

In Two Sections—Section One

Advertising & Selling

PUBLISHED FORTNIGHTLY



Drawn by Ray C. Dreher for Boston Insurance Company

OCTOBER 20, 1926

15 CENTS A COPY

In this issue:

"Salesmen's Alibis" By JOHN L. LOVE; "Freight Rates West of the Mississippi" By ALBERT H. MEREDITH; "Stealing Second Base in Industrial Copy" By R. B. LOCKWOOD; "The 'Fictional' Testimonial" By DANIEL H. STEELE; "Sending the Executives Into the Sales Field" By W. B. PEARSON

Ovington's Chicago Shop Opens

With Photogravure Advertising
in The Chicago Daily News - - -



O VINGTON'S—familiar to all who have shopped in New York for the rarest and most beautiful of gift objects—have, after a careful study of the advertising situation in Chicago, selected the Photogravure Section of The Chicago Daily News to carry the story of their new Chicago store.

Their announcement page in the Photogravure Section of September 18 is reproduced in miniature herewith.

The photogravure advertising will be in addition to their black and white advertising in The Daily News. The advertising is placed by Pedlar & Ryan, Inc.

THE CHICAGO DAILY NEWS

First in Chicago

Member of The 100,000 Group of American Cities

ADVERTISING REPRESENTATIVES

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

DETROIT
Woodward & Kelly
Fine Arts Building

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

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

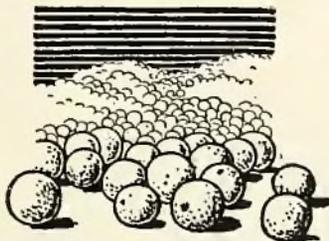


antidote for thirst

¶ Step three paces off scorching sidewalk, into cool, white shade of Nedick's. Thirst Station. Place dime on counter. Lift frosty glass to parched lips. Allow delicious, chilled orange drink to trickle down steaming throat. If cure is not immediate, repeat at intervals until heat-wave disappears.

Nedick's
THIRST-STATIONS

© 1926 NEDICK'S



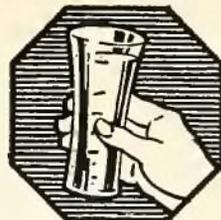
20,000,000 ORANGES

¶ Every year, twenty-million oranges, the largest number bought by any individual concern in the city, go into Nedick's famous orange drink.

¶ Their juice is skillfully blended to give the most delicious flavor and the drink is chilled to the precise point most welcome to the thirsty.

Nedick's
THIRST-STATIONS

© 1926 NEDICK'S



Mr. Nedick to Mr. Aquazone

¶ In the July 31st New Yorker, an Aquazone advertisement calls for Mr. Nedick, and bewails the fact that he doesn't advertise the containers of Nedick's famous orange drink to take home and mix with — "what have you."

¶ Mr. Nedick begs to reply to Mr. Aquazone that there are many things you don't have to tell a New Yorker.

Nedick's
THIRST-STATIONS

© 1926 NEDICK'S

Facts need never be dull

THIS agency was one of the first to adopt the policy of "Facts first—then Advertising." And it has earned an unusual reputation for sound work.

Yet this organization does not, nor has it ever, confused "soundness" with "dullness." It accepts the challenge that successful advertising must compete in interest, not only with other advertising, but with the absorbing reading matter which fills our present-day publications.

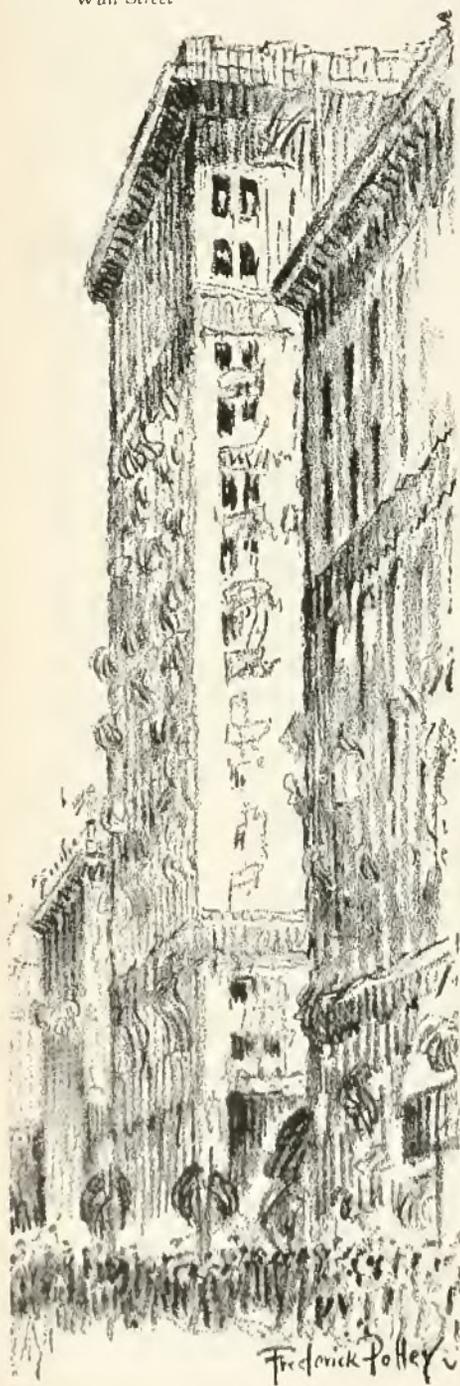
We shall be glad to send interested executives several notable examples of advertising that have lifted difficult subjects out of the welter of mediocrity.

JOSEPH RICHARDS COMPANY, INC., 251 Park Ave., New York

RICHARDS
FACTS FIRST, , , THEN ADVERTISING

The faith, vision, acumen and MONEY
of the HOOSIER INVESTOR
have provided a major and growing part
of the world's invested capital

Market Street, Indianapolis'
"Wall Street"



PROTECTED by a "blue sky" law that is actually and intelligently operative, Hoosiers add millions of their *surplus* annually to the state's, the nation's and the world's invested capital.

Bridges, factories, railroads, office buildings, farms, apartments, highways, public utilities—wherever capital is needed—you find the ubiquitous Hoosier dollar productively at work!

Hoosiers have millions of surplus every year—millions produced by Indiana's dynamic industry and by the incredible fertility of Indiana prairie soil—millions more capital wealth than Indiana can ever use at home.

Indianapolis is one of the primary markets for high-grade securities. National investment houses find volume sales in Indianapolis, increasing every year.

The Indianapolis News, Indianapolis' and Indiana's greatest newspaper and most powerful advertising medium, is indispensable to financial advertisers in this rich market. An evening newspaper, The Indianapolis News carries 50% more national financial advertising than all other Indianapolis newspapers combined—in less than half as many issues!

The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York
DAN A. CARROLL
110 E. 42nd St.

Chicago
J. E. LUTZ
The Tower Bldg.

Everybody's Business

By Floyd W. Parsons

WE have now come to the season of the year when we must give thought to the heating of our homes and offices. In this field of operation, ignorance rules supreme. The crude methods we employ waste tens of millions of dollars in fuel values and provide a continuous threat to health.

A letter from one of my meteorologist friends in Washington informs me that this winter is to be an historical one for its severity and violent fluctuations. Several gigantic spots are now crossing the Northern Hemisphere of the sun. Many more are to follow, for we are reaching the peak of the sun-spot cycle. These spots combined with other causations are to bring us recurring cold waves and abnormal weather generally. While I cannot vouch for the accuracy of these forecasts, I find them quite appropriate as a text for a brief discussion of artificial heating.

Most of our houses are so leaky that a large part of the heat developed in our domestic furnaces passes off into the outside atmosphere unused. It is difficult to say just why we have been so backward in building air-tight houses. Probably our reluctance to use insulation has resulted from our fallacious notions concerning the necessity for having a never-ending supply of fresh air.

By employing a proper plan of house insulation, the radiation required can be reduced to less than half of what it is today in the average home. It costs from \$500 to \$1,000 to insulate a house of average size. This expenditure should be almost entirely offset by the resultant saving in the cost of a smaller heating plant. Doubtless this is one reason why a few dealers of heating equipment have not been enthusiastic about house insulation.

We have gone ahead earnestly with the work of trying to construct more efficient heaters, but it is only recently that any thought has been given to building houses in such a way that the loss of heat through roofs and walls will be stopped. A majority of householders warm more thousands of cubic feet of air than are necessary. Insulation does away with fluctuating temperatures and forced-firing. It reduces draughts and narrows the spread between floor and ceiling temperatures. It helps maintain humidity and keeps heat out in summer just as it retains warmth in winter. About sixty per cent of the heat leakage from a house goes through the roof. Insulation largely remedies this, and at the same time makes the walls and floors



© Brown Bros.

sound-proof. Insulation also makes possible the use of perfect fuels at a cost no greater than is now required for raw coal. The yearly fuel saving in a home of moderate size in a rigorous climate, due to insulation, should amount to at least \$200.

This discussion, of course, immediately brings up the question of air requirements. There is need for us to revise our notions. We hear a lot concerning the dangers of night air and winter air, but these are no more dangerous than day air and summer air. It is a common practice to judge air by using a dry-bulb thermometer. This is wrong, for the dry-bulb temperature does not determine conditions of health and comfort. The danger from indoor air during the winter-time is

due to the fact that it has been raised to a summer temperature and at the same time has not been supplied with the moisture that goes naturally with summer air.

Desert air which kills plants and animals is not so dry as that in most of our homes during the cold months. The air in many houses during the winter season, although heated to seventy degrees or more, will often contain no more than twenty or thirty per cent humidity. Such an atmosphere is dry enough to take the life from plants and to weaken animals and humans. This dry air attacks our mucous membranes and makes them give up moisture so rapidly by evaporation that they are forced to neglect their natural duties and use all their powers to supply the moisture the air requires. Every breath taken under such conditions makes an unnatural demand on the linings of the air passages, and the result is a weakening of bodily resistance, permitting the entrance of disease.

Our job is to get proper distribution of the air, to maintain correct wet-bulb temperatures, and to eliminate dust, bacteria, and odors. For every degree of temperature and velocity of air motion, there is a proper degree of relative humidity. All of us should act on this thought and take steps to see that the air we breathe this winter in our homes and offices has a proper moisture content. We will be far more comfortable with a temperature of sixty-eight degrees and a humidity of fifty-five per cent than a temperature of eighty degrees and a humidity of thirty per cent. Even though the use of evaporating pans, moist towels, and other such makeshifts represents no more than crude attempts to correct the dry-air evil, such efforts are better than none at all.



COE TERMINAL WAREHOUSE

is now ready to serve you in the

DETROIT MARKET

Let the Coe Terminal Warehouse, on the main line of the Michigan Central and in the heart of the wholesale district, help you make Detroit your market.



THE new Coe Terminal Warehouse, located on the main line of the Michigan Central Railroad and in the very heart of the wholesaling and jobbing district, is now receiving goods from national merchandisers.

The management understands the problems of national selling organizations and is in a position to furnish constructive and co-operative service.

The Coe Terminal Warehouse is the last word in modern warehouse construction. Its facilities are modern in every way, but it offers more than even the best warehouse facilities alone. For in conjunction with these, it is able to furnish complete and well appointed offices for the benefit of local representatives and sales agents, whose spot stocks and merchandise display are thus in the same building with them.

If you are interested in getting a greater share of the business in Detroit, it will pay you to investigate the Coe Terminal Warehouse, immediately. It will help you to greater sales, quicker delivery to your customers and a more rapid turnover.

Full information, prices and other data will be furnished cheerfully and without obligation

COE TERMINAL WAREHOUSE

Fort Street, West and Tenth

DETROIT,

MICHIGAN

L i f e presents ...

Andy Consumer

Reproduced from a full page in LIFE

But couldn't you have got another pen just as good for less money?

I've ruined four shirts and one suit and \$35 conducting experiments of that sort



FOR EXAMPLE, A FOUNTAIN PEN

I DON'T want to run a vest-pocket laboratory for any more amateur unadvertised cut-rate experimental fountain pens

And from now on I *not* only want a fountain pen NOT to leak on me—I want to KNOW it won't leak on me. And I *not* only want it to write—I want to KNOW it will write.

Every time I use my fountain pen. I want to think of 10 or 25 years of service, safety, security, satisfaction and insurance—all bottled up in that fountain pen along with the ink. Every time I take it out I want to taste future contentment. I want to KNOW. If

necessary, I'll fork up a little extra for this FAITH. For faith is fun.

I don't ask for a written guarantee. I can tear any advertisement (by a continuous advertiser) out of any magazine or newspaper, and hold in my hand all the guarantee I want. Every printed advertisement these days is a certificate of responsibility. The irresponsibles can't stand the advertising gaff

I'm using a fountain pen merely as an example. The same thing holds true of anything that men sell to each other. From now on, no more unknowns for me. From now on, I KNOW or keep my kale.

Andy Consumer

THE NATIONAL ADVERTISER BETS HIS ADVERTISING MONEY THAT HIS PRODUCT IS RIGHT

WE all sell advertising. You sell it. We sell it. We all sell it.

A fraction of every dollar you get from buyers of your product is for advertising. You sell advertising to that extent. And your consumers get their money's worth. Advertising is as vital and valuable a part of your product as some of the features about which you talk so proudly.

But—paradoxically—few of us seldom advertise advertising. We expect people to buy it and pay for it without knowing what they're getting.

It would be a fine thing if every ad could tell what a fine thing advertising is.

To help sell the public the advertising that you sell them, LIFE is donating the Andy Consumer campaign. We can't do advertising justice, but we are advertising advertising a little.

ANDY CONSUMER'S talks on advertising are published in pamphlet form. If you can distribute copies to salesmen, dealers or customers, LIFE will gladly furnish, at cost, reprints or plates of this series.

(Advertising saves pocketbook pioneering. In days past, every purchase was perilous. You tried a thing—got stung—and didn't go back THERE. Buying sense was bought with bitter experience. Today, advertising makes it unnecessary to get stung *once*. In the continuously advertised product, the risk and adventure, the trial and error, are all taken out by the manufacturer *in advance*.)

L i f e

127 Federal Street
BOSTON, MASS.

598 Madison Avenue
NEW YORK, N. Y.

360 N. Michigan Avenue
CHICAGO, ILL.

Value

—is defined as the "aggregate properties which render a thing desirable." And the value of McCLURE'S may be summed up in these "aggregate properties":

1. An economically advantageous rate
2. A large, growing circulation
3. A magazine which reaches buying people
4. The bulk of its circulation in your most logical marketing areas

After all, the value of an advertising medium is derived from the results which it brings advertisers, from the prestige which it builds, from the merchandise it sells. And McCLURE'S does all of these things.

With each issue, an increasing number of keen advertisers find that McCLURE'S pays. The advertising lineage in the November issue increased 44.5% over that in the June number.

You will certainly agree that this would not be the case if McCLURE'S did not pay advertisers—if it did not give them real value.

And the new McCLURE'S will bring you just as satisfactory results, just such real value as it has other advertisers.



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.

GOOD WILL

and

Good Business

How can a magazine that subjects advertising and advertised products to severe tests retain such Good Will? Yet Good Housekeeping's Good Will is not only retained—it increases continuously.

AS most advertisers know, Good Housekeeping must be thoroughly satisfied about every product advertised in its pages. It *must* be satisfied in order to be able to guarantee that product to its readers.

Household devices and appliances, foods and toilet preparations have to be tested by its laboratories before they can be advertised. After test and approval, all advertising of the product in Good Housekeeping must be fair and reasonable.

That they may possess real value, the tests made by Good Housekeeping are complete

and exhaustive; and such tests take time.

Products that do not fall within the scope of its laboratories are thoroughly investigated by Good Housekeeping before they may be advertised in its pages. They also have the Good Housekeeping Guaranty behind them when they do appear there.

Precautions regarding advertising copy and careful testing of advertised products have proved to be sound and permanent builders of Good Will. Readers read advertisements more carefully and they buy with greater

confidence when every advertisement can be and is guaranteed. The value of this to the advertiser is far greater than that to be had from advertising which depends solely on its own say so to win sales.

