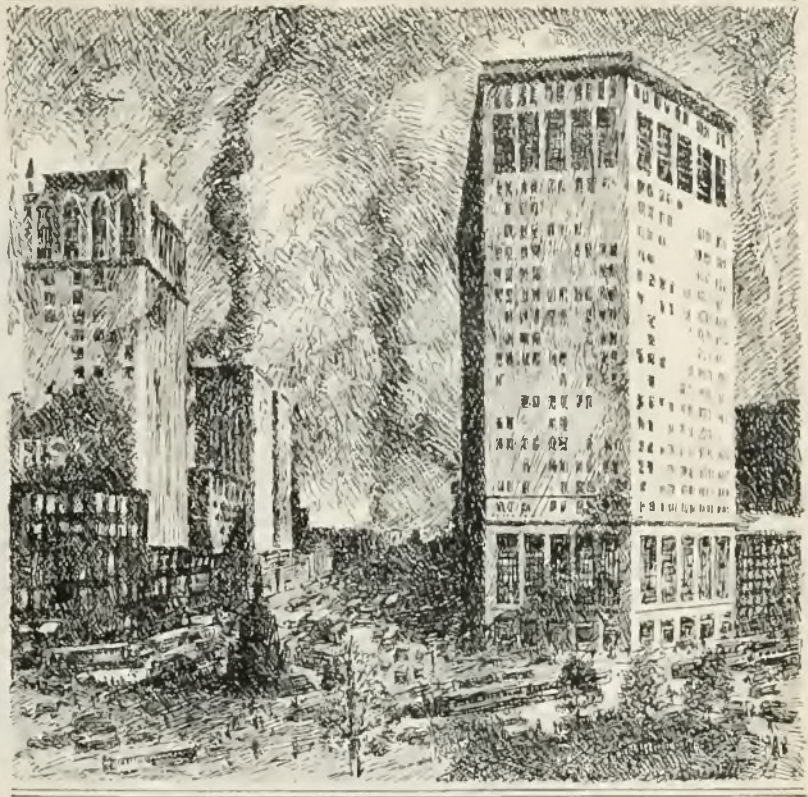
A soft copper-red is Ben Day Cover—Mohawk Brown. The new Gray in Canterbury Book is surprisingly “clean,” so that color and type printed on it actually seem brighter than on white paper. Nileen Green and Coraline (red) in Duchess Cover also have this same characteristic.

One of the greatest exemplars of and sponsors for intelligent use of the printed page is the American Typefounders Company. For their catalog of French Types, just coming from the press, they have used Canterbury Book in several colors. There could be no more severe test nor better demonstration of how D & C papers (in any color) increase the effectiveness of the printed page.

Ask your paper distributor to show you the color range of D & C cover stocks and D & C book papers—particularly the four new colors.

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

From CAMPUS MARTIUS to CALHOUN COUNTY



The Campus Martius at Detroit

IT is no trouble at all for a man living in the shadow of the great breakfast food factories at Battle Creek to point the nose of his motor car Detroitward in the morning and be shopping in the vicinity of the Campus Martius in Detroit before noon. And hundreds of them do it daily, for Detroit is the buying center of an area in Michigan where every other home is a Free Press home.

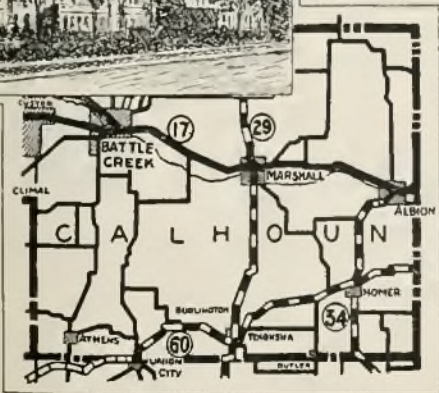
Detroit is no different from other metropolitan centers in America that draw daily tribute in terms of people, dollars, business, from the territory immediately contiguous—a fact of particular import to the national advertiser seeking the greatest possible extension of his selling influence in the Detroit market, at lowest cost.

Whether it be in Calhoun or in any one of the other twenty-four counties within the hundred mile area around Detroit, no other Detroit newspaper offers a coverage of the *entire* market like The Detroit Free Press.

Through The Free Press—the only morning newspaper—you reach three out of every four homes in the twenty-five best buying districts of Detroit and every other one of the 538,828 homes in the entire market.

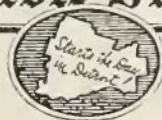


Artist's Sketch of the Battle Creek Sanitarium



The Detroit Free Press

VERREE & National



CONKLIN, Inc. Representatives

New York Chicago Detroit San Francisco



Main Foyer of the New Flagship, Ile de France

RUE DE LA PAIX OF THE ATLANTIC

The immense foyer of the Ile de France giving entrance to an amazing variety of Smart Shops

BUT assuredly—the ring of dazzling little shops on the new Ile de France—it is already the foyer to the Rue de la Paix—the Place Vendome! Enchanting spots—what woman has not pictured herself slipping into a bewitching wisp of a Paris gown—roying with the selection between two so engaging chapeaux—bringing home the most frivolous of boots. Paris—with every grand couturier staging a pageant of her newest inspirations for your approval!

Spend a few weeks there—races, theatres, cafés. Then with your radiant new frocks descend upon the summer playgrounds. Deauville—for the Grande Semaine—all your world, all the smart world in holiday mood. Or South to Dinard, Biarritz, on the crest

of the vogue. And you are in France six days before you expected—on the “longest gangplank in the world”. You recognize it immediately—that gay cosmopolitan air—verve and charm of life—most of all in those divine menus that never could exist outside of France. The new Ile de France, the Paris and France—de luxe French Liners now link the old world and the new in a weekly express service to London and Paris...calling first at Plymouth, England, then Le Havre de Paris, while the four One-Class Cabin Liners go direct to Havre—where just another gangplank leads to the waiting boat-train—no transferring to tenders—in three hours Paris.

French Line



Illustrated booklets or information from any French Line agent or tourist office, or write to 19 State Street, New York City



.... hard hit

“Enclosed please find—”

IN its May 16th issue TIME published a letter from a subscriber in the Mississippi flood district. Hard hit, he could not afford to continue his subscription. His letter was printed, without comment, among fourteen others on the Letters page. During the following week TIME subscribers, entirely unsolicited, sent in checks sufficient to keep the flood victim supplied with TIME for some four years to come.

Compare this letter to your advertisement. It was printed in 6-point type. It lacked headline, illustration, display—ranked zero in attention value. Yet TIME readers, close-scanning, sharp-eyed, ferreted it out.

Over it TIME shed no editorial tear, asked for its writer no offering. Yet TIME readers, quick to act, took out

check books, wrote figures over signatures. Here was a sale without selling talk—a response without an appeal.

Important as showing how closely TIME readers scan its pages, how readily they respond to what they read, the flood letter incident also illustrates how much more than fair white paper blackened by printer's ink TIME is to its subscribers. TIME readers feel that a fellow reader deprived of TIME has suffered a real loss, demanding remedy. They come to regard TIME as one of life's near-necessities. That is why 95 per cent of them are mail-subscribers, why 76.2 per cent of the original 9,000 subscribers of four years ago are still on the books.

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

TIME offers you plus: 135,000 week-in, week-out, cover-to-cover readers. They have money to spend, they have the willingness to spend it. For you with something to sell they constitute an ideal market. Perhaps that is why advertisers spending \$239,000 in TIME in 1926 are on their way toward spending \$300,000 in 1927. Already TIME carries more national advertising than any other national weekly with less than a million circulation.

TIME

To Press Tuesday—THE WEEKLY NEWSMAGAZINE—To Readers Friday



Achievement in Photo-Engraving and Letter Press Printing—1927

A N ENCYCLOPEDIA OF FACTS, a Dictionary of Trade Terms and Phrases, a Compendium of Trade Customs, a Practical Treatise on Platemaking and Printing, a Comprehensive and All-Inclusive Exhibit of Photo-Engraving and Letter Press Printing and a Direct Guide to Results. A veritable Gold Mine of Suggestions and Inspiration. Of daily use and value to all men and women of importance in Art, Advertising, Publishing, Printing, Electrotyping, Paper Making, Ink Making and Photo-Engraving circles.

A Storehouse of Practical Information . . . A Gallery of Commercial and Fine Art . . . A Display

of the Finest Examples of Photo-Engraving and Printing in America, with explanations of how each result was obtained. **Q** The production cost of this book is about \$75.00 per copy. The Sale Price is \$10.00, plus postage. Sold by advance subscription only. **Q** The publication of "Achievement" is an outstanding service to the public, made possible only by the liberal contribution of the members of the American Photo-Engravers Association and Allied Industries. **Q** Date of publication—About December 1, 1927. Size 10x13 inches. 700 pages. Weight 8½ pounds.

Order Your "ACHIEVEMENT" from Any PHOTO-ENGRAVER or ELECTROTYPYER

"YOUR STORY IN PICTURE  LEAVES NOTHING UNTOLD"

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO

Copyright 1927, American Photo-Engravers Association

PHOTO-ENGRAVING *Presents WABASH Service*

Almost a hundred years ago, the first newspaper advertisement of the Wabash Railway appeared in Meredosia, Ill. It made an announcement in plain, unattractive type. Today, Wabash advertising is made a thousand times more effective, attractive and valuable thru the liberal use of Photo-Engraving. Every Wabash advertisement now includes an illustration which greatly enhances its advertising value. We will, of

course, continue to use Photo-Engraving processes in every possible way, because we firmly believe that "A Picture leaves nothing untold."

M. E. BERNET, Gen'l Advertising Agent
WABASH RAILWAY



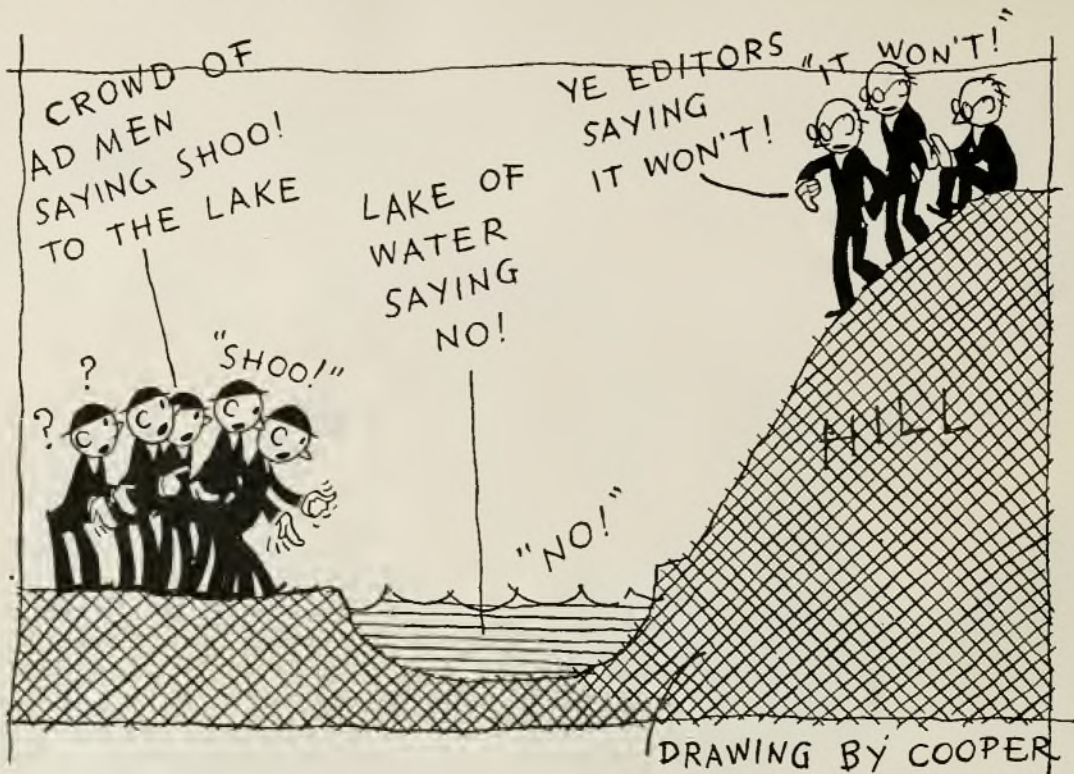
*"Your Story
in Picture
Leaves
Nothing
Untold"*



AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 963 MONADNOCK BLOCK • CHICAGO

5 AN ADVERTISEMENT
BY T. L. L. RYAN, PEDLAR & RYAN, INC.



They seem to believe that water doesn't gallivant up hill

Advertising and Selling shines with an open and evident purpose to separate the Important from the Trivial.

A sense of proportion guides its editing. A sense of understanding distinguishes its articles and a regard for sound economics is the backbone of the book.

Beneath the temptation of the vapid puff, impatient with nebulous theory, it is free from those frequent advertising histories on "How We Pulled Ourselves Up by Our Boot-Straps."

It has the air of being open-faced and open-minded. It gives the sense not

of knowing everything, but of being interested in everything that its purpose and its plans embrace.

I like Advertising and Selling and I like it very much. It is thoughtful in its substance, well written in its manner, and free from bunk, palaver and the stilted phrases which sometimes take the place of thought.

There may be many things wrong with the advertising business, but Advertising and Selling is not one of them. Its "fiction content" is remarkably small. It's an excellent piece of work.

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 three and a half years its circulation has increased 128%. Its volume of business has increased from an average of 21 pages per issue in 1923 to an average of 59 pages per issue in 1926. It will continue to capitalize its courageous editorial policy and through able business management make further substantial progress in 1927.

THIS IS AN ADVERTISEMENT FOR ADVERTISING & SELLING

When volume stays up but profits come down —investigate Atlanta



WHEN slipping prices demand cuts in production costs which are impossible in your present location, it's time to find out what location in the Atlanta Industrial Area can do to bring dividends despite this situation.

Atlanta is the center of distribution for America's fastest growing market. The South is increasingly prosperous. Diverse industry, diversified agriculture, have created a resilient and soundly based region where once was utter dependence upon a single crop.

Production in the Atlanta Industrial Area is unusually profitable because of fundamental economies. Eager Anglo-Saxon workers offer tremendous savings because of their efficiency. Raw materials are plentiful at low prices, and within easy haul. Power rates compare with the

lowest in the country. Taxes are low. Building costs run from 20% to 35% under those in other sections. The list is long, the savings are important.

National conditions are such that production as well as distribution must be decentralized. Quick deliveries. Real cooperation with the trade. Service such as has never before been necessary. And if you are to get all the volume that awaits you in the South, you need a branch in Atlanta.

The Atlanta Industrial Bureau is organized to prove the point. Without charge or obligation, a careful and complete survey will be made, showing all factors as they relate to your business. All correspondence will be held strictly confidential, and all data will be thoroughly authenticated.

Write INDUSTRIAL BUREAU
Chamber of Commerce

ATLANTA

Industrial Headquarters of the South



Send for this Booklet

The actual experiences of nationally-known concerns in Atlanta, and a thoughtful review of this city's many vital advantages as an industrial location. Sent free.

Now



Automatic Motion Picture Advertising

On a Definite Circulation Basis

MOTION Picture Advertising is now being planned with the same efficiency as newspaper, magazine or billboard campaigns—reaching thousands or millions as your plans require—on a definite circulation basis.

Vitalux controls strategic locations in the Greater New York Market as well as in the Metropolitan districts of the leading buying centers—giving manufacturers direct or through their dealers, intensive sales cooperation for special merchandising activities or crystallizing national advertising into local cash sales.

The Vitalux Daylight Automatic Motion Picture Advertising Projector is more than an advertising medium—it is a sales creating unit that shows with real motion pictures your goods in actual use—and is guaranteed to run continuously without an operator. The Vitalux Patented Safety Film cannot break or stick, or in any way interrupt continuous positive projection.

The Vitalux Projector is encased in a beautiful cabinet, in sizes to meet any location requirement, blending in with the advertiser's displays—completing the entire tie-up of the manufacturer's goods with local buying desires that insure rapid turnover and reduced selling expense.

Vitalux Service is complete from production to projection. Vitalux rates—weekly, monthly or yearly include all service items, as follows:

1. Reducing your present film on to Vitalux Special Safety Film.
2. Planning Complete new picture for advertiser.
3. Making the motion stills from the advertiser's own display material.
4. Installation of Vitalux Automatic Cabinet at location.
5. Cooperation by expert display men to insure perfect advertising tie-up.
6. Daily check up of display with circulation.
7. Complete change of films and stills on prearranged schedule.
8. All mechanical details — oiling and cleaning.
9. Guaranteed uninterrupted projection.
10. Low cost per prospect reached.

We assume full responsibility for any size schedule your plans call for. You do not invest in any equipment. You have no service details to bother with. Our service organization operates on a definite systematic plan. Write for rate card and literature giving the complete story of Vitalux Automatic Daylight Motion Picture Advertising Service. Phone or write for our representative.



A Complete Industrial Motion Picture Production Service

We study your product to bring out its dramatic sales features and produce a picture with a definite sales creating message. Our scenario writers combine advertising and motion picture experience. Our directors and cameramen are specialists in dramatizing the use of commercial products. We own and operate our own studio, complete with sets and lighting equipment—our own laboratory for developing and printing standard or narrow gauge film, in charge of motion picture chemists—our own title editors and film cutters.

We furnish definite circulation channels for your industrial, advertising or propaganda films according to your market. Let us figure on your next production. We guarantee every foot of our work.

Automatic Movie Display Corporation

130 WEST 46TH STREET, NEW YORK

Bryant 6321

DOLLARS

IN MOTION

We realize today that prosperity is not merely wealth, or goods, or high wages. It is money in motion, exchanged for goods. Securing prosperity by advertising for it is at least as certain as securing any other concerted action by the same means. When everybody is pessimistic, business is bad. When everybody is optimistic, business is good. Business continues to be good as long as people think it is. If they continue to think it is, as they continue to want

motor cars and silk stockings, then business cycles of alternating good and bad times will become as obsolete as bicycles.

For years it was believed that depressions were inevitable. They were known as "hard times", and accepted as acts of God.

This was simply the result of a state of mind. Banish the state of mind, keep up the brisk exchange of dollars for



goods, and prosperity cannot possibly fold its tents and depart.

The exchange of dollars for goods a beautiful thought for the manufacturer to contemplate! No wonder he seeks means to capitalize this exchange, and finds ready at hand—advertising.

CALKINS & HOLDEN, Inc.

247 PARK AVENUE • NEW YORK



Some women, of course, are born flat-footed. Many homes cannot bring themselves to part company with the golden-oak dining-table and the Mid-Vic settee. Purses differ in their bulge. But make no mistake about this—American women are born with a sixth sense of the ultra-modern, the voguish, the truly beautiful.

GEORGE BATTEN COMPANY, INC.
in Printers' Ink

The "Sixth Sense" Audience is Large— = = and it is constantly increasing

WHY not? America's getting richer, incomes are growing, entirely new standards of taste and luxury are spreading.

The time was ripe for such a magazine as the new Delineator.

In the new Delineator, the woman with a sixth sense for what is stylish, for what is good, for what is beautiful, finds both answer and guidance for her ever widening demands.

Delineator is a practical magazine, eminently so. In its pages the latest

recipe for some piquant dish follows the most recent frock from Paris. The newest idea in interior decoration is presented as interestingly as some very sound psychology on child training. Advice about the care of the complexion precedes a scientific study of the proper use of the automatic refrigerator. And so on.

But Delineator is smart, up-to-date, as well as practical. In fact today, a magazine must be smart to be practical for these modern women—these women with a sixth sense whose number is so constantly increasing.

And every month more advertisers are cooperating with Delineator in its purpose—to Further the Art of Gracious Living

Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY

Advertising & Selling

VOLUME NINE—NUMBER THREE

June 1, 1927

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Want More Distribution? Here Are 21 Places You Can Get It JOHN ALLEN MURPHY	21
How to Give the Media Buyer a Chance to Think LYNN ELLIS	22
Telophotography, the New High Speed Tool of Advertising EDGAR H. FELIX	23
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How Often Should Salesmen Call on Prospects? WILFRED KEAN	27
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THE problem of getting satisfactory retail distribution has proved vexing to many a manufacturer, particularly if he is trying to launch a new product into the channels of an already crowded trade. In this issue John Allen Murphy has worked out a descriptive tabulation of twenty-one out-of-the-ordinary retail outlets which are generally left out of consideration by the sales manager. Through the cultivation of these, according to Mr. Murphy, a really fine sales volume may be gradually built up.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, *General Manager*

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

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

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

NEW ORLEANS:
H. H. MARSH
Mandeville, Louisiana

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

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

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

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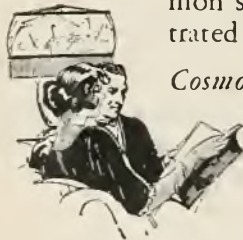


Every Essential Requirement

It is not enough just to reach large numbers of people with your sales message—although numbers are important. (Cosmopolitan reaches more than a million and a half families monthly.)

It is not enough to select just the best families out of the 26,000,000 in the United States—although that too is desirable. (Cosmopolitan selects a great group of worth-while families whose tastes demand the better things, who place quality above price, leaders in their communities who influence what their neighbors buy.)

It is not enough to direct your advertising message with bullet-like precision into the most worth-while markets—although that is a matter of common sense economy. (A full 90% of Cosmopolitan's families are concentrated in the important marketing centers.)



Cosmopolitan meets all these requirements — and more.

It will carry your advertising message into large numbers of worth-while homes in the marketing centers *under the most favorable conditions.*

In the pages of their favorite magazine, filled with the stories of the world's best writers; so good, it must be read; so much, that it is bound to be read again and again; such a wide variety it is sure to attract every reading member of the family.

Cosmopolitan is thus seen to meet every requisite of a primary advertising medium for quality products.



Let a Cosmopolitan representative give you further facts.

Advertising Offices

326 West Madison Street
CHICAGO, ILLINOIS

119 West 40th Street
NEW YORK CITY

5 Winthrop Square
BOSTON, MASS.

General Motors Building
DETROIT, MICHIGAN

625 Market Street
SAN FRANCISCO, CAL.

JUNE 1, 1927

Advertising & Selling

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My Life in Advertising

The Opening Installment of the Autobiography of
America's Most Highly Paid Copywriter

By Claude C. Hopkins

THIS biography is not written as a personal history, but as a business story. I shall try to avoid trivialities, and confine myself to matters of instructive interest. The chief object behind every episode will be to offer helpful suggestions to those who will follow me. The greatest event in my career occurred a year before I was born. My father selected for me a Scotch mother. She typified in a high degree the thrift and caution, the intelligence, ambition and energy of her race. Boys, they say, gain most of their qualities from their mothers. Certainly I inherited from mine conspicuous conservatism. The lack of that quality has wrecked more advertising men, more business men than anything I know. That fact will be emphasized again and again in this biography. I stress it here in tribute to the source of my prudence. "Safety first" has been my guiding star. A Scotch mother is the greatest asset of a boy who desires a career in advertising. Then economy and caution are instinctive with me. They are fundamentals. Success, save by accident, is impossible without them. But the lack of these qualities may be partially corrected by studious cultivation.



Most business wrecks which I have encountered are due to over-reaching; to reckless speculation on a hidden chance; to that haste which

laughs at conservatism; to racing ahead on unblazed trails, in fear that some rival may go farther or get higher.

There are exceptions in business, but not in advertising. All advertising disasters are due to rashness, needless and inexcusable. I do not mean advertising failures. All of us in this line attempt things which cannot be done. In fact, we attempt the impossible much more often than the possible. We are dealing with human nature, with wants, prejudices and idiosyncrasies which we cannot measure. No amount of experience can guide us correctly even in the majority of cases. That is why incaution is an advertising crime.

But ordinary failures mean little. They are to be expected. Every advertising venture in its initial stage means simply feeling the public pulse. If people do not respond, the fault often lies with the product, or may be traced to circumstances beyond control. The loss is a trifle, if anything, in ventures which are rightly conducted. Hopes and ideas which fail to work are mere incidents.

I refer to catastrophes, to the crash of wild speculations. I speak of advertising men who pilot some big and costly ship to the rocks. Those men rarely recover. Pilots who prove reckless are forever feared. I have seen scores of promising men in this line wreck themselves with their ships, just because they ventured with all sails spread on some uncharted course. So far as I remember, not one of them ever came back.

Because of my mother, a dime to me has always looked as large as a dollar. Not my dimes only, but the other fellow's dimes. I have spent them carefully, both as owner and trustee. I have never gambled in a large way, whether acting for myself or for others. So the failures I have made—and they are many—have never counted strongly against me. I have escaped the distrust engendered by conspicuous disaster. When I lost, I lost little in money and nothing in confidence. When I won, I often gained millions for my client and a wealth of prestige for myself. That I largely owe to my mother.

IOWE her vastly more. She taught me industry. I can scarcely remember an hour, night or day, when mother was not at work. She was a college graduate with great intellectual powers. There came a time when, as a widow, she had to support her children by teaching school. Before and after school she did the housework. In the evenings she wrote books—kindergarten books for schools. When vacation came, she tramped from school to school to sell them. She did the work of three or four women, and developed three or four careers in the bargain.

From my earliest years, under her direction and incentive, I did likewise. I have supported myself since the age of nine. Other boys, when they went to school as I did, counted their school work a day. It was an incident to me. Before school I opened two school-houses, built the fires and dusted the seats. After school I swept those school-houses. Then I distributed the *Detroit Evening News* to sixty-five homes before supper.

On Saturdays I scrubbed the two

school-houses and distributed bills. On Sundays I was a church janitor, which kept me occupied from early morning until ten o'clock at night. In vacations I went to the farm, where the working time consisted of

me that I was working hard. In after years I did the same in business. I had no working hours. The day I ceased before midnight was a holiday for me. I often left my office at two o'clock in the morning. Sundays were my best working days, because there were no interruptions. For sixteen years after entering business I rarely had an evening or a Sunday not occupied by work.

I am not advising others to follow my example. I would not advise a boy of mine to do so. Life holds so many other things more important than success that work in moderation probably brings more joy. But the man who works twice as long as his fellows is bound to go twice as far, especially in advertising.

Advertising success is largely a matter of experience and experiment. Certain principles can be taught, but we cannot teach human nature. We cannot tell others how to touch the chord that responds. The methods differ with every product, every undertaking, but experience forms our guide in all. Things happen which surprise us. Then we analyze those happenings and try to find some guiding factor in them. We compare one method with another and try to reason out the difference in returns. Our choicest plans fall down. Some stray idea proves a winner. We try again and again, and finally we accumulate a fine collection of dependable reactions. But this education requires time and experience. It is not an instinct; it cannot be gained from books. So when they call a man an "advertising genius," it does not imply peculiar ability. "Genius is the art of taking pains." It means that a man has sacrificed all else in life to excel

Editor's Note

THE accompanying article constitutes the first installment of a remarkable business autobiography. It is the life story of a small town boy of the Middle West who rose, despite heavy handicaps, to the position of America's most highly paid copywriter. Mr. Hopkins places his earnings roughly at five million dollars. But many men have made five million dollars in the history of this plutocratic country. More than a mere handful have made that figure directly or indirectly in advertising. But the truly remarkable element connected with Claude C. Hopkins' success is its highly personal nature.

Claude C. Hopkins' major business achievements are pretty generally known in the advertising world. His longest and most brilliant connection was with Lord & Thomas, Chicago advertising agency, where for seventeen years his talents found congenial outlet. For seven years he was president of that company. At present he is engaged in advertising and marketing his own products, but he also serves as copy counsellor for Kling-Gibson Company, Chicago.

In this auspicious opening installment Mr. Hopkins describes his early surroundings that his readers may better understand the source of those qualities which led to his success. His struggles during those years when he was most plastic laid the firm foundations of the advertising conceptions upon which was to be raised the structure of his material accomplishment. These memoirs will undoubtedly bring a thrill of reminiscence to many readers who have come far along the same path that Hopkins trod.

It should be borne in mind that ADVERTISING & SELLING intends to preach no sermon when it publishes this story. It merely brings to its readers the remarkable autobiography of what it considers in many ways a remarkable man. If any of our readers find themselves in disagreement with any of the theories or achievements of Mr. Hopkins, we ask that they consider this publication merely as his medium of expression.

sixteen long and hard hours a day.

When the doctor pronounced me too sickly for school I went to the cedar swamp. There work started at 4:30 in the morning. We milked the cows and fed the cattle before breakfast. At 6:30 we drove to the swamp, carrying our lunch with us. All day long we cut poles and hewed ties. After dinner came another milking, then we bedded the cattle for the night. At nine o'clock we crept up a ladder to the attic and our bed. Yet it never occurred to

in this one profession. It means a man to be pitied, rather than envied, perhaps.

Through father I gained poverty, and that was another blessing. Father was the son of a clergyman. His ancestors far back had been clergymen, bred and schooled in poverty, so this was his natural state.

I owe much to that condition. It took me among the common people, of whom God made so many. I came to know them, their wants and impulses, their struggles and economies

Want More Distribution? Here Are 21 Places You Can Get It

Some New Trade Channels That Are Open to Manufacturers Who Want Additional Outlets

By John Allen Murphy

PROBABLY the most difficult problem that the manufacturer of a new product faces is to find distributors who are willing to accept his article. Let us assume that the thing he has started to make should be sold through the hardware trade. That is no indication that hardware buyers are waiting for it with open arms. Competition, today, is so intense among manufacturers who are anxious to get the cooperation of the retail hardware trade that the merchant in this field cannot possibly heed the appeals of all of them. Of every hundred manufacturers who would like to sell through him, the hardware retailer can handle the wares of possibly no more than ten or twelve.

What are the other eighty-eight manufacturers to do? The only thing they can do is to gain admittance to other hardware stores, not quite so desirable as the group first approached. In this manner most of them, if they try hard enough,

can get a scattering distribution in stores of the second, third and fourth grade. For some of these manufacturers this may prove to be adequate, but most of them will not be satisfied with the limited volume they are able to get this way. They must find some other means of getting their goods to the public. Many of these companies will be able to unravel their difficulties by going outside of the hardware field and seeking other trade channels, such as electrical shops, sporting goods stores, drug stores, etc.

That is the way manufacturers in numerous lines are getting distribution today. They are going outside of the traditional retail channels of their industries. As a result of this development the old limits that used to define the scope of stores of certain types have been broken down. A hardware store is no

longer confined to hardware. A drug store handles a thousand-and-one things in addition to drugs. Even grocery stores have broadened their service until many of them have become restaurants. And while these old classes of stores have been in-

[CONTINUED ON PAGE 85]



GIFT shops and roadside stores have been increasing rapidly of late years. By cultivating such out-of-the-ordinary retail outlets as these and others described in this article, the alert manufacturer can greatly increase his business



© Ewing Galloway

How to Give the Media Buyer a Chance to Think

By Lynn Ellis

IN the case of *Blumenstock vs. Curtis Publishing Company*, the United States Supreme Court ruled that advertising was not merchandise. A bulletin of the A. N. P. A. points out that advertising is a service, not a commodity. The commodity classification of the U. S. Department of Commerce does not so much as mention it as an item of interstate or foreign commerce. Mr. Hoover's "Division of Simplified Practice" will therefore be a long time getting around to advertising wastes, and advertising must climb out of sink-holes without much outside help.

From the many pot-and-kettle controversies I conclude that one of the bad holes is "space buying." We have standardized the rate card and the circulation statement, cut a great many business and farm paper sizes down to a very few, and standardized the order blank, though the more adventurous agencies take great liberties with it. A few publishers have focused on one standard size for essential data about their media and markets. But nowhere is there even a glimmer of a standard order in which such data are furnished. Advertising is primarily a business of presentation, but it is ten years too slow in tackling the job of presenting media information in efficient form for easy comparative analysis.

A newspaper "special" asks me for a simple outline, one that will be acceptable to enough agencies, so he can safely cut out the waste of compiling and recompiling facts to suit each individual fancy. Out of fourteen agencies to which he appealed he has had fourteen different outlines and a headache. I show him an outline that embraces the whole fourteen. He admits it is good, but buries it for two reasons: first, he is sure it is at present over the heads of some of his little publishers; second, even should he bring his own publishers up to the mark, it would still be only a private classification which others might hesitate to swallow for fear of admitting weakness.



I talked in April with one of this "special's" publishers. His office is still working its head off shaping identical information this way and that to suit the individual agency. It is all costing money, but he cannot escape it.

For years, before I was called away from the management of an agency branch, I made a practice of showing visiting publication higher-ups our media data files with rate cards, all neat and sweet, A. B. C. reports, all handy in binders with duplicate sheets in vertical files, sample copies neatly arranged and indexed, under lock and key. But the background information! It was terrible! Curtis, Crowell, *Woman's World* and McGraw-Hill books too big for any standard file, smaller books of all shapes and sizes, letters, flimsy carbon copies, broadsides, mailing cards.

IKEPT in mind a certain exhibit of original material we had once taken along when presenting a plan to a new client, a case where we hadn't had time to make a parallel digest. I'd pull part of this exhibit out of our files, take down and dust off a big book or two, and pile the misfit mess on a table. Then I'd ask the

publisher if it were not a shame to equip us, his salesmen, with the likes o' that. If these evidences of irritation ever did any good, I haven't found it out yet. Agencies are still laboriously recompiling essential facts, or "passing the buck" to the publisher for special compilations, or carting armfuls of nondescript stuff around in its original shape, then pawing madly for the answer when some new question is raised in conference. Representatives are still waiting in ante-rooms for the chance to pour into waiting ears tedious facts that the owner of the ears should have on file in easily accessible, printed form—still feeling hurt because the media analyst can't remember it all and doesn't take his time to write it down—still panting to see the advertiser and make double-sure by pounding two pairs of ears.

NOW for the advertiser. Mr. C. F. Beatty, in *ADVERTISING & SELLING* for January 12, echoes the thought of getting information in "convenient and authentic form" and presents a business-paper questionnaire suggested by thirty-eight advertisers. Fred Davis, of General Electric, sends me his "Periodical Data Sheet," mentioned in Beatty's article. The two forms are similar, but not the same. To a publisher they present the same old problem of doing it just a little differently each time to suit a single buyer's taste. What is worse, both forms only aim in the main at information already given by A. B. C. reports and the standard rate card. They do not dig out the background dope that reveals the underlying character of the medium. I like both fellows, but I think they have yielded to the very human desire to have things served specially, rather than according to the established menu.

I never like to kick without making a constructive suggestion. I have been making the same suggestion over and over for a good half-dozen years, and I now make it again by repeating my open letter to Charley

[CONTINUED ON PAGE 78]



New Issue - 10 pt Chest Bond
underwritten \$25,000,000

Province of Ontario
CANADA
(One Year and Two Year)

Dated May 26, 1926

Principal and accumulated interest may be paid hereafter by check at New York City or gold coin at the United States of America.

Legal Investment for Savings Banks in New Hampshire, Vermont and other

Ontario is the wealthiest and most populous Province in the Empire the population, about 67% of the agricultural production and the production of the entire Dominion. In area the Province is equal England, the Middle Atlantic and the Middle Western States.

These Notes and interest thereon are direct and primary - all other the Consolidated Revenue Fund.

PRICES
1927 maturity to yield 4.25%
1928 maturity to yield 4.44%

Legales to be approved by E. C. Long, Esq.,

First National Bank, New York
Lee, Higginson & Co. Hallgarten & Co.
Redmond & Co. Salomon Bros. & Hutzler
Bank of Nova Scotia

3 pt and have been made

\$25,000,000 - 10 pt Chest Bond
- 30 pt Chest Bond
- 12 pt Chest Bond
- 10 pt Chest Bond

Province of Ontario
CANADA
and Two Year 4% Notes

\$10,000,000 due May 26, 1927
\$5,000,000 due May 26, 1928

Legal Investment for Savings Banks in Connecticut, Massachusetts, Vermont and other states

Ontario is the wealthiest and most populous Province in the Empire the population, about 67% of the agricultural production and the production of the entire Dominion. In area the Province is equal England, the Middle Atlantic and the Middle Western States.

These Notes and interest thereon are direct and primary - all other the Consolidated Revenue Fund.

PRICES
1927 maturity to yield 4.20%
1928 maturity to yield 4.40%

Legales to be approved by E. C. Long, Esq.,

New York
Hallgarten & Co.
on Bros. & Hutzler

Bank of Montreal
White, Wald & Co.
R. W. Prinsprich & Co.
Dominion Bank

Telephotography, the New High Speed Tool of Advertising

By Edgar H. Felix

ARUN in the artificial flower market, a certain morning a few weeks ago, upset the millinery shops and department stores of Boston, Cleveland, Chicago, Atlanta and San Francisco. Just why all the members of the fair sex should take suddenly to artificial flowers requires an explanation to those untutored in their perceptive ways.