But the Good Will that Good Housekeeping enjoys is not a mere benevolent disposition. It is an appreciation of value received. It is service recognized.

To advertise in Good Housekeeping means Good Business. And Good Business is the only kind to be found in Good Housekeeping.

Good Will, Good Business, and Good Housekeeping naturally go together.

GOOD HOUSEKEEPING

CHICAGO

NEW YORK

BOSTON

This is the sixth in a series.

Keeping Abreast with Boston's Upward Business Trend

IN September, as in August, the Boston Evening American exceeded in volume of display advertising the record of the corresponding month for every year since the American has been published.

In accomplishing this, the Boston American led all Boston daily newspapers in display advertising gain in September.

No doubt this increased volume was brought about by improved business conditions as well as by Boston advertisers' appreciation of the American's constantly increasing coverage in the immediate trading zone—now the largest in the history of the paper since the one cent publication.

Boston Evening American

RODNEY E. BOONE,
9 East 40th St.,
New York City.

S. B. CHITTENDEN,
5 Winthrop Sq.,
Boston, Mass.

H. A. KOEHLER,
Hearst Bldg.,
Chicago, Ill.

LOUIS C. BOONE,
Book Tower Bldg.,
Detroit, Mich.

The Northern Nine Counties— Center of New Home Building

THE Northern Nine Counties of New Jersey make up one of the most interesting communities in America.



Made up of several hundred cities and towns, the territory, nevertheless, comprises one single community—unified, homogeneous.

The entire community is, in a sense, part of New York—at least to the extent that nearly half of its inhabitants commute to business in New York.



And yet the territory comprises Newark, Elizabeth, the Oranges, Paterson, Passaic, Jersey City and numbers of other large and self-sufficient towns.

Next alone to Manhattan, it is the largest single section of the Metropolitan District, and by far the best market for quality merchandise.

Its people are those happy, prosperous and ambitious younger home-making families who are moving so fluently from each income class to the next one above; people who have emerged from the struggle for existence to a new struggle for living.

Predominant in its circulation with the quality families in this quality section, preferred for its service of their predominant interest, is CHARM, The Magazine of New Jersey Home Interests.



May we tell you more about the opportunities and outlets for sales in this richest of markets?

CHARM
*The Magazine of
New Jersey Home Interests*

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

BRITISH ADVERTISING'S GREATEST REFERENCE WORK



100,000 QUERIES CONCERNING
BRITISH ADVERTISING AN-
SWERED IN ONE BIG VOLUME

November 30th, 1925, was the date of publication of the first Great Reference Work covering every branch of British Advertising—the **BRITISH ADVERTISERS' ANNUAL AND CONVENTION YEAR BOOK 1925-26**.

This volume gives for the first time information and data needed by all advertising interests concerning British advertising. British markets and British Empire Trade. You can turn to its pages with your thousand and one advertising questions concerning any phase of British advertising, media and methods—and know that you will find accurate and up-to-date answers.

You will see from the brief outline of contents adjoining that this ANNUAL is really *four books in one*. It contains: a Series of Directories and complete Reference Data covering every section of British advertising—a Market Survey and Research Tables—a complete Advertising Textbook covering the latest developments in British advertising—and the Official and Full Report of the First All-British Advertising Convention held this year at Harrogate.

The 12 Directory Sections and the many pages of Market Data and Research Tables will alone be worth many times the cost of the book to those American Advertising Agents, international advertisers, newspapers and magazines, who are interested in advertising in Great Britain, in British and Colonial markets, or in securing advertising from Great Britain.

For instance, here are given the 1,100 leading newspapers, magazines and periodicals in Great Britain and the Empire—with not only their addresses and the names of their advertising managers, but with a *complete schedule of all advertising rates*, page and column sizes, publishing and closing dates, circulation, etc. Nothing so complete, comprehensive and exhaustive as this has ever before been produced in any country. In the Market Survey Section likewise there are thousands of facts, figures and statistics given in the various Tables and Analyses.

The working tools of any American advertising man who is in any way interested in British markets or in British advertising cannot be complete without this great work of reference. It answers any one of 100,000 specific advertising queries at a moment's notice; it gives to advertisers and advertising men a book of service that they can use and profit by every day of the year. Nearly 500 pages—59 separate features—more than 3,600 entries in the directory section alone, each entry containing between 5 and 25 facts—1,700 individual pieces of market data—full reports of all events and official resolutions and addresses at the Harrogate Convention—and finally, altogether 100 articles and papers, each by a recognized advertising and selling expert, giving a complete picture of British advertising methods, media and men up to the minute. A year's labor on the part of a staff of able editors—the result of more than 14,000 separate and individually prepared questionnaires—the combined efforts of a score of experts—the help of more than 3,000 advertising men in collecting the data—all these have brought together in this volume every item of information you can need.

And withal, the price of this work is a mere trifle compared with its utility value. To secure the volume by return, postpaid, ready for your immediate use, you need merely fill in the coupon alongside, attach your cheque or money order for \$4.00 and the British Advertiser's Annual and Convention Year Book 1925-26, will be in your hands by return.

CONTENTS—In Brief

**Nearly 500 pages, large size,
crammed with data, facts, ideas.**

First.—A Complete Advertising Text-Book on the Advertising Developments of the Year; Methods, Media, Men, Events. 22 chapters, 25,000 words—a complete Business Book in itself.

Second.—Market Survey and Data and Research Tables—as complete a presentation as has yet been given in Great Britain of how to analyse your market, how to conduct research, how to find the facts you want, how and where to launch your campaign and push your goods—together with actual detailed facts and statistics on markets, districts, population, occupation, etc., etc.

Third.—The Official, Full and Authoritative Report of the First All-British Advertising Convention at Harrogate. Another complete book in itself—60,000 words, 76 Addresses and Papers—constituting the most elaborate survey of the best and latest advertising methods, selling plans and policies, and distribution schemes, ever issued in this country, touching on every phase of publicity and selling work.

Fourth.—A Complete List and Data-Reference and Series of Directories, covering every section of British Advertising; Fourteen Sections, 5,600 Separate Entries with all relevant facts about each, more than 250,000 words, embracing distinct Sections with complete Lists and Data on British Publications, Advertising Agents, Overseas Publications, Overseas Agents, Billposters, Outdoor Publicity, Bus, Van, Tram and Railway Advertising, Signs, Window Dressing, Display-Publicity, Novelty Advertising, Aerial Publicity, Containers, Commercial Art, Postal Publicity, Printing, Engraving, Catalogue and Fancy Papers, etc., and a complete Section on British Advertising Clubs.

**Really Four Works in One—A
Hundred Thousand Facts—The
All-in Advertising Compendium.**

Sign this Coupon and Post it To-day—

To The Publishers of British Advertiser's Annual
and Convention Year Book, 1925-26,
Bangor House, 66 & 67 Shoe Lane,
London, E. C. 4

Please send me one copy of the "BRITISH ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK 1925-26" postpaid by return. I enclose herewith \$4.00 in full payment.

Name

Address

391,465

A Gain of 9,460 Copies

THE AVERAGE net paid daily and Sunday circulation of The New York Times, as reported to the Post Office Department for the six months ended September 30, 1926, was 391,465 copies—the highest figure ever reported by The Times for a corresponding period of any year.

The circulation, as compared with the corresponding period of last year, shows a gain of 9,460 copies.

SIX MONTHS ENDED SEPTEMBER 30, 1926 . . .	391,465
SIX MONTHS ENDED SEPTEMBER 30, 1925 . . .	382,005
GAIN	9,460

Even more significant than the fact that the average daily and Sunday circulation of The New York Times is greater than that of any other standard sized New York morning newspaper is the unsurpassed high quality of The Times readers.

The accuracy, the completeness and the impartiality of its news have established The Times as the preferred newspaper of intelligent and thinking readers.

The Times is advertising leader among newspapers in the greatest market in the world. In nine months of 1926 The Times published 21,821,052 agate lines of advertising, a new high record, a gain of 1,906,182 lines over the corresponding period of 1925, and an excess of 8,132,480 lines over the second New York newspaper. This great volume of advertising is of the highest quality, for the censorship exercised by The New York Times over the advertising submitted for its columns excludes fraudulent and misleading announcements..

The New York Times

AMERICAN PHOTO-ENGRAVERS ASSOCIATION



LOUIS FLADER
Commissioner



V. W. HURST
First Vice-Pres.



M. C. COSIGER
Second Vice-Pres.



OSCAR F. KWETT
Secretary-Treasurer



E. W. HOLSER
Executive Committee



ELMER W. HELD
Executive Committee



H. C. CAMPBELL
Executive Committee

The Bondage of Freedom



C. A. STINSON
President

FREE men in a free country voluntarily bind themselves to uphold the laws which they themselves have made, or helped to make, than which there is no greater bondage. It is an obligation of honor.

The American Photo-Engravers Association is not unlike such a free community, inasmuch as its members have given their pledge, as gentlemen, to uphold the Standards of Practice and the Code of Ethics as here printed.

The Officers, Chairmen and members of all committees, serve unselfishly and without compensation, in a co-operative effort for the benefit of all.

STANDARDS OF PRACTICE

1. Firm in the belief that "in union there is strength," this Association strongly urges that every photo-engraver be an active member of local, State, sectional and national organizations in his industry, as in no other way can he effectually aid in establishing uniform trade customs, fair competitive conditions, and the promotion of friendly relations with others in his chosen line of endeavor.

2. This Association aims to advance the photo-engraving industry by impressing on its members the necessity of conducting their business along sound and approved lines, with due attention to the problems of manufacture, selling and accounting, to the end that they may thereby render service of an increasing value, and receive reward in keeping therewith.

3. In the belief that each member of this Association should be accorded the widest liberty of individual action not inconsistent with the best interests of all, this Association distinctly leaves to the determination of each member all questions of labor, hours and wages, and avows its position in such matters to be that of the strictest neutrality. In the promotion of harmony it recommends conciliation, arbitration and mutual concession rather than force in the settlement of disagreements over these matters

and is ever ready to extend its friendly offices through conference with the interested parties.

4. Realizing that only through knowledge of the cost of his product can a photo-engraver sell it on a fair margin of profit, this Association is desirous that every member install and maintain an approved Cost System whereby he may know his cost of production and be in a position to deal fairly with the public and himself.

5. This Association is ever desirous of maintaining the most friendly and cordial relations with other branches of the Graphic Arts, and invites their co-operation in all matters affecting the industry as a whole.

6. This Association reaffirms its belief in and the necessity for the universal use of a Standard Scale as a basis for pricing the products of the photo-engraver, this to be subject to such revision from time to time as changing conditions indicate.

7. While maintaining the right of each member to purchase his supplies and materials through any source he may elect, this Association believes that a feeling of reciprocity should exist toward those whose efforts are clearly for the uplift and advancement of this industry and its organizations.

ETHICS

1. In the conduct of our business and in our relations with our competitors, our customers and our employees, justice and fair dealing should characterize every transaction.

2. In the realization that higher business standards are to be attained through the education

of our members, let each maintain an open mind toward all things which tend to better business practices.

3. Prove to our competitors that we are as sincere and honest in all matters as we could wish them to be.

YOUR STORY IN PICTURE LEAVES NOTHING UNTOLD

ADVANCE THE PHOTO-ENGRAVING INDUSTRY AND THE INTERESTS OF THE MEN IN IT

4. Take no advantage of the ignorance of a customer, nor allow our employees or salesmen to do so.
5. Make no pretense of alleged "trade secrets" or the possession of other mysterious advantages over competitors.
6. To refrain from and discourage the practice of disparaging the equipment, output or personnel of a competitor.
7. To ever strive for Quality and Service in our own establishments and use these rather than lower prices as selling arguments.
8. Take no customer's word as to propositions made by competitors, for often there are details omitted (either intentionally or otherwise) which have an important bearing on the matter.
9. Rather, maintain such a friendly attitude toward competitors as will enable you to meet them and discuss frankly the means whereby wily and unscrupulous buyers may be effectively discouraged.
10. To be very particular, when sketches or drawings are presented by a customer, in knowing that their use or reproduction does not in any manner infringe the property rights of others.
11. To see that employees, and particularly salesmen, do not misrepresent the policy of the engraver as regards the maintenance of fair prices and the rendition of full value for the money received.
12. To refuse to pay bribes or "commissions" to buyers, purchasing agents or others who may thus be induced to place orders with us. Business so acquired is sure to develop undesirable characteristics.
13. We strongly deprecate and see no need for the great majority of the so-called "middle men" or brokers, in the industry, believing that in the majority of instances the customer would be better served and at less expense by dealing direct with the photo-engraver.
14. When a new photo-engraving establishment enters the competitive field, it should be the duty and pleasure of those already in the field to establish, as early as possible, the most cordial and friendly relations with the management. Show clearly a desire to be of friendly service in avoiding possible pitfalls, and in other ways evidence a sincere friendship.
15. To avoid the very grave evils of over-equipment, let no new machinery or apparatus be installed unless a permanent need for same has been clearly established.
16. Make no estimates without knowing clearly all details connected with the work to be done, that there may be avoided any misunderstandings or disagreements with customers incident to "extra charges."



17. Under no circumstances make estimates on work done by another engraver where there is a chance that his charges are thereby to be "checked up." No one except the engraver who produced the work can know fully all the details of its production.
18. In our dealings with our workmen let us ever be mindful that there is resting on us, as employers, a grave responsibility. For we should by example and precept endeavor to inculcate the highest ideals of manhood and character, and emphasize the responsibility of every thinking man as a citizen of the United States of America, for the rightful discharge of his duties thereunder.
19. Hiring employees away from a competitor, or inducing them by other means to leave his service, must be recognized as a sure way to invite reprisal and a general demoralization of the local labor conditions. It is unquestionably the right of the workman to use all reasonable efforts to better his condition, but employers can do one another or the employee no greater wrong than to virtually become "bidders" for his services.
20. "A fair wage for a fair day's work" should be the thought in fixing the rates of pay of our employees, having also due regard to general living conditions. Securing a fair profit on all work we do is doubly necessary,—for the protection of the employer, and the just remuneration of the workman, that he may maintain himself under such proper living conditions as will conduce to good citizenship and good workmanship.
21. We should recognize that only by training all the apprentices which trade customs allow, can there be maintained a sufficient body of trained workmen in this growing industry, and that it is the duty of every employer to do his share in this most important work. Therefore, the selection of apprentices should not be left to chance, but rather be given the careful study of the employer himself, to the end that the industry be not harmed by the introduction of unsuitable or undesirable men.
22. When an apprentice is taken into the shop, much care should be taken in seeing that he be properly trained and given the opportunity to become a thoroughly proficient workman.
23. And finally, let the photo-engraver be ever diligent in business; quick to perceive the good and alert to repel the evil; ever mindful of the rights of others; as quick to take blame as to place it on others; courteous and considerate of others, particularly if they be less fortunate than himself; in every way a true American gentleman.



ADOLPH SCHUETZ
Executive Committee



OTTO RUMPEL
Executive Committee



C. R. DOCHERTY
Chairman
Membership Committee



GEORGE H. BENEDICT
Chairman
Cost Committee



V. C. HOUSER
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Publicity Committee



E. W. HOUSER
Chairman—Better Business
Practice Com.



CHARLES A. GROTZ
Chairman
Research Committee

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 563 MONADNOCK BLOCK • CHICAGO



All Dressed Up and (Most Decidedly) With Some Place to Go!

*F*rom its front cover to its last page, Delineator is animated with new sparkle, new spirit, new enthusiasm—and enthusiasm, you know, is the most contagious of all virtues.

In the pages of the new Delineator the woman of today will find a reflection and a guide for her own multitudinous and eager interests. Here she will discover the newest Paris fashion ideas for her attire—the latest mode for decorating her home—the most recent and expert advice for planning and

preparing her breakfasts, her luncheons, her dinners.

[[And, of course, a selection of the best fiction being written.]]

The trend of the new Delineator is decidedly up *and* up—in its price, in the quality of its contents and, most important, in the quality of its readers.

Have you seen the new Delineator? Then surely you'll agree that it is all dressed up and—most decidedly—on its way.

Delineator

THE BUTTERICK PUBLISHING COMPANY
S. R. LATSHAW, *President*

The new Delineator rate is based on a guaranteed circulation of 1,250,000. With the November issue the Designer is combined with the Delineator. The guaranteed circulation of the two magazines was 1,700,000. As subscriptions to both will be fulfilled with the one, it is obvious that for some time to come the advertiser will receive a gratifying circulation bonus.

The new price of the Delineator is 25c a copy

Advertising & Selling

VOLUME SEVEN—NUMBER THIRTEEN

October 20, 1926

Everybody's Business	5
Alibi-itis	19
JOHN LANDELS LOVE	
Why Cigarette Makers Don't Advertise to Women	21
LIN BONNER	
Freight Rates West of the Mississippi	22
ALBERT H. MEREDITH	
Stealing Second Base in Industrial Copy	23
R. BIGELOW LOCKWOOD	
Florida Speaks for Itself	25
ROBERT R. UPDEGRAFF	
Aren't We Overdoing the "Fictional" Testimonial?	27
DANIEL H. STEELE	
Sending the Executives into the Sales Field	28
WALTER B. PEARSON	
The Editorial Page	29
How I Selected a Surgeon	30
A MANAGER	
A Nice Booklet—But Who Wants It?	32
CHARLES W. STOKES	
A Catechism for Advertising	34
NORMAN KRICHBAUM	
The British Business Man's Luncheon	38
JAMES M. CAMPBELL	
The Mail Order House Gives the Retailer a New Problem	40
WILLIAM NELSON TAFT	
Minting the Memorable Phrase	42
ALLEN T. MOORE	
The 8-Pt. Page by ODDS BODKINS	44
The Open Forum	68
Walter R. Jenkins	76
E. O. W.	80
The News Digest	99



ON October 21 and 22 there will be held at Chicago the Thirteenth Annual Convention of the Audit Bureau of Circulations, an event that holds a conspicuous place on the calendar of every advertiser, advertising agent, and publisher. With the yearly total of advertising expenditures approaching the billion dollar mark, each annual "A. B. C. Week" gains in importance. In addition to the General Session of the Bureau there will be held, among others, meetings of the Inland Daily Press Association, the Agricultural Publishers Association, The Bureau of Advertising of the A. N. P. A., "The 100,000 Group of American Cities," and a complimentary luncheon to be given by the Western Council of the American Association of Advertising Agencies.

M. C. ROBBINS, PRESIDENT

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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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Facts not Theory About Cosmopolitan and its Influence

The real test of the effectiveness of any national magazine is its local influence—in individual markets and individual stores.

Let's put Cosmopolitan in Cleveland under the spotlight, as an illustration. There are approximately 28,000 Cosmopolitan families in Cleveland.

They Live in the Better Districts

For example, in the high class home section known as Lakewood, where rents and living standards are high, Cosmopolitan reaches *one* out of every *four and a half* families. About the same ratio holds true in East Cleveland, another fine residential district. (In a cheaper low-rent section of the East Side, Cosmopolitan reaches only *one* out of *sixty-six* families.)

Inquiries at Hotels Statler and Cleveland reveal that Cosmopolitan is the biggest seller of all monthly magazines.

At Miller's Drug Store, corner Cedar Road and Fairmont Boulevard, with six automobiles handling telephone deliveries to this high grade district, 300 Cosmopolitans are sold each month. Only one other magazine equals this number.

At Burrows, a high-grade downtown book store, only two other magazines equal the sales of Cosmopolitan.

Customers of Exclusive Stores

Sterling and Welch is considered one of the finest furniture and household furnishing stores in the country, with an exclusive clientele. A check here showed that 28% of Cosmopolitan mail subscribers are their charge customers. And nearly as many people in Cleveland buy Cosmopolitan from the newsstand as subscribe for it by mail.

Kinney and Levan is another exclusive store devoted to the sale of beautiful home equipment. 33.2% of the Cosmopolitan subscription list checked were found to be charge customers of this store. Undoubtedly, many others buy it at the newsstand.

Cleveland is only Typical

What is here shown to be true of Cosmopolitan's influence in Cleveland is equally true of nearly all important marketing centers in the country.

Cosmopolitan will deliver your advertising message to 1,600,000 worth while families,—the best customers of the best stores in all the important marketing centers.

Cosmopolitan's new "Merchandising Atlas of the United States" will give you many facts about the Cosmopolitan Market and Cosmopolitan's influence.

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.

OCTOBER 20, 1926

Advertising & Selling

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Alibi-itis

Selling Becomes a Side-line When Salesmen Are Permitted
Unchecked Indulgence in the Alibi Habit

By John Landels Love

IF salesmen devoted the same ingenuity to thinking up schemes for selling more goods that they give to improving the stock alibis for few or no orders, the transportation system of this country would break down under the sudden rush of business!"

The speaker, a sales manager, was rattled. He said in his haste things he would have toned down in his leisure. The morning mail was sorted on the desk before him—orders and reports from his sales force, and more reports than orders. Over-shadowing a modest platoon of "dotted lines" was massed a brigade of alibis.

"Some salesmen," he continued, "wear out more fountain pens than shoes. Listen to this:

"Enclosed are three orders. These represent one of the hardest days' work I have ever put in.

Called on eleven dealers who all complained, etc., etc."

The writer went on to explain that several customers had asked why the

firm had stopped advertising. He gave the weather a column and estimated the cubic area of the mud that kept the country folks from coming in to town.

"Three alibis in one breath!" commented the sales manager. "Bad business, bad advertising, and bad weather—three small orders and three oversize alibis."

"Possibly he is right," suggested a listener, himself an old salesman who knew the doggedness of rural mud.

"Before my men set out on this trip," was the emphatic answer, "I gave them certain definite authentic information regarding their territories, and other matters. This man was advised that savings banks and investment companies on his ground were doing an excellent business. There is money to burn right there if only enterprise is used by the



Photo by Lazarniek

YOUR alibis show a rich and fertile mind, John, and had you elected to become a barrister or a politician you would not now be gazing at me across this desk. We should like to have you continue with us as a salesman, but if you are to do so you must concentrate on merchandising plans a little of that brain power you have been devoting to water-tight alibis

dealer to make people loosen up. He was given good and tried methods of awakening and directing that enterprise, and he has forgotten or ignored them.

"He was told that an increased advertising appropriation was being spent. His records showed that over 300 copies of two national magazines carrying our advertising are sold each month in the town from which he writes; that two dailies we are using every week, and published in a neighboring city, sell a total of nearly 3000 copies in the same town. That gives a coverage of more than one-third the total population where dealers wanted to know why we had stopped advertising. Did he get after the dealer with these facts? You can bet he did not! Did he point out that, if weather has anything to do with business, bad weather keeps folks indoors and gives them more leisure to use our mending and knitting yarns? His order list proves he did not.

"I spent fifteen years on the road myself, and I know the difficulties the salesman is up against," pursued

the veteran, "but I'm going to tell you that if I had cultivated a natural taste for alibis I might still be on the road—breaking stones! The business of a salesman is to sell, just as it is the business of a bookkeeper to keep books. Let him once indulge the alibi habit and selling soon becomes a side line.

THREE years ago I took on a like-ly young chap who promptly made good. Inside of a year he struck a bit of hard luck and immediately he sat down on the alibi slide. Before three months were out he had exhausted all the old alibis and begun on a brand new set. His 'reason why' copy kind of fascinated me and I gave him a good deal of rope before calling him in. Finally I had to decide whether to let him out or screw him up to concert pitch once more. I decided on the latter.

"'John,' I said, 'I want to congratulate you!'

"He gaped.

"'Your orders of late have been few and far between, but I have greatly enjoyed reading your apol-

ogia for that lamentable condition.'

"He was no fool and I saw him brace himself for what was coming.

"'Your alibis show a rich and fertile mind, John, and had you elected to become a barrister or a politician you would not now be gazing at me across this desk. I assume, however, that you wish to remain a salesman. We should like you to continue with us, but if you are to do so you must concentrate your undoubted mental ability on originating sales schemes. A little of that brain power you have been devoting to evolving water-tight alibis given to merchandising plans will soon put you at the top of the list.'

He turned red. Then he turned his back, walked out without a word—a saved man.

"Alibis are as easy to get as acorns under an oak tree in October. There are only a few varieties of them, but each is capable of infinite variation, and the same remark applies to sales plans. The newest selling scheme is only an old one turned inside out and returned from

[CONTINUED ON PAGE 50]

The Fable of the Farmer-Advertiser

By *W. R. Hotchkin*

ONCE upon a time there was an advertiser who had grown rich and with playful ambition bought himself a thousand-acre farm. Owing the farm merely as a plaything, he engaged a neighboring farmer to cultivate it for him. He told the farmer just where he wanted flower beds, vegetable gardens and rows of fruit trees, and an agreement was made that the farmer was to manage the matter according to his own ideas, and that all the bills would be paid by the owner, with a commission on the entire expenditure to the farmer for his work. Less than a hundred acres were to be under cultivation.

The man thus employed, unknown to the owner, had been a former client of his, and had failed in business and gone back to the land to make a frugal living.

The farmer immediately set to work. He faithfully plowed the entire thousand acres—fertilized and harrowed it. Then he planted the flower and vegetable seeds, in the spaces that the owner had indicated, and set out the required fruit trees, in their allotted rows. Next he engaged an aviator, with his airplane, to scatter more fertilizer over the entire farm; he also had him spray water each day, and insecticides when occasion required. He was faithful, punctilious and thorough.

Bills were rendered monthly, and upon the third

month, the owner visited the farmer with much wrath in his eyes, and many large bills in his hands. "What do these outrageous bills mean, Mr. Smith, for such a small acreage of planting?"

"Why, my dear sir, I have cultivated your entire farm. Not alone the part that is producing today, but all that you hope to have produce in the future years. I am tilling all the soil and enriching it for future plantings."

"Why, this is outrageous—you are a fool, if nothing worse, Mr. Smith. Why should I cultivate and fertilize a thousand acres, when I am getting returns from only a hundred?"

"You would seem to be right, sir; but I was told differently by your account manager when he so lavishly spent my money advertising my product in every town and village in the land, while it was on sale in less than a tenth. He told me that it was always wisdom to cultivate all the territory, to prepare for future growth. And now it seems that his teaching has misled us both. I, myself, think that it would be wiser to cultivate more intensively the ground where things are actually being grown, and those stores and communities where the goods exploited are actually on sale; but I am only a farmer and I wanted to spend your money in the exact way which you had told me was best for the spending of mine."

Why Cigarette Makers Don't Advertise to Women

By Lin Bonner

OPEN the handbag of any nowadays girl between the ages of fifteen and fifty. Rummage your way through a few dozen things you find there.

What's this?

A cigarette!

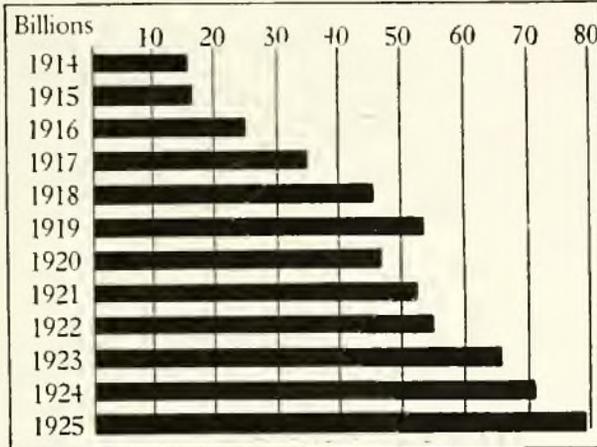
Two out of five have them—in the big cities a larger proportion.

Approximately, 3,400,000 miles of cigarettes were smoked in the United States during the twelve months that ended with June 30, 1926. Women inhaled about 510,000 of these miles, or about 15 per cent of all the cigarette tobacco puffed away in the period.

The cigarette bill of our nation for the year was about \$688,000,000. Of this the ladies contributed some \$103,200,000.

And they did it of their own volition. The cigarette makers do not advertise for the women's trade.

You'd think that with that much ash hanging around loose there'd



THE above chart shows the phenomenal growth of cigarette sales in ten years. This appeared together with the accompanying article in last week's issue of *Liberty*. We submit it to our readers' attention as an interesting commentary upon a curious phenomenon long extant in the advertising of cigarette makers

be considerably more available with a little bit of printer's-ink impulse to stir it into circulation.

Yet it isn't done. Why?

We will borrow a breakfast-food

slogan: There's a reason.

Because of the past experience and what happened to the licensed liquor business, the cigarette manufacturers do not dare to advertise outright to women, although they admit that the latter now constitute a very important part of the cigarette-smoking public. One of the biggest men in the industry, who does not want his name mentioned for the reason that the makers do not advertise to the fair sex openly, very candidly admitted to me that they are looking forward to the time when they may make a direct appeal—even now are ready.

"But not just now," he declared. "The manufacturers fear that they may draw the lightning of the busybody element that brought about prohibition—the long-haired men and the short-haired women whose lives are incomplete unless they are stage-managing the

[CONTINUED ON PAGE 46]



This poster makes an indirect appeal to the feminine prospect, but to date it constitutes the most direct appeal in this direction which we have on record



© Herbert Photos, Inc.

Freight Rates West of the Mississippi

An Annoyance to the Westerner That Deserves the Consideration of the Eastern Advertiser

By *Albert H. Meredith*

THIRTEEN or fourteen years ago, in the coal-mining center of Pittsburgh, Kan., a boot-black caught at some remark of a patron.

"Buddy," was his form of addressing the stranger, "d'y come from New York?" An affirmative led to the eager query:

"Kin a feller git a job there? I got a wife and two kids, and I'm a-goin' to git out afore the gang. The Canal's most done. There ain't goin' to be no Kansas only for the grasshoppers and gophers. Them railroad rates'll gobble up the coal mines and all the ranches."

Ten years afterward, when Panama had become a fact, a hardware jobber of Ft. Collins, Colo., uttered a typical Western sentiment:

"We helped pay for the Canal but the benefits went to the fellows on the Seaboard or the Coast. We in the Rockies do business under heavier differentials than before."

As one travels over the United States, it is highly instructive to

note that east of Pittsburgh and Buffalo a man may live a business life to its end and hardly hear the phrase "freight rates" in ordinary conversation, but that west of the "River" (meaning the Mississippi), that phrase is encountered many times a day. Hardly a local newspaper has an issue without headline or editorial to reopen the sore spot. The salesman quickly learns that freight rates outweigh discounts in importance. Unless the seller is equipped to quote transportation costs, his other quotations fall on unhearing ears.

THE difference of attitude is due to a fact that is ever present in the thoughts of people west of the River. Freight costs, everywhere, are one element in the price of goods. In the East, freight is not differentiated in thought; it is absorbed in the total cost, as are taxes or drayage. In the Middle West business houses buy with an eye to freight rates; in the South, particularly in Florida,

local industries are often hampered by unbearable freight tolls. In the West, however, freight is regarded as a sort of surtax on business.

Freight rates are high in that territory. This is undeniable. In a most fertile valley of Montana a rancher was met, whose yield ran close to forty bushels an acre. Mounds of sacked grain, suggesting the pyramids of Egypt, could be seen in every direction as one scanned the horizon. In enthusiasm, a visiting Easterner exclaimed:

"I'd think every New York farmer would abandon his land and come out here. Such crops are a fit reward for a summer's work. This virgin soil is magnificent!"

"You're all-fired near," calmly responded the rancher. "The root of all Western politics. All you see is all right. The trouble is with your eyes. You don't see the dark side of the rosy picture. All the West is bitter. Our bitterness takes all the fun out of ranching. God gave us these fine valleys; every summer we

[CONTINUED ON PAGE 56]

Stealing Second Base in Industrial Copy

By R. Bigelow Lockwood

THE World's Series is over, but fans are still tingling from the big event of the year. Let us take advantage of this aftermath and link one of the situations in the National Game to advertising copy.