The morning papers in those and other cities featured photographs purporting to show the latest, the very latest, and authentic millinery styles. No woman could question the source of information, for had not the afternoon before been the occasion of a conference of the moguls and dictators of the millinery trade in convention assembled in New York? And had they not casted their eyes upon stunning new lines of flowered hats? No woman in a position to take advantage of such a hot tip from the very throne of the millinery kingdom would fail to act on it before the full market in artificial flowers got under way.

A new agency of business, wire transmission of pictures, had done its deadly work. It so happened that the two photographs which had reached these cities in time for pub-



THE cuts on this page and the one following were reproduced direct from telephotographic prints. They convey a fair idea of the versatility and effectiveness of this new medium of communication

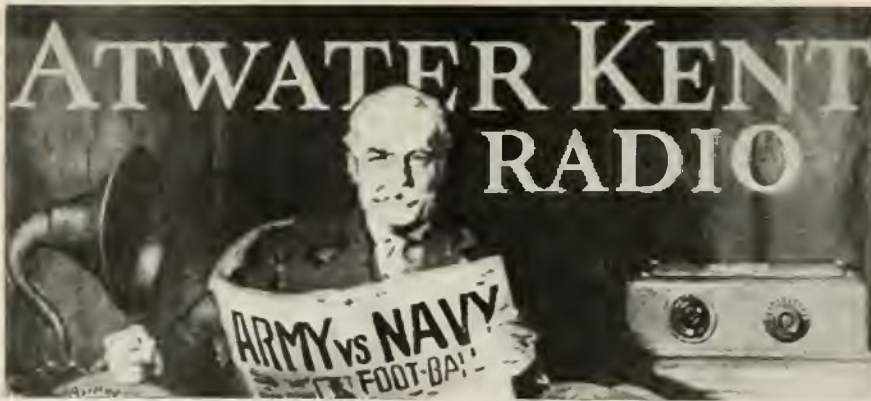
lication in the morning papers showed flowered hats gracing the

heads of the models. Within twenty hours, enlargements of these pictures, supplemented by additional ones transmitted later in the night, appeared as the feature of window displays in leading department stores of widely scattered cities.

A telephotograph can now be delivered in every important city of the country within eight hours. The photographs have sufficient definition to make fine screen halftones for the best magazines of the day.

The most obvious use of such rapid distribution of photographs is the supplying of news pictures to the press. But this is a rather minor application, because few pictures in the general run of the day's news are of sufficient interest to warrant national distribution. Chicago prefers to feature its own fires, gunmen and sashweights, rather than those of New York or Los Angeles.

Already the most important user of telephotographs is the advertiser. Financial advertising of new bond issues, for example, is usually subject to revision up to the last minute, yet it must appear both simultaneously and with absolute accuracy and uniformity in the financial sections of newspapers in all the important centers of the country. The financial advertisers have welcomed this



new method because it permits the rapid transmission of copy with accuracy. Full instructions as to typography can be plainly marked so that the typesetter can do his work directly from the reproduced photo. Copy approved as late as nine o'clock in the evening of one day in New York may appear in the morning papers of Boston, Cleveland, Atlanta, Chicago, St. Louis, Los Angeles and San Francisco on the following day. There have been instances also of rushing last minute copy to publications when a closing date has approached a little too closely for comfort. Shortly, it will be feasible to transmit the three plates of a color illustration so that the emergency needs of almost any advertising situation can be met.

Correcting the mistakes of business, however, is only one valuable service of telephotography. Imagine the executives of one of our large corporations assembled for an annual conference in New York. A matter comes up which cannot be intelligently discussed without the aid of an auditor's figures from the San Francisco office. Telephone instructions can bring an accurate photographic copy of such a report to New York in a matter of a few hours.

Or consider another imaginary event. A national advertiser in Dayton, Ohio, permits it to become known that he might change his advertising agency. The railroad companies immediately do a flourishing business transporting high powered salesmen to Dayton. Mr. Modern Methods, representing a New York agency, obtains a hearing with the advertis-

ing manager and the president of the company at four o'clock in the afternoon. He makes good progress in his solicitation. They listen to his presentation about facilities and service with signs of satisfaction. The conversation passes to copy themes without serious obstructions. Returning to his hotel, he calls the art director in New York on the long distance telephone. Two artists work half the night and, thanks to telephotography, Mr. Modern Methods has three or four sketches to submit at his eleven o'clock appointment on the following day. This sample of speedy service secures the signature on the dotted line before the opposition has had sufficient time to marshal its selling strength.

A NEW type motor car is to be angled before the public through a spectacular teaser campaign. Copy is placed with national weeklies a month ahead but the dealers are kept in the dark until the last minute in order to take the market by surprise. Advertising copy, prices and descriptive matter are distributed by telephotography.

Recently an automobile manufacturer notified his advertisers by telegraph of a price reduction. When confirmation reached the New York

agent by mail, he found, to his consternation, that he had misinterpreted the telegram because the price quoted was f.o.b. factory and not the delivered price, as had been customary with this manufacturer. He had already placed advertisements in the dailies, giving an incorrect price. Naturally, no end of confusion and a considerable expense resulted. Had notification and advertising copy been transmitted by telephotography, no error would have been possible.

Accuracy is as important a virtue of telephotography as is speed. No matter how complex the text, the electric eye transmits it. Japanese characters, hieroglyphics, tabulations of figures and other material totally unsuited to telegraphic transmission give it no more trouble than forty-two point Roman caps. This is particularly valuable in transmitting certain types of statistical and technical reports which must not be merely accurate but arranged in

TELEPHOTO CHARGES									
American Telephone and Telegraph Company.									
1. Charges for the transmission of one picture 5 1/2" x 7 1/2" from one point to another.									
	Boston	New York	Cleveland	Atlanta	Chicago	St. Louis	Los Angeles	San Francisco	
Boston		\$15	\$20	\$25	\$25	\$25	\$50	\$50	
New York	\$15		15	20	20	25	45	45	
Cleveland	20	15		20	15	20	40	40	
Atlanta	25	20	20		20	15	35	35	
Chicago	25	20	15	20		15	35	35	
St. Louis	25	25	20	15	15		35	35	
Los Angeles	50	45	40	35	35	35		15	
San Francisco	50	45	40	35	35	35	15		
2. Charges for the transmission of one 5 1/2" x 7 1/2" picture from one point to two or more points.									
The charge for transmitting a Telephoto to two or more points simultaneously is made up of an initial charge of \$5 plus the sum of the point to point charges below. In calculating the point to point charges, the stations desired, regardless of whether they are sending or receiving, should be taken from East to West in the order given in the list. For instance, a simultaneous picture transmitted from Chicago to Boston, Atlanta, St. Louis and Los Angeles would be charged for as follows:									
	Initial	Bos. to Atl.	Atl. to Chi.	Chi. to S.L.	S.L. to L.A.	Total			
	\$5	\$20	\$15	\$10	\$30	= \$80			
	New York	Cleveland	Atlanta	Chicago	St. Louis	Los Angeles	San Francisco		
Boston	\$10	\$15	\$20	\$20	\$20	\$45	\$40	\$40	
New York		10	15	15	15	35	35	35	
Cleveland			15	15	10	30	30	30	
Atlanta				10	10	30	30	30	
Chicago					10	30	30	30	
St. Louis						30	30	30	
Los Angeles							10	10	

While the telephoto charges in this table are subject to changes they show the economy with which the new facility may be employed

Getting the New Account Off to a Flying Start

By Donald Argyle

ONE of the smartest sales promotion managers I know said the other day: "I think that the biggest factor in the success of my company has been their almost maternal solicitude about the welfare of new accounts. We sell to almost every dealer of good credit in a town, but each new account is treated as though it were the only baby in our family.

"Too often the arrival of the first shipment of a new product at a dealer's door is slighted by the manufacturer. The salesman may have got a great thrill over landing the account. Now he is off to other fields. When he thinks the dealer's shelves are approaching depletion he will come back for a repeat order. In our opinion, the salesman should try to be on hand a day or two after the first shipment has arrived. He comes, not to sell, but as a matter of courtesy to see if the goods have arrived safely and in good condition.

"This is a crucial point in the history of a new account. Now a place will be found for the goods among the other items in the stock of the store. Will it be a good location? Now the clerks will be told about the goods. Adequately? Now the merchant's interest is active but watchful. Very often the goods are still on trial as far as he is concerned. It is a time when, in our opinion, it is very advisable to resell him on the whole proposition.

"But the best way to do this is to make sure that everything has been done to get the account off to a flying start. If the store customers are simply allowed to 'discover' that the goods are now in stock the start in actual sales is pretty sure to be sluggish. To permit this condition to exist is to run the risk of seeing the dealer's enthusiasm fade away. The



THE salesman may get a great thrill out of landing a new account, but immediately he is off to new fields. The writer of this article maintains that, whenever possible, the salesman should try to be on hand when the first shipment of the order arrives. His call is then one of courtesy rather than selling, and frequently he may thus win the full support of the new dealer and insure strong sales effort being placed behind his goods. Numerous other ways of winning the full support of the newly acquired dealer are discussed in the accompanying article

account may be no sooner got than the losing begins." This is too true.

There are, however, many steps which can be taken by the manufacturer to get the new account off to a flying start.

1. Newspaper announcement.

In some cases it will pay the manufacturer to provide a local newspaper announcement to the effect that the dealer now handles his goods. The appropriateness of this step is obviously greatest where the goods are high priced and sold exclusively through one dealer in a town. To

announce every new account for a popular cigarette or chewing gum would be obviously out of the question.

Where such announcement is advisable, there are several ways in which the step may be made. If the manufacturer has an outstanding reputation, he may announce the new connection over his own name. Such an announcement may be formal and elegant, for example, in the case of a manufacturer of high priced pianos. Another manufacturer who has popular priced goods will buy for each new dealer space in the best local newspaper, or two, but the dealer gets up his own announcement. This is a better procedure where there are many dealers, as old dealers might be offended if they saw a newcomer advertised by the manufacturer from whom they had bought goods for many years without such advertising.

2. Adequate store advertising material.

In general, most manufacturers are either too stingy or too lavish with their "dealer helps." At the one extreme they provide only a sign or two during a year. At the other extreme, great quantities of "helps" are packed with each shipment of goods.

The suggestion here is to be lavish with the new account. Here is a dealer who really wants those "helps" to make sure that his customers know that he now has the new line. Later on he will not need them so much. But at that time he does.

3. Dealers' electros.

This is a subject worthy of an article by itself, but one point is to be remembered: Such advertising may easily be of more importance to the new dealer than to some of the older ones. And another point: Have plenty of variety and flexibility

[CONTINUED ON PAGE 72]



Silk stockings are sheer, softer, more perishable



Woolen ones are gay, colorful, satisfying

This year your hosiery demands even greater care

If silk—its sheer texture, its lovely sheen, need special protection
If wool—you must not let it shrink, grow rough, nor harsh

TODAY it's special hosiery for every occasion, for each ensemble!

Delicate, frail as cobwebs, the silk stockings you wear with your precious evening gowns. Surely less gossamer-thin are those for the tailor. And for golf such gay woolsens full of the spirit of sport!

Silk or wool, your hosiery must stand repeated washings. After every wearing stockings must be quickly laundered, made fresh so that perspiration won't ruin the delicate fibres.

Such sheer silks, such sensitive woolsens cannot stand any treatment but the safest! Rubbing with cake soap is ruinous. Tiny particles of soap catch in the meshes, and then you have to rub again to get them out. This frequent rubbing soon wears down the tiny fibres, "runs" come, your stockings are gone!

With Lux there is no rubbing. Toss a table-spoonful of its tissue-thin flakes into hot water. In an instant they dissolve completely. Add cold water until lukewarm. Gently swirl your stockings about in these rich, sparkling, bubbling Lux suds—so safe! Out comes all the dust and dirt in a twinkling. Your stockings are made fresh and lovely as new!

DAILY, millions of women wash their precious stockings, their exquisite silk lingerie, all their fine things in Lux. They would not think of trusting such treasured possessions to even a single washing in anything else! Ordinary soaps—cakes, flakes, or chips—containing free alkali are so dangerous. On each package there are complete directions which tell you the most successful way to wash your stockings—whether silk or wool. Lever Bros. Co., Cambridge, Mass.



Anything safe in water is safe in Lux

EXQUISITE, FILMY, PERISHABLE

Yet you can keep your precious underthings like new this way

ITS positively breath-taking— their loveliness! You rub your eyes and wonder if such adorable fineness, such exquisite beauty can be real, can belong to you and not some fairy princess in a story book.

This year your underthings are dreams come true! Like fairy col- orets, delicately tinted with the palest rainbow colors, your new silk slips and adorable knickers, soft, silken vests and lace-trimmed bras- sieres. Gowns, too, of the softest,

most exquisite crepe de chine, Ador- able pajamas!

All too exquisite, too costly, too perishable for any treatment but the safest. In a twinkling one ordinary washing would begin to destroy their bloom, their charm—the very things that made you want to buy them. You know rubbing with cake soap ruins delicate fabrics—silk, crepe de chine, triple voile, lace. And there is an even greater danger—ordinary soaps containing free alkali, no matter

whether they are flakes, chips or cakes, may hopelessly fade colors, cut the life of sheer fabrics in half!

Entrust your treasures to Lux! No rubbing—no harsh free alkali. Just rich, bubbling, sparkling suds safe for the most delicate, filmy fabric that water alone does not harm. Gently, safely, Lux cleanses. Even after repeated washings it restores your precious underthings to you fresh, unaged.

On each package are complete direc- tions for washing perishable fabrics most successfully. Lever Bros. Co., Cambridge, Mass.



Underthings like fairy colobrets, delicately tinted—
LUX guards them, keeps them like new
NOW THE BIG NEW PACKAGE, TOO

THE NEW SPORTS WOOLENS Soft—unshrunk—colorful after repeated washings



WOOLENS—seats hosiery, sweat- ers—in every woman's wardrobe, whether she is an active sports- woman or an interested member of the gallery!

You probably own one of the ador- able new flannel dresses, ties, and a costly little woolsen sports suit.

Keep these expensive clothes and accessories immaculate and trim- mings all through the season! Their charm, their smartness depend so much on the way you launder them

Rubbing with cake soap nits the tiny interlocking wool fibres, shrinks them, destroys the trim line of your smart new dress, makes your gay- colored stockings harsh and rough. Ordinary soaps—cakes, flakes or chips—containing free alkali, are



equally harmful. Free alkali coarsens woolsens, cuts their life in half!

WITH LUX there is no rubbing! It contains no free alkali. Just a few flakes whip up quickly into a bowlful of rich, bubbling, cleansing Lux suds. Then a gentle dipping up and down and your precious woolsens are restored to you as soft and fluffy, as fresh and unaged as new.

Even after repeated Lux washings, woolsens stay trim, fluffy, unshrunk. Follow the washing directions on the pack- age. Lever Bros. Co., Cambridge, Mass.

Printed chiffons and silks—cobwebby crepes —Keep them like new all season long

The sheerest, the most perishable summer frocks can be laundered again, and again this way—with success!

WHAT a wealth of delicate fabrics—sheer and semi-sheer crepes, chiffons, georgettes, satins, silks!

Never were summer frocks more exquisite, more perishable than this present summer season.

Care for them properly or they will quickly lose their charm! A single washing with ordinary soap—cake, flake or chip—often utterly destroys the bloom of a summer frock!

Created expressly to wash delicate fabrics, Lux is today more necessary, more indispensable than ever before. This season's sheer, filmy, perishable



fabrics should never be entrusted to anything else.

Rubbing cake soap on delicate fabrics is disastrous! Rubbing weakens the fibres of silks, chiffons, crepes, satins, destroys their bloom, makes them shabby-looking in almost no time. And the alkali in ordinary soaps—cakes, flakes or chips—de- stroy the life of such delicate fabrics. Invisibly at first, but surely, swiftly! You see the damage when it is too late! Wash your delicate fabrics the safest way—in Lux! No ruinous rubbing—no free alkali!

Any fabric, no matter how delicate, how perishable, if safe in water alone is safe in Lux! Its pure, bubbling, sparkling suds keep fabrics new-look- ing, fresh, even after repeated wash- ings!

This summer entrust all your pre- cious perishable things—frocks, lin- gerie, hosiery—to nothing but Lux. At the season's end you will marvel at their newness, their freshness. The most successful way to wash silks, chiffons, satins, and other sensitive fabrics is described on the package. Lever Bros. Co., Cambridge, Mass.



Delicately smart, new frocks at best prices



Printed silk is a favorite with sportswomen



NOW THE BIG NEW PACKAGE, TOO

LUX has followed the policy of changing its advertising art style before the public had a chance to grow tired of any one standardized form. The result has been several short series of advertisements, each of which is distinct from all others. The one reproduced features the tasteful art work of Marion Wildman

How Often Should Salesmen Call On Prospects?

By *Wilfred Kean*

The Estate Stove Company, Hamilton, Ohio

KEEP everlastingly at it and you'll be successful." This, in a nutshell, is the gist of a large number of articles we read. We are told how one salesman closed a sale with a "prospect" on whom he had called once a week for a year and a half; how another closed a sale on the 213th call; what one salesmanager wrote his men about the value of persistency.

The stories often make interesting reading and usually are accepted as offering sound advice, whether or not it is followed. And yet, while persistency is no doubt a valuable trait in a salesman, too much stress has been placed on that one principle of salesmanship and not enough on another, to some extent contradictory but equally important one: learn to avoid call-backs when they are unnecessary or unprofitable. I fully believe that ninety per cent of all call-backs are one or the other, and constitute a type that is the greatest time killer for the average salesman and a tremendous expense to his house.

If your salesman "sells" a man on the thirty-first call when he should have sold to him on the first, he has lost valuable time. If he sells him on the fiftieth call when he could have made four sales to other prospects during the time consumed in making the forty-nine call backs, he has lost time and business. If he calls back on a man who is really not a prospect at all, just because he did not get a definite turn-down, because he is too indolent to dig up new prospects, or because he cannot tell a good prospect from a poor one, he is practically wasting his time. Perhaps he is "spreading the good word," but that is a form of general publicity that is far too expensive. When a sale could have been closed on the first call and the salesman fails to do so, he is greatly decreasing his chances of ever making it.

It is hard for human beings to make a decision, and consequently they put off the salesman with the

plea that "they want to think the matter over." Usually there is really nothing to think over; the prospect has all of the facts, and is in as good a position to decide as he ever will be. He merely wants to postpone making a decision as long as he possibly can. As a general rule, he is no more ready to make his decision on the salesman's second call than he was on the first, and he finally makes it only when he is forced to, or feels that he can no longer ask the salesman to wait. The optimistic report the salesman sends the house of a "good prospect" secured instead of a sale made often means only a confession of failure on the salesman's part to make the prospect reach any decision at all.

Perhaps the prospect is sincere when he says he wants to think things over; but other affairs have a way of interfering. Important matters arise in his business or his home. If he gives the proposition any thought at all, it is sandwiched in between other matters, which to him are more important. What thought he does devote to the proposition is usually directed toward the natural desire to find a good reason for not buying, to discover some way of gaining by hanging on to the money involved. Those eloquent arguments the salesman advanced have become dim or forgotten; new objections arise without the salesman's presence to combat them. When the salesman calls back, he is greeted with the remark, "I have thought things over carefully, and have decided not to buy." Since the salesman has gone over the proposition thoroughly, the prospect "knows all about it," the salesman is not given a chance to reopen the discussion, and the sale is definitely lost.

MANY prospects find it difficult ever to say "No." Either they are too kind or too timid, or they feel that the salesman would refuse to accept their answer and would take more of their time. As an easy way

out they ask the salesman to come back some other time, to leave a booklet they can read. They give any excuse to get him to give up his battle. If any average salesman closed one-fifth of the business that had been promised to him for next week, next month, or next year, he could retire before most salesmen even begin to hit their stride.

Quite often, call backs are really the result of mere laziness on the salesman's part. It becomes very tiresome to make call after call on new prospects, to tell the same story over and over. It is much easier and far more pleasant merely to drop in and chat with a man who already knows something about the proposition, and then to rationalize and tell oneself that one is really working. For a while, perhaps, the salesman has to argue himself into believing that the time spent in this way is well spent; but eventually these call-backs become habitual.

THERE is the prospect who "must consult someone else." Husbands must consult their wives, wives must consult their husbands, buyers must consult those who will use the product, subordinates must consult their superiors, partners must consult their associates. At times this is really necessary; usually, it is not. In either case, no matter how thoroughly the prospect may be sold on the proposition, he can never present the matter as well and as forcefully as can the salesman. The salesman knows his offer thoroughly, and is trained to meet every objection; the prospect knows only what the salesman has discussed with him. When he presents the proposition, objections are made that he did not bring up to the salesman, and he does not know how to answer them. He lacks the fire and the enthusiasm of the salesman, and under the skepticism and objection of his associates, his own belief in the matter grows weaker, the objections seem stronger, and when the salesman calls back he

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The Great Automobile Duel Is On

By Winslow Hewitt

THERE has been nothing so sporting to watch in decades as the 1927 crucial duel now transpiring between the two great protagonists of the motor industry—Ford and General Motors. Here are two great "vertical trusts," giant corporations superbly expressive of the large-scale age we live in, engaged in a mammoth duel with the public, a vitally interested watcher, and advertising playing a gigantic part. The 1927 General Motors advertising appropriation is \$50,000,000, the largest ever recorded in commercial history.

The big news—no mere rumor this time—is that on July 1 Ford will announce at last a new Ford car; the first radical change in the famous flivver since the early days of automobilism. It represents the reluctant cry of "touch" from Ford in the great duel in which, obviously, he has been worsted in the past several years.

The new Ford car will represent at last and significantly a new tack on the part of Ford, whose fighting strategy up to this time has been confined wholly to a pressure upon price; a tapping of new levels of consumption. The new Ford will actually be slightly increased in price. It will be three inches lower and four inches longer than the present chassis; the body will have a more definite streamline, a different radiator and hood, and a four-speed standard gear-shift control; bumpers and balloon tires, new ignition, oil and water pump and, I understand, four-wheel brakes. The great Ford plants will stop making the old classic model June 1, and deliveries on the new model will start August 1.

General Motors will show a 40 per cent increase in retail deliveries in the first six months of 1927 over the same period in 1926, whereas the industry in general and Ford in par-



THE automobile has passed through a great many changes during the comparatively short period of its existence, but the merchandising of its manufacturers has changed even more. With the recent announcement of the new Ford model to come out on July first, another great forward step is indicated; a step which gives promise in many ways of being the greatest and most revolutionary that the industry has known

ticular will show a decline. The first quarter of 1927 was down 14 per cent as compared with 1926 in unit sales and production. Ford had a particularly heavy decrease. The Chevrolet has had the greatest demand in its history; 379,330 cars in the first four months of 1927, as against 233,907 in 1926.

TEN million dollars of the total fifty million dollar advertising appropriation is being spent on the Chevrolet alone; whereas Ford is spending virtually nothing. He has had one of his periodic shifts of opinion on advertising; some months ago he said advertising was "an economic waste." But evidently this opinion is again to be shifted, for newspaper advertising announcements of the new model are indicated to appear.

Right here is the place to analyze the Ford selling and organization psychology. Ford has been the victim of a "fixation of idea," and it is immensely to his credit that, however late, he has read the signs aright. His fixed idea, perfectly valid and a marvelous contribution to modern industrial technique, was to let price make his sales by tap-

ping at each new price new strata of consumption, since the desire and need for automobiles is universal. It was as though all of us were compelled to go barefooted and shoes were supplied, first at \$50 a pair, available only to a few, and then at various downward levels; at each level more of us becoming agreeably shod. So grateful were great masses of us for shoes of any kind that we hailed the maker a benefactor solely because he made some kind of a shoe at a price we could pay.

Ford's fixed idea has had to go—or more exactly, to be altered in principle from selling "something that would go" at the lowest possible price, to selling comfort, good looks, engineering

up-to-dateness. Back of all the mass of Ford jokes in the past decade or more was a real public snicker of distaste which, had Ford understood and anticipated rather than been forced to heed, would have induced him to alter his model four or five years ago. Ford is not a deft reader of public psychology, and I do not believe—contrary to some opinion—that he is a "born advertiser." His antics in the limelight are only occasionally "good advertising" in the best sense.

Another point: Ford has been the victim of his own autocratic form of organization, in contrast to the more modern parliamentary, line and staff form of organization of the General Motors Company. He is a Napoleon not a Carnegie, in his conception of organization; and it is precisely because he makes most vital decisions himself that he has been late in his reading of the handwriting on the wall, and that he has had idiosyncratic changes of mind about advertising.

The "genius" or "Napoleon" concept of business management, it is again brilliantly proved, cannot compete with the modern function:

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THE · EDITORIAL · PAGE

Farmers Are Buying at Wholesale

ADVERTISERS who sell to farmers should begin taking serious notice of the farmer-owned buying enterprises which are operating in various parts of the United States. Some of these organizations have grown to huge proportions.

Hundreds of cooperative grain elevators in the northwest handle coal, fertilizer, building supplies and other things. These articles are sold to members at reduced prices. In southern Minnesota there are more than fifty cooperative companies organized to enable farmers to deal in oil and gasoline. Many of them have been in existence for several years. Some of them are reported to be doing a business of about \$50,000 annually, returning a dividend of approximately 10 per cent to members.

Several of the horticultural marketing associations buy supplies for their members. During 1926 the California Fruit Exchange* bought \$2,069,361 worth of supplies. This organization has a thriving lumber department which has returned to the Exchange net earnings of \$809,192 since 1919.

The Eastern States Farmers' Exchange, with headquarters at Springfield, Mass., did a business that exceeded \$6,000,000 in 1926, handling 5498 carloads. This group deals in feeds, seeds, fertilizer, paint, etc. The organization operated on a total cost of less than 1 per cent of sales.

A peculiarity of the Eastern enterprises is that they have their own brands, which are advertised in farm papers circulating in the territory being covered, just as any individual manufacturer might advertise. When farmers combine to buy the supplies they need in the operation of their farms, they are on a sound ground. It has often been said that farming is the only business where the operator buys at retail and sells at wholesale. These buying organizations give evidence that at last farmers are attempting to buy at wholesale.

*Not California Fruit Growers Exchange.



Should a Manufacturer Produce His Own Raw Materials?

MANUFACTURERS who are thinking of producing their own raw materials would do well to read the testimony of Edward G. Wilmer, now president of Goodyear Brothers, Inc., which was given in the suit of the Goodyear stockholders against Dillon, Read & Company.

After the Goodyear Tire and Rubber Company was financed by Dillon, Read & Company, five or six years ago, Mr. Wilmer became its president. He testified that before his appointment to that office the company had invested \$12,000,000 in 30,000 acres of irrigated land in Arizona, on which it started to raise long-staple cot-

ton. The first good crop came in 1920 during the depression, and a large amount of money was lost on it.

Then the tire industry switched to short-staple cotton, which Goodyear consequently began to raise on its Arizona lands. By the time it had made that move the industry returned to long-staple cotton.

Mr. Wilmer also told about the \$7,000,000 which the company had put into rubber plantations. The plantations are not yet in full bearing, "but even if they were they could supply only enough rubber to satisfy the normal Goodyear manufacturing requirements for less than three weeks." Mr. Wilmer added that those lands "are in no sense a necessary adjunct to Goodyear's equipment."

Other manufacturers have suffered because they attempted to produce their own materials. When the post-war depression came, dozens of companies found that their raw-material plants were mill-stones around their financial necks.

At times it may seem to be advisable for a manufacturer to produce his own materials, but as a general rule it does not pay him. In the long run he will be better off if he buys his materials in the open market, for usually he can buy from others more cheaply than he can from himself.



A Closer Measure of Newspaper Advertising

R. H. MACY & COMPANY, second largest department store in the world, has announced a new wrinkle—an Advertising Statistics Division, whose manager will devote all his time to checking the effectiveness of newspaper advertising. Actual returns from advertisements will be checked; customers will be asked in what paper they saw the announcement. Study of the relative effectiveness of various sizes of advertisements will also be undertaken.

From this it is apparent that the generally disliked blight of statistics will settle upon even the department store's advertising, which springs more from a literary than from a statistical tradition. These are days when department stores, because of mounting costs, are leaving no scientific method unused in the struggle to keep costs from strangling profits.

Questioning shoppers about newspapers is, however, fraught with many devious psychological dangers, which trained research men understand and laymen do not. The lady who adores *Flighty Fiction*, but on being asked what magazine she reads, solemnly replies "*The Transcontinental Review*," is well known; as are her motives. The new Macy statistical man has already admitted the difficulty arising when the reader—as so many do nowadays—reads several newspapers, but he believes further questioning will solve it.

The advance in the application of statistical method is growing more remarkable every year, even though it is often resisted by a human dislike of being too closely checked up. Advertising must consent more and more to this process which has already gone far.

Advertisements That Increase the Earning Power of Savings

By George Dock, Jr.

Advertising Manager, William R. Compton Company

THE principles of economy have made great strides among us since the war. We have reached the point where a very large part of the population is setting money aside for future enjoyment. Millions of Americans are buying securities. In 1924, according to a recent survey made by the National Industrial Conference Board, there were 6,372,774 persons, with incomes ranging from \$1,000 to \$5,000, who received in that year \$3,367,459,689 in the form of interest, rents, dividends and royalties. In 1926, nearly \$7,000,000,000 of foreign and domestic securities were distributed in this country, representing about ten per cent of the entire national income for that year. It is, therefore, reasonable to say that saving money has become a highly popular American pastime.

It is well to bear in mind, however, that the great majority of these security-owners are new investors since the war, and that they lack experience. The fact that they invest does not necessarily mean that they invest wisely and well. On the contrary, they sometimes invest along extremely unsound lines. The investment structure is too often a flimsy shed, instead of a well-proportioned cathedral that will survive the stress of time. There is room for progress and education in the proper management of individual savings if the average investor is to make the most of his present surplus in terms of his future capital. This question can easily be illustrated.

Suppose that you set aside \$1,000 each year for thirty years, keeping the money hidden away in a safe place. At the end of that period you would have just \$30,000. If, on the

other hand, you invested \$1,000 each year for thirty years at 5½ per cent, leaving it to accumulate at that rate, it would then, by the mathematics of compound interest, amount to about \$75,000. The difficulty is that only a few people in actual practice would accumulate as much as \$75,000 under such circumstances, because most investors make occasional mistakes of judgment, due to ignorance or oversight, which cut down the earning power of their savings very materially, and in many unseen ways.

EVEN in its simplest aspect, successful investing is a somewhat complicated matter. It is not enough to use care in buying securities. They must be watched with vigilance, and further attention is necessary to make certain that each new investment is in proper proportion to previous holdings, so that good balance may be achieved, and risk

minimized. Neglect of simple, basic principles is surprisingly common, even among investors of long experience, and it sometimes exacts a heavy penalty.

One way to learn how to invest is by personal experiment, which is dangerous. The other way is to profit by the experience of others. This is a safe and inexpensive method, especially when it can be obtained with no greater inconvenience than by reading informative advertisements. Even a casual study of the educational advertising that is now being done by a number of national investment firms will supply a very fair knowledge of the precepts that should be followed in carrying out an investment plan.

During the past five years newspaper and magazine advertising of the William R. Compton Company has set forth, by hypothetical illustration and by actual example, a number of the principal considerations that determine sound investment policy. In the last year and a half, particularly, this advertising has dealt with specific instances where observance of these factors has been directly profitable to investors. In this latter series of advertisements are included more than thirty different investment principles and phases of bond house cooperation, written from the viewpoint of the investor. This campaign has been under way for a period sufficient to allow at least a preliminary appraisal of its results and possibilities.

The subject matter of the advertisements covers a wide variety of topics. In one piece of copy, for example, emphasis is given to the importance of proper diversification

What would you do with
\$167,000?

FROM a distant city, a lawyer wrote to William R. Compton Company. His client, who wished to remain anonymous, wanted to invest \$167,000 according to the recommendations of the Compton Company.

On its face this was a simple transaction. Actually it was difficult, as difficult as asking a physician to prescribe for a patient he had never seen, and whose history he does not know. The only list that could be made here, was one based upon the assumption that it represented the investor's total holdings. Such a list was made. It included a wide variety of sound, highly marketable bonds.

With this list went a letter, pointing out that more information as to the investor's circumstances would permit a recommendation individually adapted to his

needs. It developed that this investor had other highly marketable securities. Safety with yield, rather than marketability, was the chief factor to be considered in this purchase.

With this information, and a list of the investor's other holdings, the Compton Company was able to adjust its recommendations to suit his individual needs, and so increase his net income by nearly fifteen hundred dollars a year.

The greatest service that this house can give you is to help you better your investment position. That requires securities that are sound, with a proper balance between marketability and yield. It is by giving investors full return for their confidence, by helping them to better their investment position that this house has earned its thirty-eight year-old reputation

WILLIAM R. COMPTON COMPANY

44 Wall Street, New York

St. Louis Detroit Chicago Boston Cincinnati
Kansas City New Orleans

BRUCE BARTON

ROY S. DURSTINE  ALEX F. OSBORN

BARTON, DURSTINE & OSBORN

INCORPORATED

AN ADVERTISING AGENCY

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

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

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

Recollections and Reflections—III

Passing Thro' Mists of Error

By John Adams Thayer

IT is worth while for one to be on friendly terms with an employer after business relations have been severed. In fact, it may be distinctly advantageous at times.

It has been said that strong men beget strong friendships, and likewise strong enemies. While I have possessed many sincere and valued friends on life's journey, I have been quite free of enemies; a few have hovered on the outskirts of my horizon, but they never got near enough to cause any serious embarrassment.

After being "let out" as the business manager of the Munsey publications, as told in a previous issue, I took a Mark Tapley pride in being jolly under depressing circumstances. Word came that some people thought that the *Ladies' Home Journal* had made me, and without it as a prop I was down and out. But I would not admit that such was my case.

In a dark moment, however, the thought did come to me that Mr. Munsey might be right in his estimate. But in reviewing my long struggle for recognition, there was but one conclusion: an accident had dumped me out on life's roadway; I had misjudged not myself, but my vehicle.

While in Philadelphia there had been several opportunities to become the advertising manager of dailies, but I did not look favorably upon such work. That they appeared daily was one great drawback; another, more vital, was the fact that most of them accepted all sorts of patent medicine and objectionable advertising, and the typographic display of the advertising was, to me, unsightly and offensive.

But a newspaper was better than stagnation, and soon finding an opening, I became advertising manager of the *Boston Journal*, of which Stephen O'Meara was the publisher, and C. E. L. Wingate the editor.

In making an arrangement for a year I told Mr. O'Meara frankly that I did not wish a big salary—just



THE above photograph is of Stephen O'Meara, publisher of the *Boston Journal* in 1898, and Police Commissioner of the City of Boston 22 years before the famous Police strike. In this third installment of his *Recollections and Reflections*, Mr. Thayer tells naively of his \$50 a week job with the *Journal*, and of seeking pastures new at the end of a year when Mr. O'Meara opined quite frankly "that \$7,500 was a good salary for Boston"

enough to live on would do; but what I did want was a percentage of the increased advertising receipts which my work would bring to his paper. This plan suited him precisely, and with a weekly stipend of \$50, with a commission of 10 to 15 per cent on increased advertising, I once more took up life in my old home.

To accomplish results the head of an advertising department requires the friendly cooperation of the editor, otherwise his progress is delayed.

I received full cooperation from Mr. Wingate, who not only could see

the good points of an idea, but possessed initiative himself, though his efforts were handicapped by Mr. O'Meara and the owners of the paper, who possessed the New England conservatism for which Boston men are noted.

The success that attended my efforts here was due in part to the radical changes made in the typographical appearance of the *Journal*, especially in its advertising columns. Both Mr. Munsey and Mr. Curtis were interested in the progress I was making and wrote encouraging letters. The letter from Mr. Curtis struck the nail on the head; in part, it read: "If advertisers are so conservative that they cannot see the tremendous advance in typographical appearance as represented by your work, they ought to be chloroformed and a younger generation given a chance. Typographical appearance is your specialty, and I never knew of anybody who could do it better than you can."

I recall one instance, however, in my efforts to ameliorate the *Journal*, where my hasty action caused me to receive a disquieting though deserved reprimand, which was so well administered, though without heat, that memory's picture is still distinct. It was in reference to discarding the use of the old-time two-column line cuts of prominent people, which disfigured the appearance of the pages, resembling as they did the present-day "wood cuts" of John Held, Jr., or S. T. Balcom, but without their artistry. Compliance with my request to discontinue their use was agreed to by Mr. Wingate, but the *Journal's* front page the next morning showed the same old-time visage, with the same old-time cut, of one of Boston's prominent citizens, whose sudden death had stopped, to my mind, the progress of the *Journal's* typographical appearance. This, to me, demanded an immediate explanation, so upon my arrival at the office, I mounted the stairways to the editorial sanctum. Finding that Mr. Wingate had not

[CONTINUED ON PAGE 82]



The Railway Market Is a Consistently Big One

YEAR after year the railways have proved to be a steady customer—and a big one. Expenditures for materials and equipment exceeding the two billion dollar mark are needed annually to keep this gigantic industry operating at the ever increasing standards of efficiency.