It is two out and a man on first, with the score tied in the last half of the ninth inning.

In the pitcher's box a human spring is winding up. Out shoots an arm and off speeds the runner, toward second. It's a strike and the catcher fumbles the ball. Recovering it he hurls it to second base, but not quite quickly enough. The runner is safe; he is along the road that leads to the plate and in a position to score on the next hit or break. The steal has doubled

his potential effectiveness for a run.

There is something in this situation that may be applied to advertising and used in copy. If advertising copy can be made to "steal second," then the message is just that much nearer to getting over the home plate.

Analyze what stealing a base means in a ball game and you will come to these conclusions: It means beating the other fellow to it in quickness and action. It means taking advantage of an opening, assuming the initiative, and doing the spectacular thing at the right moment. And these principles that have plucked so many ball games out of the fire may be applied to advertising copy.

Turn over the advertising pages of any publication and it is a simple matter to spot the advertisements



© Brown Bros.

STEALING a base in a ball game means beating the other fellow to it in quickness and action. It means taking advantage of an opening, assuming the initiative, and doing the spectacular thing at the right moment. These principles which have plucked so many ball games from the fire may be applied by careful study to the preparation of industrial advertising copy

which are stealing second. You will know them instantly. There is something about them which gets your attention quicker than others and holds your interest. In short, they have the jump on their neighbors. Why is it? Readers may not stop to answer this question; they know only that their attention is caught; but from your standpoint your message has advanced just so much quicker and further.

Stealing second in advertising is a move that calls for generalship, just as it does in baseball. It is the signal of the shrewd manager of the team that sends a runner on his way, and likewise it is shrewd planning on the part of an advertiser that seizes an opening and catches a reader while his guard is down.

Too many advertisements are hugging the sack closely, waiting for a

safe hit. Copy that steals second gets the attention—and the cheers. Let us see how this may be done, bearing in mind that it is not our intention to deal with every angle of an advertisement, but only those that get the jump on others in the paper, and get further around the circuit while the rest are waiting to start. In baseball the first requirement of base stealing is speed. A fast get-away is essential and initial speed must be maintained, hence the ideal base stealing advertisement will have strong attention value in layout and illustration, a burst of speed in the headline, continued fast action in the copy, and perhaps a slide for the bag at the end of the piece.

Let us consult the rule book and find out how it is done.

Readers of advertisements are like the spectators at a ball game. They are watching the plays and are quick to respond to the unexpected. To be sure they do not throw their hats in the air and burst into cheers, but mentally they are stimulated by the advertisement that is lifted out of the beaten track. Whether or not their attention is held depends upon the strength of the message and the way the story is told. Many pieces of copy get off to a flying start only to slow down midway between the sacks for a put out.

A base stealer wins the attention of the crowd by action. Head down, arms swinging, legs driving like pistons, he is all action. His very motions furnish a thrill. Advertising copy, however, can run only one

way: a jump from the page toward the reader. And instead of depending on swinging arms and driving legs, it must rely upon a layout, illustration, or headline that creates motion in the mind of the reader. Only then can it jump from the page.

Let us be frank about this thing. There is nothing marvelous about it; no trick. Readers of your advertisements respond to the same applied principles a hundred times a day in matters quite apart from advertising. A certain necktie in a shop window stands out alone, in contrast to the rest of the display. A type-written letter, received in the morning mail, steals second base because of the unusual way it is spaced in regard to the margin. A pretty face, out of a thousand on the avenue, causes a twisted neck. Relief from the commonplace is instinctively sought, whether it be found in an advertisement or at the ball grounds. Faded to the point of boredom by thousands of commonplace reactions, quick response is given to whatever stands out by contrast.

Let us thus begin with the layout as one of the means to steal bases.

Naturally, the easiest way to design an advertisement is to stick in a cut at the top, drop in a headline, "write some copy" and wind up with the conventional style address, strung out in large type across the bottom of the space. This process, unfortunately, may easily become as automatic as putting on one's own clothes in the morning. Some ad-

vertisers always put on the left shoe first, others the right; but whichever it happens to be, the order is continued.

LAYOUT is a thing to be studied—visualized if we may use the term. Square cuts which have been used before in countless other layouts are deadly. It is far better to work with a photograph and pencil than with the paste pot and shears. Type can be made far more interesting than so many black letters of the alphabet. It can be placed in carefully studied masses on the page to contrast with its greatest friend and ally: white space. The latitude which governs the placement of illustrations, headlines and text is wide. To be conventional is a lazy way of making layouts, yet to secure attention it is not necessary to go to the other extreme and be freakish. The appearance of an advertisement marks the first step toward stealing a base. The general arrangement of the various units on the page is the first thing the reader sees; the first impression made. In truth the layout is the vehicle that carries the appeal; the package in which it is wrapped.

Another important factor is the illustration, to which some reference has already been made in coupling it to the paste pot and shears. A good layout is worthy of a good illustration; or put it around the other way, if you prefer. In any event an illustration, whether it be a photograph of a machine or an

illustrative drawing, should mean something more than a picture inserted to fill space. It should be planned to carry a definite message, to create a definite impression, to accomplish a specific objective.

Many advertisements in technical publications indicate by their illustration alone the manner in which the copy was prepared. Using some photograph available, or digging into the cut drawer, the advertiser will write a piece of copy around the ordinary material he has on hand. Copy prepared in this manner is usually easy to detect. Lacking originality of illustration, the text more than often follows suit; with the result that it fails to interest the reader.

In using photographs for illustration a safe rule to follow is this: Decide first on the keynote of the advertisement. Plan the type of photograph necessary to link with and amplify this keynote. If material on hand is not suitable, discard it and get a photographer on the job who can get into a new picture the atmosphere of your message.

Really good technical photographs are sufficiently rare to attract attention when they are used. Photographs posed and taken especially to illustrate a definite copy theme are priceless. Photography, therefore, becomes a part of visualization.

Aside from the class of photographs referred to, there are two types which can usually be depended

[CONTINUED ON PAGE 78]



JOHNS MANVILLE
Headquarters for
Asbestos Brake Lining and Brake Blocks

PERIOD of development and among a class of Johns Manville Asbestos Brake Lining and Brake Blocks is a large part of the success of the Johns Manville Corporation. The Johns Manville Asbestos Brake Lining and Brake Blocks are a new, improved and most efficient type of asbestos brake lining and brake blocks.

Ten-Ton Timkens



What is the most important part of a machine? The answer is the bearing. The bearing is the part that supports the shaft and allows it to rotate. It is the part that makes the machine run smoothly and efficiently. Timken bearings are the best in the world. They are made of the finest materials and are built to last. They are the only bearings that can handle the most severe conditions. They are the only bearings that can be trusted to do the job.

TIMKEN Tapered Roller BEARINGS




**Gasoline took days—
Oakite only half an hour!**

OAKITE
Industrial Cleaning Materials and Methods

MADE IN THE U.S.A. BY THE OAKITE COMPANY, NEW YORK, N.Y.

THREE advertisements which for one reason or another perform the action which the author describes as "stealing second." Johns Manville catches the reader by the unusual quality of the illustration used, while Timken resorts to daring treatment of layout which owes its success to skillful handling on the part of its creators. Oakite, by means of illustrations and headline, tells its story forcibly at a glance and scores by its pertinence to a vital shop problem.

Florida Speaks For Itself

By Robert R. Updegraff

WHEN a community is visited by a calamity and for thirty-six hours is cut off from the outside world, rumors multiply with amazing rapidity and the truth is hard to learn—even afterward.

When that community is one which has recently suffered from a dose of over-booming, these rumors are doubly destructive in their effect.

Which brings us to the recent storm in Florida.

It is doubtful if the storm did as much damage as the rumors that followed in its wake. According to reports, Florida was a wrecked state. Cities like Hollywood were wiped off the map. It would take years to rebuild it—if it were ever attempted. Florida would probably never "come back," the newspapers were agreed.

And were it not possible to stop these rumors, Florida surely would be in a serious situation. But the experience of the past two years has taught Florida the multiplying power of the printing press. And so certain of its communities and public service corporations have started after these harmful rumors in earnest. On this page is reproduced an advertisement in which "Hollywood speaks for itself." This ran in newspapers on Sunday, October 10. It confounds the rumor mongers with after-the-storm photographs of the buildings that are supposed to have been wiped out. It gives facts and figures on the property damage, and the alleged "wiped-outness" of the city.

As witness the following extracts, quoted verbatim from the advertisement:

Hollywood Speaks for itself

In Truthful After-the-Storm Photographs and Careful Figures, it Makes its Report
By Paul B. John, Mayor of the City of Hollywood, Florida

Hollywood Still There and Alive

Damage to Property

CLIP AND MAIL

CITY OF HOLLYWOOD
UNOFFICIAL REPORT

Send me a paper which can give detailed facts about the damage to Hollywood. I will send you a copy of this report.

buildings and houses had collapsed, and that properly built structures came through the hurricane with no basic damage—chiefly shattered windows and smashed roofs. Uninjured apartment houses and residences alike testify to this fact.

Three days later, the Seaboard Air Line Railway came out in the newspapers with a full page, "The Truth About Storm Damage in Florida," giving facts and figures applying to the entire East Coast.

Whatever else Florida may or may not have learned from its boom experience, it learned that there is a way to talk to millions of people about a community, just as about a commodity. And it is adopting that way to spike the rumors that might otherwise keep on spreading, to the detriment not merely of its tourist season but of its permanent

growth and development.

If you have a picture of Hollywood lying in ruins; if you see it a city of demolished homes; you have an imaginary picture that would vanish the instant you traversed one of our streets.

If you were to visit Hollywood today, you would drive over streets completely cleared of debris. You would see no destruction to sidewalks or pavements. On each side you would find all the familiar buildings standing, some of them showing scars of the storm. You would observe the business section along the boulevard crowded with automobiles, and shops doing business.

And if you knew Hollywood before the storm, you would say to yourself: "Hollywood is still Hollywood, severely shaken in spots and damaged in places, but still a sturdy and very much alive community."

For the business section of Hollywood is doing business. Six buildings were destroyed by the storm, and none of them was solidly constructed. Every well-built structure is in its place.

As you went about the city you would, if you looked below first appearances, find that lightly constructed

In spite of its unfortunate boom, and the misfortune of its terrible storm, Florida is likely to progress steadily in the next few years, and the natural way it is turning to advertising to remedy the heavy damage (in people's minds) wrought by the recent storm, leads to the conclusion that this community will develop skill in using advertising to further its development on sound progressive lines in the years that are to come.

There is an opportunity for a new and broader type of advertising than has yet been tried by any community, and it may be that Florida will be the section to develop it. It will not return so many coupons, perhaps, but it will build confidence and win friends, and with these the future of any community is safe, in spite of physical catastrophies.



BBLACK and white reproduction fails miserably to do justice to these Gallic advertising effulgencies by Jean d'Ylen in which brilliant splurges of color on heavy blacks are the rule and where bizarre effects stand out. No medium of reproduction, however, can detract much from their sprightliness

Aren't We Overdoing The "Fictional" Testimonial?

By Daniel H. Steele

MRS. PARK AVENUE, New York society leader, and woman of the world, says:

I like it. . . . It gets one about so satisfactorily. . . . It is so wonderfully quiet. . . . I think its appointments are in very good taste. . . . Altogether I should say it is as desirable a car as anyone might wish for.

This quotation from current automobile copy reflects the advertising mode of the moment. For advertising—stepchild of two of the fine arts, and first cousin to the seven authentic lively arts—follows, as they do, definite fashion trends.

Since the war, for instance, there have been three distinct periods of advertising fashion.

The oversold period produced a type of advertising in keeping with the no-sale requirements of that time: copy of subtlety—institutional copy of which no more was demanded than that it present a favorable picture of the product advertised. Nothing was too bizarre or far-fetched, provided it was *institutional*. The sky was the institutional limit.

Fatty degeneration of advertising brains set in. Advertising became effete, emasculated. It became extravagant, prodigal. And like the prodigal, when the famine of orders came, it had to return from the far country of blue sky copy to the homestead of common sense. The diet of honey was succeeded by a diet of husks. The old, proved formulæ were trotted out and dusted off: reason why, brass tacks, coupons . . . A, B, C . . . 1, 2, 3. The second period of advertising fashion had arrived.

This was the go-getter period. Advertisements were catalogues, lists of selling points. Human interest went to the waste basket. Imagination and originality were blue-penciled. The go-getter ad had less of emotion than Joe Cook. The reaction from senseless flights of abstract publicity was naturally toward a plainer, saner, more business-like presentation.

But, remember, the trend of copy fashion is like a pendulum. When it reaches an extreme it swings the other way. Gradually advertisers

and the public tire of severity in copy as they sicken of extravagance. Improvement in business conditions permits a little more latitude in advertising. The demand is for a change; something different, something new. Advertisements must be made more attractive; copy more readable. Human interest becomes the requisite. Witness the third period of advertising fashion.

The searchers for human interest borrow a device from the beginnings of advertising: the testimonial. *Voilà!* It becomes the vogue . . . and every copy writer must be in style. Great names lend their prestige to the sale of pianos and pickles, beauty creams and sausages. The duchess of this, and the countess of that, tell debutantes how to pick out a hat.

IN a *Saturday Evening Post* we find an interior decorator recommending an automobile, an octogenarian ex-Senator featured in connection with greeting cards, a famous actress praising pipe tobacco, a humorist boosting a radio, a Parisian *couturière* mentioned to draw interest to chests of silver, and so on and on.

Among the products of the Chicago market we find Red Grange giving human interest (at so much per h. i.) to meat loaf, candy bars and sweaters. The pages of the women's magazines carry mass testimonials—"Three Hundred and Fifty-two Stars at Hollywood Say—" "Optimistic, Successful People," (pictures included) testify to the rejuvenating qualities of a brand of yeast. Multiplicity of testimonials . . . compound human interest.

The latest testimonial campaign, based on the theory that men's wear styles originate in the colleges, features prominent students expressing their preferences for certain specific shirt or collar models. The student quoted is usually the one voted by his class as The Man Most Likely to Succeed, or The Best Dressed Man.

All these are modern 1926 model advertisements. Admittedly they are

in style. Therefore it is with misgivings that we inquire into the potency of their appeal.

Probably the buying motive they appeal to is that of imitation. The inference being that if Bobby Jones uses Sockem golf balls they are good enough for us. If one of New York's best known society matrons finds this car satisfactory, presumably it will satisfy my less exacting and less experienced taste. If Ann Pennington, a famous dancer, uses Blue Jay corn plasters to keep her versatile feet in condition, the ordinary pedestrian should find them efficacious in ridding his own feet of corns . . . *if she actually does!*

If she really uses them—isn't that the secret of the effectiveness of the testimonial: its genuineness? Does it ring true, or is it obviously bought, untrustworthy?

Refer again, please, to the restrained, dispassionate, almost reluctant testimonial of the New York woman for the automobile, quoted at the start of this paper. Why should one imitate this woman in the purchase of a car which finds her so cold in its behalf? She does not even admit ownership of it. She doesn't say "*my car.*" She could say as much without ever having ridden in it. Her statement suggests that she was over-persuaded to permit her name to be used, and carefully censored the copy to prevent any note of actual endorsement from creeping in. It is possible that her testimonial was spontaneous and unsolicited, but it fails to give that impression.

IN a later advertisement for the same car, however, a professional woman speaks in its favor with more plausibility. Without too great a stretch of the imagination, one might see the car proving itself ideal for her use. It is a more sincere, genuine testimonial, more likely to inspire others to imitate her in the purchase of the car.

Fancy the strain on your credulity to believe that Red Grange became so enthusiastic over the goodness of a candy bar, the nour-

[CONTINUED ON PAGE 84]

Sending the Executives into the Sales Field

By *Walter B. Pearson*

President, International Airways Corporation

OFTEN in my experience as a general executive in charge of sales, I have been asked by my associates, in the executive family, why I felt it necessary to spend so much of my time in the field. My answer has been that I consider no man capable of formulating policies for, and directing the work of, a merchandising organization who is not himself in the closest possible touch with the actual field of action and the changing conditions governing it. It was suggested that, if I had competent men in the field and received from them the right sort of reports—say, daily or weekly—I should be able to judge from them, and from a record of orders received, just what was going on in the field. I could consequently still be at headquarters to lend my aid and counsel on general matters appertaining not only to sales but also to the coordinate branches of the business, which it is necessary to keep properly synchronized.