If there is a market for your products in the railway industry, you have a steady customer and a big one—but it is imperative that you reach the particular railway men who can specify and influence the purchases of your products.

In reaching these men you will find that the five departmental publications which comprise the *Railway Service Unit* can aid you materially. They select the railway men you want to reach, for each publication is devoted exclusively to the interests of one of the five branches of railway service.

All five publications are members of A. B. C. and A. B. P.

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

608 So. Dearborn St., Chicago
Mandeville, La.

San Francisco

6007 Euclid Avenue, Cleveland
Washington, D. C. London

The Railway Service Unit

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

INDUSTRIAL ADVERTISING and SELLING

This Subconscious Egoism in Industrial Copy

By William McFee

American Rolling Mill Co.

IT will be noted in the title that the rather distasteful epithet "egoism" is qualified, and for a reason at once obvious. The modern Webster defines "egoism" as "excessive love and thought of self." But there isn't one industrial advertiser among a thousand who could or would live down to this code intentionally.

However, lest it be thought that industrial advertising is again being made the goat let us include in this "subconscious egoism" category the other hosts—national advertising, direct-by-mail, posters, bulletins . . . all, for that matter. For each is affected and afflicted to some degree or other.

Me, mine, ours, us, we, and the like are flaunted widely and boldly. Thousands of glaring headlines and millions of text words vividly portray "our company, our product, our president, our experience"—everything and everybody but "you, your requirements, your interests, your good judgment." Contrasted with these pyrotechnics of advertising art are possibly fifty or sixty displays that have caught and conveyed the spirit of business altruism. This story so often told before—and, let us hope, more often in the future—resolves down to the old familiar "you attitude." A little less *me* and *my* products and a little more *you* and *your* problems. That's the desideratum. But how are we to reach it?

Strange to say, this attitude doesn't materialize merely by scattering an abundance of *you's* and *your's* throughout headlines, captions, and text; even though on the surface this course seems to be a ready answer to the enigma.

The first efforts to overcome this me-and-mine inertia will be crude. It hangs on through downright endurance of habit. And, if the new light isn't tempered with discretion, the reader or "glancer" dwells for a moment on the sheer absurdity of it all and promptly hires his attention off to more promising ventures in the realm of type and illustration.

"But every reader cannot possibly be interested in my product," chants one. "My appeal is directed specifically to so-and-so, and so-and-so, and so on. And furthermore, here's my annual sales report to testify to the efficiency of *my* sales and advertising methods."

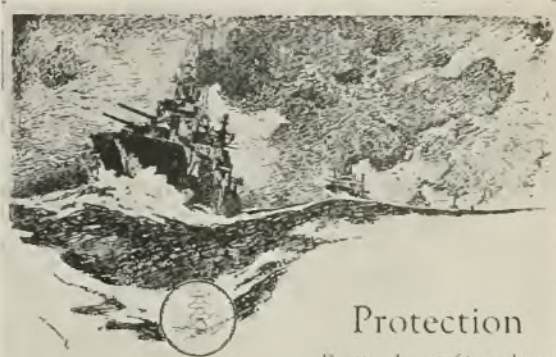
"Fine! Mighty glad to hear that

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

business paper copy covered fourteen fields of industry to industry advertising, while the letters included six.

Readers or buyers are, in the first and last analysis, human. This means that each human's primary interest lies in *me*. He cannot call himself selfish, egotistical, or cynical, either. He is just *himself*, that's all; and in the same breath he is probably as vitally concerned for the other fellow's welfare as is the fellow with whom *he* rubs elbows.

Other circumstances being equitable, *you* is the Open Sesame to the buyer's purse today. But one *you* now and one *you* a thousand years hence will rally more faithful cohorts to the standard of the seller than a thousand *me's* ever did or ever will. Best of all, though, one *you* leads to another. The more you employ this sparkling pronoun, or its equivalent, the more you are possessed with the urge to use it without stint. Do it mechanically at first, if you will. Then, this *you attitude* will emanate from your pencil or typewriter naturally enough later on. In the meantime make *you* the initial word of each paragraph, each sentence. Diffuse it liberally among phrases and clauses. If the result appears disingenuous, put it down to practice and let it go at that. The important thing is, you're started; your mind is pursuing a happy trend of thought. Later on, if you adhere to the *you attitude* program, you are going to make an impression that must be felt—and a mighty agreeable impression upon the object of your *you's*.



Protection

Day in—day out, fair weather or foul, a ring of protection is constantly around you. Sifted and out of sight it guards your homes and your interests from the sudden onslaughts of outside forces.

Similarly, on transmission lines throughout the country Locke Grading Shields are protecting power systems from sudden surges from lightning or other conditions. Once installed you may forget them, confident that they afford adequate protection under all or any conditions.

And they can be attached to equipment now in operation without disconnecting the clamp from the insulator or lifting the weight of the line.

Service interruptions are expensive and annoying both to power companies and power users. Locke Grading Shields, by keeping area clear of string and conductor, will leave the units and the conductor in such shape that resumption of service is possible at once.

LOCKE INSULATOR CORPORATION
BALTIMORE, MARYLAND



LOCKE
PORCELAIN

LOCKE QUALITY

LOCKE SERVICE

Please mention the 305, 305-1, 305-2, 305-3, 305-4, 305-5, 305-6, 305-7, 305-8, 305-9, 305-10, 305-11, 305-12, 305-13, 305-14, 305-15, 305-16, 305-17, 305-18, 305-19, 305-20, 305-21, 305-22, 305-23, 305-24, 305-25, 305-26, 305-27, 305-28, 305-29, 305-30, 305-31, 305-32, 305-33, 305-34, 305-35, 305-36, 305-37, 305-38, 305-39, 305-40, 305-41, 305-42, 305-43, 305-44, 305-45, 305-46, 305-47, 305-48, 305-49, 305-50, 305-51, 305-52, 305-53, 305-54, 305-55, 305-56, 305-57, 305-58, 305-59, 305-60, 305-61, 305-62, 305-63, 305-64, 305-65, 305-66, 305-67, 305-68, 305-69, 305-70, 305-71, 305-72, 305-73, 305-74, 305-75, 305-76, 305-77, 305-78, 305-79, 305-80, 305-81, 305-82, 305-83, 305-84, 305-85, 305-86, 305-87, 305-88, 305-89, 305-90, 305-91, 305-92, 305-93, 305-94, 305-95, 305-96, 305-97, 305-98, 305-99, 305-100.



BESIDES being symmetrical, this attractive advertisement houses an emphatic message to *you*. It talks *with* instead of *at* its auditor

you're doing such a whale of a business, Mr. Chanter." But unless "Mr. Chanter" has reached his production and market limits, surely his invested capital can be made to grow two cents profit where but one grew before. And here is a hypothesis that supposes that a little more *you* and a little less *me* will help turn that very trick.

Several weeks ago the writer went in quest of the elusive "You" in the copy of the day, the inquiry confined merely to industrial copy—publication advertisements mostly, and such direct mail pieces as came by the way. How many *you's* unearthed? And how many *me's*? Well, to lighten a purely statistical tale, the *me's* won. Mathematically, the "subconscious egoists" outnumbered their more altruistic brothers nine to three. Forty-five pieces of representative publication copy with seventeen direct mail letters and attachments came under the glass. The

Keith J. Evans

I WAS born the day Columbus discovered America—but not in the same year. After receiving an average amount of schooling I went to work. First with the C. B. & Q. R.

R. two years—general office and statistical work, and then United Pump & Power Co.—general shops, Joseph T. Ryerson & Son, Inc.—office and advertising.

I was assistant secretary of Four





GERARD SWOPE

BUSINESS PAPERS

—spokesmen for industry

“THE interpretation of the ethics and ideals of business and industry to the public,” said Gerard Swope, president of the General Electric Company, at the last Associated Business Papers Convention, “can have no better mouthpiece, can have no better spokesman, than the technical and business press.”

This publication you hold in your hand is a business paper. The publisher and his editors and advertising men are a part of the industry which they serve intimately, acquainted with the technical, professional, or trade practices and methods of that industry, or business or vocation.

The editors pick out of the many phases of the flow of trade, news and policy trend in methods or machinery which will best serve the reader's needs. The advertising pages are a huge many-leaved coupon on the editorial section. And above all, the paper as a whole seeks to express the higher purposes and objectives of the small and large business men it serves.

For as Mr. Swope further said in his fine analysis of industry responsibility in this same address:

“It isn't necessary to be big to be successful, but it is absolutely essential to be successful to be big. You can't grow without that.”



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

This publication is a member of

THE ASSOCIATED BUSINESS PAPERS, INC.

Minute Men, founded by Donald M. Ryerson as lobby for the Chamberlain Bill, helped organize on national basis. When war was declared the organization was taken over by the Government as a Department of Committee on Public Information, Washington, D. C. I organized the division as National Business Manager, with a speaking force of 75,000; then a Lieutenant in Field Artillery. Back to Ryerson's after the war. Organized the sales analysis and sales promotion departments, which are carried along as a part of the general advertising work.

I first came to the Ryerson company in 1912 when they had two plants, at Chicago and New York. They now have nine plants, at Chicago, New York, Buffalo, Boston, Detroit, St. Louis, Milwaukee, Cincinnati and Cleveland—the largest steel warehousing company in the world. This is given as a matter of record without claiming any particular credit.

I was president of the Engineering Advertisers Association 1921, organized in 1922, and first president, in 1923, of the National Industrial Advertisers Association. Trustee Riverside Presbyterian Church. Treasurer Riverside Tennis Club.

Hobbies—Gardening and Tennis.

Many Prizes Offered at Industrial Advertisers Convention

The many excellent prizes and trophies that are to be awarded at the Sixth Annual Convention of the National Industrial Advertisers Association June 13, 14 and 15, will by far excel those offered at any previous convention of the association.

Following is a list of the awards in the various divisions:

1. BEST EXHIBIT OF INDUSTRIAL ADVERTISING.
Sterling Silver Cup—offered by *Cross*, Chicago, Ill.
2. BEST EXHIBIT OF AN INDUSTRIAL ADVERTISING CAMPAIGN.
Sterling Silver Cup—offered by The McGraw-Hill Publishing Co., New York.
3. BEST BUSINESS PAPER ADVERTISEMENT.
Barometer—offered by the Penton Publishing Co., Cleveland, O.
4. BEST INSTITUTIONAL ADVERTISING.
Sterling Silver Cup—offered by The Combustion Publishing Co., New York.
5. BEST DIRECT MAIL ADVERTISING.
Desk Clock—offered by Buckley, Dement & Co., Chicago, Ill.
6. BEST USE OF COLOR IN INDUSTRIAL ADVERTISING.
\$25.00 Worth of Books (*Winner's Selection*)—offered by The Ronald Press Co., New York.
7. FOR EXHIBIT SHOWING BEST GENERAL TIE-UP TO SELL ITS INSTITUTION.
"The Advertisers' Encyclopedia" (4-vol. set)—offered by *Factory and Industrial Distributor & Salesman*, published by the A. W. Shaw Co., Chicago.
8. BEST ADVERTISING OF A PRODUCT WHICH IS NEITHER MANUFACTURED NOR PROCESSED, BUT DELIVERED IN ITS NATURAL OR RAW, STATE—SUCH AS COAL.
Sterling Silver Cup—offered by *Coal*, New York.
9. BEST SERIES OF NOT LESS THAN 6 ADVERTISEMENTS APPEARING IN A TRANSPORTATION PUBLICATION.

- Fountain Pen Desk Set*—offered by The Simmons-Boardman Publishing Co., New York.
10. BEST COPY FOR DIRECTORY, OR REFERENCE MEDIA.
14K Gold Waterman Fountain Pen—offered by The Thomas Publishing Co., New York.
 11. BEST SERIES OF 3, OR MORE, ADVERTISEMENTS FEATURING GENERAL INDUSTRIAL OR POWER PLANT EQUIPMENT.
23-Jewel Hamilton Watch—offered by *Industrial Power*, Chicago.
 12. BEST 12 ADVERTISEMENTS OF PERFORMANCE COPY.
Sterling Silver Cigarette Humidor—offered by *The Iron Age*, New York.
 13. BEST ALL-AROUND DISPLAY OF BUSINESS PAPER ADVERTISING.
Dress Shirt and Vest Set—offered by *The Paper Industry*, Chicago, Ill.
 14. BEST 12 PIECES OF INDUSTRIAL ADVERTISING FEATURING NEWS.
A Desk Thermos Bottle and Tray—offered by The Industrial Group, Publishers of *Industrial Management* and *Industry Illustrated*.
 15. SECOND PRIZE FOR ALL OF THE FOREGOING CLASSIFICATIONS.
Choice of One Book—offered by the McGraw-Hill Book Co., Inc., New York.

In addition to these awards are the following:

FOR THE MOST PRACTICAL ADDRESS DELIVERED AT THE CONVENTION.

Price to Be Announced—offered by the Publishers of *Advertising & Selling*—Judges: F. C. Kendall, Editor; W. A. Wolff, President of the N. I. A. A.; George H. Corey, General Convention Chairman.

FOR LARGEST PROPORTIONATE REPRESENTATION AT CONVENTION BY LOCAL ORGANIZATIONS.

Sterling Silver Cup—offered by National Industrial Advertisers' Association.

This cup must be won three times by one organization—not necessarily consecutively—for permanent possession.

FOR EVERY INDUSTRIAL ADVERTISER FILING REGISTRATION TO ATTEND CONVENTION WITH THE HOTELS AND REGISTRATIONS COMMITTEE NOT LATER THAN JUNE 4.
Leather Covered Note-Book, with Filler's—offered by the publishers of *Explosive Engineer*, Wilmington, Del.

derwrite Prosperity." The winning design was submitted by the Cincinnati Chapter of the National Association. The creation of the theme for the design is the work of D. W. Macdonald of the Macdonald-Perry Advertising Company of Cincinnati, while to Mr. Harry Rudd of the Associated Artists goes the credit for the artistic handling of the completed drawing.

The design is built around a new conception of the Atlas of the old mythology transformed into a vital moving figure with a knowledge of his own strength and a well defined purpose. In this new conception Atlas is no longer the burden bearer, but represents the understanding forces of modern Industrial Marketing pushing the world out of darkness and physical limitation to a new plane of living.

Miners Have Convention and Exhibit

More than 2500 operating men engaged in coal mining visited Cincinnati from May 16 to 20, to view the wares displayed by 120 manufacturers and to participate in the technical sessions of the Convention and Exhibit held by the Manufacturers Division of American Mining.

Elections for the year 1927-28 resulted in the choice of the following: Chairman, H. K. Porter, Hyatt Roller Bearing Company; first vice-chairman, H. A. Buzby, Keystone Lubricating Company; third vice-chairman, F. L. Maple, Roebing Wire Rope Company. The manufacturers are represented on the Board of Directors of the American Mining Congress by J. T. Kelly, vice-president Hercules Powder Company.

The Employee Magazine and the Advertising Department

IN addition to performing its generally recognized functions, an employee magazine can do a number of things of direct benefit to the sales and advertising department. Here are a few:

It keeps the entire organization informed on the new items of advertising issued.

It encourages the sales force to cooperate in obtaining window displays which any of the salesmen have helped customers to prepare.

It establishes closer relationships with important distributors by publishing articles describing the businesses with which they are connected.

It strengthens the good-will of prominent individuals who use the company's product by publishing accounts of record performances.

It helps to uncover within the company men with ability to write, who consequently may be good potential material for the advertising department.

It maintains desirable contacts with every department at home and with the plants and branch offices.



Insignia Design Chosen for N. A. I. A. Convention

THE accompanying insignia design, "The Atlas of the New Age," has been chosen by majority vote of the exhibits committee of the National Association of Industrial Advertisers as most representative of the spirit and purpose of Industrial Marketing. This seal will be used to depict the central theme of the Convention, "Can Advertising Un-



Ralph Keenan
The Winner

425,000 IOWA CHILDREN TOOK PART IN THIS CONTEST

County champions competing in the state final contest on April 15th to determine the best grammar school speller in Iowa.

Over 425,000 grammar school pupils competed for the spelling championship of Iowa in the 1927 contest sponsored by *The Des Moines Register and Tribune-Capital!*

On April 15th, ninety-nine county winners, representing 5,300 school champions from all corners of Iowa, spelled for the state title. This was the largest contest of its kind reported in the United States this year and is probably the largest in history.

This unusual interest is just another evidence of the state-wide influence of *The Register and Tribune-Capital*, reaching all sections of Iowa, with a circulation of more than 225,000 daily.

The **DES MOINES REGISTER**
and **TRIBUNE-CAPITAL**

—and Now Concerning Copy

THERE IS PROBABLY no class of thoughtfully-prepared advertising less well read than advertising advertising advertising. Miles of invidious comparisons of "first paper vs. second paper vs. third paper," leagues of agate lineage, boggy acres of pulpy platitudes and empty epigrams, of sour sarcasm and uplifting ululation, of inept alliteration and unhomelike homeliness—it all makes you wish you could get a lot of fresh "outside viewpoints" and let them do the talking about your own business. Some agency might ask its clients to write a year's campaign for the agency. Some agency might dare to.



SOME NEWSPAPER might ask a lot of agencies to write fact stories about the part the newspaper played in sales in a given effort.



ALL THIS because the advertising columns of this very sheet have yielded up a really swell advertisement by an agency which describes how in 1907 it wrote some copy for Kipling's then preposterous story of an airship flight from London to Quebec; and how in 1927 it is writing copy for an actual commercial air-line. The agency advertising itself with this exciting statement is Calkins & Holden.



NOT THE LEAST beguiling feature of the advertisement is that Kipling dated his then-preposterous flight in a lighter-than-air ship in the year 2025, and here it is 1927 and one heavier-than-air dingus has made Paris already.



HONESTLY—when you hear, as you do hear every so often—that such-and-such an advertiser has entrusted the whole interpretation of his product to such-and-such an agency on speculative plans, it makes your conscientious copy-writer want to go soak his head, or take up some decent job. All the sincere study he has put into the way a product is made, the way it is used, the way it might be used—all the logical and empirical and spontaneous experiment he has plowed through to tell about the product in an accurate and interesting way—all this labor has been cancelled by a brain-picking advertiser who has seen the neat

turn of a temporarily disengaged agency's ankle.

There are, in the seats of the mighty, contemptuous cynics who sense that their copy must have punch, pep, flair and smash at any price, yet who say "There are enough agencies and copy-writers in the world who haven't any mawkish ethics, and who are eager enough to take a chance to get a piece of business. Let 'em come—the more the merrier. We sell from samples—why shouldn't they? Brains are cheap—you can buy all grades."

Well, it gets noised about among the copy-writing ladies-of-the-evening that a certain daddy is looking for new talent on spec. Presently you hear "Sure—so-and-so went down there with a vanload of finished art, complete Journal campaign in color—cost eighteen thousand dollars—limp leather portfolios and all. The president said it just was irresistible—'swept off his feet.'"

He was. Why shouldn't he have been? The agency had summoned its artists, its smartest copy people, and all others who could be pried off their duties to unsuspecting clients, had lined them up, and had announced the raid. "In six weeks we must have a collection of material that will knock them cold." For six weeks the raiders work like beavers, entirely at the expense of the present clients of the raiding agency, of course. The bright copy-writers make, if they are unusually bright, a flashing trip through a half dozen stores, up and down the front steps of a few houses, chatter with a couple of buyers, and return ready to "tear off," as they put it, an eye-knocking-out, epochal, one-in-a-million *idea*. (If they are not unusually bright, but merely geniuses, they don't bother to go out of the cigarette smoke of their conjuring dens.) By this conscientious process they mine a tunnel under the position being innocently held and honestly cultivated by the agency which is shortly to be dislodged.

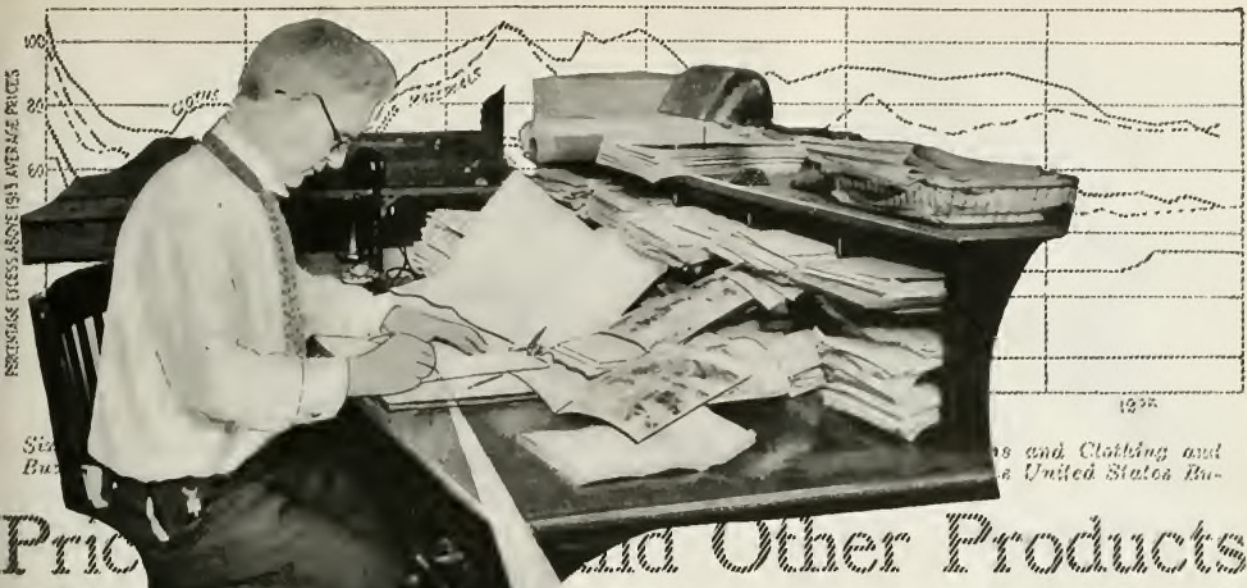
The presentation takes place—and if ever there was a "presentation" this one is—a pure gift, from several unsuspecting clients to a "prospect." The mine is exploded. The president is "swept off his feet" in the brilliant gust of proofs and portfolios and adjectives and tinsel and

boloney. The raiders had concentrated on the tunnel and the mine; the explosion removed the next previous agency, leaving nothing but broken hearts, cut thumbs, and a few old thumb-nail cuts for booklets. Objective attained (at the expense of the raider's clients, whose time was used for the raid). President says raider better get things in order and carry on. Raider does.

Of course, the thing that is going to sell the product better in the last analysis is advertisements. Which means work. The brilliant new speculative advertisements prove in practice to have everything in them but workmanship. They are like any other speculative structure—built to sell themselves only, with no guarantees, and with much more front than back. Some copy-writers gimmicked up something that looked like advertisements, smelled like advertisements—and the cynical, contemptuous president of the flirtatious company thought they were "advertisements" and bought them.

He'll pay for them. The raider who was clever enough to charge his clients \$18,000 for a speculative raid on the new prospect, and to 'get away' with that charge without any of his clients seeing it, is going to be skilful enough to let the new account share in the cost of the next raid. And in a good raiding-outfit, there is always plenty of exciting night-work in sight. Like the overcoat in the salesman's expense slip, there is a standing item for "raiding expense" in the overhead of a good raiding agency; it's there, all right, even if his clients can't see it.

Hastily constructed copy plans built out of theatrical scenery occasionally sell. Every time they do sell they make monkeys of all the copy-writers who are building their plans with bricks and mortar and sweat. If every advertisement-maker, asked by his boss to make black magic and stir up a campaign for a raid, were to decline, the practice would stop. A lot of copy-writers would get fired, and all copy-writers enjoy eating. But they could decline without feeling evangelical: a decent lawyer will decline to give an opinion or write a brief until he is retained and has had a chance to protect his own standing by study; a decent doctor will not write an important prescription



Price and Other Products

Metals Lower Than Most Other Commodities—
Changes in Past Year—Course of
Future Prices

FIGURES that require weeks to prepare are read from the graph in a second; tables that analyze a half century of steel making, may be swept at a glance; a quarter century of machinery export is clear in

a minute from figures that took months to dig up—thus the work of a group of trained and analytical men is instantly available to Vice President Graph through the pages of his trade authority.

That's why he reads THE IRON AGE

Other readers look to other departments for the news, the facts, the leads, the trends, the prices that they must know for the intelligent conduct of business; for the timely shaping of policies, the revision of prices and selling methods, and for the cultivation of other markets.

This is the reader interest that makes 1300 advertisers turn regularly to The Iron Age to reach the most influential officers and companies in the Metal Trades Field.



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

The Emporium

Prune Blossoms and Prosperity



REALIZING is the fatter the ever-increasing importance of the California prune growing industry. The Emporium feels honored to dedicate this page to the men responsible. The Santa Clara County Blossom Festival at Sycamore will impress thousands with beauty. If this page can inspire as many with the vision and efforts of the prune growers of the state, it will have accomplished its purpose.

History of Prune Growing

The Story of the Blossom Festival

(The text in this section is small and partially illegible due to the image quality.)

The Emporium

CALIFORNIA GOLD!

Grapes turning to 'Raisin Nuggets' in the September Sun of the Valley



Look to the grapes and the sun for evidence which tells us California has become a raisin-growing state. The grapes are turning to raisins in the September sun of the valley. The raisin industry is one of the most important of the state. It is a great industry and one that has brought to the state a great deal of prosperity. The raisin industry is one of the most important of the state. It is a great industry and one that has brought to the state a great deal of prosperity.

California Raisins

The Raisin Industry

The Raisin Industry

The Raisin Industry

(The text in this section is small and partially illegible due to the image quality.)

A California Department Store Advertises Its State

CALIFORNIA can boast of creating a new wrinkle in advertising merely by enlarging and embellishing the old wrinkle of institutional advertising. States, cities and communities often advertise themselves, their resources, facilities, industrial and agricultural wealth in much the same manner as Atlanta is so busily doing at the present moment. Department stores also advertise themselves institutionally as Macy's is doing in New York on such a large scale. But the advertising copy of a California department store, of which the above reproductions are samples, has beaten the field in institutional publicity, if we may judge by this intriguing copy. A study of these types will reveal the novelty, far-sightedness and scope of the new form.

The soundness of the innovation is based upon the principle that exploitation of a state in which a firm is doing business is exploitation of the store, and that whatever benefits accrue to the State from this pub-

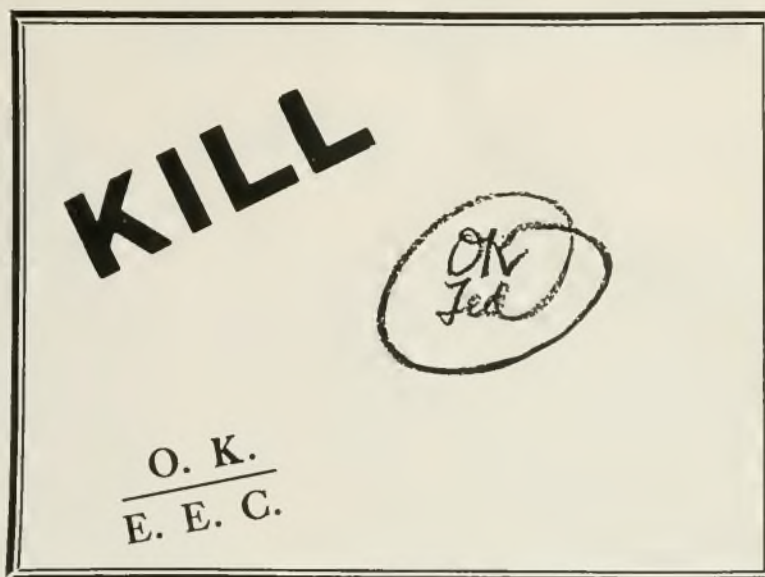
licity will, in turn, be ultimately directed to the establishment itself. This method is peculiarly well adapted to California. Californians are traditionally proud of their state, and are always ready to tell of its resources and attractions. Consequently a considerable amount of good-will is developed toward the institution that emblazons enthusiastic pride for the state in its advertising. Yet, institutional advertising of this sort can be employed with effect in any state, with the effectiveness proportionate to the sense of pride which the people of the particular state possess.

This all seems to be not only a broad and unselfish policy but one that produces some intrinsically interesting copy. It is undoubtedly having the effect of enlarging the Emporium in the estimation of the public which it serves. There is something in the nature of a magnificent gesture in thus stepping outside the store and including the whole state of California in its ad-

vertising, and implying, in a way, that the Emporium is as big as the state.

The larger stores like Wanamaker's have, for years, been employing art exhibits, fashion shows, Christmas tableaux, autographing authors and what not in order to exploit their wares, appealing thus to the aesthetic, fastidious, symbolical and thousand and one senses of their customers with exceedingly beneficial results. But an enterprising western store, perhaps nowhere approaching the greatness of institutions such as Wanamaker's or Macy's or Gimbel's, has struck its appeal far deeper.

The important thing, however, is an entirely new departure, a new kind of institutional advertising which copy such as the above indicates; a scheme that probably has never been worked out before, and certainly never planned on so large a scale. Not only is the idea itself a novel one, but it has also been well carried out. The subject is interesting, and the copy does justice to it.



THESE MARKS
are
YOUR PROTECTION

ADVERTISEMENTS that urge child readers to "Find Two Bags of Oats in the Puzzle Picture—Win Magic Lantern;" that promise to cure cancer, goitre, epilepsy, tuberculosis and other similar diseases; that give recipes that violate the prohibition amendment; that offer unusual returns from financial investments—any advertising that violates the confidence readers have placed in us is refused by The Cleveland Press.

The Press
is the
First
Advertising
Buy in
Cleveland

Farm publications that use questionable methods of securing circulation; medical advertisers who offer preparations for the home-treatment of poor eyesight, gall

stones, dropsy, etc.; advertisers who play upon the innocence of children, cannot use the columns of The Press.

To keep faith with our readers, to protect legitimate advertisers from unethical and untruthful competition, The Press rejects more than a hundred thousand dollars' worth of advertising yearly, much of which is later published in other Cleveland newspapers.

Each piece of copy submitted is doubly checked. First, by the editor-in-chief of the Scripps-Howard Ohio group; second, by the editor of The Cleveland Press. (The composing room of The Press cannot recognize or set copy of this type unless that copy bears the OK of these two executives.) The Press believes that a newspaper is valuable to an advertiser only so long as it is faithful to its readers. When it sacrifices its independence to other interests, it sacrifices its readers' faith in the integrity of its columns—and thus kills the thing that profits the advertiser most.

A copy of our censorship rules and regulations is yours upon request. Write for it.

The Cleveland Press

NATIONAL REPRESENTATIVES:
250 Park Avenue, New York City

DETROIT : SAN FRANCISCO

FIRST IN CLEVELAND



ALLIED NEWSPAPERS, INC.

410 N. Michigan Blvd., Chicago

SEATTLE : LOS ANGELES

LARGEST IN OHIO

The 8pt. Page

by

Odds Bodkins

APRIL 16, 1927, should go down in business history as a day of great significance. On that spring day the American public spent 23,287,960 dimes with one American merchant!

There is another way to put it—the more business-like way: The sales of F. W. Woolworth & Co. for the Saturday before Easter totaled \$2,328,796.

But it is only when we go to the bank with a sum like this and change it into ten-cent pieces that its amazing significance stands out. Contemplate the mountain of dimes it would make, all of them garnered into the cash registers of one company whose founder had an idea a few short years ago that a store that sold "nothing over ten cents" might appeal to the American public.

Twenty-three million, two hundred and eighty-seven thousand, nine hundred and sixty dimes. In one day!

- 8-pt. -

Here I've been resisting these question-and-answer books for months and months, until I thought myself immune. But Putnam's brings out one by John A. Bassett ("What's the Answer?") made up into sections devoted to various businesses and professions, and I proceed to fall hard for the section on advertising, prepared by Kenneth Groesbeck.

If he hadn't started out by asking an easy one—What artist is most famous for silk-stockinged legs? (And see how artfully he gets the sex appeal into the very first line!)—I shouldn't have been snared. But as it was, I said, with Robert Benchley, "Ask me another." And he did. Forty of 'em.

Before I knew it I was lost! Perseveringly I struggled through the whole mess of questions. I found that I could only answer thirty-three of them, with a fair guess at two more.

Now I'll ask K. G. one: Which ones did I fail on?

- 8-pt. -

C. W. Page of Richmond, Va., says he thinks it would be interesting if readers of this page would contribute accounts of the best pieces of selling strategy ever tried on them in their experience as buyers of advertising, and contributes this for his:

One day a chap with a very winning smile entered my office with a large burlap bag full of something swung over his shoulder.

No sooner had he entered than he turned the bag upside down in the middle of the floor. Coupons from a single insertion of an advertisement in his newspaper!

That was sixteen years ago and although I cannot remember the visit of any other advertising solicitor during that period, I can say positively that this man's name was Green and he represented the Philadelphia *North American*.

He "had the floor" with me for fifteen minutes at least, as it took him that long to get the coupons back into the bag.

Yes, yes, Mr. Page. But what we want to know is: *Did he make a sale?*

- 8-pt. -

Kettering of General Motors says that the purpose of their research department is to keep the American public dissatisfied with their automobiles.

Like most epigrammatic statements, that is only a half-truth. The other half is that the purpose of their research department is to find cheaper ways to make automobiles so that the American public can afford to keep dissatisfied with the ones they have.

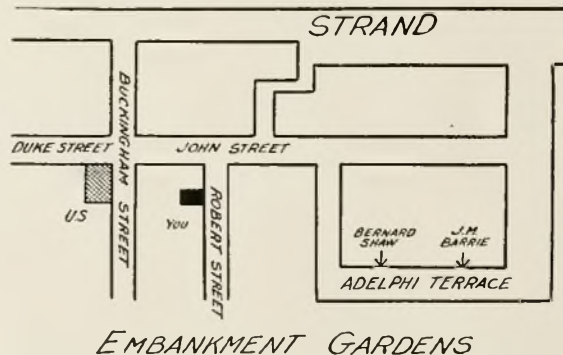
- 8-pt. -

This business of my having a London office is causing dissension! Two of my good London friends, Fleetwood Pritchard and Sinclair Wood, who are associated in business, are squabbling over where my office shall be.

Pritchard writes me a letter, illustrated with a rough map in pen and ink, in which he says:

"Dear Bodkins:

This is meant to be a plan of the Adelphi. The red dot is our office. The blue dot is your office, if it is vacant.



The office marked in blue is at present occupied by a client of ours, and he only pays £60 per annum for it. This is below the market price, but you could get a room in the Adelphi District for £100. Extras to include cleaning, electric light, and heating would not exceed about £25. A daily newspaper would be £1-6-0 per annum. Total budget—£126.6.0 at the outside.

We look forward to seeing you.



It seems that Wood saw this letter on Pritchard's desk and, taking his fountain pen in hand, added a note on his own account:

Dear Odds:

I have an idea that Pritchard has misplaced your office by about half a mile. My impression is that you want the Temple-Law Courts district, further East than The Adelphi, and just about where Fleet St. begins. I think you could rent a room thereabouts for £50—£60 a year, but it might mean putting your name on a waiting list for a while. I have friends living nearby, and will have inquiries made and let you know."

Discovering Wood's penned postscript when he came to sign the letter, Pritchard has the last word, and in red ink, in the form of a postscript reading, *P. S. The Adelphi district is much more attractive!*

Now it so happens that Wood is right; the Temple-Law Courts district is the section I had in mind for my London office. . . . But that was before I learned that I could have an office for a paltry £60 per annum right around the corner from Bernard Shaw and J. M. Barrie, and within a minute's walk of my good friends Pritchard and Wood. . . . Yes, I think I favor the Adelphi section. I'm not ready to sign a lease yet, but a budget of £126 6 0 doesn't seem too much for the indulgence of as deep-seated a hobby as this London office one of mine.

- 8-pt -

I see by the papers that the Forty-second Street Property Owners' and Merchants' Association is conducting a survey to determine whether crowded sidewalks are an asset or a liability.