But before you can have proper understanding you must have accurate knowledge; and my contention is that no one who depends solely upon what arrives in the mail, is competent to do anything worth while in the real creation and management of any worthwhile business.

The reasons for this opinion, particularly as it concerns a general marketing executive, are not far to seek. Selling is like life itself: always changing. As change and growth or decay are essential characteristics of life itself so are they of selling. A product may be exactly suitable for one part of the country and either apparently or actually not quite satisfactory for some other part.

Therefore, in conducting vital selling campaigns I have followed the only plan I felt that I could employ consistently: I have gone out personally and met the men who sell, the dealer or manufacturer who



buys, or the user or consumer, as the case might be. In this way I have discovered and determined for myself just what course should be followed to achieve the desired end.

A practical example of actual results which has come under my personal observation and experience, may serve to illustrate the way this method works.

ACERTAIN very large company marketing food and other specialties decided some years ago that local conditions in Cleveland required a special brand of one of its leading products to meet strong local competition. With the data at hand, and some half-baked theories in letters from the local salesmen, the company designed a new brand of the highest quality; much better, in fact, than the local brand. As the leading locally-made dominating brand gave premiums, it was decided that this new brand also would give premiums, but that its premium tokens should have four times the value of those of the leading competing brand, and that the premium redemption stations should be located upon the main downtown busi-

ness street, instead of in the cheaper neighborhoods.

Then the company proceeded to make strong selling and advertising plans, including the distribution of free samples. By combining their sales work with that on their other successful items they secured almost perfect store distribution. Their local advertising was ably conducted. A year went by, and aside from the primary spurt in sales due to securing initial store distribution the result was the establishment of a very small, settled business.

The following year more samples were distributed and more advertising done, but with no appreciable result in new business. Although the price to the dealer on the new brand was somewhat lower than that of the competing brand, and the price to the consumer was the same on both brands, the sales did not increase. As a consequence the home office lost interest in the brand except to use it as a horrible example of the sales department's failure to produce.

About this time a new sales executive was brought in. He was told, among other things that were expected of him, that he must get results from this local brand in Cleveland; that it had cost the company a lot of money; that it was losing money for the company each day; and that the company had a right to expect better things of the sales department. The new executive believed in first-hand investigation, and soon packed his handbag and went to Cleveland. He knew from experience that by asking dealers leading or skilfully worded questions you can get, or seem to get, about any answer you want. He did not do that. He did not go to Cleveland with any preconceived theory to prove. He went to get facts and make a cold-blooded analysis of the local situation. His first effort was to discover the various neighborhood characteristics, the

[CONTINUED ON PAGE 70]

THE · EDITORIAL · PAGE

Increasing Hazard of Instalment Selling

WITH sales based on deferred payments now aggregating in excess of \$6,000,000,000 annually, as developed by a special committee of the American Bankers Association, it is time manufacturers began to consider seriously the hazard of this method of selling. One industry after another has ceased to depend on the old way of selling based on current income, and has gone out for a slice of the American public's future income, until it has come to pass that a very large portion of the country's purchasing is being done today with the coin of Expectation, rather than with cash.

So long as business is good, Expectation may be accepted at face value, but let business slump, with the attendant industrial lay-offs and the inevitable office pay-roll paring, and Expectation will lose its paying power. When that day comes—and it is practically certain to come ultimately—the public will begin to turn merchandise back on the merchants from whom they "bought" it, and merchants in turn will begin to cancel orders and return shipments to manufacturers. Doing business with the coin of Expectation will then be unpopular all round.

ADVERTISING AND SELLING believes the time has come to face this prospect, and for individual businesses, and whole industries where possible, to begin to shape their policies and exert their influence toward healthier selling methods. Insisting on larger down payments and shorter periods for completing payment is one practical way to improve the situation without causing any serious disturbance or risking a heavy curtailment in buying.



A New Creative Work

BEGINNING as annual social junkets, and recovering from a mistaken step toward price agreements, the trade association in America is now emerging into a remarkable creative era. It is using its cooperative effort, in many instances (sure to grow in number) in a creative way for the benefit of the industry as a whole. Needless to say, this is via the road of advertising, research, cooperative sales effort; for these are the only tools capable of doing the job.

The lighting fixture manufacturers—to select at random one of the industries which has modernized and organized itself—has now begun activities which cannot but result in lifting it out of the sorry condition into which the peculiarities of trade practice have put it (the short-sightedness and strategy, for instance, of builders resulting in putting into homes very cheap and nondescript lighting fixtures).

The new procedure calls for a remarkably thorough housecleaning; codes of ethics, higher standards of manufacture, united educational effort, broadening of consumption and enlightenment of both trade and consumer.

It is not at all unlikely that the greatest single source of advertising in the next ten years will be the trade association groups who will unite to broaden their industry, increase consumption and advertise effectively.

Making Advertising An Oath

A SPEAKER at the Cleveland convention of American Industrial Lenders Association the other week made the novel statement that an advertisement should be as sacred as an oath in court. He was of course directly referring to the advertising of lending companies. One can readily understand how such advertising particularly should be worded with the greatest conscientiousness.

The idea of an ad writer "swearing to" his copy is enticing to those who want to rid advertising of misrepresentation. It would obviously not deter the fake and fraudulent advertiser, however, if an affidavit were required covering his advertising statements. And such is human nature that many honest people would swear to statements which were not in accord with fact. To prove this, listen to five witnesses of an automobile accident and their contradictory statements. People's powers of observation or capacity to state truth differ amazingly, even among thoroughly conscientious folk.

Oaths are somewhat outworn methods of adducing fact. The trained newspaper man and the trained advertising man, full of the lore of words, the spirit of sincerity and a grasp of public psychology, can get nearer to truth than any other person, however well-meaning, and however aided by the proverbial "stack of Bibles." In advertising, as in virtue generally, it is not enough to *intend* to tell truth; one must also make it *seem* truth.



The Old Market—or the New?

A GROWING concern, manufacturer of a specialty in the electrical field, is planning to extend its markets. With the plant in Chicago, sales for the four years of the business have been concentrated in the Chicago territory of seven States, plus only a healthy volume centering about New York City. The product is hardly ready for national marketing, nor the company in financial shape to risk too rapid expansion.

"All our information," states the puzzled owner of this business, "shows Iowa and Illinois with high density for our article. Does that mean that these markets are saturated? Or would it be wise for us to go elsewhere, say Texas or Alabama, where electrical service is newest and where appliances have not been heavily sold?"

Viewed from another angle, this problem becomes a choice of highly competitive selling in a field where the use of the product is rather general and the "easy selling" has been gobbled up; or of pioneering in untried markets where the brunt of selling will be that of creating the demand. A satisfactory answer hangs on that most intangible of all marketing information: what is the mood of the non-owner, what his reasons for not buying?

How I Selected a Surgeon

By a Manager

ADVERTISING managers will, I am sure, be interested in the success I recently had in selecting a surgeon by a new and unique method, following the principle I had previously worked out with great success in another field, which I do not feel at liberty to specify.

I had suffered—Oh, I had suffered!—the tortures of the damned. Every day, every hour, every minute, every few seconds, I was in the most intense agony, and I wanted relief.

But I wanted safety too. Yes, quite as much as I wanted relief, I wanted safety. I had heard so many terrible tales of long illness and even death resulting from carelessness in operations of the sort I knew I should need that I preferred to suffer in silence rather than walk into the greater agonies which might follow the least lapse from prophylactic vigilance.

The other requisite was skill. I knew I was far beyond the scope of a mere dub. I wanted the best there was, for my case was individual and peculiar. I knew it. No ordinary case ever punished its victim as mine did, and nobody ever before had gone through the intricate anguish that beset me from end to end.

I saw signs of surgeons in windows on either side of me as I picked my tortured way to the office. I had friends galore who told me marvelous tales of how Dr. So-and-So or Dr. Whoozis had done them great good. But my problem was peculiar and I dared not trust to another's experience or to the misleading evidence of ability to pay rent on a costly and busy thoroughfare. What I needed was a rare combination of relief, care and skill, and I was stumped to know how I was to find it.

At last I had an inspiration. I would send to a selected list of the very best, a questionnaire. I would sift this thing to the very bottom, get the real facts and then I could act with complete assurance.



And so I did. I got up a list of a hundred of the most searching questions you could imagine. I tell you, those old boys sweat out the truth before I got through with them. Modesty forbids my telling you what all the questions were but here are some of the more relevant ones:

1. Name and address.
2. How much rent do you pay?
3. Do you pay it regularly? If not, why not? If so, why?
4. Are you a grammar school graduate? High school? College? Medical school? Dates of each.
5. What were your final grades in osteology, *materia medica*, anatomy, biology, etiology?
18. How many patients on your list actually live? What are they in for?
19. What treatment do you follow in the five most interesting cases?
28. How many patients have you lost to other physicians during the past five years? Names and causes of their leaving you?
29. To whom did they go and how long did they stay there?
30. How do you pay your nurses, assistants, anaesthetists?
31. If I die on your hands, is their pay docked in any way or are they paid in full as usual?

32. If I needed a nurse would she be a blonde or a brunette?

33. Would she have flat feet?

56. What experience have you had with my ailment, which I can describe to you if necessary?

57. Detail your method of procedure in cases of extreme gravity.

60. Do you mind if I call up some of your patients and ask whether you are any good?

70. While I am out of commission, if that becomes necessary, would you tend my furnace for me, or would you send one of your helpers to do it?

82. How about my diet?

87. Did you ever want to murder anybody who irritated you?

88. If you were to stab me in a vital part, how could I prove that you didn't do it on purpose?

90. Where do you get your instruments? Are they pretty good?

95. What size scalpels would you use on me? And what other instruments, if any?

96. Do you, when operating, wear:
- (a) A cap?
 - (b) A mask?
 - (c) A robe?
 - (d) Rubber gloves?

Give brand of each and date when last sterilized.

100. Submit a rough outline of what you would do to me if I put my case in your hands.

Promptly at the hour set I received from each surgeon a personal messenger bearing his full answers to my list of questions. And then for a couple of hectic weeks I stewed over the responses.

Finally it simmered down to three surgeons, any one of whom seemed good enough to take a shot on, but I was unable to decide. At last I determined to stake everything on the answers to questions 14 and 15, in which I had craftily asked for color of eyes and hair respectively. And there I found my solution to this harrowing problem. Two had blue eyes, and one had brown. And

[CONTINUED ON PAGE 48]

BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

Barton, Durstine & Osborn

INCORPORATED

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

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

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



NEW YORK
383 MADISON AVENUE

BOSTON
30 NEWBURY STREET

BUFFALO
220 DELAWARE AVENUE

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

A Nice Booklet—But Who Wants It?

By Charles W. Stokes

MR. J. B. GOFF, of a Tacoma, Wash., agency, writes the editor of ADVERTISING AND SELLING in part as follows:

"Our service department is constantly producing folders for community and hotel advertising. There are many notable folders issued by certain sections of the country or by groups such as our Hotel Association. There is the Redwood Highway folder, the Coast Highway folder, and the most recent one on the Pacific Highway. We are acquainted with the various methods of distribution, and the 50,000 folders which we produced for the Southwestern Washington group were distributed through such channels as 'Ask Mr. Foster,' Peck-Judah, automobile clubs and chambers of commerce. There can be no question but that there is a terrific waste in this distribution, and I, for one, would be particularly interested in an article dealing with folder distribution where there is limited direct inquiry for them."

Nothing is more dangerous to generalize about than the travel habit, for you have to take into consideration income, time, climate, season, business conditions and the portability of a family, as well as the personal or æsthetic equation. The enormous range of travel interest in this country affords results, therefore, in dual competition—not only competition with other interests, but internal competition between vastly different resorts. It may not be without interest, for example, that this inquiry followed me in the mails down to Newfound-

land—a remarkable little British country at the mouth of the St. Lawrence Gulf, separate entirely from its neighbor Canada—and Newfoundland is one of the latest recruits to the regions which are endeavoring to promote a tourist trade. As little known as it is, it was surprising to find comparatively large numbers of tourists coming in on the Boston steamers, and as most of them came for the mere adventure of discovering Newfoundland, one wonders a little what they expected to see. How many were diverted from California or Oregon? What is the cost per unit of getting tourists to a new country like Newfoundland, and for such a short haul, compared with countries that have ridden on the crest of a triumphant tourist boom like the Pacific Coast or Florida?

The inquiry opens up, of course, the whole question of waste in advertising—about which full-length

articles, academic or otherwise, could be and have been written. It seems to me that the fundamentals of such a discussion are three: basic waste, in which the wrong methods or the wrong appeal is used; coverage waste, which implies the employment of duplicate mediums without adding to the potential results available without their use; and competitive waste, which means that the customer puts you to the expense of making your sales proposition to him and then buys a somewhat similar article elsewhere.

Direct mail advertising involves all three kinds, but particularly the last. We can ignore the mechanics of the mailing list upon which the direct mailing is based, and assume that it is as nearly efficient as possible; also we can assume that as nearly as possible one hundred per cent of the recipients are genuinely interested in the article advertised and that the sales message reaches them personally and in a moment when they are not prejudiced against it. But it does not follow that the receipt of this message reduces them to a state of hypnotic trance, nor that they automatically lose any tendency they may have toward deferring a decision until they have "shopped around."

Shopping around is one of the most cherished privileges of the travel customer. The expansion in travel during the past few years, due to motor touring and heavier railroad and steamship advertising, has opened to him such a bewildering variety of delectable places, that he would need to be very stern-



Courtesy Canadian Pacific Railways

THE travel customer can not be sold until he is in the mood to travel. The highest percentage of waste is found in sending a large number of transportation folders to people who have not requested them. When, on the other hand, the prospective traveler goes "shopping" for pamphlets, not one of them is wasted if a single booklet has induced him to start the journey

Record Traffic, High Earnings And Railway Purchases

THE present banner year of record traffic and high earnings is indicative of a continuation of, if not an actual increase in, the present large volume of railway purchases. And remember, the steam railway industry normally represents a more than two billion dollar market for technical products and materials.

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

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

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

608 S. Dearborn St., Chicago 6007 Euclid Ave., Cleveland
New Orleans, Mandeville, La. San Francisco Washington, D. C.
London

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

The Railway Service Unit

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



A Catechism for Advertising

By Norman Krichbaum

THOSE of us who tend the altar fires of Advertising have found her an impatient mistress. Her never-ending demands for instant action leave us little leisure for fire-side cogitation. It is one long classic track event, in which Closing Date seems to be constantly gaining on Copy. Under such day-in-day-out pressure, the mental pursuit of any philosophy—even one which might relate to advertising itself—is largely foregone. Few of us feel that we can speculate long on whither we are going—we only know that we are going and can't afford to stop.

It may, therefore, seem superfluous and idle chatter (at least for a chap not too senile to scribble at copy or paw over old electrotypes) to intrude such a thing as a "catechism for advertising." Yet certain significant questions about the future of advertising, not only as an institution but as a movement, recur to me in the comparatively tranquil intervals between the client's O.K. and the first proof. I think they must occur, more or less vividly, to nearly all advertising men who like a compass to steer by.

So perhaps it may not be altogether juvenile to set down mechanically some of these queries on paper. I am aware beforehand, though, that a pen-venture like this is almost sure to turn out to be a very stiff and formal mode of sketching a vision of the future paths of advertising. After some reconnoitering, I can set my clumsy finger on an even dozen question marks to be hung on the subject of our inquisition. I suppose, according to precedent, there ought to be "fourteen points" to this affair. But twelve there are.