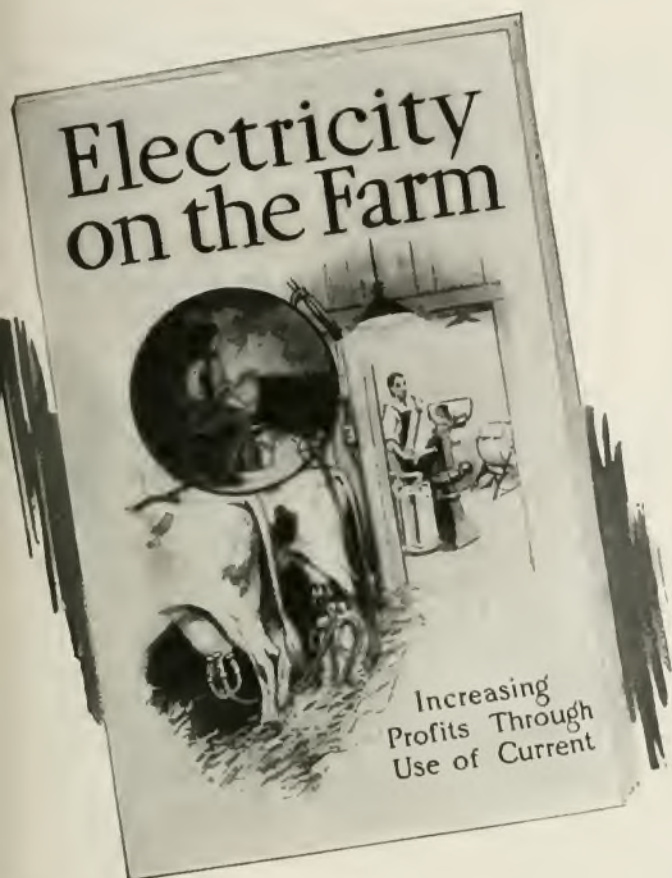
Is it possible that crowding has reached the point where we must even consider junking Gerald Stanley Lee's famous formula: "The value of a piece of land is the number of footsteps passing by it in twenty-four hours"?

- 8-pt. -

Outdoor sign somewhere along the "Great Ninety Miles" between New York and Philadelphia—*In 1927 Visit Romantic Germany.*

Award the Iron Cross for 1927 for tactlessness in copy!

Announcing:



Write for
sample copy

A publication

with ideal consumer circulation —distributed by Electric Power Companies to their own high line customers and prospective customers, (thus insuring hand-picked circulation) — with a view to building up the use of electric current—and with it—a market for the thousand and one appliances that belong on the farm and in the rural home.

“Electricity on the Farm”

MONTHLY—starting in July.

KEYED editorially to the needs of the user and prospective user of electricity on the 2½ million farms of the country that are considered logical power line customers.

300,000 farms are already electrified; and nearly 100,000 more are being added this year.

This tremendous market is waiting to be told what electrical equipment and appliance manufacturers have to sell them.

May we tell you more about this extremely interesting development in electrical merchandising at a surprisingly low cost per customer?

Published by Farm Light & Power Publishing Co., Division of

CASE-SHEPPERD-MANN PUBLISHING CORP.

Pennsylvania Bldg., 225 West 34th St., New York, N. Y.

WESTERN MANAGER, H. T. MURRAY, CHICAGO

Also Publishers of Water Works Engineering, Fire Engineering, International Fire Chief and Rural Electric Dealer

My Life in Advertising

[CONTINUED FROM PAGE 20]

their simplicities. These common people whom I know so well became my future customers. When I talk to them, in print or in person, they recognize me as one of their kind.

I am sure that I could not impress the rich, for I do not know them. I have never tried to sell what they buy. I am sure I would fail if I tried to advertise the Rolls-Royce, Tiffany & Company or Steinway pianos. I do not know the reactions of the rich, nor do I want to know them. The few that I do know, I hold in contempt. But I love to talk to laboring men, to study housewives who must count their pennies, to gain the confidence and learn the ambitions of poor boys and girls. Give me something which they want, and I will strike the responsive cord. My words will be simple, my sentences short. Scholars may ridicule my style. The rich and vain may laugh at the factors which I feature. But in millions of humble homes the common people will read and buy. They feel that the writer knows them. And they, in advertising, form 95 per cent of our customers.

To poverty I owe many experiences which taught me salesmanship. Had it not been for poverty I would never have been a house-to-house canvasser, and there I learned the most I know about human nature as applied to spending money. Canvassing is a wonderful school. One of the greatest advertising men this country has developed always went out to sell in person before he tried to sell in print. I have known him to spend weeks in going from farm to farm to learn the farmer's viewpoint. I have known him to ring a thousand doorbells to gain the woman's angle.

TO poverty I owe the fact that I never went to college. I spent those four years in the school of experience instead of a school of theory. I know nothing of value which an advertising man can be taught in college. I know of many things taught there which he will need to unlearn before he can steer any practical course. Then higher education appears to me a handicap to a man whose lifetime work consists in appealing to common people.

I have watched countless college men in business. In an advertising agency of which I was head, we employed college men, even as office boys. Many a client of mine has adopted the same policy. The whole idea was to employ men with training which the employers lacked, and of which they keenly felt the lack. But I cannot remember one of those men who ever gained a prominent place. The men who spent those college years in practical business had an overwhelming advantage. As far as advertising is concerned, one can learn more in one week's talk with farm folks than by a year in any classroom I know.

To Will Carleton I owe the influence which directed my course from the ministry. I was destined to be a clergyman. I came from clerical an-

cestry. There was not the slightest question in the minds of my family that my career would lie in the pulpit.

But they overdid the training. My grandfather was a hard-shell Baptist, my mother a Scotch Presbyterian. Together they made religion oppressive. I attended five services on Sunday. I listened Sunday evening to dreary sermons when they had to pinch me to keep me awake. Sundays were desolate days. I was not allowed to walk. I could read nothing but the Bible and the Concordance.

WILL CARLETON was a classmate of my father's at college. He wrote "Over the Hills to the Poorhouse." and other famous ballads. The State of Michigan has recently honored him by setting aside his birthday, Oct. 23, for annual observance in the schools. He became the idol of my youth.

When I was a boy of nine or ten Will Carleton was on the lecture platform. When he came to our city, he stopped at our home, and he found there the ultra-religious atmosphere not pleasant for a boy. After one of his visits he wrote a ballad based on that experience. It was published in his "City Ballads," and the title was, "There Wasn't Any Room for His Heart." It recited the tale a young man told the sheriff on his way to prison—the tale of a Scotch Presbyterian home where religion was fanaticism. The boy, through this repression, was driven into crime. Will Carleton, in that ballad, made me the victim of that religious tragedy, and sent me a copy of the book. His attitude on religious fanaticism showed me for the first time that there was another side.

I went on studying for the ministry. I was a preacher at seventeen. I preached in Chicago at eighteen. But the course of thought which Will Carleton started eventually made a religious career impossible for me.

Another man exerted a remarkable influence on my impressionable years. He was a railroad section foreman, working for \$1.60 per day. He bossed several men whose wages were \$1.25 per day. He impressed me with the difference between him and his helpers. The helpers worked from necessity. They did as little as possible. They would count the hours to quitting time, then on Saturday nights they would go to the city and spend all they earned in the week.

The foreman worked with enthusiasm. He said, "Boys, let us lay so many ties today. Let us get this stretch in fine shape." The men would go at it stoically, and work as though work was a bore. But the foreman made the work a game.

That man built his home in the evenings, after ten-hour days on the railroad. He cultivated a garden around it. Then he married the prettiest girl in the section, and lived a life of bliss. Eventually he was called to some higher post, but not until I learned great lessons from him.

"Look at those boys play ball," he said. "That's what I call hard work. Here I am shingling a roof. I am racing with time. I know what surface I must cover before sunset to fulfill my stint. That's my idea of fun.

"Their idea is different. If a thing is useful they call it work; if useless they call it play. One is as hard as the other. One can be just as much a game as the other. In both there is rivalry. There's a struggle to excel the rest. All the difference I see lies in attitude of mind."

I came to love work as other men love golf. I love it still. Many a time I beg off from a bridge game, a dinner or a dance to spend the evening in my office. I steal away from week-end parties at my country home to enjoy a few hours at my typewriter. I cannot endure a holiday or a Sunday unless half of it is spent in work.

So the love of work can be cultivated, just like the love of play. The terms are interchangeable. What others call work I call play, and vice versa. We do best what we like best. If that be chasing a polo ball, one will probably excel in that. If it means checkmating competitors, or getting a home run in something worth while, he will excel in that. So it means a great deal when a young man can come to regard his life work as the most fascinating game that he knows. And it should be. The applause of athletics dies in a moment. The applause of success gives one cheer to the grave.

When I was ten years old mother was left a widow. From that time on I had to support myself and contribute to the support of the family. I did this in many ways, but the only ways which count here are those which affected my after-career.

Mother made a silver polish. I molded it into cake form and wrapped it in pretty paper. Then I went from house to house to sell it. I found that I sold about one woman in ten by merely talking the polish at the door. But when I could get into the pantry and demonstrate the polish I sold to nearly all.

THAT taught me the rudiments of another lesson I have never forgotten. A good article is its own best salesman. It is uphill work to sell goods, in print or in person, without samples.

The hardest struggle of my life has been to educate advertisers to the use of samples; or to trials of some kind. They would not think of sending out a salesman without samples. But they will spend fortunes on advertising to urge people to buy without seeing or testing. Some say that samples cost too much. Some argue that repeaters will ask for them again. But persuasion alone is vastly more expensive.

I wish that any advertiser who does not believe that would do what I did with that silver polish. It taught me a lesson which has saved advertisers a good many millions of dollars.

I learned this, also, from street

McCLURE'S

YESTERDAY

JUST one year ago, McCLURE'S made its initial appearance to the public under new management.

Warwick Deeping's best seller, "Doomsday," was first published in McCLURE'S. A year ago, Elliott White Springs brought his first story to McCLURE'S. His sudden rise to fame as a leading character in "War-Birds" has made his sensational novel, "Clipped Wings," now appearing in McCLURE'S, a remarkable circulation building story.

In fact, its first installment increased sales more than 29%. And circulation continues to grow because people find McCLURE'S entertaining.

Following these circulation gains, has come advertising recognition far beyond our hopes for so young a medium. Such prominent advertisers as "Vaseline" Petroleum Jelly, Chesterfield, Zonite, Listerine and Lucky Strike attest to a growing and well founded faith in the new McCLURE'S.

TOMORROW

McCLURE'S second year will be even more brilliant and productive.

A new novel by Cosmo Hamilton will soon appear serially in McCLURE'S. Cornell Woolrich, winner of College Humor's \$10,000 prize novel contest, has contributed a story typical of McCLURE'S policy to reflect youth and romance through the most talented of the younger writers. In stories of struggle and achievement, McCLURE'S offers a magazine of inspirational and constructive value to readers and advertisers.

News of these circulation building stories will continue to be broadcast through metropolitan newspapers reaching more than 20,000,000 readers.

Circulation is now piling up. It will continue to increase with even greater speed. And a growing number of advertisers will find, as others have already found, that it always pays to—*include McCLURE'S.*



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

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

fakirs. I stood by hours to listen to them in the torchlight. I realize now that I drank in their methods and theories. They never tried to sell things without demonstration. They showed in some dramatic way what the product they sold would do. It is amazing how many advertisers know less than those men about salesmanship.

I SHALL deal with this further. The subject is very near to my heart. I touch on it here to show where I learned the rudiments of coupons. Since then I have sent out in magazines and newspapers hundreds of millions of coupons. Some were good for a sample, some were good for a full-size package free at any store. My name is identified with this system of advertising. I have "sampled" every sort of thing. Nothing else has done so much to make me a factor in advertising. Yet how simple it is and how natural. Doing what every salesman must do, every canvasser and fakir. None but those who regard advertising as some magic dreamland will ever try to sell without sampling.

Another way I found to make money was by selling books. The profit was 100 per cent, and the field appeared inviting. One day I read that Allen Pinkerton, the great detective, had written his life history. No need to say that Allen Pinkerton was the hero of all boys of those times. So I induced mother to invest our little capital in a supply of Allen Pinkerton's books.

I remember when the books came in. I spread them over the floor. I was sure that all people were waiting to get them. I was anxious to rush out and supply them.

Mother said: "Get the leading men first. They will bring in the others." So I went up that morning to the mayor—Mr. Resigue—before he left his home. He received me very cordially. I was a widow's son. I had the cordial support of all our best people in my efforts to make money. And I have learned since that every young person has.

But I struck a snag that morning. Mr. Resigue was a deeply religious man. He had some extreme and exacting ideals. One idea of his was that a detective, dealing with criminals, had no place in polite society. He had outgrown the hero stage.

He listened to me until I brought out my book. Then he gave it one glance, and threw the book in my lap. He said: "You are welcome in my home, but your book is not. One of you must depart. You may stay here as long as you wish to, but your book must go into the street. I consider that an Allen Pinkerton book is an offense to all I stand for."

That was a revelation. I have seen it exemplified scores of times since then. Hundreds of men have discussed their pet projects with me. Boards of directors have gravely decided that the world must be on their side. I have urged them to make tests, to feel out the public pulse. I have told them that people in general could never be judged by ourselves. Some have listened and profited; some have scorned my opinions. Sometimes those who decided to judge the world by themselves succeeded. Four times in five they failed. I know of nothing more ridiculous than gray-haired boards of directors deciding on what housewives want.

Mother encouraged me. She said:

"Go among business men, go down to the 'Big Store.' Learn what they say about it." I did so. The manager bought a book. Then he took me around among his office force and sold six more books for me. I made a big clean-up on Allen Pinkerton's book. We live in a democracy. On every law there are divided opinions. So in every preference, every want. Only the obstinate, the bone-headed, will venture far on personal opinion. We must submit all things in advertising, as in everything else, to the court of public opinion. This, you will see, is the main theme of this biography.

Let me digress here to emphasize that the road to success lies through ordinary people. They form the vast majority. The man who knows them and is one of them stands the vastly better chance.

Two of the greatest successes I have ever known in advertising were very ignorant men. They are now heads of agencies. One of them has made millions in advertising—a man who can hardly sign his name. But he knew ordinary people, and the ordinary people bought what he had to sell.

ONE of them wrote copy which would induce a farmer to mortgage his barn to respond. But his every sentence had to be edited for grammar.

Now college men come to us by the hundreds and say, "We have education, we have literary style." I say to them that both those things are handicaps. The great majority of men and women cannot appreciate literary style. If they do, they fear it. They fear over-influence when it comes to spending money. Any unique style excites suspicion. Any evident effort to sell creates corresponding resistance. Any appeal which seems to come from a higher class arouses their resentment. Any dictation is abhorrent to us all.

Always we are seeking in advertising men with the impulse of the majority. We never ask their education, never their literary qualifications. Those lacks are easily supplied. But let a man prove to us that he understands human nature, and we welcome him with open arms.

Let me cite two or three examples. One day I received a letter from a man who had evidently addressed me at random. He said, "There is a great demand for ready-made meat pies, and I make them. I have named them Mrs. Brown's Meat Pies, because people like home cooking. I have created a considerable demand, and I know there exists a much larger demand. I want capital to expand it."

I saw in that man primeval instincts. His meat pies did not attract me, but his rare insight into human nature did. I sent out a man to investigate. He found that the writer was a night cook in a shabby restaurant at \$8 a week. I brought him to my office and offered him \$25 a week to learn advertising. He came with me, and he is now one of the leading advertising men of the country.

Another man came to Chicago from Manitowoc, Wis. He ate breakfast at a Thompson restaurant. He found there a baked apple which reminded him of his home. He said to himself, "There are thousands of men in Chicago who come as I do from the country. Two-thirds of the city con-

sists of them. I should tell them about those baked apples."

He wrote up a page ad on baked apples and submitted it to John R. Thompson. Mr. Thompson agreed to run it, and the patronage of his restaurants increased at once. That was the beginning of an advertising campaign which multiplied the patronage of the Thompson lunch rooms and made their owner many times a millionaire.

That first Thompson ad was published on Sunday morning. I was head of the copy department in a large advertising agency. I was seeking new talent. That very morning I found the man who wrote that ad and brought him to my hotel. I offered him \$7,500 a year—a man from a small town in Wisconsin who had never earned one-fifth that. I saw in him one of the few men who knew people as I know them.

He did not accept, for he saw in his first ad the chance to independent success. He went on and won it. He pictured to the country boys of the city the foods they had known at home—doughnuts, pies, real country eggs and butter. And there he laid the foundation of a great advertising career.

So with Phillip Lennan. He came from Syracuse, and after some initial experience started with Royal Tailors. The Royal Tailors sold tailored clothes to young men in small towns and in the country. Lennan, too, conceived the idea that Chicago contained a great many people transplanted from the country. He remembered his own environment of a few years before. Men would go to "misfit parlors" because the name suggested made-to-order clothes. So he invited the men of Chicago to come to his shops, and brought them by the tens of thousands. I offered him a position at twice what he was earning, because he knew what people really wanted.

SO with Charles Mears who advertised the Winton car. He was one of the most human men I have ever met. I offered him \$25,000 a year to come into the agency field. I said, "You are one of the few people in advertising who appeal to natural impulses. We need you, we who are struggling to find real humanity." But his humanity led him to extremes. His ambition was to join Billy Sunday. He said, "If I can sell merchandise to ordinary people, I can sell them salvation. And that is more worth while." We lost for the time one of the greatest advertising experts.

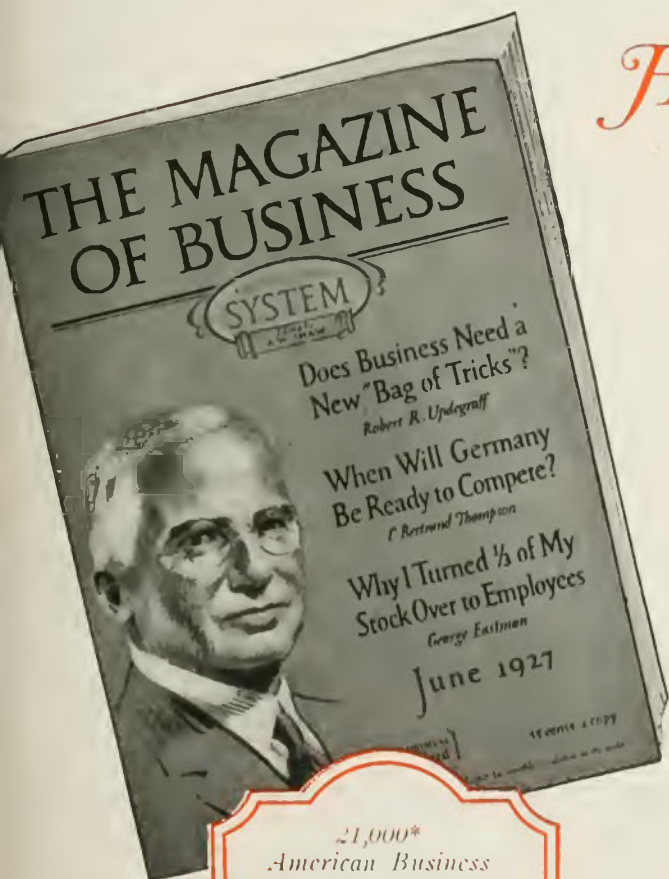
Now to get back to my own story. Up to my graduation from high school my ambition was the ministry. I was an earnest Bible student. Often in prayer meetings I spoke a short sermon. Thus all came to regard me as a coming pulpit orator. I was made valedictorian of my class. My graduating essay was on ambition, and I still remember how I denounced it, how I pleaded for poverty and service.

During the following summer I preached every Sunday in a country school where I taught. The school was twelve miles from my home, but I walked there with my luggage.

I was the teacher in that community on week-days and the minister on Sundays. And I learned there every day new lessons about people. That, you will realize as you go along, is the most I have ever learned.

When that summer was over I went

Where Business Leaders Talk to Business Leaders"



21,000*
American Business
Leaders Direct This
Magazine

Over 21,000* presidents, vice-presidents, or similar corporate officers, leaders in all lines of business and finance from every section of the country, make up The Council on the Trend of Business. This Council points out what is most timely, and of greatest interest to business, collaborates in answering that most important question, "How's Business?"—a monthly feature in System, THE MAGAZINE OF BUSINESS.

*Part of the 215,000 net paid circulation.

HOW'S business now? What is the most favorable factor in present business conditions? The most unfavorable? What are business men discussing most?

Over 21,000 leaders of American business (members of The Council on the Trend of Business) give their best thought, their soundest judgment, in determining just these things for themselves and for you.

You'll find these questions answered in "The Business Outlook," "The Business Weather Map," and "The Underlying Trend," . . . monthly features in THE MAGAZINE OF BUSINESS. And more . . . these timely articles in the June issue:

"Does Business Need a New Bag of Tricks?"
By ROBERT R. UPDEGRAFF
Author of "Captains in Conflict."

"When Will Germany Be Ready to Compete?"
By C. BERTRAND THOMPSON
President, Thompson et Compagnie, Paris

"Why I Turned 1/3 of My Stock Over to My Employees"
By GEORGE EASTMAN
Chairman, Eastman Kodak Company

Each issue of THE MAGAZINE OF BUSINESS gives a broad picture of the business situation, plus practical suggestions from leaders of business as to what business can do to cope with its current problems.

And this double service to men of business has brought over 215,000 business men subscribers—the largest \$4.00 monthly circulation in the world.

THE MAGAZINE OF BUSINESS





TRY THIS

Ponder a minute over the development of the particular drug store you patronize for your personal needs. No farther back than when you were introducing a safety razor to your upper lip, that drug store was a mere museum of medicine. Today it's a thriving merchandising mart.

What has happened to the drug store in your neighborhood has happened to the drug stores of the Nation. Drug store prosperity has been widespread. Indeed, it would have to be to enable the drug stores of the United States and Canada to sell \$1,300,000,000 of goods annually. That was last year's figure.

"IT'S FRAE, SANDY!"

Maybe you saw our arresting spread in a recent issue of *PRINTERS INK*. We mean the one that was labeled: "9,540 druggists that cost you absolutely nothing."

The advertisement pointed out that *DRUG TOPICS*' present advertising rates are based on our 1923 circulation of 43,256 whereas the current circulation is 52,796 (our advertisers are getting this extra circulation of 9,540 copies a month at no extra charge).

So far we haven't had any requests from Edinburgh advertising agencies asking us to distribute circulars to these extra 9,540 druggists without charge.

But then it takes a little while to get circulars printed.

DOING NICELY, THANK YOU!

Just as we are sending these powerful words on their rumble down through the corridors of time—

We are told that this week's advertising orders for *DRUG TOPICS* total 179¼ pages.

The products covered by these orders range all the way from electric vaporizers to rubber patches—and include shaving cream, bottles, baby food, tooth paste, capsules, tonic, face powder, and sanitary specialties.

Schedules of varying kinds are outlined—from a solitary quarter page one time to an eight page insert every issue for a year.

UNSOLICITED, TOO.

One of the orders is an increase from a manufacturer who offers some words* of wisdom along with his new (and enlarged) advertising contract. And these they are:

*"We have passed the 25,000,000 bottle mark on (name on request) and it is going bigger and better than ever before. I thought you would be interested in this because we feel that your publication *DRUG TOPICS* is helping us, as much as anything we have ever used."

He also says: "The manufacturer of a proprietary medicine or any product sold through drug stores, to my mind, makes a big mistake in thinking he can force the retail druggist to handle and push his goods solely by national advertising and the consumer demand he may get thereby."

"My many years' experience in the drug trade business has taught me the impor-

tance of the good will and whole-hearted support of the jobber and retailer. Consumer demand may get a certain distribution and a sale on call, but won't by itself get the dealers' enthusiastic support, won't get counter display, windows, personal recommendation, and the many other helps a real dealer can give a product he is sold on and believes in.

"Consumer advertising without a real dealer and jobber tie-up is, to my mind, only about 50% efficient—for maximum results, the cooperation and friendly mental attitude of the retailer toward a product is vital if manufacturer is to obtain his share of the 'breaks.'"

"For this reason, we made a thorough investigation of ways and means of telling our sales story to the drug retailers of this country and Canada, and as a result of this investigation decided to use *DRUG TOPICS* almost exclusively for our trade paper advertising, and to tie up our national consumer campaign with the trade."

What's that? Sure, we'll gladly tell you his name for the asking—and show you the letter!

QUICK, THE PAPER STRETCHER

As usual, here we're down at the bottom of the column completely surrounded by unwritten paragraphs screaming for space—and there is no space!

Yet, as much to show that *DRUG TOPICS* is not jealous as anything else, we'll simply have to swipe a pic or two to record that over at the other end of the continent, "The Los Angeles Dealer Herald" has given an editorial send-off to the service rendered by one of our sister publications, *DRUG TRADE NEWS*.

A monthly supplement to the Los Angeles Evening Herald, the Dealer Herald, pounced upon the inspiring *DRUG TRADE NEWS* story of the monumental direct mail advertising received by a typical druggist in a week, and reprinted it, pictures 'n' everything.

If you are pasting "believe it or not" in your scrap-book, you can refresh your memory on the high spots of that story by referring to the May 4th installment. Therein we intided:

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

Drug Topics

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

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

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

to Chicago. Mother was visiting at the home of Doctor Mills in Brighton Park, and I joined her. The day after my arrival was Sunday. In the afternoon the minister came to call. He was ill. The next day he was leaving for an extended vacation. He told us how he dreaded to preach that night, so mother suggested that I would relieve him. It would be all right because I was a student for the ministry.

I recognized that as a crisis. I had been growing away from mother's strict ideas of religion, but I had not dared to tell her. During the summer I had prepared a sermon based on my ideas. It countenanced the harmless joys of life which had been barred to me. It argued against hell fire, against infant damnation, against the discipline I knew. It even questioned the story of the creation and of Jonah and the whale.

I resolved to deliver the sermon that night and face the consequences. I was at a juncture. Unless I entered the ministry, I felt that my school days were ended. I had come to Chicago to decide on my course, and this was the test.

As the sermon progressed the minister grew restless. Mother's face was an enigma. The audience appeared appalled. When I finished, the minister pronounced a trembling benediction. The audience filed out in silence. Not a man or woman came to greet me. Then I knew myself an outcast from the flocks I had hoped to lead.

MOTHER walked home in silence. She said no word to me that night, but I knew that I had brought myself to the parting of the ways. The next day she asked me to lunch with her downtown. At a table on Dearborn Street, she opened the subject by stating that I no longer was her son. I waited for nothing further, but arose and walked out on the street. There I closed the door forever on a clergyman's career.

Mother was never the same to me again. She could not forgive my delinquency. We rarely met after that day. She lived to see me successful in other occupations, but she never discussed them with me.

On that fateful day out on Dearborn Street, I felt in my pocket and found only \$3. The rest of my savings had been left in Michigan. I thought of Spring Lake, where my uncle had a fruit farm. It was fruit-picking time, so I resolved to get there and pick fruit.

I went down to the harbor and found several lumber vessels from Muskegon. The captain of one of them let me work my way across as chore boy in the kitchen. From Muskegon I walked to Spring Lake, and arranged to pick fruit for my uncle and others at \$1.25 a day. Those earnings, with my savings as a school teacher, gave me over \$100. But I needed \$200 for a course at business college.

Grandfather, who lived at my uncle's home, admired the way I worked. He called me Mr. Stick-to-itiveness. There were two of us boys on the farm, cousins of the same age. I worked sixteen hours a day, my cousin worked as little as he could. So grandfather decided to back me. All he had in the world was \$100 saved to bury him. He offered that to me on condition that I

K N O W N M E R I T



ALICE VAN LEER
CARRICK

Antiques





Meet Mr. "407" "A Really Successful Farmer"

"No. 407" was one of the three most successful dairymen in a group of 78 studied by the Farm Management Department of Cornell University.

His average sales of milk were \$4,125 yearly marketed through the Dairymen's League Co-operative Association, Inc. In addition, he sold cash crops worth on the average \$1,649 yearly, making his total gross income \$5,774.

After paying the expenses of operating his 174-acre farm and allowing 5% on his investment, his net "labor income" was \$1,932 yearly. "A really successful farmer," comments the farm management specialist.

This young man—he is under forty—is typical of the keen, forward-looking men who own, control and read the Dairymen's League News.

You can reach them through the columns of their own paper, and the cost is only 50c a line.

Write today for Sample Copy and Rate Card

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



DAIRYMEN'S League NEWS

New York Chicago
120 West 42nd Street 10 S. La Salle Street
W. A. Schreyer, Bus. Mgr. John D. Ross
Phone Wisconsin 6081 Phone State 3652

assume the burial expense when it came. Of course I did.

With \$200 I went to Grand Rapids and entered Swensburg's Business College. It was a ridiculous institution. "Professor" Swensburg wrote a fine Spencerian hand. With that single qualification he became a business teacher. We might as well have spent those six months in a university studying dead languages. We were supposed to graduate as bookkeepers, but all we learned of bookkeeping was some stilted figures.

THE real teacher was a man named I Welton. We called him "Professor" Welton. He died a janitor. His idea of teaching was to ridicule us boys and make us feel insignificant. His phrases dripped with sarcasm. His favorite form of torture was a spelling lesson with some catch words which none could spell. It showed us how hopeless we were.

"Professor" Swensburg gave us a morning lecture. His object seemed also to make us feel humble. Perhaps that is a good qualification for a bookkeeper who expects to grow old on a high stool. I am inclined to think it is. His lessons in humility consisted in assuring us that there were bookkeeping jobs awaiting us at \$4.50 per week when our course was finished. Not a word of enlightenment, none of encouragement.

I was nearing the end of my course, also of my resources. I began to contemplate going back to the farm. Then one morning "Professor" Swensburg brought a postal card to his lecture, and used that as his subject. He said, "I have often told you boys that positions awaited you at \$4.50 per week somewhere. Now I have the actual evidence. It comes on a postal, not in a letter, to save postage. A business man in Grand Rapids writes me that he has a bookkeeping position at \$4.50 per week for one of you, and he asks me to send him a candidate."

The other boys laughed. It was a new joke on their worthlessness. But I edged toward the door. When the "Professor" finished his lecture and started downstairs I was only one step behind.

He gave me a letter to E. G. Studley, and I went to interview him. He was interested in the Grand Rapids Felt Boot Company. The young man who had kept the books had been advanced to superintendent. They wanted someone in his place. If that superintendent considered me qualified, I could have the place.

I went to him and secured it. The bookkeeping was a minor item. I was expected to sweep the floors and wash the windows. I was also to be errand boy. The chief condition was that I was never to wear a coat. The superintendent was very democratic. He wanted no "dudes" about him. In the office and on errands downtown I was always to appear in my shirt sleeves. I could qualify for that position because I had two shirts left.

Then came the question of living on \$4.50 per week. I found a small room with a widow who wanted a man in the house. That cost me \$1 a week. In a restaurant over a grocery store a dingy man served dingy meals at \$2.50 a week. They were beyond my reach. I had to consider my laundry. So I arranged with him to miss two

ELECTRICAL ANIMATED AND STILL **DISPLAYS** for WINDOW, COUNTER, and EXHIBITS

Effective—Dignified
Planned Inexpensively

CONSULT WITH EXPERTS

ANIMATED PRODUCTS CORP.
19 WEST 27th ST. NEW YORK

Established 1890 **BAKERS' HELPER** Chicago A.B.P. and A.B.C. Published Twice-a-month

Bakers' Helper is the oldest magazine in its field. It has given practical help to bakery owners for 40 years. The fact that over 75 per cent of its readers renew their subscriptions by mail shows they want it.

New York Office 431 S. DEARBORN ST.
17 E. 42nd St. CHICAGO, ILL.

THE AMERICAN ARCHITECT
A. B. C. Est. 1876 A. B. P.

"Advertising and Selling to Architects," a booklet prepared to give you a better understanding of the architectural field, is now available.

Your copy will be sent upon request.

243 West 39th St. New York

WESTMONT ENAMEL



The Circular

A WESTVACO SURFACE FOR
EVERY PRINTING NEED

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

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

The Arnold-Roberts Company
Augusta, Me.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Manufactured by
WEST VIRGINIA PULP
& PAPER COMPANY

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

R. P. Andrews Paper
Company
York, Pa.

meals a week and get board for \$2.25. I was a young man, active and ever hungry. Always the great question was, what meals to miss. I tried breakfast, but morning found me starving. I tried luncheon, but that lost meal would spoil my afternoon. My only way was to race by the restaurant at night and go to bed. And that I could not do unless I crossed the street. The smell of the food would tempt me to forget the shirt sleeves which formed so great a factor in my work.

That sounds rather pitiful, but it wasn't. It was a great advance over my cedar-swamp experience. I slept alone in a bed, instead of on a haymow with railroad section men. So long as we are going upward, nothing is a hardship. But when we start down, even from a marble mansion to a cheaper palace, that is hard.

The Felt Boot Company comprised some of the leading business men of Grand Rapids. Our sales came in winter only, so all summer we borrowed money to get ready for those sales. The directors indorsed our notes. One of my duties was to go around and secure indorsements and renewals. In that way I met Mr. M. R. Bissell, president of the Bissell Carpet Sweeper Company.

He was a genial man, and I saw in him my chance to a higher salary. One day I waylaid him on his way to lunch.

I pictured the difficulties of a young man living on \$4.50 per week. There was no need to exaggerate. There on his way to lunch I told him of the two meals weekly I was obliged to miss. Above all, I pictured my dream of pie. I knew a restaurant which served pie at dinner, but the board was \$3.50.

From him I learned another kink in human nature. Struggle and poverty did not appeal to him. He had known them well, and he considered them good for a fellow. But he loved pie and had never been denied it. So he invited me to eat pie. And he arranged for salary of \$6 per week so I could have pie every day.

In the next installment of his autobiography Mr. Hopkins describes his first advertising work. While acting as a bookkeeper in the employ of Mr. Bissell, I conceived the idea that carpet sweepers could be sold by mail. How he demonstrated the truth of his contention and built up an unprecedented volume of business for his employer's company will be stated in our issue of June 15.

Convention Calendar

JUNE 13-15—Sixth Annual Convention and Exhibit of the National Industrial Advertisers' Association, Hotel Statler, Cleveland, Ohio.

JUNE 13-16—Thirtieth Annual Convention of the International Association of Displaymen, Hotel Statler, Detroit.

JUNE 26-30—International Advertising Association Convention, Denver, Colo.

SEPT. 12-15—Annual Convention of the Financial Advertisers' Association, West Baden, Ind.

OCTOBER 4-8—Annual Convention of the Outdoor Advertising Association of America, Atlantic City, N. J.

OCTOBER 19-21—Direct Mail Advertising Association Convention, Chicago.

Nov. 7-8—Eighth Annual Convention, First District International Advertising Association, Hotel Statler, Boston.

**The Detroit Times
will now sell
you over
300,000 readers
daily* and 320,000
Sunday—only two
years ago the other
evening paper with
less circulation
claimed to
“cover Detroit”—
our story is
just as good.**

*evening except Saturday.

A Message
to a
Few Wise Men

THE EXPLOSIVES
ENGINEER

MEMBER OF THE A. B. C.

There is a limit to the number of pages available for advertising in *The Explosives Engineer*. Soon we shall be obliged to establish a waiting list.

FORERUNNER
OF PROGRESS

We shall give preference to those companies whose products are consumed in each of the major markets in which this magazine has become so influential, namely: coal and metal mining, quarrying, and engineering construction.

IN MINING
QUARRYING &
CONSTRUCTION

Application for space should be addressed to *The Explosives Engineer*, 1000 Delaware Trust Building, Wilmington, Delaware.

An Epic of Business

By Earnest Elmo Calkins

THE most remarkable thing about Robert Updegraff's book* is that it makes business, "sordid, huckstering trade," as Emerson called it, a legitimate and satisfying motive for a work of fiction. Here is a novel, or at least I presume it is a novel, in which there is no love interest. The suspense that every book must have to hold the interest evolves from a business situation. It has no sex appeal whatever. It will never fall afoul of the Watch and Ward Society. But it is nevertheless a mighty interesting story. I have a feeling that there are many men, especially those who have lived beyond the mating period, who find other things interesting in stories beside the question whether he got the girl or not. I am glad the triumphant solution of a business problem has been added to the list of approved happy endings.

But it is something more than a story with a business setting. It is business's story. It is a dramatic recital of the startling change that has come over industry in the last twenty-five years, told in the form of fiction to avoid the embarrassment of citing actual names for good or evil. And as fiction quite frequently is, it is truer than the truth. Briefly, it is one of those single-handed fights between an independent manufacturer with honesty and ideals, and a trust, in those days when trusts were ruthless combinations seeking monopoly by crushing competition with every device, fair or foul, that unscrupulousness could dictate. An imaginary stove and range trust is the villain and the manufacturing business that old Fowler Rowntree had built up with twenty-five years of hard work and left to his son, John Rowntree, is the hero. The two protagonists are young John Rowntree, representing the new idea of business just beginning to dawn in a few sensitive, far-seeing minds, and H. B. Lockhart, thief, traitor, bully and plotter, one of the last of the old-time rule-or-ruin business pirates. Young Rowntree rejects with indignation Lockhart's corrupt and cynical invitation to put his father's name and reputation into the combine, and the war is on. Lockhart's determination to eliminate Rowntree's as a competitor of his combine is intensified by his personal grudge.

In the characters of these two men, and in their business methods, are pictured the two opposite points of view which have opposed one another in American business for the last quarter century: the "public-be-damned" attitude against the public be served. It is all summed up in what John said to Lockhart that night when he refused to allow Rowntree's to become a member of the infamous trust.

"He (my father) always said you thought of stoves only as so much cold iron to be turned into cold cash, while

he thought of them in people's homes, cooking their food, or warming and cheering them on cold winter nights." That this is the way manufacturers today regard their products and their customers is due to just such struggles as that waged between John Rowntree and the stove and range trust. It typifies what has happened to all businesses. It is the epic of the destruction of old Caveat Emptor, once the unacknowledged slogan of American business.

It will interest a business man to see with what skill the stuff of his daily life is used in developing the plot. The dramatic situations hang on salesmen's reports, dealer demonstrations, cost cutting, advertising, sales strategy. The action takes place in offices, factories, board rooms and stores. The author gives convincing close-ups of business at its exciting moments. He knows his world as have few who have attempted a business novel. John comes close to the verge of bankruptcy in his struggle against extermination, for he always fights fairly and even generously, while his powerful opponent has the advantage of every trick and treachery that an unprincipled scoundrel can think of and a shyster lawyer help execute. Of course virtue triumphs and John wins out, but how he does it is the story, which I am not going to spoil.

RATHER I want to emphasize how much truer this book is than many of the books based on American business we have had of late, written by authors who are ignorant of the facts, and have no desire to learn them. Their view of life is pessimistic and disillusioned, and they use business as the vehicle through which to express their views, using some exceptional and isolated instance as if it were typical, and producing a warped and one-sided picture. Surely Updegraff shows the seamy, sordid, crooked side of business also, but he quite rightly contrasts with it the new conception that has emerged from the old welter, which has received such scant consideration from the ultra-literary writers. This book is true. It is true when it describes the early trust and equally true when it pictures the transformation which the big business combinations have undergone in this age as they realized that only one monopoly is possible, the monopoly of public esteem. However, the book is not a tract. It is simply a story, a story for business men, woven out of the facts of their daily life, written by a man who is familiar with them, and who can speak of them the way the business man thinks of them, and as such it is recommended to every salesman, clerk, bookkeeper, advertising manager, sales manager, president and chairman of the board whose place of comparative eminence in the industrial world is due to the working out of such forces as are described in "Captains in Conflict."

*"Captains in Conflict," by Robert R. Updegraff. Published by A. W. Shaw Co., Chicago.

MAGAZINES for MEN

Masculine is the outstanding appeal of the magazines that make up the All-Fiction Field (with always a "Ladies' Welcome" sign on the covers).

If you are selling a male market, you have no time or money to waste with boudoir books.

Here are the magazines that a great man-market reads through from cover to cover every day of the year—and shouts for more. Here is the one periodical grouping that gives you national coverage of the masculine field.

All-Fiction Field

Magazines of Clean Fiction

COMP

Automotive Merchandis

Proof!

Four leading manufacturers—car, brake lining, accessory and equipment—recently completed nationwide investigations among automotive dealers to determine where the advertising dollar could be placed for greatest investment returns. The results should be in the hands of every manufacturer and advertising agency. In book form. A wonderful story. Will be sent on request to Chilton Class Journal Co., Philadelphia.



Philadelphia office and production headquarters

Market Surveys and Analyses Trade Investigations Merchandising Plans

A completely rounded out service for advertising agencies and manufacturers who want direct, effective and economical merchandising contact with the automotive industry and trade.

Trained executives who have made a lifetime study of automotive markets, and success methods in the merchandising of automotive products, are at your service.

Our publications do not attempt to "blanket" the industry and trade. Each one has its definite field—industrial, wholesale, retail. Each publication is designed and edited for a specific audience. Hence manufacturers receive the greatest possible return for every advertising dollar invested. No lost motion. No extravagance.

DIRECT MAIL—we maintain a highly efficient list and addressing service—industrial, wholesale, retail—for manufacturers who wish to link direct by mail advertising with their publication efforts.

CHILTON CLASS JOURNAL COMPANY

**AUTOMOTIVE
INDUSTRIES**

**AUTOMOTIVE
Industrial
RED BOOK**

**Motor World
Wholesale**

**AUTOMOBILE
TRADE JOURNAL**

Chilton Class Journal Publications

LETE

ing Facilities

Advertising Agencies—

Where problems arise which have to do with automotive markets we will welcome the opportunity of placing our entire facilities at your disposal.

Automotive Manufacturers—

Makers of cars, trucks, parts, accessories, equipment, machine tools, etc., are invited to take advantage of a gold mine of marketing data which we have available for their use. Requests sent via your advertising agents, or direct to our Philadelphia headquarters, or to any of our branch offices in New York, Chicago, Cleveland, Detroit or Indianapolis, will be given prompt attention. *Our entire facilities are at your service.*

A corner in the list department where authoritative industrial, wholesale and retail automotive lists are developed and maintained.



A staff of skilled artists for the benefit of advertising clients.



Trained copy writers who are automotive specialists.



Working in the collating, mailing department where facilities exist for the rapid dispatch of the production.

CHESTNUT AND 56TH STS., PHILADELPHIA

MOTOR AGE

CHILTON CATALOG AND DIRECTORY

THE COMMERCIAL CAR JOURNAL

Operation & Maintenance

CHILTON TRACTOR & EQUIPMENT JOURNAL

Chilton Class Journal Publications

The OPEN FORUM

Individual Views Frankly Expressed

The Laundry Owner Does Not Ask Charity

I NOTICE a letter from an anonymous advertising manager in your May 4 issue.

This advertising company happens to be serving the laundry industry, not only as advertising agent but as counsel on financing the \$6,000,000 program which they are successfully setting up.

Not only are the laundry owners of the country making very adequate investments in this fund, but the allies, or concerns who sell the laundries machinery, material or service, and who naturally will profit by the enlarged laundry industry, are being asked to pay a small part of the fund. The idea presented by this alleged advertising manager is so different from the attitude of most of the concerns doing business with the laundry industry that it cannot be passed without some comment.

I can name to him at least a dozen large concerns who have made subscriptions of from \$200,000 to a half million dollars to such a project as this. The American Laundry Machinery Company, for example, has put up \$400,000 in this L. N. A. program. The Troy Company has put \$100,000. Eastman Kodak Company has invested \$400,000 in a similar undertaking of the Photographers Association. This gentleman has forgotten that this program, as well as the program of the Florists, the Bottlers, the Photographers, the Apples and a number of other programs now under way are not put on by the point of contact part of the industry, but by the industry as a whole. This includes manufacturers, distributors, retailers and every other line in the industry.

If this gentleman had studied this proposition, he would find that the L. N. A. four-year program is just as much in the hands of the allies or machinery or supply manufacturers, as it is in the hands of the laundry owners. Evidently he is assuming that since the L. N. A. is sponsoring the proposition for the industry, that it is simply a laundry owners proposition. A Plan and Scope Committee, made up entirely of manufacturers, with but three or four laundry owners on it, and headed by one of the largest manufacturers in the industry, is responsible for setting the general plans and policies. An Advisory Advertising Committee, made up entirely of manufacturers, is responsible for the advertising policy and copy and illustrations.

The money is being raised from manufacturers by a special Allies Committee. When he assumed that this is an L. N. A. proposition, he is probably taking a position which will reflect to his own hearth.

FRED MILLIS, *President*,
Millis Advertising Co.,
Indianapolis, Ind.

Telling How to Do It

LET me congratulate you on the publication of Mr. Felix's splendid article, "Planning Copy for the Radio Advertising Medium," which appears in your May 18 issue. This is the kind of constructive work we want to see in our advertising periodicals—articles that not only tell the truth about new methods of advertising, but that also state fundamentals and show *how to do it*.

Mr. Felix's concise statement of facts will go a long way to clarify the immature views and loose thinking of many advertising men on the subject of broadcast advertising. Because it permits an advertiser to combine the oral with the visual methods of mass appeal, radio as an advertising medium is here to stay. Properly and intelligently planned, it can be made a constructive selling force, as we and a great many other advertisers have found during the past year.

PIERRE BOUCHERON,
Advertising and Publicity Manager,
Radio Corporation of America,
New York

Publicity and Popular Opinion

I AM interested by Robert Fellows Wood's article, "Will it Work?" in your issue of April 20. I am a publicity man and am therefore concerned when anyone of Mr. Wood's knowledge and record suggests that my colleagues and I may be susceptible to improvement.

Mr. Wood says that publicity has no power to swim upstream against a strong popular current. Well, publicity could not bring back hoopskirts, probably; it can not seem to "sell" the League of Nations. If there exists a powerful reason why people do not believe in any given cause, no mere argument can prevail against that reason, whether it be advanced by publicity man, lawyer, or statesman. But if a reason can be found, in favor of the cause, which is stronger than existing

reasons against it, publicity can do the rest. The case of the Alabama Power Company is very much in point. In 1920, 99.1 per cent of the Alabama papers were bitter against this company. After four pages of publicity, it was found that 92.6 per cent of the Alabama papers were friendly to the company. This may fairly be considered swimming upstream. It was accomplished with the aid of major changes on the part of the Power Company, but these changes were recommended by publicity men in the first place. Publicity wrought the change.

Publicity men should not pretend to be capable of magic. Neither should advertising men. Both do, because both are human. There have been blackguards in the clergy. I do not think any group has a monopoly on virtue.

R. W. RIIS,
Riis and Bonner,
New York, Boston

More About Mailing Lists

I HAVE read with interest the article entitled "What of the Lists?" on page 36 of your May 4 issue by Mr. Truman G. Brooke, and feel that he has brought out several very important and pertinent points about mailing lists without, perhaps, offering any very specific solution.

As you may know, we maintain a list of all retail and wholesale automotive outlets in the United States, consisting of nearly 110,000 names. We make on this list approximately 115,000 changes per year, which gives some idea of the turnover in this particular field.

Mr. Brooke's suggestion was that the list companies, in some way or another, arrange to have the lists kept up-to-date for the purchaser or user, but he did not take into consideration the advisability of encouraging the user of the list to have his addressing done at headquarters where the list is kept up with *daily corrections*. As far as automotive lists are concerned, we believe that this is the only satisfactory solution. Our experience has been in a good many cases where an addressing job has been completed for one of our customers, but has been held up for several weeks awaiting enclosures, or postage, or something of the sort, that the mortality on the list has been so high in this brief period as to make it impractical to put it in the mail.

G. C. BUZBY,
Manager Direct Mail Division,
Chilton Class Journal Company,
Philadelphia, Pa.

Anyone who has used "copy-fitting systems" based on word count knows by experience that such methods are inaccurate and misleading. The only sure method is one based on character count. The character count of a typewritten manuscript is easily determined and with the help of the Linotype copy-fitting tables, it is equally simple to determine the space that will be occupied in type.

How much space will this copy take

Set in 10 Point Bodoni Book 2 point leaded, 12 picas wide?

One of the copy-fitting tables reduced to one-third size

The copy contains 8 lines averaging 49 characters to the line. $8 \times 49 = 392$ characters.

The Linotype copy-fitting table shows you that 10 Point Bodoni Book, 12 picas wide, will average 33 characters to the line. Then $392 \div 33 = 12$ lines.

These copy-fitting tables have just been published as a supplement to the Linotype loose-leaf specimen book. Copies are being mailed only on request. If you do not have a specimen book you can receive both by sending in the coupon.



MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities
of the World

Any one who has used "copy-fitting systems" based on word count knows by experience that such methods are inaccurate and misleading. The only sure method is one based on character count. The character count of a typewritten manuscript is easily determined and with the help of the Linotype copy-fitting tables, it is equally simple to determine the space that will be occupied in type.

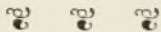
MERGENTHALER LINOTYPE COMPANY, Brooklyn, New York
SAN FRANCISCO CHICAGO NEW ORLEANS CANADIAN LINOTYPE LIMITED, TORONTO

Please send me a copy of the *Copy-fitting Tables*.
 Please send me a copy of the *Linotype Specimen Book* including the *Copy-fitting Tables*.

Name.....Firm.....
Address.....

540.27.5 N

You know your own Banker!
Ever think how much of a factor his influence is in the success of your advertising? Bankers are directing heads of 50,000 major businesses and are men who buy quality merchandise. You know your own banker! Think of an audience of 100,000 like him. That's the Journal's Audience.



American Bankers Association Journal

Edited by James E. Clark
110 East 42nd St., New York City
Advertising Managers
ALDEN B. BAXTER, 110 East 42nd St.,
New York City.
CHARLES H. RAVELL, 332 S. La Salle
St., Chicago, Ill.
(MEMBER A.B.C.)

Telephotography, a New Tool of Advertising

[CONTINUED FROM PAGE 24]

precisely the correct way to be intelligible. Although such reports may be reduced to the form of a telegraph message, their perfect accuracy is never certain and difficulty is likely to be encountered by the recipients in rearranging the figures in their proper form.

The quality of reproduction attainable by wire photos is indicated by the accompanying illustrations. The effect of converting the photographs into halftones, as is necessary for their publication, makes it difficult to show the type of drawing ideally suited to picture transmission. Undoubtedly, the system will be widely used in the advertising field and it is therefore of advantage to consider a few general rules for determining the suitability of copy to wire transmission.

Viewed under the microscope, the received picture consists of regular rows of tiny oblongs, each one-hundredth of an inch wide. Their depth is determined by the desired tone effect. Solid black is secured by oblongs, each one-hundredth of an inch wide and two-thirds of a hundredth of an inch in depth. The oblongs overlap so that solid black is thereby secured. Greater contrastness than in ordinary halftone reproduction is thereby attained.

Under certain conditions, however, sharpness of outline may be sacrificed even though good contrast is secured. This is due to the manner in which the depth of each impression is determined.

In brief, when transmitting a picture, an electric eye decides upon the proportion of black to white in a particular one-hundredth of an inch square. Then it transmits an impulse over a telephone line which determines how that particular square shall be represented in the reproduction.

After transmitting a representation of the first square, the electric eye repeats the operation one-third of a hundredth of an inch lower down. It continues progressively in this way until the entire illustration has been analyzed, a square at a time, and an impulse transmitted after each observation, determining the ratio of black to white appearing at each point in the reproduction.

If a square is solid black, a black line two-thirds of a hundredth of an inch wide is made at the proper place on the reproduced print at the distant point. If the square is half black and half white, no matter how that black is distributed, whether diagonally, vertically or in complex disposition, the reproduced picture will be only one-third solid black. Likewise, if the square is of an even tone of gray, the line at the reproducing end has a depth proportionate to the depth of the gray.

The electric eye makes no distinction

as to the reason for the ratio of black to white. For example, the resultant reproduction is the same if a certain square is midway between black and white, either because it is a uniform gray or because half the area of the



"SEEING IS BELIEVING"
... but seeing hair that Nesteen has colored is not to believe it! For all the sheen — the lustre — the youthful color of natural, untouched hair — is skilfully restored by Nesteen.

{ By re-nourishing the hair cells inside — NESTEEN restores the hair color outside }

The Perfect and Permanent
HAIR COLORING

Nesteen

-- applied by your hairdresser.



square is solid black and the other half white. Since the squares are so small, the result is a softened blending where black borders on white.

CHEVROLET uses METERED MAIL

MAINTAINING the enormous production and high quality of Chevrolet Motor Cars naturally requires efficient office methods and equipment as well as highly developed manufacturing processes. Chevrolet, like many other leading automotive manufacturers, uses the "Metered Mail" system for despatching their business letters.

As evidenced by this letter they appreciate the many advantages of "Metered Mail." It makes possible the quickest mail handling available on the important mail they despatch every business day.

Let us send you a list of users of "Metered Mail" lines of business similar to yours and facsimiles of their letters telling how "Metered Mail" is helping their business.

THE POSTAGE METER COMPANY

715 Pacific Street, Stamford, Conn., U. S. A.
Sole Distributors of PITNEY-BOWES MAILING EQUIPMENT
Offices in Principal American Cities and Foreign Countries



CHEVROLET MOTOR COMPANY
GENERAL MOTORS BUILDING
DETROIT MICHIGAN

February 15, 1927

The Postage Meter Company
Stamford
Conn.

Gentlemen:

We use and endorse the Postage Meter Machine because -

"Metered Mail" skips the CANCELLING or COUNTING operation at the Post Office and is therefore EXPEDITED over all other types of mailing.

"Metered Mail" SAFEGUARDS the Postage Account - gives accurate postage disbursing CONTROL, heretofore unknown in business - establishes DATE and HOUR mailing records - enhances the APPEARANCE of our mail - and speeds up the SEALING and STAMPING in preparing it for the Post Office.

The machine itself is an instrument of mechanical precision, and we recommend it highly.

Yours very truly,

CHEVROLET MOTOR COMPANY

Per *J. C. ...*
Asst. Mgr.

Chevrolet Motor Co. Mail Room, showing Pitney-Bowes Mailing Machine and Postage Meter in operation. This machine automatically feeds, separates, seals, postmarks, imprints postage and stacks mail - all in one operation.



These and many other Leading Automotive Manufacturers use and endorse "Metered Mail"

- | | |
|---|----------------------------------|
| A. C. Spark Plug Co. | Hood Rubber Co. |
| Budd Wheel Co. | International Motors Co. |
| Buick Motor Car Co. | Jordan Motor Car Co. |
| Cadillac Motor Co. | Motometer Co. |
| Champion Spark Plug Co. | Motor Wheel Corp. |
| Chandler-Cleveland Co. | Nordyke & Marmon Co. |
| Chevrolet Motor Co. | Olds Motor Works |
| Chrysler Car Co. | Packard Motor Car Co. |
| Dodge Brothers | Pennsylvania Rubber Co. |
| Durant Motor Co. | Reo Motor Car Co. |
| Ford Motor Co.
(Windsor, Ont.) | Stewart-Warner Speedometer Corp. |
| General Motors Acceptance Corp.
(34 offices) | Studebaker Corporation |
| The B. F. Goodrich Co. | U. S. Rubber Co. |
| The Goodyear Tire & Rubber Co. | The White Motor Co. |
| | Yellow Cab Manufacturing Co. |

Ⓜ 1670

POSTAGE METER COMPANY
715 Pacific Street, Stamford, Conn.

Please send facsimile letters from our business acquaintances and complete information regarding the advantages of "Metered Mail."

Name _____

Company _____

Address _____

Type of Business _____

METAL PRINT CRAFT

- made by *Grammes*



30,000 Motorists will display this French Enamelled Radiator Emblem.

METAL Print Craftsmen are producing Etched; Stamped; Lithographed; Embossed; Printed; Cast; Engraved; and Enamelled Products in a large variety of metals and finishes -- known for satisfying service.



L. F. Grammes & Sons
INCORPORATED
Allentown, Pa.

NEW YORK

PHILADELPHIA

CHICAGO

rather than noticeable inaccuracy or distortion.

Note also that three observations are made of every point, for although the unit area of observation is a hundredth of an inch square, observations are made every *third* of a hundredth of an inch. This close overlapping eliminates any marked ribbed effect in the reproduction. Better halftones result in copying from telephoto prints than would be the case if the lateral dimension of the impressions were less than a hundredth of an inch, as is the case when making a half tone from a half tone reproduction. In fact, one hundred screen plates of the same size as the transmitted print can be made with perfect clarity, provided any *very minute* detail present in the original is not essential in the reproduction.

Since a curve is made by many tiny squares, there is a limit to how small a diameter of curve is effectively reproduced. A curve, examined under a microscope, has the contour of a flight of stairs, the steps being one-hundredth of an inch in tread. The bolder faces of very small type are better reproduced than fine drawn italics, the latter having a blurred effect, due to predominance of curves. A safe rule is not to use type smaller than twenty characters to the inch as measured when the transmitted picture is reduced to 5 x 7 size. An 8½ x 11 page of pica or elite typewriting is clearly reproducible as a 5 x 7 telephotograph.

Crayon drawings, wash drawings and paintings with good contrast reproduce with excellent effect. A mechanical drawing, on the other hand, unless the lines are fairly heavy, may be quite indistinct. An artist who has had training in making technical drawings for use as line cuts in reduced size is most likely to make a good drawing for transmission by wire.

THE speed of transmission is rapid, a 5 x 7 photograph going through the telephone circuits in seven minutes. The photographic processes are actually the most tedious, requiring the making of a negative and a positive at the transmitting end and a second negative and the required prints at the receiver. Hence a minimum of an hour is required for delivery of the finished product at the distant point and a longer time if there is an accumulation of photographs awaiting transmission.

The principle involved in the transmission of pictures is relatively simple. A 5 x 7 positive transparency is mounted on a drum which revolves much as a dictaphone record, moving slowly from side to side as it revolves. Its lateral speed, one-hundredth of an inch per revolution, determines the number of vertical rows of impressions made. A spot of light, focussed through the revolving positive being transmitted, plays upon a photoelectric cell. The photoelectric cell has passing through it a current the intensity of which varies as the intensity of the light which plays upon it. Thus, when solid black appears on the positive, it shuts off the light and a very small current flows through the cell; where the positive is transparent, considerable light passes to the photoelectric cell and a large current flows. The fluctuating current is amplified and passed through the telephone circuits

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

THE JOHN IGLSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

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

MOVING



The Standard Advertising Register

Is the best in its field. Ask any user. Supplies valuable information on more than 2,000 advertisers. Write for data and prices.

National Register Publishing Co.
Incorporated

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

Bakers Weekly A. B. C. - A. B. P.
New York City
NEW YORK OFFICE—45 West 45th St.
CHICAGO OFFICE—343 S. Dearborn St.

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

TYPICAL SUBSCRIBERS to The American Printer

The Government Printing Office at Washington



The Largest Printing Office in the World in which The A. P. plays a part

The Government Printing Office has four thousand employees, 180 presses, 377 composing machines, 326 bindery machines, and other equipment in proportion. Over two billion ems of type are set in one year. Two new presses recently installed cost as much as the entire Government Printing Office in 1861.

Says Public Printer George H. Carter:

THE AMERICAN PRINTER has come to be a standard of authority in the Government Printing Office. Each issue is read with the utmost interest by every member of our big staff, and we all are greatly helped by its instructive articles and advertisements. I think you are entitled to know that THE AMERICAN PRINTER has been a great inspiration in the progress of the Government Printing Office."



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

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

CHICAGO: Peoples Gas Bldg.
Telephone Wabash 4000

CLEVELAND: 405 Swetland Bldg.
Telephone Superior 1817

All in one issue

-JUNE

Weed Levelizers	United States Tile
Lenox China	Flooring
Royal Typewriters	Palmolive Shaving
White Trucks	Cream
Camel Cigarettes	B. V. D. Underwear
Yale Locks	Pyro-dento Tooth
Karpen Furniture	Paste
Continental Motors	American Seating
Boston Garters	Company
Mohawk Rugs	Filmo Movie Cameras
Johnny Walker	Zapon Leather Cloth
Cigarettes	Barbasol Shaving
National Union	Cream
Mortgages	Tarrant's Seltzer
Old Briar Tobacco	Aperient
Remington	Old Town Canoes
Typewriters	Illinois Watches
Prince George Hotel	Seeger Refrigerators
Heil Truck Bodies	Murad Cigarettes
Smith & Wesson	Fidelity Mortgage
Firearms	Bonds
	Whiting-Adams
	Brushes

*{ June, by the way, contains more
advertising than any previous issue }*

THE SHRINE MAGAZINE

1440 Broadway · New York

Phone: Pennsylvania 7827

CHICAGO
Tribune Tower

BOSTON
Little Building

to the various receiving points. Here it is again amplified and used to control a so-called light wave. This is simply a magnetically operated shutter of great sensitiveness, controlling a beam of light. The beam plays upon a cylinder of the same diameter and revolving at the same speed as that at the transmitter. On the cylinder is an unexposed photographic film which becomes the negative from which prints are made.

The motors used in the transmitting and receiving process must be perfectly synchronized or otherwise the result is a garbled meaninglessness. Each row of squares must be kept in perfect step lest grotesque distortion occur. This perfect synchrony is maintained by transmitting a controlling frequency simultaneously with the picture. Both receiving and transmitting cylinders are six inches in circumference and revolve one and a half times a second. Twenty-six hundred images are flashed each second over the wire circuits.

Much more might be said about the technique of telephotography but the foregoing is sufficient to give an insight into the material most advantageously transmitted over the system. More important than its technical aspects to the advertiser is an appreciation of the possibilities of this new facility with its surprising speed and invariable accuracy. It is a new tool bearing the same significance to the transmission of pictures and complex text of every kind as did Morse's invention of the telegraph to the transmission of words.

Everybody's Business

[CONTINUED FROM PAGE 5]

a day too soon. Present sewage-treatment plants serve only 15,000,000 persons, which leaves the wastes from hundreds of industries and from 50,000,000 more people to run away freely and serve as a menace to the health of the nation. That we are paying dearly right now for the pollution of our waters is shown by last year's figures tabulating 8028 cases of typhoid and 11,000 cases of dysentery.

On every side we are commencing to feel the restricting influence of health measures on freedom of action. The job of supplying adequate sewage a few years hence will be such an enormous task that every gallon of water will be metered so as to reduce the per capita consumption. That this will save tens of millions of dollars is clearly evident from the fact that the individual in many cities now consumes 275 gallons of water per day—at least twice as much as is necessary.

Then there are the problems of light and noise. Having had to come indoors to earn our daily wage has placed a serious strain upon human eyes. Seventy per cent of our people have defective vision. Just as water consumption will be cut in half, the total wattage available per person for lighting will be doubled, convenience-outlets will be trebled and the filament lamp without a shade will be an oddity. Man is visual, and unlike many other animals, cannot depend on the sense of smell to guide him through life, and unfortunately, the misused eye does not



**Naturalness
Permanence
Third
Dimension**

(Our List of Customers Is An Advertising Blue Book.)

**OLD KING COLE
Inc.**
Canton, Ohio

Eastern Representative

R. E. McKimmey Co., Inc.
389 5th Ave., at 36th St., New York City
Caledonia 8776-8779

THE BIG BOOK ON GOOD
PRINTING

**The Art and Practice
of Typography**

By Edmund G. Gress

Sent on receipt of \$10.45

THE AMERICAN PRINTER
9 East 38th Street New York

UP A QUARTER —MILLION

ADVERTISERS who buy space in Collier's for the balance of 1927 will receive a bonus circulation of at least 250,000.

Collier's circulation has passed the 1,350,000 mark—up a quarter-million over the present rate basis. This is a far greater circulation for the money than you can buy in any other weekly magazine.

* * *

New rates for advertising in Collier's go into effect with the issue of January 7th, 1928. However, bonafide orders for advertising at the old rate will be accepted up to and including the issue of July 14th, 1928, providing orders are received on or before June 11th, 1927.

1 GROWING and
GAINING
Over 1,350,000
Circulation

2 GEARED to the
times - Newsy-
Pictorial-Brief.

3 Every
Advertisement
has MAXIMUM
ATTENTION
VALUE

4 BALANCED
Market
Coverage

Collier's

THE NATIONAL WEEKLY



picture readers ~ all!

THE gentler sex is part of the business pattern. Two generations ago a girl lost caste who performed any task other than a household one. Today she shoulders her share of the business load, and it is a commonplace to find her in positions of the greatest importance.

On the average, the business woman is better dressed, more exacting in her purchases, than her stay-at-home sister. She creates a larger market for better goods—but as she has learned the value of time, *speed is essential in selling her*. There is no quicker way to tell any story than by *pictures*.

For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.

Gatchel & Manning, INC.

C. A. STINSON, President

[Member of the American Photo Engravers Association]

Photo Engravers

West Washington Square 622 230 South 7th St.

P H I L A D E L P H I A

protest in such forceful fashion as does the injured tooth.

Few investments in business bring such a high return as does an expenditure for good illumination. These facts stand out: We use our eyes 20 times as much for close reading as did our ancestors. Less than nine per cent of our plants have lighting arrangements that can be called excellent. Eye accidents in factories can be reduced 80 per cent by goggles in places where sight hazards exist. Free eye examinations for employees at regular intervals insure a large saving. Truly nothing is more foolish than to save light at the expense of eyes.

And as for noise, it is but a natural outcome of our present machine age. Devices are now available to use in measuring not only the amount of noise at any one point, but the intensity of the noise blanket that lies over a entire city. Busy corners in some of our large cities produce 50 units of noise which is enough to destroy half of our normal hearing. On top of a 30 or 40-story building at this same corner, the noise intensity will measure only 10 or 15 units, and this means a loss of approximately 10 or 15 per cent of hearing. Generally speaking, 100 units of noise is so deafening that it precludes a person hearing any other sounds.

Noise not only affects health, but it causes a large loss to business through the distraction of attention. Riveting machines, sirens on fire engines, bells on ambulances and police patrols are all a source of expense to corporations. A noisy environment means the use of more energy in talking, while night noises cause a loss of sleep. Conversing on a railway train or in the subway requires an expenditure of more than 100 times as much energy as in a quiet room.

IT is for such reasons that present types of riveting machines and other noise producers will be banned completely. Architects in designing buildings will no more think of neglecting to consider sound-absorbing measures and devices than they will provisions for adequate supplies of heat and water. Street and subway cars will have noiseless wheels and coupling connections, and in office and factory, every machine from typewriter to drill will operate in comparative silence. Interior surfaces will be covered with materials having sound-absorption qualities. In the silent workshop the covering materials will have not only a high absorption coefficient, but will be so designed with indentations or folds that there will be more than a normal absorbing area. Such rooms will be "flat" or "dead," while in auditoriums, churches and theaters, the aim will be to preserve rather than eliminate resonance. Noise will be attacked both from the point of origin and the point of absorption. As a result office routine will be accelerated, human energy conserved, costly mistakes reduced and the human body released from its present use as a sound shock absorber.

The tendency toward the greater restriction of the individual will become more emphasized with each passing day. Business must conform to the demands of the new movement. Public health officers must be chosen because of their high qualifications, and must be paid salaries large enough to attract

We make a point for Mr. W. P. Larkin, Vice President and General Sales Manager of P. F. Collier & Son Company

Things Are Stirring in Two Worlds, Mr. Larkin

The book world is all excited now about methods of book distribution. All publishers know that there is a new large audience for books today in the United States. And they all are eager to tap the wider market which so far they have had such difficulty in getting to.



For your company, Mr. Larkin, has been notably successful with the famous Five Foot Shelf which entitles you to an enviable place among those who have developed new markets for good literature. And you haven't reached the end yet.

We present you with a new market—the million farm homes which Comfort reaches. Things are stirring in their world, as well as the book world. They have money and a favorable future and a desire for self-improvement which no other class in America can excel. These homes would buy books if books were easy to buy. Good advertising has made the Harvard Classics famous from coast to coast. But you have never cashed in on this reputation in Comfort homes. The market is there, the money is there, and the scissors to clip your coupon are ready. Won't you give another* 1,000,000 intelligent American families a chance to buy the Harvard Classics?

**If you think there would be considerable duplication between Comfort and the publications you are now using we should be glad to present the facts in the case to you.*

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

LAST FORMS CLOSE 28th OF SECOND MONTH PRECEDING DATE OF ISSUE

Bernhard Cursive

*This beautiful new type face is designed by
Lucian Bernhard to express Charm,
Grace, Elegance and Delicacy.*

H A R P E R ' S B A Z A R

*selected it for their new layout as
the leading Display type for
Headings and Captions*

Ask for our Portfolio of Inspirational Prints
The BAUER TYPE FOUNDRY inc
New York · 239 W 43^d Street

11 PER CENT earn from \$25,000 to \$80,000 a year

Another 11% are directors in one or more corporations. . . . Each one lives in either Manhattan or the Bronx. . . . All of them are subscribers to the Forum.

THEY represent the very top, to be sure. And they represent only a small part of the *Forum's* circulation in New York City. But they are indicative of the type of people who read the *Forum*. For every one of them we can show you 5 others who have substantial earnings and proportionate importance in New York City.

A like situation exists in Boston. At the moment we are busy uncovering similar situations in other cities. In the meantime you might well consider the whole 75,000 readers of the *Forum* as a profitable market for your product. These readers have not only purchasing ability, but also an interest in comfortable living which causes them to respond to an advertising message. Alive, alert and responsive, they have the means and the inclination to buy the best.

If that best is what you have to sell, will the *Forum* carry your advertising?

FORUM

Edited by HENRY GODDARD LEACH, 441 Lexington Avenue, New York

men of experience and reputation. Furthermore, the officials carrying on this vital work must have their tenure of office determined by the character of their efforts and not by politics. And this comes as close as anything to being everybody's business.

Salesmen's Calls

[CONTINUED FROM PAGE 27]

not only has failed to make any progress toward the sale, he has in addition lost the support of his ally.

What is the solution to this problem? Well, first of all, it is to get salesmen thinking in terms of closing the sale on the first call, to convince them of the necessity or doing so, and then to make them believe it can be done. I am not a whole-hearted advocate of that school of emotional inspiration and stimulation which tells you "believe that a thing can be done and you can do it." because that type of inspiration soon leaves the field of the practical and becomes nonsense. But there is no doubt that the salesman who wants to close a good percentage of sales on the first call must first adjust his mental viewpoint to convince himself that it is possible, and then adjust his presentation to that end. The salesman cannot get away from the fact that the real profit in selling is made by the man who reduces the number of calls necessary to make the sale, who has learned to close a large percentage of his sales on the first call, and, failing to do so, does not waste his time on poor prospects or spend too much time even on the better ones.

Although it seems to be the prevailing opinion among life insurance and stock and bond salesmen that it takes four calls to close the average sale, the records of the men who have made a success in those fields show that they close a large percentage of their business on the first call. A few very successful salesmen of businesses for which prospects are unlimited, a class which includes insurance, investments, and many other specialty offers, make call backs only in unusual cases, believing that the time can be spent more profitably on new connections. The district manager of a leading life insurance company who has made a notable success has kept records which show that a man who has been called on twice before is not as good a prospect for insurance as a man who has never been called on, assuming, of course, that both men have the same need for insurance. Dubiske & Company, and many other investment houses, have successfully developed presentations which either "close" or "kill" the sale in one call—with a favorable percentage of closes. The Chicago Cash Company has developed a definite sales plan which closes forty per cent of their sales on the first interview; this in a highly competitive field, where many prospects are really only indulging in a form of window shopping. The average specialty salesman has not the faintest conception of how much new business could be written in a certain time if he were to change his selling slogan from "work-

g up prospects" to "close them at ce."
 Believe that sales can really be used in one call, tell the complete story in your first presentation, answer objections in advance and have a way to immediate action. That seems to be a pretty good formula. Of course, there is the other side of the story. A salesman may really fail to make call-backs when they should be made. A good dealer account, which cannot possibly be closed on one or two ten calls, may be worth a thousand calls if it is finally closed. A salesman may be too easily discouraged by an initial turn-down and fail to make sales that the persistent man would make. But the fact remains* that the vast majority of call-backs are unprofitable, either because the prospect was not worth a call-back, or because the sale could have been made in a fewer number of calls by a better presentation on the salesman's part.

Concerning Copy

[CONTINUED FROM PAGE 38]

Without diagnosis (though there are doctors who will write a blind prescription for temporary stimulant). If it is so easy to make an advertisement that works that it can be whittled out on demand for raiding parties, then we copy-writers better go and soak our heads.

If, for a moment, we might be allowed to turn state's evidence, and pass along to the advertiser a suggestion that will save him money, it is this: if you hear that your agency has a new account, and you determine by investigation that that new account was got on speculative plans, remember that the plans were made a long time you thought was yours. You may wish to finance the new account. You may not. You will decide. And your suspicions you may have concerning the sobriety of thought and loyalty of purpose that goes into the writing of your own copy—are your suspicions, and not wholly ground-

38.
 Don't get the idea that the cynical and contemptuous brain-picker who says the latest ready-made speculative idea will ever come back to the agency that he helped to explode. Most presidents don't brag about the old-bricks they have bought, for it wouldn't be fair to the stockholders. Don't get the idea that by "regulating" speculative practices they will stop; regulating other forms of rotation hasn't stopped them. But in case the copy-writer likes to eat, he will probably be better assured a full annual quota of good grub if he gets an outfit that writes its own copy, its own copy on their own time, and puts in a great deal of the latter responsible and active study before writing anything at all.

33¹/₃%

more circulation
 since January 15th

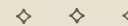
200,000 NET PAID GUARANTEED!



This striking circulation increase is the reason for Child Life's new advertising rate which will go into effect July 15, 1927. A guarantee of 200,000 circulation and the new rate will begin with the October, 1927, issue.