And about these twelve advertising people can afford to do at least some street-car or dentist-office thinking. Here goes:

1. How will the future deal with that great enigma: agency account turnover? Agitation over this phase of agency policy comes mainly from the agencies themselves. Will agencies, as a means of self-protection and good economics, voluntarily bring about a condition of greater stability of accounts? Will advertisers do it for them? Or will advertisers insist on a perpetual right

to shop around, because they believe agencies "go stale"? Agency service, indubitably, is not standardized shelf-goods, but differs widely, depending on the agency. Yet account turnover is expensive for agency and advertiser alike.

2. What does the future hold for the fortunes of direct mail as a medium? Is it fated to make big inroads on magazine advertising? Perhaps it will pick its own laurels fresh from the bushes, rather than clip them from the hoary head of publication space, and thus add to, rather than borrow from, the general volume of advertising. Perhaps the government, through postage rates, will make direct mail considerably cheaper. Perhaps, on the other hand, it will take advantage of a juicy opportunity for revenue, and make mail advertising far more expensive. As for direct mail itself, will it be able to establish its contention that its race is just begun, and that it will prove a revelation in more profitable results for a wide sector of the advertising circle? It should prove more easy for direct mail to check up on results than publications, a fact which may be a sword over its own head.

3. Is there going to be a stern reaction toward better copy? Copy mediocrity is still rampant with us. The day may come when most copy will be a finished product in the same sense that literature is a finished product—when it will actually have to be done by artists in words as well as by ingenious and constructive thinkers. It may be that not enough of us have thought of copy in terms of *space cost*. How many \$3,000 advertisements contain \$3,000 copy? When we do come to think about copy in terms of dollars, dollars spent to publish it, we may be rather appalled at the nonchalance with which we have been filling expensive space. And space may be bought as a place in which to put fine copy, instead of copy written to fill up space.

4. How about that moot topic, the fifteen per cent agency return? Will that arbitrary basis of agency revenue bear the test of time? We have to weigh its fairness, its adequacy, its logic. Perhaps a return more commensurate with the record written into an agency's past may even-

tually replace this method. Some agencies undeniably do more and better work for their fifteen per cent than others. Likewise, an agency starting off an account gets this percentage right along, and is not financially advanced for its efforts as an individual is by salary raises. It can bank only on the growth of the account, and if the account lacks the potentiality for large growth, the agency will not be better paid even when its increasingly effective work reduces sales cost.

5. Take the question of where advertising stops and merchandising begins in agency service. Can this be settled, and an actual province for advertising service set up, with boundaries over which selling assistance may not stop? Involved with this is the question of what a publication sells when it sells white space, and how far it should go in edging behind the counter to sell goods. As advertising becomes more completely and imposingly a profession, it may behave as the medical specialist does, and decline with impunity to make excursion beyond its appointed dominion. On the other hand, it may find sales activities "wished" on itself, and the eventual amalgamation of sales and advertising may be no pipe-dream.

6. Will virtually every agency which begins as a "technical agency" necessarily harbor ambitions to evolve into a "national agency"? Perhaps the field of the technical, trade-account agency will become so specialized and so remunerative that this type of agency can afford to forget "national" ambitions. The urge to service big accounts may also subside as manufacturers realize the thing that looks like an inescapable axiom of future industry: that mere sales volume may often well be sacrificed in favor of sales profits.

7. From what training-camps will the future warriors of advertising be recruited? Are agency executives, especially, going to grant more friendly cooperation to schools where advertising courses are given? If they do, the business will take on a distinctly more professional tone. Advertising juniors, then, like lawyers or physicians, will step into



THE only newspaper
in America that has
more than a million
daily circulation—

THE  NEWS
New York's Picture Newspaper

The net paid circulations of the News as required for government statement, for the six months ending September 30, 1926 are 1,082,976 copies daily only and 1,244,316 copies Sunday only. The average net paid circulations for the month of September 1926 were daily —1,140,710; Sunday—1,312,774.

—and the strongest advertising
medium in New York today!

their novitiate by virtue of technical training, rather than "by guess and by gosh."

If advertising men continue to cold-shoulder these sources of training, the incubation of good material may be cooled down. Advertising rudiments, language and psychology have to be taught somewhere. Have the agencies time and money to teach them?

8. Consider the myriad products advertised exclusively or mainly to women. Is the feminine angle in such matters to be more closely approximated by a much larger representation of women in the roster of advertising "men"? The market study and the creative side of such publicity may be found to gain immeasurably by completely letting down the bars which according to some conceptions the unfair sex have put up against the fair sex. Even now these bars are slipping.

9. Where is the "big space" complex due to lead us? Nearly every advertiser who is financially able

uses full pages now. Will not the self-created competition of advertising against advertising some day see a limit? The successful advertiser of the future may obtain domination less through space than through ideas, copy, layout. Expansiveness may well smash against a barrier of expansiveness, or of over-crowding. Not everyone can dominate, though American advertisers have manifestly not yet learned this. A corollary may be that advertising genius will be at a premium to make smaller space pay.

10. This with particular reference to the smaller agency: Isn't the great tide of research broadening to take in *all* advertising service? The day may come when brains in planning (ground-work, research, market surveys) will be set in importance above brains in executing campaigns. Conversely, how much "research" now is merely part of a great furor; imposing, but useless and inapplicable?

11. As the advertising business at-

tracts young men in greater numbers (as it increasingly does) service may multiply faster than the demand for it. America, the seat and center of advertising, may even find herself exporting its proselytes to Europe and beyond, to act as missionaries to the world at large. And conceivably, as the supposedly fabulous rewards of the profession create a surplus of talent, those rewards, such as they are, may decline, with the result that advertising men may receive less money and advertisers themselves profit thereby.

12. Will important new classes of advertisers be created? The recalcitrant churches, for example, have largely been won over. They have been won over because church material, church-goers, were needed. Their alignment with advertising overcomes any so-called "ethical" objection which other coy individuals or institutions might entertain. Yet doctors, lawyers, dentists, and colleges—or the best of them—remain

[CONTINUED ON PAGE 75]

A "Practical Man"

By Robert K. Leavitt

Secretary-Treasurer, Association of National Advertisers, Inc.

I KNOW a man who was fond of scorning his more studious acquaintances as theorists. And this was somewhat amusing; for there was probably no one of them who cherished as many theories as he, or whose procedure in the ordinary affairs of life was regulated by so blind an adherence to pure, unquestioned theory.

The man of whom I speak had a great deal to say about the sales and advertising policies of a concern which his family controlled. The sales end of the business was run strictly according to his theories. Especially about advertising he had an unlimited number of pet beliefs. He would have been insulted if one had spoken of these beliefs of his as theories. Sometimes he would admit having "hunches." But more often he thought of his prejudices as "horse sense." And, as every practical man knows, horse sense consists of unalterable convictions that need not be arrived at on any rational basis at all.

He believed, for example, that a certain magazine was indispensable for the advertising of his concern.

This belief was not based upon any acquaintance with the details of its space or circulation, for he could not have told you within a half million copies how large its circulation was, or what size of towns it went into, or how much people paid for it; why they read it, or what kind of people read it. As a matter of fact he did not really know (though he had his theories about this, too) what kind of people ultimately bought his product after it had left his hands and passed through those of the jobber and the dealer, or why they bought it. But he did know that his wife read the magazine in question and that was enough for him. It was the sole basis of a theory in accordance with which he spent a good many thousand dollars each year.

He had a raft of other theories. Newspapers owned by certain interests were, he believed, read only by the highly undesirable, and hence must be bad mediums for advertising. Pictures of pretty girls were the best advertising. There was no such thing as an optical center of a page; there was one center and

any man of sense knew where that was. Put the trademark there. And so on.

Now I submit that there was a *real* theorist for you. Beside him the analysts, the experimenters, the students of recorded data are hard boiled eggs.

It is one of the fascinating things about this business of advertising that more and more the "horse sense" type of theorist is vanishing, because his prejudices are proving themselves to be infinitely expensive. And the man with a wholesome respect for facts and for methods of determining facts—the man who used to be scorned as a theorist—is coming into his own.

The engineers, the architects and the medical men found out long ago that the truly dangerous theorist is the man of unreasoned but unalterable prejudices and that the truly practical man is the one whose reverent regard for facts is so great that his conscience will not let him accept them till they are proved. A reverent regard for dollars and cents is happily driving us sellers of goods to the same conclusions.

Press-To-Reader Service



For Farm Families

Farm homes on the main highways in the vicinity of Des Moines no longer wait while their newspaper takes its turn at the postoffice with the other mail. The Register and Tribune's own motor delivery service has changed all that.

Twenty-nine special motor carriers serve these rural families. These carriers deliver only The Register and Tribune. There is no sorting. There is no delay. Each carrier gets enough copies for all the yellow boxes along his route. He is away at his work before the ink on the paper is dry.

Thousands of farm families, some as far as 50 miles from The Register and Tribune plant, benefit by this speedy press-to-reader service. The news comes to them fresh . . . "hot" off the press in true Register and Tribune style.

Such service as this is typical of the enterprise of the circulation organization of The Des Moines Register and Tribune. Today The Register and Tribune reaches every third family in the state of Iowa with a circulation of 180,000 Daily and 150,000 Sunday. The circulation of The Register and Tribune exceeds the combined circulations of the nineteen other daily newspapers within the center two-thirds of Iowa.

Des Moines Register and Tribune

The British Business Man's Luncheon

By James M. Campbell

NOT long ago a girl of sixteen or seventeen, accompanied by her father, boarded the "President Roosevelt" at Plymouth en route to Bremen. A Philadelphian by birth, she lives and has lived for nearly ten years in one of the factory towns of Yorkshire, where her father is in business.

Their first meal aboard ship was breakfast. It was the sort of breakfast which is served daily in millions of American homes: grape fruit, shredded wheat, boiled eggs, hot buttered toast and coffee, made as only Americans make it. Turning to her father, as she was drinking the second of three cups of coffee, this young woman said, "Dad! This is *real food!*"

The American who visits England or Scotland knows exactly how this young person felt. Within a week of his arrival, he gets oh, so tired of "hot joints" and "cold viands," and suet pudding and lukewarm "lemonade"—aerated and served from a bottle; and he longs, with a great longing, for "real food." He can, it is true, order something from the grill—I am writing, now, of what happens during the noon hour, but that takes time and the result is not always what one hoped for. So, after half-a-dozen ineffectual attempts to get real food, the visitor orders what the Londoner orders, consoling himself with the reflection that "some day he'll——."

What does the Londoner order—that is, order for luncheon?

I think I can answer that question, for, during my six weeks' stay in London, I made a point of taking luncheon at restaurants which cater particularly to business men. Many, perhaps most of these restaurants are patronized by "proprietors," to quote the language of a man who lunched with me twice and who is



© Witherington Studio, London

LYON'S CORNER HOUSE is but one of several large restaurants in London that cater to the moderately sized purse with ambitious tastes. It is always crowded with people of restricted means who are attracted by the elaborate decorations, vigorous orchestras, and inexpensive meals, well served for the price

a "proprietor," himself. Others are less pretentious, being a sort of London equivalent to our popular-priced eating places. Their patrons, I feel safe in saying, are office-workers who are paid a relatively small "screw." The charges in these places are very moderate.

Large cup of tea	2d. (4c.)
Pot of tea	4d. (8c.)
Basin of bread and milk	4d.
Welsh rarebit	5d. (10c.)
Poached egg on toast	6½d. (13c.)
Bacon and egg	9d. (18c.)
Ham sandwich	4d.
Stewed lamb and peas	9d.
Steak and kidney pie	8d.
Cold tongue	9d.
Potatoes	3d.
Apple dumpling	4d.
Charlotte russe	4d.

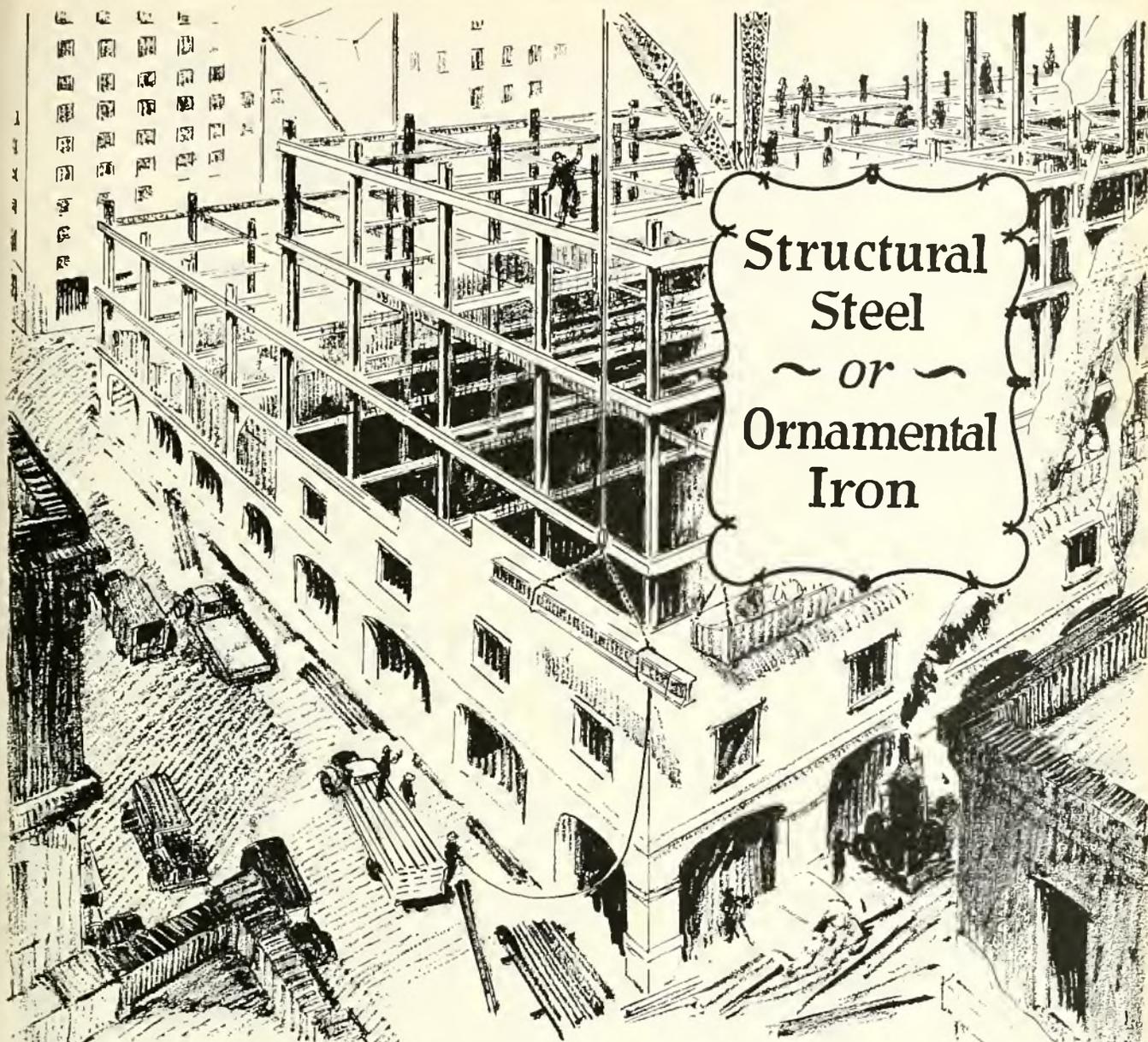
for which at least twice that would be asked on our side of the Atlantic.

The menu of a very good business man's restaurant, located near the House of Parliament, was:

Cream of potato	6d. (12c.)
Mock turtle soup	6d.
Fried plaice	1½s. (36c.)
Steak and kidney pudding	1½s.
Boiled beef and carrots	1½s.
Roast lamb and mint sauce	1½s.
New potatoes	4d. (8c.)
Spring greens	4d.
Peas	6d. (12c.)
Cauliflower	6d.
Fruit salad	6d.
Cabinet pudding	4d.
Sago pudding	4d.

At one of Slater's restaurants I had, one day, a *table d'hote* luncheon

[CONTINUED ON PAGE 51]



Structural
Steel
~ or ~
Ornamental
Iron

—Lest, in this art of advertising, we neglect the business of building—

ARE you sure of the inner strength of all your advertising? Do you *build* in the safety before you *build on* the decoration and the dazzle?