Page, \$600, present rate, to be advanced to.....	\$800
2 Columns, \$400, present rate, to be advanced to..	\$532
Half Page, \$300, present rate, to be advanced to..	\$400
Less than Column (143 lines), per agate line,	
\$1.70, present rate, to be advanced to.....	\$2.25



50,000 free circulation for present advertisers and those who now place contracts up to and including September, 1928, issue! This bargain in space holds good until July 15, 1927.

Orders placed now may carry definite insertion dates or be left on open schedule.

Ask your agency about Child Life's quality circulation, 100% family! Or wire direct for complete data and sample copy.

CHILD LIFE

The Children's Own Magazine

Rand McNally & Company—Publishers
 CHICAGO

FINISHING THE PRINTED JOB

By ROBERT F. SALADE
 AUTHOR OF

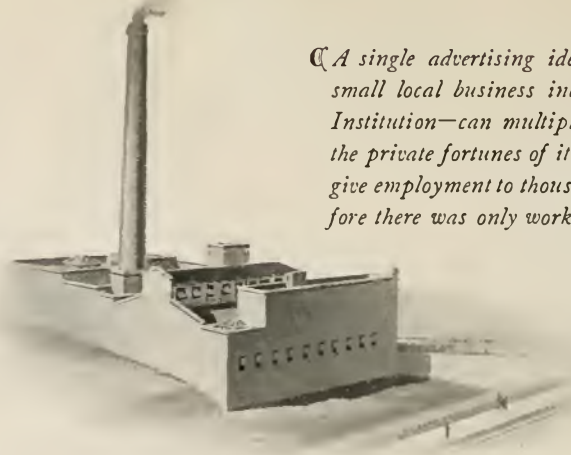
"Handbook of Electrotyping and Stereotyping"
 "Plote Printing and Die Stamping"
 "How Paper Boxes Are Made"
 "How to Make Cutouts"

TWELVE CHAPTERS

1. Numbering that printers can do
2. Binding catalogs, booklets and pamphlets
3. Embossing, stamping and paneling
4. Roughing or pebbling paper stock
5. Bronzing, gold leafing and gold ink printing
6. Various methods of perforating paper stock
7. Die cutting labels and paper-board
8. Punching for loose-leaf forms, calendars, books, etc.
9. Tableting and gumming work
10. Kinds of work produced on hot embossing presses
11. Gumming, gluing and tipping in the bindery
12. Scoring, heveling, deckle-edging, varnishing and tinning

33 illustrations
 237 pages, \$2.50 a copy, plus 20 cents for mailing

THE AMERICAN PRINTER, Inc., 9 East 38th Street, New York



A single advertising idea can turn a small local business into a National Institution—can multiply many times the private fortunes of its owners—can give employment to thousands where before there was only work for hundreds.

The SMALL FACTORY *that Was to have been* A Big Plant

LOCKED away in a drawer are the plans for a great enterprise. This building was erected merely as the first step. As the business grew, other buildings were to be added until the broad acres between road and river were filled with bustling activity and the chimneys of a big plant reared where first was only one small factory.

But the business did *not* grow. The first building remained sufficient. As the years passed its capacity was reached but not outgrown.

Sound financing, production efficiency, intelligent selling and regular advertising proved not to be enough.

Some one ingredient of the outstanding success they dreamed of must have been missing.

MANY a business that might be big remains small for the lack of a copy idea.

Buying space in magazines or newspapers does not make you an advertiser any more than buying a set of clubs makes you a golfer.

The big factor is what you put in the space—the copy. Once that is right, growth—redwood growth—is certain.

It is the one factor on which to concentrate. No other effort brings rewards as large. It is the Open Sesame to vastly wider markets—the one star to hitch your wagon to.

You keep a careful record of every salesman's results. Have you the same record for your advertisements? They vary just as much as salesmen, *some may sell ten times as much as others.*

There are vast differences in the effectiveness of copy appeals and types of advertisements—differences impossible to gauge until readers have actually passed judgment, *by either buying or not buying.*

We can show you many advertisements and ask any expert advertising man to tell which actually produced sales at the lowest cost. There is little chance of a successful answer.

This we have determined by test a hundred times. And what is true of advertisements that *have* run is just as true of advertisements yet *to be* run.

No one can ever tell in advance what is the best ad, what is the best appeal. To rely upon *one's own judgment* is to play ducks and drakes with one's money.

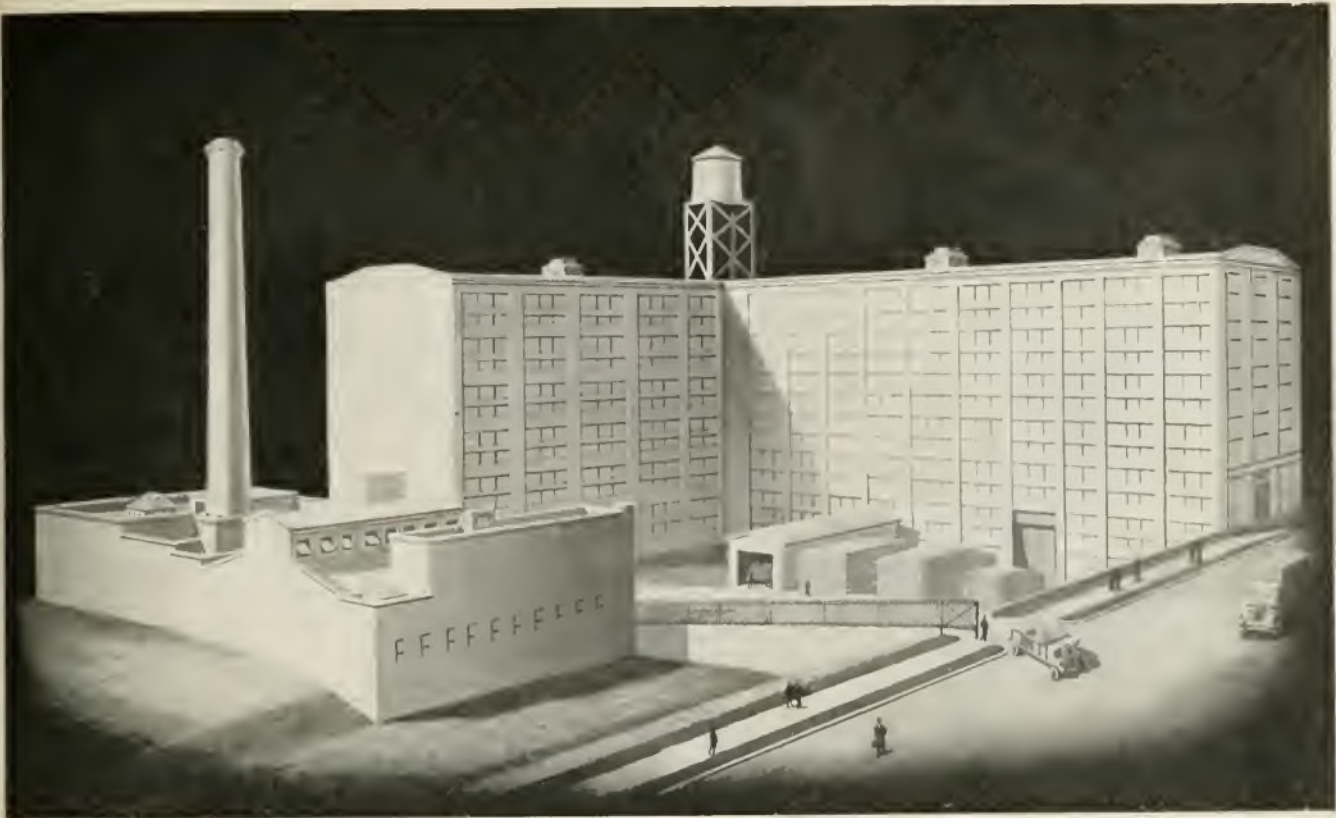
There is only one thing to do—to have no preconceived opinions—to test; to test every appeal which seems to have a reasonable chance of producing business at a lower cost. And to proceed along the lines that the test shows to be most profitable.

The possibilities are as wide as the horizon. The limits of your advertising opportunity never have been reached and never will be.

A single fortunate phrase may double your net profits. Hidden among the proofs of past advertisements may be the seed of a mighty business.

Without the expenditure of one extra cent, the effectiveness of every dollar in your business might be multiplied.

The development of a successful copy idea is usually the result of concentrated effort on the part of the agency to present the prod-



Only a few business men ever realize their dreams of bigger, more profitable factories

net to consumers in the most effective language possible.

It results from the agency men becoming steeped in knowledge of what the product is and what consumers think of it.

The bee gets right down into the heart of a flower, comes out covered all over with pollen. Just so must writers get right into the heart of your product and the information concerning it.

This is a lesson that we have long ago learned and that we have been practising for a long time.

Your best chance of having the power of a real copy idea harnessed to your product is by employing an agency which wants to develop such an idea and knows how to go about doing it.

Such ability is not available to everybody. It cannot be bought the way you buy pictures. The skilled artists are available to any agency which wants to buy their work. Copy ability of the kind we mean may only be secured by choosing an agency which has it.

Without it Sackheim & Scherman could not survive. Practically every one of our clients keeps a record of the sales produced by each advertisement. If the sales cost too much, the client stops advertising.

* * *

Hence, our success depends almost entirely upon our copy originality—upon our ability to invent new and more profitable types of advertisements.

It is effort requiring the expert touch. It is necessary not only to write exceptional copy but also to demonstrate that it is exceptional.

It is necessary to know the shortest and surest methods of testing advertisements—a technique which requires years of experience and which with us has been brought to a high development. We

have spent millions of dollars in space for our clients and recorded the results from every insertion.

This testing of advertisements brings to light startling variations in pulling power. Here are a few examples, typical of hundreds of others:

Example I. Product—a correspondence course. Advertisement X produced sales at a cost of \$17 each, Y at \$32. Yet they were almost identical in general style, body-text, and layout. A difference in headlines and in the single illustration doubled the results.

Example II. Product—an electric appliance. Advertisement A produced sales at a cost of \$25, B at \$77. A distinctly different style of copy and layout made increased advertising possible.

Example III. Product—a book service. Advertisement No. 8 brought inquiries at \$1.61—No. 6 at \$.65. Yet the former was the type of advertisement that usually secures the greater response.

* * *

We would like to show you these advertisements and others. The record of results—of successful and unsuccessful copy—fascinates, instructs, and raises the question of your own advertisements.

Was last year's copy better than this year's? Do you know just what your advertisements are doing? Which is making sales at the lowest cost? Which at the highest? Has any exceptional approach yet been developed—one that doubles or trebles the effectiveness of every dollar spent in space?

Whether yours is a small business eager to grow or a large one eager to grow still larger, you have little to lose and everything to gain by an effort to find the right copy idea.

One of the principals of this Agency will be glad to explain in detail wherein our service might be of specific help to you. Your request will involve you in absolutely no obligation.

SACKHEIM & SCHERMAN, Inc.

ADVERTISING

151 West 40th Street, New York



They have Money

in Bridgeport, Connecticut as shown by the \$123,000,000 deposited in Bridgeport's banks. Bridgeport's per capita wealth is \$1710.95.

A market well worth cultivating. Annual payroll \$84,000,000.

Waste in advertising is eliminated by using the people's newspapers. The Post-Telegram, representing the supreme reader confidence and greatest buying power.

Remember, 167,000 live within the city proper, while 236,000 live within the 13-mile trading radius in towns of 1,000 or more inhabitants, most of whom derive their livelihood from Bridgeport's gigantic industries.

The POST-TELEGRAM with a daily circulation of 44,446 is Bridgeport's only result producer.

Complete coverage at one cost.

BRIDGEPORT Post-Telegram

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



More Interesting Than Most Novels

Those of us who earn our bread and butter—and an occasional piece of cake—by writing, know that if there is one book which is dryer and dustier than the average "handbook," it is another handbook. Dictionaries, thesauruses, phrase-books—they are all alike. They're dry; are dusty. They smell of midnight oil and stuffy libraries.

Except one—Fowler's "Modern English Usage." Here is a book of reference which ranks with the best—a serious book, an authoritative book, a book which deals with such subjects as "compound prepositions" and "needless variants" and "recessive accent" yet is as gayly written as one of George Ade's Fables in Slang. I commend it to every man who writes good English and would like to write English which is still better.

The advertising department of A & S may take exception to this gratuitous advertisement of Mr. Fowler's production. All right! Let it.

The Woman Pays—Gladly

The following is a copy of a letter I received recently:

"Safely ensconced in anonymity, I cannot resist the temptation to take issue with the opinion expressed in your column of May 4 under the caption 'Every Woman Has Her Own Idea.'

"Yes. 'Look at the feet of the women sitting opposite you in the subway or surface car'—and isn't it a sight to cure sore eyes? What a stride from the slip-shodding of a decade ago! But therein does not lie the *raison d'être* for the price of shoes. Shoes could be different and still comparatively cheap. There are many chain store organizations featuring low priced feminine footwear—different and cheap.

"Honestly, E. O. W., are you serious when you advocate 'mass production in the matter of feminine footwear'? Would you dispense with all the charm of a distinctive understanding as at present displayed? Would you rob these weak women of their surest wile for ensnaring unsuspecting males?

"'Every woman seems to have her own idea as to what she should have.' Thank you for the lovely tribute to our

good taste—however subtly you veiled it. It is splendid of you to approve of our discernment. As a *quid pro quo*, I am quite willing to impart the secret of the price of footwear. Fashion. Dame Fashion has come to dictate exacting demands even to our southernmost extremity. She insists upon having every ensemble fittingly finished with appropriate footwear. The Lady is as fickle with her latest fancy as she ever was with her most time-honored accessories such as millinery. And indulging a favorite such as Dame Fashion has always been expensive.

"'The manufacturer gives her what she wants—at a price'; and as is commonly believed 'the woman pays'—quite willingly. I can't recall when I paid less than \$14.50 or \$16.50 for a pair of shoes. I never regret such so-called extravagances because—and this is strictly *entre nous*—I have repeatedly capitalized on such investments in the luxurious lines of my lower limbs through the numerous luncheon and dinner engagements which they have elicited.

M. B. Y.

Billion Dollar Corporations

Of the ten corporations which Stuart Chase lists in the *New York Times* as in the billion dollar class, five are railroads and five industrial concerns.

The railroads, of course, are much older than the industrials—they date back, in some cases, to 1850 or earlier. The oldest of the industrials is the Standard Oil Company, which was founded in 1882.

The biggest money-maker last year was the General Motors Corporation. Its net profit was \$180,000,000. The Steel Corporation was second with \$117,000,000. The Standard Oil Company showed up with \$111,000,000. The A. T. & T. with \$107,000,000. Ford's net was about \$90,000,000.

Very much the most interesting thing about the industrials is that, with hardly an exception, they are the product of the brain of one man—the Steel Corporation of Carnegie; the Standard Oil of Rockefeller; the Telephone Company of Bell; the Ford Motor Company of Henry Ford.

All of which seems to indicate that if you want to make a great fortune in the course of a single lifetime, the thing to do is to become a manufacturer. Don't build a railroad—it takes too long to get rich that way. Look at Ford—he made more money last year than the Pennsylvania Railroad which is more than three-quarters of a century of old.

JAMOC.

Sustained Leadership



There is nothing new about the circulation supremacy of the Evening American in Chicago's afternoon paper field. It dates back to June, 1921.

Here, however, are some significant figures showing the sustained leadership of the Evening American over the second evening paper:

Sept. 1926,	Evening American leads by	123,655
Oct. 1926,	Evening American leads by	133,120
Nov. 1926,	Evening American leads by	126,727
Dec. 1926,	Evening American leads by	120,947
Jan. 1927,	Evening American leads by	126,283
Feb. 1927,	Evening American leads by	131,464

March, 1927

Evening American leads by 139,048

CHICAGO AMERICAN

a good Newspaper

**"—It enables
the eye to picture what
the ear takes in."**

Field & Flint Co.



Yes, everybody is talking about the Pyramid Sales Portfolio as an attention getter. Mr. Alexander has expressed in a few words why it does its work well. Read how it is employed by "Foot Joy" to obtain attention, create interest and consequently aid in getting the name on the dotted line.

"It is indeed a pleasure to explain to you the excellent results I am able to secure by using one of your 'Pyramid Sales and Advertising Portfolios.'

"When I present the Foot Joy proposition in order to hold interest, I deliberately set up this portfolio on the desk of the executive and show him illustrations of the points I am mentioning.

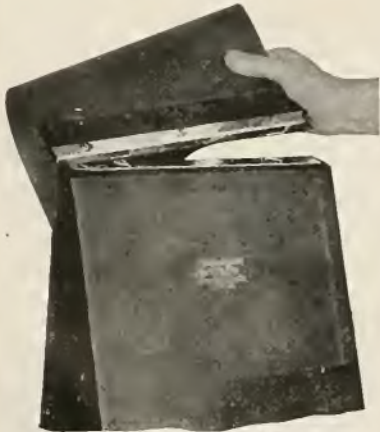
"Several times executives have commented on this method of presentation, for it enables the eye to picture what the ear takes in."

"Ask the Man who uses one."

Have you received your copy of our 16 page booklet on the Pyramid Sales Portfolio? If not, write today.

**Pyramid Sales
Portfolio**
REG. TRADE MARK

U. S. Patent No. 1577697



Pyramid Sales Portfolios have interchangeable adaptors permitting one binder to be used for two or more sales messages.

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

Getting the New Account Off to a Flying Start

[CONTINUED FROM PAGE 25]

so that he can pick to suit his own taste and avoid using cuts that may have been used previously or simultaneously by other local dealers.

4. *"Sample" his clerks.* The salesman for one of the biggest confectionery houses has orders to "sample" every clerk in the store. Here is a factor too often overlooked in marketing plans. How can the clerk in a cigar store or grocery store be expected to buy every brand of goods put in stock? But if the new account is to be got off to a flying start it will be worth a lot of money to the manufacturer to have all clerks actually know his goods as users of them.

5. *Novel introductory measures.* Some food manufacturers send demonstrators to introduce the product to customers in each store as it takes on the product. Another manufacturer provides new dealers with samples to send to all their customers. Still another manufacturer provides a guessing-contest window display. The dealer's window is stuffed with cartons of the product. Passersby are invited to guess how many empty packages are in the window. As they look all the packages over and make their estimate, they are reading over and over the name of the product which they associate unconsciously with the store.

6. *Tie goods in with the individuality of store.* One manufacturer who sells largely through department stores has trained his salesmen to look for ways to tie the goods in with the store handling them. At times this is very simple. In one case the store made much of a certain shade of red. This was the color of the store front, the delivery wagons, the lettering on display cards, etc. The manufacturer suggested that packages of his goods be displayed in the store windows tied about with ribbons of "store" red. He supplied the ribbons. It was a little thing to do, perhaps, but it recognized the individuality of the store and the dealer liked the idea. It got the goods in the window and so helped the new account to get off to a flying start.

Another manufacturer has a number of special window displays which are made by hand. These vary greatly in design. They are used solely in stores where the goods have only recently been put in. The salesman shows colored photographs of all the different designs. The dealer is invited to select the one which best fits in with his store. This display is loaned for two weeks and then taken up again. The design and workmanship of these displays is such that they look as though the store itself might have gotten them up.

Another manufacturer recognizes store individuality by getting up three distinct classes of window display cards. Card No. 1 is small, elegant, neutral in color. It goes to the "swell" trade. Card No. 3 is flashy, large, and with figure illustrations—it goes to the

"cheapest" trade. Card No. 2 is in-between in nature—for the in-between dealer.

7. *A-B-C advertising instruction.* The salesman or field representative should find out just how much the new dealer knows about advertising and what his attitude is toward it. If he mails out bills does he use that chance to advertise his goods at the same time—through inclosure slips, booklets, or other means? Does he know how to get up a mailing list—using the telephone directory as a guide list to reach out for new customers? Does he inclose advertising slips with deliveries made to his customers? These and other matters should be investigated. The relation of advertising to the new product stocked should be known, and the dealer shown how to build up his sales on it in the shortest possible period of time.

8. *Working for resales.* The dealer sometimes asks, "But why should I push your goods when the customer may next time go to some competitor for them?" This may keep him from pushing the goods. Of course this is a question which must be answered in a sales way. The dealer may be reminded that if this condition occurs it must be equally true that customers from other stores are coming to him as well. The two stores are simply swapping customers to some extent.

Measures can be adopted to minimize this situation including paper stickers carrying the dealer's name, one to be pasted on each package of the product, or a rubber stamp to be used for a similar purpose, or again, booklets bearing the dealer's imprint to be circulated.

9. *Combination sales, etc.* Some goods sell too infrequently or in quantities too small to expect the new dealer to display them either on his counter or in his windows. One manufacturer whose goods are of this type has prepared combination window displays, associating suitable other items with his own. He says to the new account: "Of course you don't want to turn a whole window over to our goods, but people ought to know that you now carry them. Why not display them with a group of other items that may logically be sold at the same time?" A garter manufacturer, for example, cannot expect haberdashers to devote a whole window to his product, but if he works out novel displays which includes socks, shirts, and neckties he can at least get his own product into the window now and then.

10. *Individual postcards, letters, etc.* While the manufacturer of a popular-priced item cannot spend much on each new outlet, it is often wise for him to pay for a postcard or letter to be signed by the dealer who announces to his trade that he now carries the new line of goods.

11. *Special combination sale.* A spe-



JUST ONE OF THE 90,000 FOR INSTANCE—

*“I sent her (a bride) the House Beautiful
(for Christmas). Result—a new home
of more personality than most couples
attain after years of experiment— —”*

Simple words, these—

But in one short sentence they tell how The House
Beautiful functions—

For the benefit of its 90,000 readers—
And the profit of its Advertisers!

*Circulation 80,000 Net Paid (ABC)
Rebate-Backed, Guaranteed — with
a surplus in excess of 10,000 more.*

THE HOUSE BEAUTIFUL PUBLISHING CORPORATION

A Member of the Class Group

8 ARLINGTON STREET

BOSTON, MASS.

WHEN one of our clients has an advertisement that must be rushed into type without a layout, we gladly assume the responsibility... He may call on us also for style-layouts and suggestions for new campaigns, and for consultation on questions of typography and printing... These things are matters of everyday service with us and our clients often put them to good use.



WIENES TYPOGRAPHIC SERVICE, INCORPORATED
203 WEST FORTIETH STREET
NEW YORK

A New 300 Room Hotel and a 22 Story Skyscraper

Two of the many evidences
of Unusual Prosperity in

ALLENTOWN PA.

75% of its 250,000
Trading Area
Read The

Allentown Morning Call

Story, Brooks & Finley
National Representatives

"Ask Us About
Advertisers Cooperation"



29 Rich Counties More than a million people

The G. C. O. M. (Great Central Ohio Market), with Columbus its trading center and Capital, is one of the most attractive fields in America for the sale of all kinds of Merchandise. The wealth of this territory is more than 2½ billion dollars.

One newspaper . . . The Columbus Dispatch, can give you the key to sales in this fertile territory.

During 1926 The Dispatch carried more agate lines of paid advertising than any other Ohio newspaper.

The Dispatch, with a circulation of 113,678, reaches practically all of the worthwhile homes in Columbus and covers the great Central Ohio Market as no other newspaper even claims to do.

Dispatch

OHIO'S GREATEST HOME DAILY

cial sale of the goods may be used to get the new account off to a flying start, but it is often even better to help the dealer formulate a special combination offer of three or four items which include the product just put in. With the combination offer, the unit sold is bigger. A combination of three articles at a special price to the average person seems to offer a bigger bargain than one article so cut. Also, other dealers do not suspect the manufacturer of price-cutting or favoritism as much as they may where only the one item is offered at a special price.

Earning Power of Savings

[CONTINUED FROM PAGE 30]

in obtaining maximum safety, yield and marketability. In another, the value of income and inheritance tax information is shown. Still another advertisement calls attention to the necessity of keeping close watch over callable securities in order to avoid loss of income on such investments. Another advertisement cites the advisability of having the investor's list of holdings analyzed from time to time, with a view to his own requirements and the relative merits of various types and issues of securities. Each advertisement is designed to show the significance of these various investment principles and investment house services in the efficient management of an income-building plan.

This advertising has been institutional in character, its purpose being to illustrate the extent and value of the services which this particular company assures its customers. As was intended, it has resulted in immediate sales and in the forming of a large number of new receptive contracts that will eventually mean further sales. As was also intended, it has given many investors a broader and clearer conception of investment facts, and of the ways in which most bond houses are prepared to help them. Such results, however, are neither novel nor remarkable, and are of slight interest to other advertisers. Two other effects of this advertising, which were not anticipated, are more significant.

After reading a few of the first advertisements of this series, investors, particularly those who had already been customers of the Compton Company, began to take advantage of the various services that these advertisements described. They had never realized before that such services had any personal value to themselves, or that they even existed. This demand led to the rapid development of a much more capable and comprehensive service organization within the company. Whatever merit the advertising has had in producing immediate business, certainly its more important accomplishment in the long run was in making available to the public a much better type of service than was rendered by this particular organization before advertising created the demand for it.

A second unexpected result deserves mention. At the beginning of this campaign it was very difficult to find material for advertisements which would show by specific example how the firm



ROTOGRAVURE

Prints *Perfect Pictures* - the Universal Language



Let Pictures Tell Your Sales Story

Whatever the product--clothing or home furnishings, tea or refrigerators--an interesting picture story will deliver your message quickly and effectively. Rotogravure reproduces pictures perfectly and is available to merchants in fifty-two cities in North America. The representative of your newspaper can give you concrete examples of the pulling power of rotogravure as well as helpful suggestions that you can carry out with economy and telling effect.

Photograph by Underwood & Underwood for The Serval Corporation

er
shoe,
ctually
In its
ay. \$6



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

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

REG. U. S. PAT. OFF. ROTOPLATE PAT. OFF.

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

Kimberly-Clark Company

Established 1872

NEW YORK
51 Chambers Street

Neenah, Wis.

LOS ANGELES
716 Sun Finance Building

CHICAGO
208 S. La Salle Street

had been of noteworthy assistance to individual investors. Records of the sales department and the memories of leading salesmen were culled vigorously in search of instances of that kind. The results of this quest were not at all gratifying. After a few months, however, the situation began to improve, because a great increase had taken place in the number and variety of services that had been requested and given. This trend has continued. Instead of searching in remote crannies and pre-war sales archives for examples that would be suitable for advertising, the problem has now been reduced to a matter of picking the best possible cases from among the hundreds that have recently been made available through the application of the advertised services to the actual work of selling future income and an intelligent investment program to investors in various parts of the United States.

AS far as the actual securing of orders is concerned, investment bonds are distributed almost entirely through personal salesmanship, the connection between a bond house and its customers being semi-professional in character. Under such conditions it may be debatable whether advertising can very materially reduce selling costs, although the experience of certain investment firms indicates that such is the case. Selling costs, however, are not the measure of whether advertising is justified. A much more important aspect of the problem is whether advertising can be used to reduce the cost and improve the quality of the product for the benefit of the consumer. If, for example, it can lead investors to handle their security problems more carefully and intelligently, it reduces the possibility of risk and loss, and to that extent increases the amount of future capital that can be created from present savings. In other words, it lowers the cost, and incidentally, by stimulating a demand for a broad and complete service, leads to an improvement in the product. By increasing the number of customers who use that service, the cost of the advertising and service is in large part, if not entirely, paid from revenue that the advertising itself has produced.

It is not beyond the realm of logic that these desirable by-products of advertising are common to many lines of merchandise and service apart from the investment field.

Automobile Duel Is On

[CONTINUED FROM PAGE 28]

form of organization, even when it has such a gorgeous lead on the others as Ford had ten or fifteen years ago. The genius may get off to a better start, not being encumbered with so much organization, but it is the old story of the hare and the tortoise. Few would have supposed, during the days of Ford's great lead, that in 1926 General Motors, then struggling, would roll up a sales volume of \$1,058,000,000 against Ford's \$754,861,000.

How was this done? Truth to tell, the lance that most deeply wounded Ford was *instalment selling*. Over

DISPLAY advertising forms of Advertising and Selling close 7 days preceding the date of issue.

Classified advertising forms are held open until the Saturday before the publication date.

Thus, space reservations and copy for display advertisements to appear in the June 15th issue must reach us not later than June 8th. Classified advertisements will be accepted up to Saturday, June 11th.



KEEP YOUR COPIES

At the conclusion of each volume an index will be published and mailed upon application.

Topeka Daily Capital

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

Topeka, Kansas

Shoe and Leather Reporter Boston

The outstanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday. \$6 yearly. Member ABP and ABC.

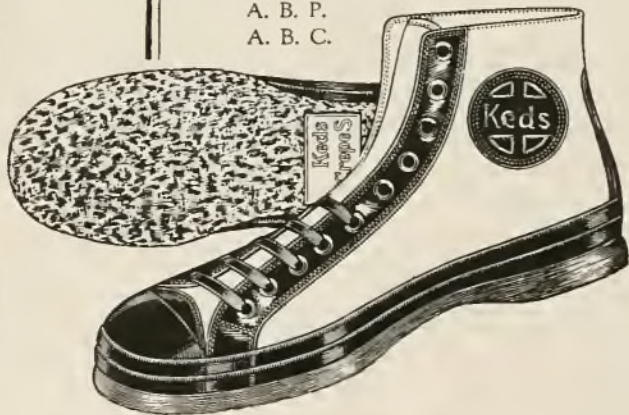
*As advertised
in the*

**BOOT and SHOE
RECORDER**
B O S T O N

The word "KEDS" has become a synonym for comfort and style in canvas footwear by the cooperation of shoe merchants with the United States Rubber Company—a Boot and Shoe Recorder advertiser.



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



Chicago New York Philadelphia BOSTON Rochester Cincinnati St Louis

fifteen hundred million dollars worth of automobile credit is outstanding among 1500 credit companies. The psychology is plain; piled on top of increased general purchasing power, the instalment device completely pushed into the background the mere purchase of the *cheapest* form of transportation.

That famous bogey of the automobile business, the "saturation point," is not now obstructing the road, even when the flivver's market is withering. Walter P. Chrysler, a new seer and poohbah in the automobile field, hits upon the key to the automobile future: "I consider that there are today 12,000,000 obsolete automobiles in use—obsolete from the standpoint of economy and efficiency. There is a much bigger outlet than the conventional basis of figuring replacements."

The new Ford car makes this prediction a certainty; the Ford owners are now likely markets for the new Ford, or for other medium priced cars. Even the Dodge has now a new model. The automobile field's possibilities begin all over again, for America is the greatest "scrapping" nation on earth. The 4½ million cars to be made in 1927 will not mark the end of the American market. And there is still the foreign market and the growing double and triple car ownership basis.

From a strictly advertising point of view it is certain that the new Ford car will actively stimulate advertising, because competition will henceforth be on a far more horizontal basis of points. It was once the price basis flivver against all comers; but never again. The great duel of 1927 has altered all that; and very likely it will alter many more things than we now realize.

As we go to press, we are in receipt of the following telegram from Detroit:

ADVERTISING AND SELLING:
Ford Motor Co. announces that they have retained N. W. Ayer and Son of Philadelphia as advertising counsel to handle the Ford Car, Truck and Fordson Tractor.
(Signed) EDSSEL FORD.

Supplementing a Recent Article

In our May 4 issue we published a list of community advertising campaigns now being conducted in the United States. We now add the campaign for the city of Plainfield, N. J., handled by the Joseph E. Hanson Company, Newark, N. J. We shall be glad to receive for publication any other community campaigns of importance.

We also supplement the statement that the account of the Californians, Inc., is handled by the H. K. McCann Company. It is handled jointly by that company and the Honig-Cooper Company.

St. Paul Daily News Sold

The *St. Paul Daily News* changed hands on Friday, May 20, when N. W. Reay and C. D. Bertolet, publisher, and advertising manager, respectively, concluded negotiations by cable with Mrs. Mary McCurdy Ashbaugh, widow of L. V. Ashbaugh, founder of the *News*. Mr. Reay and Mr. Bertolet were active at the paper's inception in 1900, and were the principal minority stockholders. When Mr. Ashbaugh died four years ago they continued their active management and controlled the policies of the organization.

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

A a S
 9 E 38 S
 N Y , N. Y.
 P E M S F O Y A \$3.00
 S B C A
 N P
 C
 A C S



Complete Convention and Exhibit at the Hotel Statler

Ideal accommodations—everything under one roof—your choice of 1000 excellent rooms—Statler's best service fair prices! Exhibit and meeting room on same floor. Two luncheons and Banquet, and access to Exhibit and Meetings, included in Registration Fee. A great business-conference—a new type of convention. Three wonderful days! Cordial Cleveland invites you.



Don't Miss This Immense Exhibit

Among the 400 to 500 panels (3' x 6'), packed with complete campaigns, methods of procedure and IDEAS galore, will be the campaign that won the Harvard Awards. The opportunity of studying all these exhibits will, in itself, more than justify your trip to Cleveland. The educational value of this feature of the NIAA Convention cannot be over-emphasized.

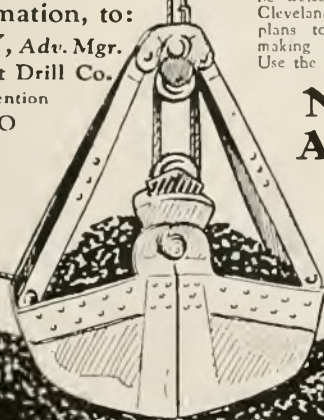
A Powerful Program of Famous Speakers

Dr. Glenn Frank, President of the University of Wisconsin, formerly editor of Century Magazine; Messrs. Surface and Rastall, of the U. S. Department of Commerce; Geo. M. Verity, President American Rolling Mill Company; O. C. Harn; C. K. Woodbridge; Bennett Chapple; F. M. Feiker; and other famous men.

Round-Table discussions, analyses of markets, standardized methods of procedure and other features you cannot afford to miss.

Mail the Coupon for further information, to:
GEO. H. COREY, Adv. Mgr.
The Cleveland Twist Drill Co.
Gen'l Chair., NIAA Convention
CLEVELAND, OHIO

Dig in at Cleveland



INDUSTRIAL ADVERTISING AND MARKETING IDEAS

SIXTH ANNUAL N.I.A.A. CONVENTION and Exhibit CLEVELAND June 13, 14 & 15

WITH the opening of this 3-day Business Conference and Clinic on Monday morning, June 13th, industrial advertisers will introduce a new type of convention. This is an opportunity—a privilege of tremendous value to you and your Company. **BE THERE!**

At the Monday noon luncheon, Dr. Glenn Frank will speak. To hear him will be one of the most memorable events of your life. **BE THERE!**

General Theme of Convention: "Can Advertising Underwrite Prosperity?" Valuable Round-Table Discussions, led by eminent authorities on industrial advertising. A vitally important Business Meeting. You will miss a great step in industrial advertising progress if you fail to attend. **BE THERE—even if you have to take these three days out of your regular vacation period this year. BE THERE!**

500 or more are expected. Whether or not you are an NIAA member, you will be welcomed heartily. Please help the Cleveland Committee to complete its plans to your entire satisfaction, by making your reservations **AT ONCE.** Use the Coupon below.



Entries in the Exhibit may be made by any industrial advertisers, publishers and agencies. For complete details and a list of the 20 or more trophies, write to Paul Teas, care of Paul Teas, Inc., Guardian Bldg., Cleveland, Ohio, Chairman of the Exhibit Committee.

NATIONAL ORGANIZED 1922 INDUSTRIAL ADVERTISERS ASSOCIATION

Geo. H. Corey, Adv. Mgr., Cleveland Twist Drill Co., General Chairman, NIAA Convention, CLEVELAND, OHIO.

Yes! I'm planning to BE THERE! Tell me more!

Name Company

Address

The Richest of Farm Markets

Despite the efforts of the most sharp-eyed advertising departments there are blind spots, and profitable rural markets are overlooked—or discarded from consideration for lack of an efficient medium.

Perhaps you have overlooked the possibilities for marketing in the farming territory of North Carolina, Maryland, and the two Virginias. If you have, you will be interested to know that these four states comprise the most prosperous rural sector in the country. Crop values here are the highest in the United States. Seventy per cent of the farmers own their own homes, and farm mortgages are 16½% less than the average for the rest of the country. During the last five years, new farms have been established at the rate of 5,000 a year.

Here is the richest of farm markets—and here is a medium, with a circulation of over 180,000, penetrating this market twice a month to the extent of one home in every three. Your advertising in the Southern Planter receives the serious consideration of readers who have unquestionable buying ability and decided buying inclinations.

The Southern Planter Richmond, Va.

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

Giving the Media Buyer a Chance to Think

[CONTINUED FROM PAGE 22]

Lemperly, of Sherwin-Williams, published in "A & S" last December:

"1. Tell the publishing world to adopt a standard physical form and a standard topical outline for those essential facts about a publication and its market which are not covered by A. B. C. reports and the standard rate card.

"2. File these reports as religiously as the architect files building material literature which conforms to the A. I. A. standards in form and indexing.

"3. Don't let publication representatives waste their time and yours merely repeating dope that should be in print and on file.

"4. Confine personal presentations of solicitors to one of two classes:

a. In season, concrete and well-organized presentations showing the specific application of given mediums to current problems previously outlined, preferably by the agency.

b. Out of season, equally well-organized, once-and-for-all presentations of publication history, aims and excuse for existence.

"5. Spend no time trying to argue the salesman down. It can't be done. You pick the list and let him frame the alibi."

By "standard physical form" I mean 8½ x 11 data sheets, punched for the ordinary three-ring binder and indexed according to a standard classification mutually agreed upon by representative associations of buyers, sellers and service organizations. I don't say "advertisers, publishers and agencies" because the scheme should be broader than that—as broad as the scope of the National Advertising Commission which takes in everybody. Producers of non-publication media would get further and not fare worse by joining up. Direct mail, window display and other creative services have the same need for handy information as the general agency and the advertiser.

In September, 1924, I put a recommendation up to the New York Council, AAAA, that it take the lead in developing an acceptable outline and recommendation to vendors, or that it recommend at least such action to the national organization. In my prospectus I reviewed the disadvantages of the current (still current) confusion and said:

"The types of information which could be standardized to advantage, both by the publisher and ourselves, may be hastily classified into five general groups:

(1) Information as to the character and buying power of a given market, e.g., agricultural, small

town, street railway, etc. This may be given, or we might compile it, without reference to any group of media reaching the market.

(2) General information on the advantages of one group of media, either by itself or by comparison with other groups. The Periodical Publishers' Association with its Success Bulletins has done a very constructive job along this line, fortunately, in a convenient form for filing and use.

(3) General information on one medium, without reference to the given account or market. The Successful Farming Data Sheets in loose leaf form are a splendid example, though part of them belong in Group 1, above.

(4) Specific information on a given medium in relation to its application to a given account or a given market. For example, the McGraw-Hill Company some years ago made a very effective presentation of their publications for use in selling paint to industrial buyers. We are all familiar with the special presentations continually being made by publishers in soliciting specific accounts.

(5) Miscellaneous news or information of a current nature, to supplement more thorough information previously filed. This at present often takes the form of correspondence, or of printed bulletins of many shapes and sizes."

I pointed out the possibility of our indicating to publishers and other vendors "outlines of the type of information most useful to us and the order in which we prefer to have it arranged," further arguing that "our success in pioneering the standard rate card should convince us that sellers are only awaiting constructive advice from us along any line."

This was presented as part of the Council's report at the annual meeting in Chicago the following month, promptly adopted and referred to the Magazine Committee. The matter is still slumbering.

Now I maintain that it wouldn't take long for a few good "outliners" to work up an official, coded classification. There is much material to work on. For example, I will throw into the pot—when I see it really stewing—a copy-righted topical outline of product and market information that took me weeks to boil down out of twenty odd research lists.

It should not take long to develop an outline for comparing media groups—magazines with billboards, newspapers with radio, business papers with direct advertising, etc. When it comes to outlining the essential background facts on an individual medium, I know it is not hard to build a satisfactory

Published monthly, supplemented with bulletins, and covers daily newspapers, farm papers, general magazines and business papers



To Select the Proper Advertising Mediums *you need* **STANDARD RATE & DATA SERVICE**

It gives up-to-the-minute information on rates, discounts, color and cover charges, special positions, classified advertising and reading notices, closing dates, page and column sizes—and circulations on publications in the United States and Canada.

The rate cards and circulation statements are practically duplicated and placed in one convenient volume.

-----USE THIS COUPON-----

Special 30-Day Approval Order

STANDARD RATE & DATA SERVICE,
536 Lake Shore Drive,
Chicago, Illinois.

GENTLEMEN: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "30 days" use. Unless we return it at the end of thirty days you may bill us for \$30.00, which is the cost of one year's subscription. The issue we receive is to be considered the initial number to be followed by a revised copy on the tenth of each month. The Service is to be maintained accurately by bulletins issued every other day.

Firm NameStreet Address

CityState

Individual Signing Order.....Official Position



A calf is a big animal till you see a cow,
some one once said. The moral, in the
present case, being that some printing
may seem to have quality until you see
the value in the product of this shop

The Marchbanks Press
114 East 13th Street, New York
Stuyvesant 1197

{ MR. AGENCY EXECUTIVE }

"I READ IT AT THE OFFICE"

But do you really read it? Of course your
agency receives it regularly e—o—w but if
you're not the lucky one to get it fresh from
the envelope—how long does it take to reach
you—if ever?

Enjoy the pleasure of a personal copy, yours
to read leisurely from cover to cover.

ADVERTISING and SELLING
9 East 38th St., New York

Please enter my subscription for one year (26 issues) at \$3.00 and send bill.

Name Position

Company

Address

City State

6-1-27

score card. "Stu" Peabody and I did
it when we were both ten years
younger and the result, published at
the time, would yield a flying start.

The fourth group in my prospectus,
"specific application," is hardly sub-
ject to a static outline. Rather, it is
to provide a place for short stories and
young novels based on facts filed under
the three preceding heads, starting at
the point of greatest interest and
going wherever the vendor hopes to
lead the particular prospect's thought.
However, even here the "outliners"
would find Uncle Sam's commodity
classification something to tie to, and
the physical form could be made uni-
form.

MY fifth section is to take care of
all last-minute ballyhoo just long
enough to give the vendor breathing
time, a section to be emptied as soon
as regulation data sheets arrive with
the essential information boiled down
and indexed.

If the American Institute of Archi-
tects hadn't led the way in proving
that essential information could be
standardized as to physical form and
indexing—if it hadn't proved to build-
ing material advertisers and their ad-
vertising advisors that standardized in-
formation is much oftener kept and
used, I should not be so insistent that
the advertising fraternity ought to be
jolly well ashamed of its own inefficient
tools. The A. I. A. has done a great
job. The bulk of architects find it
simpler to use the A. I. A. filing plan
than homemade ones. Building material
manufacturers, to a steadily increasing
extent, are falling in line. If in doubt
about indexing, they call upon the
A. I. A. to furnish the proper index
numbers to imprint upon catalogs, data
sheets and other literature. They are
coming around more and more to the
standard sizes specified by the Insti-
tute.

A. B. C. reports, because of their
loose-leaf form and convenient size,
are undeniably handy. Whether official
audits or publishers' interim state-
ments, they bind conveniently into
agency presentations to clients. Rate
information must usually be trans-
cribed to fit. Background information
must be sorted out, rearranged, re-
written—and is often manhandled in
the process. From the standpoint of
sheer economy of motion, to say noth-
ing of the advantage of talking from
original stuff instead of rewrites, it
would be a godsend to the agency to
have all its basic media information
handed to it ready to pass along as is,
with a minimum of added comment.

Uniform, handy size, parallel ar-
rangement, self-indexing—any jobber's
salesman expects these things in the
sheets he gets from the house for his
price book or sales manual. He can
compare specifications and prices
without a search warrant. He isn't
haunted morning, noon and night and
kept from really doing his work by
phonographic repetitions of what he's
got in the book. He'd likely bust an
obstreperous machine that didn't give
him credit for doing and studying on
his own hook.

For many years I've held that media
analysis was the average agency's
weakest point. I still believe it. I

don't think the publisher, for example, gets a fair break, i.e., in the amount of agency commissions devoted to searching study of media prior to selection. But instead of blaming the agency or the media analyst, I blame archaic tools that make it so tremendously hard for the buyer to get the facts. Make that part of it easier and more time will be given to profitable study.

More study, less waste, then the millennium—a day when higher-grade "reps" will talk to better-posted "space-buyers" about the application of facts to fundamental sales problems, rather than about commonplace facts one has to hunt for today in a haystack.

This is not any one vendor's problem, nor a "Four-A" job alone. It is a crying reflection on vendors as a group that "standard specifications" are so sadly lacking in the advertising field, which presumes to lead all others in the art of presentation.

Anyone who thinks we're doing well enough as is will get a new slant on helping the buyer buy by looking up Uncle Sam's big "National Directory of Commodity Specifications" (Misc. Publications No. 65 — Government Printing Office, \$1.25). Advertising trails by many leagues. I, for one, don't want to hear any more "space buyers" kicked about until they're given respectable straw for their bricks.

Court Reaffirms Decision on Direct Selling

THE Supreme Court of the United States reiterated its decision ruling that ordinances requiring written permits from the police department for sales of goods shipped in interstate commerce were illegal. The reaffirmation on this point which was first brought to the courts in June, 1925, in the case of the Real Silk Hosiery Mills vs. the City of Portland, Oregon, was handed down on May 16 of this year in the case of the same manufacturer vs. the City of Piedmont, California.

The first decision of the court was the result of the legal opposition which the Real Silk Hosiery Mills pitted against an ordinance obtaining in Portland, Oregon, which required persons taking orders for future delivery and receiving payment, to obtain a license and file a bond. The plaintiff took the matter to the State courts, where the ordinance was upheld. The Circuit Court of Appeals affirmed the State court decision, but the Supreme Court of the United States reversed these decisions of the lower courts.

In the last decision of the court, as in the first, it was found that the ordinance was an authorized burden upon interstate commerce, and patently in restraint of trade. Counsel for the City of Piedmont contended that the requirement for an application and license fee did not constitute a burden upon interstate commerce, but was a valid exercise of the police powers of the city. The court asserted that no answer was necessary to this latter argument in view of the decision made upon the first point.

Keynote Railroad Men

buy more commodities than any other group. They are surely reached through our pages because they must read our magazine, which percolates right down through executive and operating staffs.

All are listed on the New York Stock Exchange and our constructive analyses of their securities are eagerly followed by these men.

There are only 189 Class 1 railroads in the United States.

V. E. GRAHAM,

Advertising Director

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

Member A. B. C.

42 BROADWAY

NEW YORK

No. 2 of a Series

PLATE PRINTING AND DIE STAMPING

BY ROBERT F. SALADE

Tells how to operate a department for copperplate and steel-die engraving and printing. A book of interest to printers having stationery departments or those who wish to add a department for the production of intaglio printing. The chapters are: Equipment, Engraving, Printing, Styles, Selling Prices, Imitations. The frontispiece shows specimens of standard engraved lettering, and four page plates present approved sizes of cards and specimens of lettering in use. This book not only tells how to engrave and print, but also gives information of a business character.

74 pages, 5¼ by 7, cloth, \$1.00 a copy. Postage and packing 10c. extra.

Please send cash with order

THE AMERICAN PRINTER, 9 East 38th Street, New York

Kenilworth Inn

ASHEVILLE, N. C.

Special Weekly Rates

Spend your spring vacation with the wild flowers of the Smoky Mountains

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

Listen in on *WWNC* any evening

AMERICAN PLAN with Meals

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

Delightful, dignified surroundings
FURTHER INFORMATION UPON REQUEST

ROSCOE A. MARVEL
MANAGER



PAPERS
WE
SERVE
No. 2

Multiple advertisements conceived by us are featured in the May, June and July issues of Radio Dealer.

LE ROY P. WIGHT, Inc.
LE ROY P. WIGHT WISE JOHN D. PHILLIPS
SALES ADVERTISING
25 WEST 43RD STREET, NEW YORK CITY

Lettering and
Design for ad-
vertisers who
appreciate *thought-
ful craftsmanship.*

VAN NAME & HILLS Inc.
11 EAST 38TH ST. NEW YORK.
Caledonia 9717

Passing Thro' Mists of Error

[CONTINUED FROM PAGE 32]

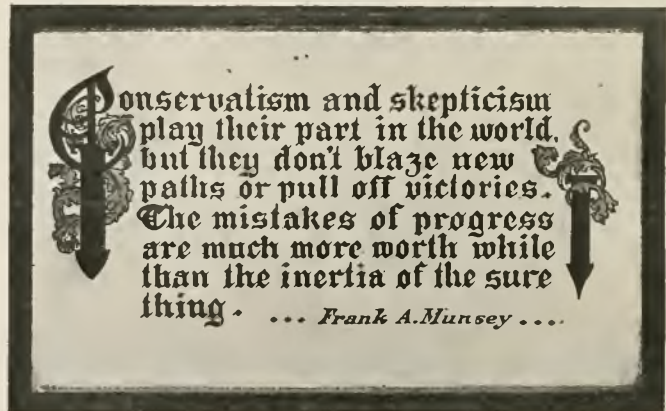
arrived, I turned to his assistants at that time, Edgar D. Shaw and Fred A. Walker, and demanded of them the reason why Mr. Wingate's orders had not been carried out. While I was quite vehement in my criticism, these two young fellows, not long out of college, listened to my tirade almost in silence; what they wanted to say in reply was spoken to their chief upon his arrival.

An hour or two later Mr. Wingate came to my office with a sedate expression on his face. After stating that he had issued an order to his force regarding the non-use of the cuts hereafter, he told me that his two assistants had protested my remarks to them; they were able young fellows, and both were just as capable as he was of editing the *Journal*. I dissented from this statement, affirming that if they were as capable and efficient as

I dwelt in the city of sanctified traditions. I was told for the year to come I must be limited to \$7,500, which was "a good salary for Boston." This final example of conservatism disgusted me, and I began seeking pastures new.

My life was an active one in the ten years following. Some four years had been spent with the Butterick Publishing Company as its advertising director; three years as one of the owners of *Everybody's Magazine*, which by this time had become a valuable property; and I had sold the larger part of my interest; was retired from active business, domiciled in Paris.

I returned to this country primarily to see Small, Maynard & Company, book publishers, who were about to issue an autobiography of my business life, which I had written abroad.



he was they would leave the *Journal*, get out into the world, and substantiate it as a fact.

They took their own time to prove my haphazard opinion wrong. Mr. Shaw is now publisher of the *Boston American*, and, as one of Mr. Hearst's most able captains, unquestionably receives a much larger salary than ever came to me as an advertising manager, even with the dollar value considered; Mr. Walker is an editor and a member of the executive staff of the *New York Sun*.

There were other young men who received their tutelage in journalism from Mr. Wingate. One became assistant editor of the *Century Magazine* for a time, and F. Roy Martin, who was graduated from the editorship of the *Providence Journal* to the position of manager of the Associated Press, of which Melville E. Stone was then Chief, now Counsellor.

The story of the suggested innovations that I made, some of which being adopted caused the income from the advertising department to increase by leaps and bounds, cannot be told in this issue. When a renewal of my arrangement for another year came up, I again was made to realize that

The question had come up of including in the volume two letters, one of which I had received from Frank A. Munsey at the time I was in his employ, and my publishers had insisted that it was necessary to obtain Mr. Munsey's permission to print the letter before the issuance of the book.

Arranging the details of advertising, and promising to see Mr. Munsey within a few days in reference to the letter, I left my publisher's office for Young's Hotel. The route taken was down Winter Street, turning into the alley which runs alongside of the City Hall.

The day was lowering, and a modest rain was falling. With an umbrella in one hand, a book in the other, a cigar between my lips, I sauntered on. Suddenly a tickling sensation came in my throat, and I spit.

I had taken but a few steps thereafter when a man in a blue uniform, though not in a policeman's regalia, balked my passage further and a gruff voice said: "You're arrested! Don't you know it's against the law to spit on the sidewalk in Boston?"

Startled, like a duck in thunder, I looked down at the puddles of water resting among the cobble stones, and said quietly, "Is this a sidewalk?"

"It is; follow me!" was my inquisitor's reply.

A few yards further and we were in the police station, which adjoins the Crawford House, the latter made famous in earlier days as the habitual resort when in Boston of Arthur E. Bowers, of the Munsey advertising staff.

In the few moments which intervened before my interrogation began, I recalled the fact that the morning papers had named a number of people arrested for a like offence, and knowing the ability of reporters to make a good story from little, it was easy to picture on the first page of the morning papers, an item, displayed with a "No. 5" head, "John Adams Thayer, former publisher of Everybody's Magazine, Arrested for Spitting on the Sidewalk." My imagination went so far as to think the Associated Press would send the "news" throughout the country.

Perhaps the thought will arise at this point, that my imagination ran riot, or that the assumption was unwarranted that publicity would be given to my "social error." Perhaps, but it was only recently, while serving on a jury in a Bridgeport court, that the Bridgeport Post announced with big headlines that I had "jumped to my feet and demanded of the Judge" the reason of my non-retention as a juror in one of the cases which went to trial. Both of the verbs used were inaccurate, but they made the story.

These harrowing thoughts of the publicity that might be given were rudely interrupted by the uniformed Captain in the Police Station, with the question:

"What is your name?" I gave it.

"Where do you live?" "Paris," I answered.

"Paris, where?" "Paris, France," was the next question and answer.

Whereupon, taking a card from my pocket book, I handed it to the official saying: "Here is my *Coupé-File*, issued annually to me by the famous Lepiné, Director of Public Safety, Paris, and

WHEN a bright thought flashed to my mind, which until that moment had been dormant, and I inquired: "Isn't Mr. Stephen O'Meara Police Commissioner of Boston?"

"He is," was the slightly less gruff reply. "Do you know him?"

"I certainly do," was my smiling response. "Will you kindly get him on the telephone and say that John Adams Thayer would like to talk with him for a moment?"

"We don't call the Commissioner on the telephone," he responded; then with a little hesitation he continued: "You can go to Headquarters and see him, but understand, you must come back here!"

Fortunate in finding Mr. O'Meara at his office, which he was about to leave for the day, I explained the predicament in which I was placed. In all seriousness, with a seeming suppression on his countenance of the humorous aspect of the matter, he said that I should report back to the Police Station, but as the act had not been committed on a regular cement sidewalk, he would arrange for my "discharge" from custody, and I would again be a free man.

In quest of this permission I arrived once more in New York. A tele-

phone message to Mr. Munsey brought his reply that he would see me at three o'clock; that on account of a business engagement he regretted that he could not invite me to luncheon. The idea of securing from Mr. Munsey his written permission that his letter might be printed did not appeal to me. My publishers required authority, but was there not a better plan? His business experiment with me was only one of a number of similar occurrences, and while it had been an event in my young life, I surmised that it had been only an incident with Mr. Munsey. So why make a mountain out of a mole hill?

AT three o'clock, accompanied by my secretary, a young Englishman who had been a captain in the English army, and who had come over with me from Paris, I was ushered into Mr. Munsey's private office on one of the top floors of the Flat Iron Building. There was nothing noticeable about his office except that the windows were on both sides, that we were high up in the air, and a raised platform, of about six inches, upon which rested his large flat-top desk. There were people who referred to this little rise as a "throne," but their facetiousness could be questioned.

After the introduction of my secretary, who was likewise a friend, and salutations had passed, Mr. Munsey asked what had occupied my time of late. This seemed to be an opening, so telling him how restless I had become in Paris for something to do that was seemingly more worth while, I had written a book, which told of my business experiences. Then I mentioned that it was my purpose to include in the book a number of letters which had come to me from former employers. "Of course, in doing this," I went on, "any letter could be paraphrased, which would answer the purpose, if the writers objected. But I don't think you have any objection to the printing of any letter you wrote me."

His answer was quickly given: "Not the slightest objection."

The tenor of the conversation was suddenly changed, and soon after we left, going directly to my attorney's office.

The next morning my publishers in Boston received a formidable document, beginning "Whereas," this being the heading of a deposition made by my secretary, duly witnessed, that Mr. Munsey freely gave permission to print any letter he had written me.

It has been stated that Mr. Munsey during his lifetime assumed the rôle of a "protector" to his employees; he told them where to live, how to live, and what to do with their money, etc. Perhaps it was this protecting trend which one day caused him to inquire: "I hope, Thayer, you have invested your money in good securities?" Telling him that I had been advised to buy only the safest bonds, paying 3 to 4 per cent, which I had done, he further remarked that such interest was small, and then said: "You could well afford to buy 500 or 1000 shares of Steel for investment; that industry is looming big these days."

This suggestion appealed to me, and I purchased 500 shares at the price, ruling at that time, of \$27 per share, putting the certificates in my strong box. Not so long after they were sold on a rising market, up to 85. Had

Arthur Henry Co., Inc.

Designers and Producers of
Distinctive Direct Advertising

Leaflets

Folders

Broad-sides

Booklets

House Organs

Catalogues

Copy Writing

Illustrating

Engraving

Printing

Are now located at

40 EAST 49th STREET

Cor. Madison Ave., New York

60,000 Uses for Gas

Can Your Product Serve One of Them?

Gas, at the present time, is the heating medium in more than 60,000 different manufacturing processes. Perhaps it is used in the manufacture of your own product—and perhaps your product, itself, could be put to a use in one of the many applications of gas.

The possibility is assuredly worth investigation, for if your product has such a fortunate utility, it will find a new sales outlet, opening into a market of large proportions.

If you will confer with us on this matter, we will inform you, frankly and thoroughly, concerning the negotiable value of your merchandise in the gas industry, as well as the ways and means of establishing it. And any information that lays claim to thoroughness must include mention of the fact that an advertiser can penetrate the gas industry completely, at one cost. Gas Age-Record offers a coverage of 99.47%.

Gas Age-Record

A. B. C.

A. B. P.

9 East 38th Street

New York

We also publish Brown's Directory of American Gas Companies and the Gas Engineering and Appliance Catalogue.

Gas Age-Record

"Spokesman for the gas industry"

I held the investment until today the unearned increment would have amounted to quite a tidy sum.

In my barn, where in pre-motor days spirited horses in their stalls champed their bits, there is a neatly framed motto, 14 x 9 inches in size, printed in color. It is reproduced on page 82. This is one of a number issued by Mr. Munsey to enforce attention to his ideas and activities in publishing and advertising. The large majority of those who will read this story were unborn at the time this pungent and lucid theorem was hung upon the wall. I have perused it many times.

Reflecting upon the blunders made, and the mists of error through which I have passed, considering also the resultant damages and benefits, it is easy for me to concur with Mr. Munsey that "the mistakes of progress are much more worth while than the inertia of the sure thing."

Business Paper Publishers to Study Problems

A PROGRAM of research, promotion and associated plans for forwarding wider knowledge of the place and purpose of the business paper in economical and result producing advertising was unanimously adopted by members of the Associated Business Papers, Inc., at a meeting on May 18 at French Lick, Ind. More than sixty executives of the association, representing eighty-three out of one hundred and twenty-six members of the organization, were present at the meeting, the keynote of which was "Helping Reader and Advertiser to Get the Most Out of the Business Paper."

The following officers were elected for the year 1927-28: President, J. H. Bragdon, *Textile World*; vice-president, Merritt Lum, A. W. Shaw Company; treasurer, Warren C. Platt, *National Petroleum News*. The executive committee will include Malcolm Muir, McGraw-Hill Publishing Company, Inc.; George Slate of the Boardman Publishing Company; E. E. Haight of the Concrete Publishing Company; Lt. Col. J. B. McLean of the McLean Publishing Company; Everitt B. Terhune of the *Boot and Shoe Recorder*; and C. J. Clark of the Penton Publishing Company.

The program adopted by the members in accordance with the aims of the gathering was recommended by the executive committee and presented by the managing director, F. M. Feiker. It includes proposals to set up a research fund for case studies by teachers of advertising and marketing in industrial, merchandising and institutional advertising campaigns, the furtherance of editorial service by cooperation with the National Conference of Business Paper Editors, the formulation of added standards of practice for the improvement of advertising copy, the elimination of wasteful practices by advertisers, and the cooperation with the Business Paper Committee of the American Association of Advertising Agencies in the setting up of better methods of gaging business paper values in addition to the standard of circulation established by the Audit Bureau of Circulations.

Twenty-one Ways of Increasing Distribution

[CONTINUED FROM PAGE 21]

creasing the variety of their stocks, a score or more of new retail outlets have come into existence.

With the thought that it may be suggestive to manufacturers who are anxious to have more retail distributors, I am listing some of these new outlets and also a few of the old outlets that have taken on new life:

Book Stores: Until recent years, there were only about 1500 book stores in the United States. The number has been increased by several hundred during the last two years. The time is not far distant when every town of any size in the country will have at least one book store.

But, what is more important is the fact that the book-dealer is fast becoming a distributor of other things besides books. When the book store dealt in books and similar goods exclusively, it took a large population to support such a store, and they were seldom found outside of the large cities.

But as soon as book shops began to stock greeting cards, sporting goods, art objects, gift merchandise, school and camp supplies and numerous other articles, it became possible to make a store of this kind pay in any fair-sized town. Many a manufacturer who never before sold through the book dealer is finding in him a solution of his distribution difficulties.

The Roofing Company: This is one of the newest institutions in the distribution world. Already there are hundreds of these organizations in existence. They do not maintain stores. Instead they send out crews of men, whose primary function is to put on roofs. In addition to roofing, these men do considerable painting, chimney work and general house repairing. This new type of contractor handles every kind of roofing material. He also consumes large quantities of paints, screens, weather stripping and other building material.

The Landscape Gardener: Every high class residential community in the United States supports several landscape gardeners. Some of them operate in connection with nurseries; others are employed by landscape architects. Most of them, however, work independently, hiring as many laborers to assist them as may be necessary. These gardeners not only buy large quantities of tools, pruning paraphernalia, garden rollers, mowers, etc., but they comprise also a medium of distribution for fertilizers, spraying material, seeds, fencing, and similar merchandise.

When Du Bois fencing was first put on the United States market, the company found the landscape gardener to be one of the best outlets for the product.

The Upholsterer and Interior Decorator: This is another type of distributor that has come into prominence

in recent years. These decorators not only do over furniture to fit any decorative scheme, but they also sell furniture, draperies, window shades, tapestries, pictures, lamps, and other accessories for the home. Many of these stores also make awnings and put them up. They fit up verandas as outdoor living rooms, supply garden furniture, equip play rooms for children, and supply several other services for the home, making them valuable distributors for manufacturers.

Gift Shops: There are about 8000 separate gift shops in the United States. In addition, 500 department stores have individual gift departments. These figures do not include the numerous jewelry stores, drug stores, hardware stores, stationery stores, and other retail establishments that have gift sections. The gift shop is one of the fastest growing of all retail outlets. These shops carry an almost endless variety of goods. The majority of manufacturers make something that can be retailed through these stores, and a large number of concerns have found this new field a veritable bonanza.

Chain Stores: Some of the chain systems, such as the grocery chains, hold the number of lines they carry down to the lowest possible minimum. Others, notably the five-and-ten cent and drug chains, are always open to consider any new article.

The buyers of these organizations have instructions to give a patient ear to every salesman that comes along, no matter how far-fetched his proposition may at first seem. The very life of these stores depends on novelty and variety. They must constantly be offering new merchandise. The only way they can be sure of getting a steady stream of such goods is by encouraging manufacturers to give them the first chance at anything new they may produce.

More Than One Department in Same Store: It may be possible to get a product handled by two or more departments in a store. For instance, many articles can be shown in their regular departments and also in the store's gift shop. But, it is not an easy matter to get an article into more than one department because of the rivalry that often exists between buyers. Nevertheless, hundreds of manufacturers are succeeding in getting additional distribution in this manner.

Office Building Stands: There is at least one of these stands in every large office building in the country. These office-stand merchants, in seeking to attain a profitable volume, are constantly increasing the range of their lines. They formerly handled only cigars, cigarettes, tobacco, and a few items in confectionery. But now many of these stands sell soft drinks, sand-

How is your dictation this morning?

How long is it since you have looked into a book on letter writing? It is good business to dip into a modern book on letter writing occasionally—especially into one in which the fundamentals of resultful



letter writing are so carefully dissected and analyzed as in **PRINCIPLES OF EFFECTIVE LETTER WRITING**

By **Lawrence C. Lockley**
Correspondence Counselor, First National Bank, Los Angeles, and Pacific-Southwest Trust and Savings Bank; Associate in English, University of California (Southern Branch).

344 pages, 5 1/2 x 8, Illustrated.
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Look up, for instance, the discussion in this new book of such topics as:

- making the letter easy to read;
- how a letter is read;
- avoiding flimsy excuses in adjustments;
- the ten commandments of collections;
- long-circuit versus short-circuit selling;
- high points of sales letter writing;
- letters and the law;
- etc., etc., etc.

- Some of the Chapter Headings
- II—Making the Letter Easy to Read
 - V.—Everyday Letters;
 - VI—Inquiry and Order Letters;
 - VII.—Complaint Letters;
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 - IX—Credit Letters;
 - X.—Collection Letters;
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Name

Address

Position

Company

A.S.6-1-27

JUST PUBLISHED—THE 1927 ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK

150,000 Facts in One Big Volume!

Here, in one handy-to-use volume is all the information needed by American Advertising Men and Women interested in advertising, marketing, and selling in Great Britain and her Dominions.

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The 1927 ADVERTISER'S ANNUAL is, in effect, six complete books in one—A Complete Advertising Man's Vade Mecum; A Complete Series of Directories, comprising 12 Distinct Sections; A Guide to the Laws and Regulations Affecting Advertising; A Complete Text-Book on Printing and Engraving Technique; Market Survey and Research Data; and a Report of the World's Advertising Conventions.

85% of the information contained in its pages is new—the remaining 15% has been thoroughly revised and brought up to date. It is one of the most complete, comprehensive and exhaustive treatises on advertising ever published in any country.

Although the Advertiser's Annual has grown from four to six books in one, the price remains the same. This remarkable volume comes to you, postpaid, for only \$4.00. Simply fill in the coupon, attach your cheque or money-order, and mail NOW. The Editor is limited—to delay mailing may mean disappointment. Send your order NOW, and receive your copy, postpaid, by return mail.

POST THIS COUPON TODAY

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

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

NAME.....

ADDRESS.....

wiches, handkerchiefs, hosiery, books, toys, pencils, fountain pens, stenographic note books, smocks, etc. It is easy to interest these dealers in almost anything, provided it does not take up too much space.

There are several prosperous manufacturers who got a big lift from the office stand at the outset of their careers. The Mint Products Company is one of them.

Tea Rooms: As this is written there are about 6000 tea rooms in the country, but the figure will soon be out-of-date, as the number of tea rooms is increasing daily. There is a decided drift away from the cafeteria toward tea rooms, coffee shops and sandwich bars. The American people want service.

The tea room handles all sorts of things in addition to the food that it serves. Here is a list of some of the articles that are on sale in these places: confectionery, smoking goods, postal cards and other souvenir merchandise, art goods, packaged teas, coffee, preserves and other food specialties, gift goods, antiques, perfumes, toilet goods, and wares that are peculiar to the neighborhood; such as maple sugar in New England. Some tea rooms even maintain circulating libraries. In many instances, tea rooms do a larger volume on their side-lines than they do on their main business.

Wayside Stands: It is estimated that there are 65,000 wayside stands in the United States. Most of them operate for only a few months each year. This number is undoubtedly too low, however, as almost every farmer located on a main highway is, theoretically at least, open to serve customers.

This vast army of wayside vendors distribute unbelievable quantities of frankfurters, bread products, pie, candies, gum, ice cream, soft drinks, novelties, etc. These retailers, like the office building merchants, the tea room proprietors, and others among the new retail distributors, are always anxious to broaden their stocks. These stands are mainly served by jobbers-on-wheels, who sell, make deliveries and collect at the same time. The growth of this peripatetic jobbing system is, in itself, by the way, an interesting example of the way distribution adapts itself to new developments.

Farmers' Elevators: Farmers' cooperative elevators were started originally to handle the grain of their members. Most of these elevators now also operate in the opposite direction. They buy for their members, dealing in such a wide variety of products as coal, fertilizers, binding twine, cattle feed, salt, building supplies, machinery and oil.

Tent Stores: The Potter Knitting Company, of Springfield, Mass., has been operating a small chain of tent stores in New England for several seasons. This company sells bathing suits, bathing caps, shoes, belts and other bathing accessories. Only the suits are of its own manufacture. The company pitches its tents at the cross-roads, wherever the motor traffic is heavy.

The Potter organization has been so successful with this queer distribution scheme that other concerns in different lines of business are planning to try the same idea.

The Golf Professional Shop: Since

there are about 4000 golf professionals in the United States and since most of them are permitted to sell supplies, we may conclude that there are at least 2500 golf professional shops in this country. The number is increasing each year. All of these shops carry golf clubs, balls, tees, etc. Most of them handle general sports apparel. Many of them deal in miscellaneous goods, such as drinking cups, gum, confectionery and soft drinks. In fact they will handle anything for which there is a demand. At the golf show in Chicago, recently, there was held a Professional Golfer's Merchandising Conference, at which various methods of making the golf professional a better merchandiser were discussed. For one thing, it was decided to get out a sales manual. The professional is to be taught better methods of display and of salesmanship.

Paint Stores: One of the most unusual developments in distribution is the enormous increase in the number of exclusive paint stores. There are now between 7000 and 10,000 such stores in the forty-eight States. Four or five years ago, there were no more than 3000 exclusive paint stores. Another interesting fact about this field is the rapidity with which chain systems are entering it.

The paint store, of course, offers a ready outlet to any manufacturer bringing out a new finish. As a rule, paint dealers do not let their stocks stray too far from their main business. Even so, the stock of the paint store is sufficiently varied to present an opportunity to many manufacturers who are looking for new outlets.

Lumber Yards: In days gone by, the lumber yard was just a lumber yard. Today, it is a building supply department store. There are 22,500 retail lumber yards in the United States. Between 5000 and 6000 of these yards are owned by 400 line-yard companies. Most of these yards handle, in addition to lumber, prepared roofing, wallboard, cement, lime, plaster, sand, insulating material, etc. Nearly one-quarter of the yards stock paint, ladders, gates and fencing, builders' hardware, barn equipment, steel fence posts and articles of that character. A goodly number of the yards go in for coal. Some of them deal in contractors' supplies.

Bowling Alleys, Billiard Parlors, Bathing Pavilions and Circuses: There are 2600 bowling alleys, 25,000 billiard parlors, 800 bathing pavilions and 300 circuses in the United States. All of these places offer a lot of merchandise for sale, outside of the customary service which they offer to patrons.

Beauty Parlors: There are about 28,000 beauty parlors, exclusive of the barber shop, catering to the pulchritudinous needs of the nation. Besides the preparations which are used in giving treatments, these shops sell all sorts of beauty goods, toilet articles, perfumes, dentifrices, novelty jewelry and, in some cases, cigarettes.

Company Store: After all the trouble that Henry Ford got into with his company stores, perhaps I should not be recommending this avenue of distribution to manufacturers. The type of company store I have in mind, however, is not the conventional kind. I am referring to the factory shop, where the company sells work clothes, tools and other articles to its own employees at

cost. In some lines, such as mechanics' tools, a manufacturer is missing an important outlet unless he recognizes these shops.

In the foregoing summary, I have made no attempt to present a complete catalog of all the out-of-the-ordinary retail outlets to which a manufacturer who is looking for distribution may turn. I merely aimed to present a few typical classes of stores that have either lately come into existence or have recently taken on new life.

About the only serious difficulty that the manufacturer will encounter in selling to these new outlets, is making certain of the credit responsibility of his customers. It usually takes merchants in a new field some time to become financially established.

But the matter of credit need not prove an insurmountable obstacle. Some of these distributors, such as the lumber yards, are gilt-edged credit risks. In other cases, the wayside stand, for instance, machinery for handling both deliveries and collections has already been set up. In still other cases, these new distributors are doing such a flourishing business that they are able to take the cash discount on all their purchases.

Anyway, the manufacturer who is primarily interested in getting distribution can afford, at the outset, to take a chance on credits. In fact there are several successful advertisers who got their start by selling to merchants who were regarded as bad credit risks. These retailers, not being able to get a regular supply of goods from established sources, were glad to listen to the proposition of the new advertiser.

Shuman Trophy to Be Awarded at A. N. A. E. Convention

The Shuman Trophy presented by A. L. Shuman, vice-president and advertising director of the Fort Worth *Star-Telegram*, will be awarded at the Denver Convention of the A. N. A. E. on June 27-29, for the best story of a newspaper advertising success presented at the convention. The contest for the trophy won in 1926 by Frank E. Trip, general manager of the Gannett Newspapers, with an outline of a successful campaign conducted by a group of independent grocers, aims to develop many concrete examples of success that are directly helpful to each member and to the newspaper advertising cause generally.

Affiliated Advertising Clubs Meet

The twenty-fourth annual convention of the Affiliation of Advertising Clubs was held at Eric, Pa., on May 20 and 21. Four hundred delegates attended and cooperated to make the meeting one of the most beneficial in the history of the organization's annual meetings.

Elections of officers were held, and the following candidates were chosen for the coming year: President, Ludwig G. Meyer, Erie; first vice-president, Earnest A. Paviour, Rochester; second vice-president, R. E. Clemens, Hamilton; secretary-treasurer, J. Jay Fuller, Buffalo. The convention in 1928 will be held at Rochester in May.