Lately, those business-minded advertising agencies that plan their daily duties in terms of future fortunes are putting up sure frame works of business-paper promotion. In our field, they are talking business to the world's biggest "dealer," biggest buyer, biggest advertiser, biggest seller. They are winning the confidence of the merchandising leaders in every community—the stores that pre-select the public's purchases and

focus all their supreme sales-power at the critical point-of-final-sale.

They are using the Economist Group in a large and increasing way for two clear reasons—[1] because of its unique contacts with the ten thousand *leading* department, specialty and dry goods stores—and many thousands more on the second level, *contacts not even approached by any other publication or by any other concern of any kind*; [2] because they have learned by experience the good sense of building the framework first—and of keeping it in good repair!



The ECONOMIST GROUP

239 West 39th Street, New York—and principal cities

"TELL AND SELL THE MERCHANT—AND HE'LL TELL AND SELL THE MILLIONS"

The Mail Order House Gives the Retailer a New Problem

By William Nelson Taft

TO those on the outside of retail business—to the great mass of the people generally referred to as the Buying Public—the sale of goods through stores probably appears to be going along just about as it always did.

The public may be cognizant of the fact that big department stores have extended their sphere of operations within the past few years, that chain after chain of smaller stores have sprung up and extended their links into all sections of the country, that two of the largest mail-order houses have recently made some changes in their policies and that installment sales have become so widespread that it is now possible to buy practically anything from a Rolls-Royce to a paper of pins on the down-payment plan.

The public may be cognizant of these facts—and again it may not; for the hundred million persons who buy goods throughout the United States pay but little attention to the mechanism which serves them. So long as they can obtain what they want at what they consider a reasonable price, without undue inconvenience, they are satisfied.

Their position is very much like that of the owner of an automobile that is running smoothly. The chances are that he doesn't understand what is going on under the hood—and he doesn't care, so long as no active trouble develops.

But, behind the scenes of retailing, under the "hood" which conceals the complicated machinery of distribution from the sight and knowledge of those whom it serves, a number of changes are going on which are causing merchants in general to speculate on the eventual outcome.

One of the most important of these developments which have marked the past few months is the marked change in the activities of the two leading mail-order houses which, for years past, have been content to dis-

tribute their merchandise to customers solely through the facilities offered by the Post Office Department.

It was a change in the habit of life of the buying public itself that led to this alteration of the policies of the catalogue houses, for the last decade has been marked by the popularization of the automobile and the extension of good roads to such a degree that a trip of ten, twenty or even fifty miles is no longer the "event" that it formerly was. Even if the nearest town is a hundred miles away, the farmer and his family make the trip today more frequently than they were formerly in the habit of journeying a tenth of that distance.

AS a result, the hand-writing on the wall is apparent, so far as further progress of mail-order business is concerned; for, other things being equal, the public would much prefer to buy where merchandise can be seen and handled in advance, where deliveries can be secured without charge and where credit facilities are available.

This does not mean that the sales volume of mail-order houses is due for a sudden and precipitate slump, for buying habits change slowly and it will take some years for the full force of the changed conditions to make itself apparent. But it does mean that the mail-sale of merchandise has come close to its peak, if it has not already passed it, and that the development of the catalogue houses in the immediate future will be along new lines: lines in the nature of a flank attack designed to offset the expected decrease in volume in connection with the former method of doing business.

The first indication of this changing attack was apparent last year when Sears-Roebuck and Montgomery-Ward opened the first of their local outlets: department stores where goods could be bought over the counter at the same prices charged to mail customers. At first, this was frankly an experiment. But

the move has been so successful that steps are being taken to expand it materially, and the passage of the next five years will probably see the establishment of a number of these large local sales-depots which will act in the dual capacity of department stores and convenient centers from which goods can be mailed to customers in the nearby territory. Montgomery-Ward already has stores of this nature in Chicago, Baltimore, Kansas City, St. Paul, Portland, Ore., and Fort Worth, Texas; while Sears-Roebuck's retail outlets are located in Chicago, where three stores are operating, Evansville, Ill., Dallas, Kansas City, Seattle and Philadelphia.

All of these stores are located well outside of the established shopping center of the city and, in the case of Philadelphia and Chicago, the Sears-Roebuck policy has been to place the outlets in such a way as to throw a trade wall about the community, thus insuring patronage from the outlying districts on all sides. The present Philadelphia store is some ten miles from the Chestnut Street shopping section, well out toward the northern end of the city; but a site has been purchased for another big store at the western end of Philadelphia, and the Chicago firm is reported to be considering the establishment of still another branch in the vicinity of the new Pennsylvania station, considerably closer to the heart of the present retail district.

ALL of this, of course, forecasts new activities on the part of the mail-order houses, and presents another problem with which the local merchant must contend; for the low overhead of the "mail-order department stores" and their volume-buying power gives them a tremendous advantage in the offering of special price leaders—though it has been proved time and again that progressive independent stores can and do offer approximately the same prices as the mail houses, quality for quality and, in addition, provide credit

Portions of an address delivered before the Second District Convention of the International Advertising Association at Lancaster, Pa.

Highest In Cleveland's History!

AVERAGE DAILY CIRCULATION OF THE CLEVELAND PRESS FOR THE SIX MONTHS ENDED SEPTEMBER 30 IS

227,856

Largest Daily Circulation in the State of Ohio!

Breaking all records for daily newspapers in the State of Ohio, The Cleveland Press now has a total average circulation of 227,856. The largest in its history, the largest in Cleveland's history, the largest in Ohio's history.

A gain of 5219 in six months; a gain of 16,646 in twelve months; a gain of 26,492 in 18 months.

A steady, consistent progress that has come only as the result of sound editorial policies and increased reader preference.

The finest newspaper, the most powerful advertising medium, the greatest sales-producer ever placed at the command of merchants and manufacturers advertising in Cleveland.

183,759 of this Circulation is in Greater Cleveland!

FIRST in City Circulation, FIRST in City and Suburban Circulation, FIRST in Total Circulation! In Greater Cleveland alone *The Press* now has an average daily circulation of 183,759—one newspaper to every English reading family!

Since the early days of audited newspaper circulations *The Press* leadership in the city of Cleveland has never been approached. For more than forty years *The Press* has been the FIRST CHOICE OF Cleveland newspaper readers.

According to the Chamber of Commerce Cleveland has increased eight per cent in population in the past three years. In that same time *The Press* has increased its City circulation FIFTEEN per cent. It is now growing faster than Cleveland itself.

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

Minting the Memorable Phrase

By Allen T. Moore

AT the elbow of every producer of advertising texts lie four power-checks, applicable to what he writes or has written.

The first, already discussed briefly but suggestively in ADVERTISING AND SELLING for July 14th, we ventured to call "Picking the Word"; and in course of the comment stress was put, as aids to that end, on: (1) novel usage; and, (2) connotativeness—with citation of some vivid examples from contemporary sources.

Logical successors to this first "check" were: second, "Phrasing the thought"; third, "Placing the emphasis"; and fourth, "Keeping in Key."

Having checked our text for the possibilities for power that lie in the precise, unique and connotative word, what of the phrases by which we supply our thought with its means of expression? Are they as adequate as possible? Do they measure up to the job? Do they perhaps over-measure, stand out as phrases, when they should rather contribute quietly to the whole message? Are they anemic, spineless, thumb-handed, hindersome, without color?

The craftsmanly copywriter, as he ranges the paragraphs under his revisory eye, will give to these queries some really sober thinking.

He will strive, for example, to get into his phrasing something of the highly apt and unhackneyed sort of thing Dr. Canby achieves in his new book, "Better Writing," where, in one instance, he speaks of using the proper connectives. "They show the weakness of sluggish thinking," says Canby, "as rain water shows the low spots on a golf course."

How many of us, fronted with this same idea, would have phrased it as tellingly, as differently and as truly?

In fact, isn't it more than a "hap-stance" when one gets into one's phrases these effects of force, freshness and fidelity? And what are the possible aids to such effects? Are we often failing to use some very obvious aids because we have forgotten a technique learned too long ago? Wouldn't it prove worth doing to revive some phrases of this technique, so that our phrasing need

not run always in the same key and flatten too much inside of a single formula?

Beginning at the beginning, we get "phrase" from a rather colorless root-word, the Greek *phrasein*, to speak; and the dictionary interpretation is: "Two or more words forming an expression by themselves; not containing a predication and hence not so complete a thought as a clause, but having in the sentence the force of a single part of speech." And as we glance back to the text book, we re-discover that the logical way a phrase gains force, color, life, appeal and value, is through the putting into its content of *imagery*; imagery being, in turn, "Vivid descriptions presenting or suggesting images of sensible objects."

SO far so good. Answering, then, our queries of a paragraph back, real aids in the minting of memorable phrases lie: first, in memorable word choice and usage; and, second, in memorable use of some one or several of those old friends of our rhetoric-bounded days, the thirteen "Figures of speech." (The Canby phrase, for example, represented simply a memorable use of simile.)

Word-choice, however, we have already considered—as copy "power-check" number one. So, since it might "stump" some of us to name in their entirety these thirteen good allies of the copywriter, let us re-summon them for a quick survey. Behold them in order: Simile—Metaphor—Synecdoche—Personification—Hyperbole—Apostrophe—Metonymy—Onomatopoeia—Alliteration—Antithesis—Climax—Epigram—and the Rhetorical Question. A fine array! Nine are of Greek nomenclature; three of Latin; and one a Greek-English hybrid. And perhaps, even after their smiling faces greet us, we are no surer of their linguistic functions than we were of their names. Any good text book, however, will relieve our suspense on this point; what is more germane to the present inquiry is to see by what means and to what extent our 1926-model copywriters, our contemporaries, are, with the aid of these thirteen collaborators,

minting memorable copy phrases.

Well, here is a passage from an advertisement of *Industrial Power* that bristles with simile, to wit: "An unctuous letter, as oily and rotund as the dictator himself . . . One column stands out as conspicuous as a brilliant man in Congress."

Similarly, the phrase-maker for New Haven Clock Company combines simile with personification in: "When you put out to Slumber-sea, and your dreams hover like gulls, Tom-Tom stationed back on shore will tick steadily away in silence . . . yet one minute before you're sucked into the whirlpools of over-sleep, Tom-Tom sends out shouts that steer you briskly to landing."

Simile, antithesis and personification, all three, join hands in the phrases of an S. W. Strauss & Co. advertisement; as: "What you do with today determines what tomorrow will do for you, as surely as sunrise tells of sunset to come;" while a Condé Nast message links simile and personification in the happy imagery of "Yachts like angel butterflies, in a breeze that can be depended upon."

An ever-favorite figure of the copy phrase-maker we also find in metaphor . . . "Barreled Sunlight." "The initials of a friend (GE)"; "The Nerves of a Nation" (Bell System); "Human Needles in Business Haystacks" (Autocall Co.—and a bully headline, by the way!); "Their tires are dust, their bolts are rust" (Paige-Jewett); "This candy-pink opera-set they call a beach in Bermuda" (Condé Nast). Such uses make of metaphor an aid to able phrasing that the test of omitting those metaphors would quickly emphasize.

THEN there is personification—another Man-Friday constantly sent on the phrase-errands of copy—as in: "The ticker says nothing about tomorrow. It makes no promises" (Adair Realty Co.). "Handsome, rugged, dependable" (Yale Elec. Corp.). "Their hair defies summer breezes" (Stacomb). "Acid Eats Steel" (Phillips Magnesia). "Bring cheerful comfort into the kitchen" (Standard Sanitary Mfg. Co.) "Don't be without this entertainer in

[CONTINUED ON PAGE 67]

MAHOMET WATCHES THE ROAD SIGNS

If Mahomet were here to-day, he would never repeat his old foolish mistake of expecting the mountain to come to him. If he craved mountain air, he would call for the royal flivver, step on the gas, and keep his eye on the road signs.

The modern Mahomet in business never more than once makes the mistake of expecting the mountain to come to him, unless he has grown tired of being a Mahomet and is content to degenerate into a third or fourth rate pilgrim straying from the road that leads to the peak of business success. He knows that if he is to reach new thrilling heights of increased sales he must keep his foot on the gas and watch the road signs.

And the road signs everywhere are pointing to the new rural and small town market as the shortest and safest way to higher sales levels.

With the lives of more than 1,000,000 of the people who make up this rural market Comfort Magazine has been intimately and vitally associated for thirty-eight years. It is strongly entrenched in their good will—exceptionally fitted to tell you about them and to tell them about you.



COMFORT

THE KEY TO HAPPINESS AND SUCCESS
IN OVER A MILLION FARM HOMES

AUGUSTA, MAINE

NEW YORK
250 Park Avenue

CHICAGO
1635 Marquette Building

Last forms close 28th of second month preceding date of issue



The 8 pt. Page

by

Odds Bodkins

FOR brevity in correspondence, I hereby present the palm to the Editor of this publication, who has been traveling in foreign parts the past few weeks. In the morning mail an envelope from Paris, and in it not a line—just two stubs from tickets to a performance at the Grand Guignol.

And yet what more was needed? Five or six pages of the Editor's weird handwriting (which I should scarcely have been able to read anyway!) could have told me little more than did these two silent stubs. I knew that he and Mrs. Editor had spent an evening on the hard benches of this famous little French tragedy theater originally a church I believe; that there had been the customary "thump, thump, thump," before the curtain rose, and that a company of finished players had run through four one-act plays, two of them gruesome enough to spoil three nights' sleep, though nine chances out of ten the Editor hadn't stuck it out for all four acts, for following a play in a foreign language is fatiguing.

And that reminds me of a good story on him which I can sneak in during his absence. In Paris two summers ago he and I were lunching at Rumpelmayer's. Having been taught French in his youth, the Editor was reveling in the opportunity to use this language, which he did on every possible occasion. This day he was paying the luncheon check, and as he spread out a *dir franc* note on the little silver tray, the thin paper tore right through the middle. When the waitress came up, the Editor summoned his best French and laboriously waded through an explanation of how it had happened and how sorry he was to have torn one of their pretty ten franc notes.

She listened patiently. When he was quite through, she said: "Oh, that's all right. We can stick it together." (American art student earning her way in Paris!)

—8-pt—

Reading "The New Decalogue of Science," I come upon a paragraph which I deem it important that every sales and advertising manager read:

"On Monday," said the foreman, who had been given his position of immense significance in man's biological evolution, not because of his especial fitness and training, but because he had lost a leg in this company's employ, and this was their cheapest method of remunerating him for his dismembered part, "on Monday I turns down all men

with white collars, on Tuesday all with blue eyes, Wednesday all with black eyes. Red-headed men I never hires, and there be days when I have a grouch and hires every tenth man."

A cartoon, this, a cartoon of human nature in action; and what is more truthful than an honest cartoon—and what more instructive?

—8-pt—

Two friends have written me recently about the "lazy" Listerine Tooth Paste advertisements: said they were negative and irritated them. I've felt the same about them. I don't in the least mind negative advertising; mighty effective sometimes. But this "lazy" idea seems almost a slap in the face. . . . Maybe that's necessary to attract people's attention to a new tooth paste these days, but the impression I get is that the advertising is suffering from halitosis.

—8-pt—

This advertisement is submitted as being worth all the squinting it will take to read it.

"FIDGET"

CASH \$1,200 CASH

Take less? Dun' esk!

* * *

SERIOUSLY, this is the finest little cruiser that the coastguard ever put its spotlight on.

RAKISH as a Pirate, 36 feet long, narrow, black as your hat, 60 h.p. motor drives her 16 m.p.h. as we seafaring folk have it. Sleeps two.

TOOK a whirl in her up the Cape last Summer and Man howdy you should have seen her leap those rollers off Point Judith. Nothing passed us but ocean liners.

FIVE years ago the hull cost \$3,000—mahogany trim, copper rivets, all that sort of thing.

BUT the ownings are simply terrible. We mean they're awful. Don't say we didn't warn you.