A \$400,000,000 Market

THE sales of electrical appliances and radio by hardware and department stores have reached the astounding figure of \$400,000,000.

It is generally recognized that this market is not only the largest at present, but represents the greatest stable market for future development.

This market is served by ELECTRICAL GOODS—the only publication whose contents are devoted exclusively to electrical appliances and radio.

A duplication of the circulation and service of ELECTRICAL GOODS by any other medium is practically negligible.

ELECTRICAL GOODS

Published Every Fourth Week as a Section of
HARDWARE AGE and DRY GOODS ECONOMIST



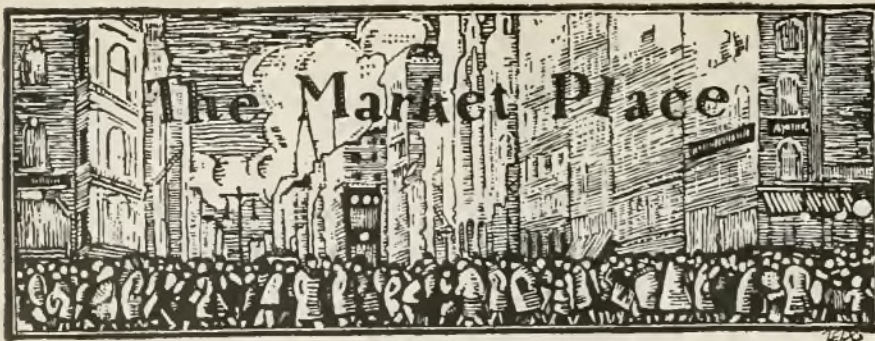
Combined circulation 36,000

239 West 39 Street



New York City

YOU don't have to be a physicist to know that the longest way around is an indirect method. The Market Place is the shortest distance between two cardinal points—you and your next connection.



Rate for advertisements inserted in this department is \$3.00 per inch. Minimum charge \$1.50. Forms close Saturday noon before date of issue.

Position Wanted

We know a man who will be a valuable addition to the staff of some agency or advertiser, and who will bring to the new connection that he now seeks these qualifications: Seven years' training with nationally-known corporation, as executive in purchasing department and later as head of packaging department. Experienced in purchase of art work, engraving, typography, printing and lithography, and in copy and layout work. Thorough knowledge of paper stock, envelopes, bags, shipping cases, containers, etc. He is a native American, age 29; university graduate, Protestant, married. He will go wherever opportunity warrants. If you know who might profit by the services of this man, fuller details may be had by addressing Box 463, Advertising & Selling, 9 East 38th St., New York, N. Y.

ADVERTISING SALESMAN

with a downtown office in Chicago wants a live publication to represent in the Middle West. Over twenty years' metropolitan newspaper and trade paper experience. If you want a man who is a builder of profitable business, write me. My record will bear a strict investigation. Address Box 458, Advertising & Selling, 9 East 38th St., New York, N. Y.

Help Wanted

WANTED A CAPABLE SALES CORRESPONDENT

(With an engineering background)

A solidly established corporation whose products are used in more than 50,000 metal working plants and distributed through 600 jobbers of hardware and factory supplies, needs a capable sales correspondent.

We want a man between 30 and 35 years of age who has had some shop experience and has sold industrial products on the road. If he has done missionary work with jobbers' salesmen, so much the better. He must be willing to travel part of the time and the rest of the time he will assist the sales manager in the New York office. The right man will be paid a good salary with plenty of opportunity for advancement. If you are such a man write us in detail about your past experience and connections. Mention the salary you want. Address Box 467, Advertising and Selling, 9 East 38th St., New York City.

PRINTING SALESMAN who lacks "talking points" in present connection can locate with organization capable of helping him increase income. Drawing account to man with following. Address Box 465, Advertising and Selling, 9 East 38th St., New York City.

Wanted: Sales representative in eastern territory for practical, popular, nationally advertised salesmen's portfolios. Our product is being purchased by thousands among firms with large sales forces. To a reputable man calling on such firms we will give an exclusive territory on a profitable commission basis. Leads furnished. All correspondence held in strict confidence. Box A, Advertising and Selling, 1328 Peoples Gas Bldg., Chicago, Ill.

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BUFFALO CLIPPING BUREAU

offer reliable National or regional newspaper reading service. Branch Bureaus Everywhere. General offices, One Terrace, Buffalo, N. Y.

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Quality and Quantity Multigraphing. Addressing, Filling In, Folding, Etc.

DEHAAN CIRCULAR LETTER CO., INC.
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FOR SERVICE

Telephone Barclay 3385

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JOHN F. FITZPATRICK, Proprietor

For Sale

For Sale: A complete set of Bound Volumes of Printers' Ink Weekly from October 3, 1918, to September 28, 1922, in good condition. Volume numbers 105 to 120. Price for sixteen volumes \$30.00. Box 456, Advertising and Selling, 9 East 38th St., New York City.

For sale—Bound Volumes (5) of Printers' Ink Monthly from December, 1919, to May, 1922. In perfect condition. Price for the set, \$15.00. Box 464, Advertising and Selling, 9 East 38th St., New York City.

Direct Mail Service

Productive Sales Literature. Sales letters, \$3.00; 3x6 circulars, \$2.00; 6x9 circulars, \$5.00; 2 inch display, \$2.00; classified, \$1.00. Branch office service and mail address, \$5.00 monthly. Forwarded daily. Circulars, booklets, samples, etc., distributed house to house, \$3.50 per thousand. Address the Egyptian Exchange, Barclay, Fairfield, Illinois.

Miscellaneous

BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York City.

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Yes and No

By R. M. Blankenbaker

Calkins & Holden, Inc.

THE short tall man stammered incisively.

"I positively will never do it maybe."

To which the thin heavy-set person of 20 or 40 at his side behind him replied,

"Of course maybe you will or won't, but I'm sick and glad of your not saying so."

Slowly they rapidly ascended down the long short flight of stairs in the elevator.

Who were the short tall man and the thin heavy-set person? Why, they were two agency men returning from a copy conference with the advertising committee of their client, The Acme Hand Buzz Saw Co.

The advertising committee consists of the president, the sales manager, the advertising manager, the treasurer, the president's secretary, the most amiable of the bankers, the sales manager's wife's nephew who is an art student, and the factory superintendent.

You see, kind reader, the poor fellows were still in the spirit of the conference.

Harry C. Walker Dies

Harry C. Walker, president of Walker & Company, Detroit, outdoor advertising company, died suddenly in Baltimore on May 27 at the age of 48. He was the active head of the business which bears his name, succeeding his father twenty years ago. Throughout his life he was identified with advertising movements and organizations, being a director of the Outdoor Advertising Association and secretary of the Michigan Outdoor Advertising Association.

Beside his identification with advertising, Mr. Walker took a keen interest in civic affairs. He was a director of the American State Bank, a member of the Detroit Club, and a director of the Detroit Convention Tourist Bureau, playing an important part in the recent drive to advertise Detroit.

A son and a daughter survive.

Howard Winton Elected

At the annual business meeting of the Milwaukee Association of Industrial Advertisers held on May 16, Howard Winton, the general branch manager of The Heil Co., was elected president. Mr. Winton served in the capacity of vice-president during the last year and succeeds H. P. Sigwalt.

Advertising Clubs of Third District Convene

The third district of the International Advertising Association held its annual convention last week in Greensboro, N. C. Approximately 400 delegates from the various advertising clubs in the district represented their respective organizations. The third district includes Virginia, North and South Carolina, Georgia and Alabama, Mississippi, Tennessee and the District of Columbia.

Hoover and Work to Speak at Denver Advertising Convention

THOROUGH preparations for the twenty-third Annual Convention of the International Advertising Association to be held at Denver, Colorado, on June 26, 27, 28 and 29, are rapidly nearing completion. The addresses to be given at the convention will more or less turn on subjects concerning the part that advertising plays in the growth and development of industry. According to the chairman of the program committee, the addresses will be given more from the standpoint of the user and buyer rather than of the producer and seller. Following the business sessions from the 26th to the 29th will be three days of sightseeing in and about Denver. At the present time 1500 delegates have made known their intentions of attending, to the registrations committee and the committee expects many more by the time the convention starts at the Greek Theater, Denver Civic Center, with the Inspirational Meeting.

The outstanding events of the convention will be the addresses by Secretary of Commerce Herbert Hoover and Secretary of the Interior Hubert Work, who have accepted the Association's invitation to be present and address the members. The officials of the Cabinet will speak at the general sessions on June 27. Among the more important speakers to present papers will be Mrs. Emily Newell Blair, representing women buyers of advertised goods; S. R. McKelvie, former governor of Nebraska and publisher of the *Nebraska Farmer*, speaking on the subject of advertising in relation to its service to the farm market; Merlin Hall Aylesworth, president of the National Broadcasting Company, on radio broadcasting; Col. Paul Henderson, general manager of the National Air Transport Company, on aviation for commercial transportation; Harold J. Stonier, president of the Advertising Club of Los Angeles, James Rolph, Jr., Mayor of San Francisco, on community advertising, and Francis H. Sisson, vice-president of the Guaranty Trust Company, New York.

Following is a general program of the convention:

- Sunday Afternoon, June 26—Inspirational Meeting, Greek Theater, Denver Civic Center.
- Monday Morning, June 27—General Session, Orpheum Theater.
- Monday Afternoon—Departmental Sessions.
- Monday Night—General Session, Orpheum Theater or Municipal Auditorium.
- Tuesday Morning, June 28—General Session, Orpheum Theater.
- Tuesday Afternoon—Departmental Sessions.
- Tuesday Night—General Session, Orpheum Theater or Municipal Auditorium.
- Wednesday, June 29—Departmental Sessions Morning and Afternoon.
- Wednesday Night—Western Baile at Municipal Auditorium.
- Thursday, June 30—Golf Tournaments and Post-convention Tours.
- Annual meeting of the International Advertising Association at Orpheum Theater at 4 p. m., Wednesday Afternoon, June 29.
- Annual meeting of the Advertising Commission at the Hotel Cosmopolitan Monday noon, June 27.
- Club Officers' Conference all day Wednesday, June 29.

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	<p>[w]</p> <p>Wall Street Magazine 81</p> <p>West Va. Paper & Pulp Co. Inset Bet. 50 & 51</p> <p>Wienes Typographic Service, Inc. 74</p> <p>Wight, LeRoy P., Inc. 82</p>

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
W. C. Kobin	Real Silk Hosiery Mills, Indianapolis, Ind., Vice-Pres. & Gen. Sales Mgr.	Same Company	Pres. & Gen. Mgr.
J. A. Goodman	Real Silk Hosiery Mills, Indianapolis, Ind., Pres.	Same Company	Chairman of the Board
P. O. Ferrell	Real Silk Hosiery Mills, Indianapolis, Ind., Ass't to Vice-Pres. & Gen. Mgr.	Same Company	Vice-Pres. & Gen. Mgr.
John A. Straley	Dillon, Read & Co., New York	Shields & Co., New York	Sales Dept.
H. W. Scott	Examiner, Los Angeles, Cal., Mgr. Merchandising Service Dept.	Larrinaga Bros. Studio, Los Angeles	Sales & Prod. Mgr.
G. W. Belsey	Fuller & Smith, Cleveland, Vice-Pres.	General Electric Co., Los Angeles	In Charge of Southern California District, Electric Refrigeration Dept.
E. J. Bush	Diamond T Motor Car Company, Chicago, Gen. Sales Mgr.	Same Company	Vice-Pres.
S. A. Cook	Diamond T Motor Car Company, Chicago, Secy. & Service Mgr.	Same Company	Vice-Pres.
G. C. Carnahan	Peoples Gas Light & Coke Co., Chicago	James B. Clow & Sons, Chicago	Gen. Mgr. Gas Heating Dept.
John C. Stephan	The Griswold-Eshelman Co., Cleveland, Acc't Executive	The Chain Products Co., Cleveland	Adv. Mgr.
M. Harlan	Rollins Hosiery Mills, Des Moines, Iowa, Adv. Mgr.	Kellogg Switchboard & Supply Co., Chicago	Adv. Dir. for Radio Division
P. L. Apgar	Woodward & Tiernan Printing Co., St. Louis	Haynes & Kinder, Inc., Chicago	Eastern Sales Mgr., New York
Paul H. Nystrom	Columbia University, New York, Professor of Marketing	Congoleum-Nairn, Inc., Phila.	Vice-Pres., in Charge of Merchandising
Turner Barger	The Dairy Farmer, Des Moines, Iowa, Adv. Mgr.	General Electric Co., Columbus, Ohio	Distributor of Electric Refrigerators Through Southwestern Ohio
E. G. Beveridge	R. Hoe & Co., Inc., New York, Service & Sales Dept.	Same Company	In Charge of San Francisco Office
H. A. Colvin	Kaustine Co. Sales and Advertising Manager	Bates & Colvin, Williamsville, N. Y.	Vice-Pres. & Gen. Mgr.
Howard Winton	The Heil Co., Milwaukee, Adv. Mgr.	Same Company	General Branch Mgr.

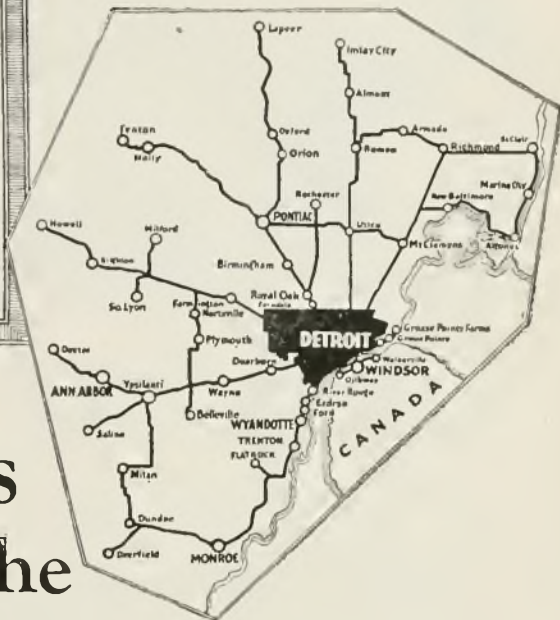
CHANGES IN PERSONNEL—(Agencies, etc.)

Name	Former Company and Position	Now Associated With	Position
Frank S. Littlejohn	Gera Mills, New York, Vice-Pres.	New Yorker, New York	Nat'l Adv. Staff
George Field	Ray D. Lillibridge, Inc., New York, Copy	Wood Adv. Agcy., New York	Copy Chief
Frank McCabe	New York World, Classified Adv. Mgr.	Brown Adv. Agcy., Inc., New York	Member of Staff
George E. Davidson	Courier, Camden, N. J.	Edwards, Ewing & Jones, Inc., Philadelphia	Financial Adv. Staff
M. H. Seixas	The Automotive Daily News, New York	Critchfield & Co., New York	Member of the Staff
C. R. Huffman	Lord & Thomas & Logan, Chicago	Austin F. Bement, Inc., Chicago	Space Buyer & Ass't Mgr.
William J. Dawson	Strouse & Bros., Evansville, Ind., Adv. Mgr.	John S. King., Inc., Cleveland	Member of Staff

“It has been our experience that the trading area is the most practical unit that we have used. For the past three years we have been using trading areas which we have built up from a study of newspaper circulation.”

T. O. GRISELLE

Marketing Director George Batten Co.



The Detroit News has concentrated in the local trading area 95% of its circulation week-days and 80%, Sundays

In the area pictured above is located one-third of Michigan's population and one-half of its taxable wealth.

In the local trading area—the unit found by Mr. Grissell to be the most practical for national advertising—The Detroit News has always maintained its greatest circulation. Here The Detroit News has concentrated 95% of its great weekday and 80% of its still larger Sunday circulation.

The use of The Detroit News in the Detroit trading area assures a complete coverage of the English speaking homes, for here The Detroit News has been a favorite for more than 54 years. Here, too, are the distributing points, the dealers and one-third of the total population of Michigan. In Detroit

and The News Mr. Grissell would find the highest devolpment of the principle of local trading territory merchandising.

The Detroit News in its territory not only completely covers the English-speaking homes but is the favorite medium of the dealer and local advertiser. It is the dealer's source of news, information and advertising co-operation.

To sell the Detroit market thoroughly and economically The Detroit News must be used. And it should be used alone, for it, alone, will do the work, enabling you to employ more impressive space at less cost.

The Detroit News

For 54 Years Detroit's HOME newspaper

Sunday Circulation 365,000—330,000 Weekdays

Advertising
& Selling

The NEWS DIGEST

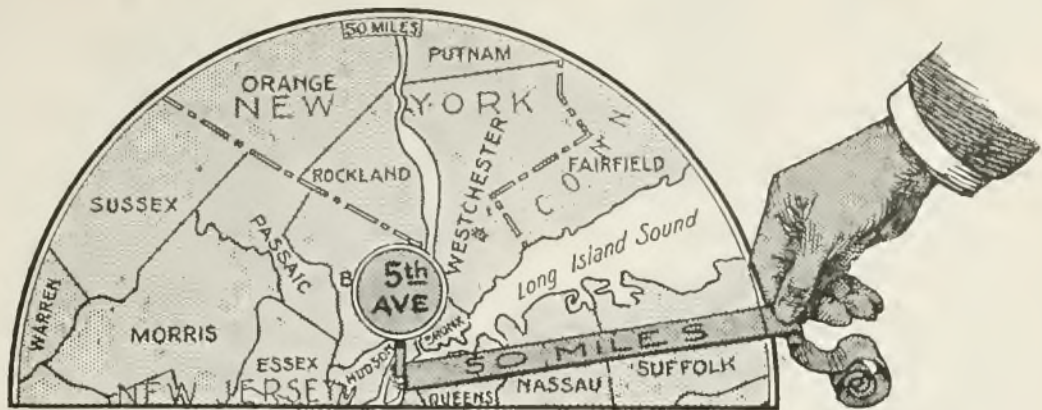
Issue of
June 1, 1927

CHANGES IN PERSONNEL—(Agencies, etc., continued)

Name	Former Company and Position	Now Associated With	Position
Julian L. Watkins	N. W. Ayer & Son, Philadelphia	Cowan, Dempsey & Dengler, Inc., New York	Partner
J. B. Rosebrook	Ralph H. Jones Co., Cincinnati	Young & Rubicam, New York	Copy
R. S. B. Perry	Wilcolator Co., Newark, N. J., Adv. Mgr.	M. P. Gould Co., New York	Executive
J. S. Getchell	The U. S. Adv. Corp., Toledo, Ohio	Frank Seaman, Inc., New York	Acc't Executive
J. A. Zimmer	United Savings & Trust Co., Cleveland, Treas.	Harry H. Packer Co., Cleveland	Treas.
H. Paul Warwick	American Lithographic Co., New York, Sales Mgr.	Cecil, Warwick & Cecil, New York	Partner
S. H. Giellerup	Sackheim & Sherman, Inc., New York, Secy.	The Corman Co., New York	Acc't Executive
Charles L. French	Dunlap-Ward Adv. Co., Cleveland	Gardner Adv. Co., Chicago	Member of Staff
Henry F. Baker	Pure Silk Hosiery Mills, Inc., Chicago, Pres.	The Corman Co., New York	Member of the Staff
Norman F. D'Evelyn	Norman F. D'Evelyn, San Francisco, Owner.	D'Evelyn & Wadsworth, San Francisco	Principal
Joseph H. Wadsworth	Joseph H. Wadsworth, San Francisco, Owner.	D'Evelyn & Wadsworth, San Francisco	Principal
Don Miller	Your Home Magazine, New York, Adv. Mgr.	The Chambers Agcy., Inc., New York	Acc't Executive

CHANGES IN PERSONNEL—(Media, etc.)

Name	Former Company and Position	Now Associated With	Position
Ivar Mattson	Consolidated Products Co., Chicago, In Charge of Sales & Adv.	Poultry Tribune, Mt. Morris, Ill.	Adv. Mgr.
W. C. Stowell	Condé Nast Publications, New York, Adv. Dept.	Same Company	Display Dept., Vogue
W. Going	Post, Cincinnati, Ohio	Times-Star, Cincinnati	Nat'l Adv. Staff
R. E. Hutchinson	The American Legion Monthly, Chicago, Western Adv. Staff	Same Company	Western Adv. Mgr.
L. W. Stetson	Liberty, New York, Mgr. New England, Adv. Office	The American Weekly, New York	Mgr. New England Adv. Office
N. Cholmeley-Jones	Paul Block, Inc., New York	Same Company	Vice-Pres.
H. L. Haskell	Paul Block, Inc., New York	Same Company	Vice-Pres.
Victor Craig	The Literary Digest, New York	Liberty, New York	Eastern Adv. Staff
G. M. Pearson	United States Daily, New York	Same Company, Chicago	Western Adv. Mgr.
H. I. Cohen	Tribune, Galveston, Texas, Publisher	Press, Houston, Texas	Nat'l Adv. Mgr.
J. P. Eves	The Dairy Farmer, Des Moines, Iowa, Adv. Dept.	Same Company	Adv. Mgr.
S. G. Little	The Asheville Citizen, Asheville, N. C., Nat'l Adv. Mgr.	Same Company	Adv. Dir.
C. R. McIntyre	The Asheville Citizen, Asheville, N. C. In Charge of Local Adv.	Resigned	
Paul J. Haaren	George Batten Company, Boston	Liberty, Boston	Mgr. New England Div.
Gilbert M. Vail	Vanity Fair, New York	American Bankers Association Journal, New York	Adv. Dept.
Kennett Harris, Jr.	Harris Adv. Agcy., New York, Partner	American Bankers Association Journal, New York	Circulation
Ray Baker	Localized Adv. Corp., Detroit, Treas.	Chas. F. May Printing Co., Detroit	Sec'y Mgr.
Rutledge Birmingham	Manufacturing Industries, New York, Adv. Mgr.	Resigned	



Within 50 Miles of Fifth Avenue—

it costs *less per thousand copies* to reach high quality readers through the advertising columns of The New York Times than through any other New York morning newspaper.

Advertisers in The Times reach a greater number of readers of high quality in the New York market than through any other newspaper, morning or evening.

The Times has a greater sale in the New York market daily than the total sale of any other newspaper of quality circulation.

Average daily net paid sale 370,000 copies, Sundays greatly in excess of 650,000.

All advertising subject to censorship.

The New York Times



Advertising
& Selling

The NEWS DIGEST

Issue of
June 1, 1927



CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
Cluett, Peabody & Co., Inc.	Troy, N. Y.	Arrow Collars, Shirts & Underwear	The Carter Adv. Agcy., New York
Ford Motor Company	Detroit, Mich.	Ford Automotive Products	N. W. Ayer & Son, Philadelphia
The May Oil Burner Corp.	Baltimore	Quiet May Oil Burner	Barton, Durstine & Osborn, Inc., New York
N. Fluegelman & Co., Inc.	New York	Rayola	The Lawrence Fertig Co., Inc., New York
The Federal Furniture Factories, Inc.	New York	Furniture	The Paul Cornell Co., Inc., New York
Ponsell Floor Machine Co.	New York	Floor Polishing Machine	Hurja-Johnson-Huwen, Inc., Chicago
Fenner Weedless Bait Co.	Oxford, Wis.	Fishing Tackle	George Batten Co., Inc., New York
Honold Mfg. Co.	Sheboygan, Wis.	Noglare Glare Eliminators	The Koch Co., Milwaukee
E. D. Etnyre & Co., Inc.	Oregon, Ill.	Street Sprinklers and Oil Distributors	The Clark Collard Co., Chicago
Buffalo Life Ass'n	Buffalo	Life Insurance	E. P. Remington Adv. Agcy, Inc., Buffalo
*The Borden Co.	New York	Eagle Brand Condensed Milk	Young & Rubicam, New York
The Children's Vehicle Corp.	East Templeton, Mass.	Toys	Charles W. Hoyt Co., New York
The American Writing Paper Co.	Holyoke, Mass.	Writing Papers	N. W. Ayer & Son, Phila.
The Marinello Co.	New York	Beauty Service	The G. Lynn Sumner Co., New York
The Frank E. Campbell Funeral Church	New York	Morticians	Doremus & Co., New York
Milestone Meter Systems, Inc.	Cleveland	Pneumatic Gasoline Dispensing Units	The John S. King Co., Inc., Cleveland
The Republic Box Co.	Cleveland	Boxes	The John S. King Co., Inc., Cleveland
The Stevens Metal Products Co.	Niles, Ohio	Steel Barrels and Drums	The John S. King Co., Inc., Cleveland
D. R. Sperry & Co.	Batavia, Ill.	Filter Presses	Hurja-Johnson-Huwen, Inc., Chicago
Waldes Koh-I-Noor, Inc.	Long Island City, New York	Shoesnaps and Snap Fasteners	The Paul Cornell Co., Inc., New York
The Phenolic Products Co.	Rockford, Ill.	San-Duro Bakelite Toilet Seats	George J. Kirkgasser & Co., Chicago
R. E. Funsten Co.	St. Louis	Pecan Nuts	The Chappelow Adv. Co., St. Louis
Stokely Bros. & Co.	Newport, Tenn.	Canned Vegetables	The Chappelow Adv. Co., St. Louis
Tebelmann Baking Co.	St. Louis	Cakes	The Chappelow Adv. Co., St. Louis
The Crown Lock Co.	New York	Locks	Frank Seaman, Inc., New York
The Stanley A. Morsbach Co.	Cincinnati	Electrical Refrigerators	The Keelor & Stites Co., Cincinnati
The Leadite Co.	Philadelphia		Foote & Morgan, Inc., New York
The Eiseman Magneto Corp.	Brooklyn, N. Y.	Ignition Equipment	Wightman-Hicks, Inc., New York
The Peabody Engineering Corp.	New York	Oil Burners	Wightman-Hicks, Inc., New York
The Jacobs Bros. Co., Inc.	Brooklyn, N. Y.	Detecto Bathroom Scales and Commercial Scales	Lawrence Fertig Co., Inc., New York
Chamber of Commerce	Macon, Ga.	Community Advertising	Gottschaldt-Humphrey, Inc., Atlanta, Ga.
Moto-Service Elevator Co., Div. of American House Corp.	Chattanooga, Tenn.	Elevators	Gottschaldt-Humphrey, Inc., Atlanta, Ga.
Gager Lime Mfg. Co.	Chattanooga, Tenn.	Building Materials	Gottschaldt-Humphrey, Inc., Atlanta, Ga.
Atlanta Baking Co.	Atlanta	Bakery Products	Gottschaldt-Humphrey, Inc., Atlanta, Ga.
Tucker Pharmacal Co.	New York	Pharmaceutical Preparations	Medical Adv. Service, New York
Na-Dru-Co., Inc.	Buffalo	Proprietary Medicines	DeForest Porter Adv. Service, Inc., Buffalo
The Nielco Products Co.	Detroit	Chemical Products	Trittenbach, Inc., Detroit
Whiting & Cook, Inc.	Holyoke, Mass.	Writing Papers	Charles E. Vatrain, Associates, Holyoke
The Missouri State Life Insurance Co.	St. Louis	Life Insurance	D'Arcy Adv. Co., St. Louis
Day & Meyer, Murray & Young, Inc.	New York	Storage Warehouse	Doremus & Co., New York
Acme White Lead & Color Works	Detroit	Paints	George Harrison Phelps, Inc., Detroit
Croome, Wallace & Co., Inc.	New York	Jimnie Jumpers	The Dzuchy Co., New York

*The H. K. McCann Company will continue to handle the advertising for Borden's evaporated milk and other products.



**LEADERSHIP
is
RESPONSIBILITY**

EVERY industry has its recognized leader. It is always the one outstanding name that means THE BEST — the best in product, in integrity, in organization and in business methods.

Leadership is not assumed. It settles on the shoulders of the organization fit to bear it. It is a responsibility — a necessity to keep out in front of the imitators that "follow the leader."

The name Chambersburg is quite naturally the first name that occurs to you when you think of hydraulic riveters. The reasons are obvious.

We have bulletins covering our entire line. Or we will quote on your special requirements.

**CHAMBERSBURG
ENGINEERING CO.**
Chambersburg, Pa.
Detroit: Stephenson Bldg.



CHAMBERSBURG

"It weighs eighty-three tons
Can we sell it by advertising?"

OUR clients, the Chambersburg Engineering Company, of Chambersburg, Pa., manufacture in units that stagger the imagination. Like the astronomers who measure distances not in miles but in "light-years," Chambersburg products are weighed by tons, not by pounds. The hydraulic riveter shown above tips the scales (*crushes* the scales) at eighty-three tons; it is thirty-two feet overall with a gap of twenty feet. And it will deliver a pressure of *two hundred tons!*

How many would you like to order?



Well, we don't expect to sell them in gross lots but by keeping constantly before the purchasers of this sort of machinery the well-told story of Chambersburg achievements we hope to sell perhaps two riveters where before only one was bought.

Perhaps your product "can't be advertised," either.

Myers and Golden

INCORPORATED
GRAYBAR BUILDING
NEW YORK



	Advertising & Selling	<h1 style="margin: 0;">The NEWS DIGEST</h1>	Issue of June 1, 1927	
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CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
Potter Mfg. Co.	Chicago	Steel Fire Escapes ...	Hurja-Johnson-Huwen, Inc., Chicago
Vallen Electric Co.	Akron, Ohio	Automatic Curtain Control Equipment ...	Nesbitt Service Co., Cleveland, Ohio
Wonder Tours of America, Inc.	Cleveland, Ohio	Tourists Trips	Nesbitt Service Co., Cleveland, Ohio
Spin-O Corp.	Cleveland, Ohio	Automobile Devices ...	S. M. Masse Co., Cleveland, Ohio
Federal Knitting Mills Co.	Cleveland, Ohio	Knitted Outerwear ...	Kohorn Advertising Agcy., Cleveland, Ohio
Continuous Torque Transmission Co.	Cleveland, Ohio	Ford Transmissions ..	Kohorn Advertising Agcy., Cleveland, Ohio
Biltmore Products, Inc.	Long Island City, N. Y.	Radiator Inclosures ..	H. A. Morse, Inc., New York
E. G. Washburn	New York	Metal Products	H. A. Morse, Inc., New York

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Agnes Carroll Hayward... 360 No. Michigan Ave., Chicago....	Advertising	Agnes C. Hayward
Howard C. Wilson & Associates, Inc.	Hartford, Conn.	Advertising
		Howard C. Wilson, H. M. Toppin, H. W. Hatch, Mary O. McMahon
D'Evelyn & Wadsworth... San Francisco	Advertising	Norman F. D'Evelyn and Joseph H. Wadsworth
H. A. Morse, Inc.	225-241 W. 34th St., New York....	Advertising
		H. A. Morse and R. Everett

PUBLICATION CHANGES AND APPOINTMENTS

Price's Carpet & Rug News, New York....	Name changed to Carpet & Rug News.
The Memphis Commercial Appeal and Evening Appeal	Has been sold to Luke Lee and associates. Mr. Lee is publisher of the Nashville Tennessean.
Coal Age, New York	Will change from a weekly to a monthly beginning with the July issue.
The Breeder's Gazette, Chicago.....	Has been sold by A. H. Sanders to C. L. Burlingham and S. R. Guard.
St. Paul Daily News.....	Has been sold to N. W. Reay, its publisher, and C. D. Bertolet, advertising manager. Associated with them in the purchase are Howard Kahn, editor; W. H. Neal, business manager; M. W. Thompson, advertising manager, and C. J. Stein, secretary and treasurer.

MISCELLANEOUS

The Percival K. Frowert Company, Inc.	New York Adv. Agcy. Has opened a London office to be known as Percival K. Frowert, Ltd.
The Commercial Advertising Co., Portland, Ore.	Has been sold to Ernest Ham of the Ham-Jackson Co., Portland.
Cecil, Barreto & Cecil, Inc., Advertising Agency, Richmond, Va.	Name changed to Cecil, Warwick & Cecil, Inc.

NEW PUBLICATIONS

Name	Published by	Address	First Issue	Issuance	Page Type Size
Electricity on the Farm...	Case-Shepperd-Mann Publishing Corp.	225 W. 34th St., New York ...	July	Monthly	3 3/4 x 7

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
Critchfield & Co.	Advertising	36 West 44th St., New York	40 East 49th St., New York
Importers Guide	Publication	461 Eighth Ave., New York	101 West 31st St., New York
Keech & Beck	Advertising	1269 Broadway, New York	551 Fifth Ave., New York
C. J. Shower	Advertising	Printing Crafts Bldg., Detroit	504 Free Press Bldg., Detroit
The Southwestern Stockman- Farmer	Publication	Las Cruces, New Mexico	444 First National Bank Bldg., El Paso
Liberty (Pacific Coast Office)	Publication	806 Haas Bldg., Los Angeles...	820 Kohl Bldg., San Francisco
The Chambers Agcy., Inc. ..	Advertising	247 Park Ave., New York.....	551 Fifth Ave., New York

NOW, LET'S TALK VACATIONS—PLUS

PLUS WHAT? A Pleasurable Vacation plus a Profitable Business Experience up in Colorado, in a land where it is possible to have both—*at very reasonable cost.*

To realize the Vacation-Business Combination: Go to Denver for the twenty-third annual convention of the International Advertising Association, June 26-29, where the organized advertising forces of the World will be assembled in serious study of ways and means to increase and sustain General Prosperity through Advertising, that mighty force which links Production with Distribution and builds good-will for institutions. Representatives from 300 Advertising Clubs in the United States and other nations and from 27 national organizations of advertising interests will participate in this Denver Convention—and YOU, regardless of what your business is, whether man or woman, or whether you belong to any advertising organization, are welcome to go, too. There will be three intensive days of Convention work, with Big Business Men on the program telling of the problems of the larger industrial fields and describing the place of advertising in their solution.

Then the Vacation, the Days of Play, Come! You will be right on the spot to enjoy a vacation you ever will remember happily. You will be able to relax amid the Rockies, where cool nights call for warm wraps and log fires. A Swiss Chalet surrounded by piney barracks; a quaint old inn at the foot of a high mountain peak; an ultra-smart resort where you may dance and swim; wonderful trout fishing in the mountains; splendid winding roads to all mountain points; ponies to carry you over mountain trails; air laden with the fragrance of spruce; Estes Park, Pike's Peak, Garden of the Gods, Denver's Rocky Mountain Parks—all within easy reach. The West of Will James, of Zane Grey, of William MacLeod Raine is yours in Colorado. You may see a round-up; the champion steer-thrasher will perform for you, there are Indians—Easy to forget business and troubles with a Vacation like this.

You will have this VACATION—PLUS at Denver if you are there June 26-29. The International Advertising Association wants you to be there—So do Denver citizens. They're planning elaborate entertainment for the visitors. Railroad rates will be extremely low. Denver has splendid hotel facilities.

DECIDE NOW Communicate at once with the Advertising Club in your city. It will be glad to tell you about the Convention, the Trip, the Tours, the Entertainment—yes, and to arrange for your hotel accommodations. Or you may get in touch with us directly.

THE INTERNATIONAL ADVERTISING ASSOCIATION
420 Lexington Ave. New York, N. Y.
Gilbert T. Hodges, General Chairman ~ On-to-Denver Committee

Read by More Than Four Out of Five Milwaukee Families!

Sweetheart Soap Finds Its Affinity in Milwaukee



SEVENTY-EIGHT brands of toilet soap are in general use in the prosperous Milwaukee trading area. But Sweetheart sales increased 35 per cent here during 1926. The Manhattan Soap Company achieved its remarkable record at one low advertising cost per sale by concentrating in *The Milwaukee Journal* exclusively.

In Greater Milwaukee 99.51 per cent of all families consume 9,500,000 bars of toilet soap annually—and they prefer the better known brands. Their consumption of products of every known kind in this area of stable buying power is creating new sales opportunities for advertisers in all lines.

Facts in the 1927 Consumer Analysis

Facts such as these—disclosing the buying habits of 142,000 families—are presented in the 1927 Consumer Analysis of the Greater Milwaukee market. The analysis,

based on questionnaires answered by 5,000 housewives, represents a true cross-section of this rich market. Much other valuable information that will assure a more profitable investment of your advertising dollars is disclosed.

Volume I, covering Grocery and Tobacco products, and Volume IV, presenting the complete analysis, will be ready for the mails shortly. The other volumes are already available. Write for your copy of this helpful analysis on your business stationery.

Contents of the

1927 Consumer Analysis of the Greater Milwaukee Market

VOLUME I—Grocery and Tobacco Products.

VOLUME II—Radio and Musical Instruments.

VOLUME III—Electrical Appliances, Household Equipment, Buying Habits, Wearing Apparel.

VOLUME IV—A digest of material contained in Volumes I, II and III.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

More Than a Half Million Readers Throughout Wisconsin!