REASONS for selling: We're got to pay some bills.

* * *

You can see the "Fidget" at Chester Martin's booyard at Portchester. Ask Martin about her. He's one of those guys who was born honest. Or write or wire H. C. P. (Care of New Yorker)

If I don't miss my guess, those "awful ownings" will sell the *Fidget*.



Candor is one of the sharpest shafts in the copy writer's quiver!

—8-pt—

This editorial from a small Pennsylvania weekly is submitted as an antidote for the poison of sophistication which is wont to seep into the arteries of advertising writers and artists.

Say, fellows! Too much pessimism prevails in Bath. You don't know what it means. Your doubting, discouraging looks, words and actions. Be an optimist. Who is he? Take the Newsmen. A dynamic force for the advancement of the business planning industry of the town, extending the glad hand to the leaders of new forms of prosperity, cheerful and smiling—not how much can we knock them down for—there are such—but giving them our wholehearted encouragement, greeting and assistance as far as we can. Go out of your way to do this. It is a splendid spirit to show. The best and only way to create and advance the prosperity of the town. Give new business the welcome advantage of your friendship. Treat them and greet them on a business level—the only true and successful force to build up a town and bring it into greater growing prominence. Be an optimist!

Not only does this seem like real literature to the man who wrote it, but it will read "grand" to most of that paper's readers.

—8-pt—

W. C. White, of Moser & Cotins, Utica, New York, doesn't agree that there are no more nine o'clock towns. He writes:

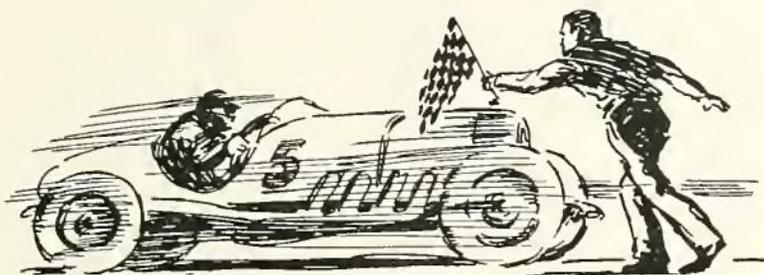
Dear Odds:
I wonder whether the copy writer who wrote that advertisement for Paramount Pictures, from which you quote "There are no more nine o'clock towns" is living in New York or Chicago. Certainly he has not been traveling the rural districts at nine o'clock at night. If he will drive through central New York from eight or eight-thirty P. M. on, he will find many nine o'clock towns.

It's a good idea and perhaps if Paramount pushes it hard enough and long enough, they will eliminate some of these nine o'clock towns; but I have always thought and still believe that copy which refers to life in the small towns can best be written from the small town, or after a visit to the small town, rather than from the big city desk.

If you have any doubts on the subject, stop off at Utica some afternoon, and we'll make a tour of some of the bigger little villages around this neighborhood.

I'd like nothing better than to take up Mr. White's invitation, and some of these days I may surprise him by pulling the M. & C. latch-string. Meanwhile, I agree with his contention that city sky-scraper copy is not always all it might be.

Breaking a Year's Record In Eight Months---



DURING the first eight months of 1926, The Milwaukee Journal printed 749,115 lines of paid automobile advertising — nearly 38,000 lines more than in the entire 12 months of 1925!

The following automobile advertisers, during the first eight months of 1926, invested more in The Milwaukee Journal than in the other two Milwaukee papers combined!

Reo	Case
Wills Ste. Claire	
Ford	Essex
Pierce Arrow	
Paige	Davis
Rolls-Royce	
Buick	Moon
Oldsmobile	
Jewett	Jordan
Studebaker	
Auburn	Cadillac
Chrysler	
Franklin	Oakland
Packard	
General Motors (Institutional)	

The Journal published 71 per cent more automobile advertising than the morning and Sunday Milwaukee paper during this period, and over three times as much as the second evening paper.

The Journal Is The Motorists' Newspaper

In Milwaukee four out of every five motorists read The Journal. The Journal Tour Club, with 32,000 paid members, is the largest organization of its kind in the world.

Advertisers in all lines are steadily increasing their newspaper appropriations in this rich and stable market because of the exceptional opportunity for volume business at low cost.

Only one paper is needed here for thorough coverage at the lowest possible cost—

THE MILWAUKEE JOURNAL

FIRST BY MERIT

Why Cigarette Makers Don't Advertise to Women

[CONTINUED FROM PAGE 21]

lives and actions of all the rest of us.

"That this fear is well grounded, you have only to know that the tobacco industry, for many years, was the object of most 'strike legislation' proposed by impecunious or avaricious politicians and reformers. We were continually being called upon to resist this sort of thing, and in every case the procedure was identical: A bill would be introduced in a legislature to prohibit the manufacture or sale of cigarettes; it would be referred to a committee, and our people would have to get busy and pay somebody to see that it died.

THIS is why we hesitate to go after women's business now, even though data and observation show us that it is a legitimate field, constantly growing larger.

"Almost every State, at some time or other, has had its anti-cigarette bill, the late Lucy Page Gaston and her followers having been the leaders in the campaign. The antis, however, made their idea stick in only a few spots—Kansas, Iowa, Indiana and Mississippi."

With such conditions existing, it is natural that the industry should be timid about inviting more trouble through advising women to smoke. Yet the time is near at hand when they believe public opinion will be on their side, and within the next year or two I expect to see billboards, magazines, and newspapers frankly carrying "ad" appeals to the ladies.

A representative of a large advertising agency, which handles the accounts of many cigarette companies, said to me:

"We are keeping a close watch on the women's trade and have seen the change in their attitude toward buying and smoking cigarettes. Each year it is growing more and more apparent that the women are using the weed in larger numbers. We haven't dared address them directly in advertising, but have tried to suggest brands to them in subtle ways."

H. S. Collins, vice-president and general manager of the United Cigar Stores Company, the largest retailer of tobacco in the world, agrees that there has been a tremendous increase in the number of cigarettes smoked by women, attributing it, in a measure, to a change in the blending of tobaccos.

Tracing the trail of smoke that is the history of cigarette-smoking in this country, he said:

"Compared with Russia and other European countries, the United States

is a comparatively young cigarette smoker. Back in the '90's there was an odium upon cigarettes. We had comparatively few brands in the market. Richmond Straight Cuts and Sweet Caporals were about the best known. Not many were sold, for men smoked either a pipe or cigar. Preachers and others inveighed against the cigarette; doctors were prevailed upon to warn against its use.

"Then, in the first years of the new century, the Turkish cigarette came into the country, and there was an immediate boom in the business. Cigarette smoking became almost an American institution.

"The foreign-blend vogue continued for about ten years. Then some college boys in the Middle West developed a fancy for a cigarette which was being made by a little concern in the South.

"This was the Fatima, now owned by Liggett & Myers.

"Fatima was the forerunner of the present-day most popular brands for men and women—the kind that are a mixture of domestic and foreign tobaccos, though chiefly constructed of the white burley of Kentucky. Camels, Lucky Strikes, and Tareytos all are of this type.

FOR several years Fatima had this field almost to itself. Then, when the American Tobacco Company was partitioned, R. J. Reynolds came out with Camels and the American with Lucky Strikes. These are the outstanding sellers today, and have been for some time."

There has been an almost ceaseless billboard and printer's-ink battle going on among these three. You've felt it; so have millions of others.

"I'd Walk a Mile for a Camel," said R. J. Reynolds on signs fifty feet long.

"They're Toasted," retorted the American in behalf of Lucky Strikes.

"What a Whale of a Difference Just a Few Cents Make," interpolated Liggett & Myers, justifying the breach of a few pennies between the cost of rival brands and the price at which Fatimas are sold.

Others have joined the fray: Chesterfields, Herbert Tareytos, Marlboros, Dunhills, Melachrino, Piedmont, etc.

It is noteworthy that of those named there is only one brand that is strictly foreign—the Melachrino. All of the others are combinations of domestic and foreign tobaccos.

To understand the growth of cigarette smoking, as outlined by Mr.

Collins, and the part women are playing in it, here are some official records from the Internal Revenue Department on the number of cigarettes sold in the United States.

1914.....	16,869,520,643
1915.....	17,980,164,482
1916.....	25,312,486,611
1917.....	35,355,860,177
1918.....	46,656,903,224
1919.....	53,119,784,232
1920.....	47,430,105,055
1921.....	52,099,529,826
1922.....	55,780,473,074
1923.....	66,733,896,288
1924.....	71,036,559,888
1925.....	79,979,763,871

Complete figures for the fiscal year ending 1926 are not obtainable at this writing, but the sales for eleven months indicate that the total will be somewhere between 86,000,000,000 and 90,000,000,000 almost 10,000,000,000 more than last year. For ten months of the current fiscal year the cigarette makers paid to the government, \$207,701,613.84, an increase over the same period last year of \$27,277,460.92.

You will notice that with 1917, the first year the United States was engaged in the war against the Kaiser, there was a leap of more than 10,000,000,000 in the number of cigarettes consumed. The increase continued through 1918 and 1919, then slumped off in 1920. In 1921 it leaped upward again, and the trend has been rising ever since.

Conditions being as they are, one would suppose that the manufacturers of cigarettes would make a direct advertising appeal to the feminine public. Almost every other form of advertising is aimed at them. But the cigarette people are frankly afraid of stirring up the reformers and bringing down upon themselves a lot of nuisance legislation.

CALL to mind any established slogans, and, with one possible exception, you will not find any with a feminine flavor. The odd one I have in mind is that which is being used to popularize the Marlboro: "Mild as May." I do not know if this is a direct play for women by suggesting that the cigarette will not bite their tongues or prove harmful to their health, but it might easily be the case.

Complete figures as to the amount of money spent in cigarette advertising and exploitation are not available, but it runs into a great many millions of dollars annually. For instance, in 1923 the cost for cigarette advertisements in 31 selected magazines was \$174,469; in 1924 it jumped to \$260,511; and last year it was \$463,490. In

[N.B.] This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of that suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.



When Mrs. Cheviot a-shopping goes

THE doorman's face lights up as her sedan pulls in at the curb. A saleslady hastens to wait upon her. A store official nods as he passes. "Wish we had ten thousand customers like her!"

But there is only one Mrs. Cheviot. She lives in a community with an atmosphere all its own—enterprising, progressive, but friendly, hospitable, too. In a way, this atmosphere is but a reflection of Mrs. Cheviot's own personality. She has made her community what it is; she is striving every day to make it better.

Being a wise woman, she starts with her home. But her influence is felt in politics, in education, in every forward-looking enterprise. Needless to say,

it keeps Mrs. Cheviot busy keeping up with all her interests. Here, however, she has found a valuable aid in The Enquirer. It brings her hints for more efficient housekeeping; it informs her of club affairs. Finally, through its advertising columns, it helps her with her shopping. She reads it just before she starts for the city; arrived there, she knows what she wants and where to get it.

In 718 of the 999 residence buildings of Mrs. Cheviot's community, The Enquirer plays this same role of shopping adviser. To you, Mr. Advertiser, this fact and its obvious connection with patronage and profits should be extremely important. And it can be—if you are represented in the advertising columns of The Enquirer.

PAUL BLOCK, Incorporated
New York Chicago Detroit
Boston Philadelphia

R. J. BIDWELL CO.
San Francisco Los Angeles

THE CINCINNATI



ENQUIRER

"Goes to the home,

stays in the home"



The "Tax Bug" of the National Paving Brick Manufacturers Association—*"Brick baffles the Tax-Bug"*



The Hinde & Dauch "P. E."—(travelling Package Engineer)—*"He KNOWS packages"*



The Bryant Gas Heater "Pup"—*"Let the pup be your furnace man"*



The Ashland Fire Brick "Imps"—*"The 5 little devils of high temperature service"*

Four hard-working advertising characters created by Powers-House for clients. Each graphically expresses a major point in the advertiser's sales-arguments.

those three years the American Tobacco Company spent \$5,000,000 in newspaper advertising, chiefly to promote Lucky Strikes. Liggett & Myers, who make the Fatima, spent about \$4,250,000 during the same time for newspaper space. Other makers of other brands spent proportionately.

In 1924 the Reynolds Company, which makes the Camel, invested in billboards alone about \$4,000,000, and their rivals could not have been far behind them in this form of propaganda.

These figures necessarily are incomplete, because the manufacturers do not publish their advertising budgets. But, even so, they show the extent to which cigarettes are pushed without taking into consideration the vast sums continually being spent on window displays, cards, and other devices.

And yet, in all the words and space employed, none was a straight bid to the ladies to buy and consume cigarettes. In some isolated cases, such as the exclusive hotels, the cigar stands are so attractively arranged as to appeal to women. The United Cigar Stores are enforcing their rule against loitering more now than ever, because there still are many women who will avoid entering a store where there are many men hanging around to ogle them. But the only direct reference the company makes to women is in its manual for managers and salesmen, "Ladies First." It has been an axiom that customers entering a United Store would be served in turn; but where a man and woman enter together, courtesy dictates that the woman be given precedence.

But smart advertising writers and artists for some time past have been getting their messages across to the women—and in one of the most adroit campaigns I ever have noted. Pick up any magazine or newspaper, or look around you at the cigarette advertisements on the billboards, and almost without fail you will find a woman somewhere in the picture. One recently showed a hand, undoubtedly feminine, holding a cigarette; another has a girl asking her "boy friend" to blow the smoke in her direction.

These are all linking up the woman and the cigarette, yet none of them offers her a package for sale.

How I Selected a Surgeon

[CONTINUED FROM PAGE 30]

what was my delight when I found that the brown-eyed one had no hair at all—which seemed extra sanitary. So I chose him.

* * *

The following week I had my corns pared with the utmost success. I no longer suffer; I am safe and well; all due to the way my questionnaire helped me find a great surgeon. And I still call him "my surgeon" and feel a proprietary interest in him.

The Powers-House Co. Advertising

HANNA BUILDING - CLEVELAND, OHIO

Marsh K. Powers, Pres.

Frank E. House, Jr., V. Pres. & Gen. Mgr.

Gordon Rieley, Sec'y

COURT OF FIRST RESORT



RECENTLY a great advertising agency published an excellent description of "the key-people of the country . . . about 500,000 men and women who influence, to a marked degree, the communities in which they live."

It said of them:

"They have the leisure and the means to cultivate the decorative side of life. They originate new activities. They develop new interests. And their example is noted throughout our social fabric.

"This is the section of the public that plays an important part in determining *today* what we shall wear, eat, play or ride in *tomorrow*."

Still more recently a great weekly periodical, in promoting its own business, made these striking statements:

"Markets today are ruled by oligarchy.

"Majorities do not govern. The cogent minority of the observant, the provident and the competent do by their sanction make the market, or by their taboo, break it. . . .

"A good-will which flows from one cross-section containing a million people may be worth far less or more than a good-will held by another cross-section containing precisely the same number. A merchandiser cannot afford to be promiscuous. He must pick and choose his millions. He must strike the golden mean between snobbery and hob-nobbery."

We are glad indeed to recognize such authoritative agreement with the position which THE QUALITY GROUP has taken for many years. In a recent advertisement in these columns, we said:

"The greater the army, the more helter-skelter its units, the greater the need of seasoned leadership.

"In the army of magazine buyers, the cool heads are still the readers of THE QUALITY GROUP—able to read attentively, trained to observe advertising, strong in purchasing power and effective in influencing the wide circles in which they move."

Very few products have ever become standard in this country by selling first to the masses.

Volumes of sales records show that the sound and economical method is to capture first the interest of the influential few.

The influential few are, in matters of general judgment, the court of last resort. Therefore, for the merchandiser they are the court of first resort.

THE QUALITY GROUP magazines reach 700,000 readers; furthermore, advertising in THE QUALITY GROUP *matter*.

THE QUALITY *il* you *∞*

285 MADISON AVENUE, N

THE ATLANTIC MONTHLY
THE GOLDEN BOOK MAGAZINE
HARPER'S MAGAZINE

Over 700,000 Copies Sold E:

The Latest Coverage of Successful Advertising Practice

Just Out!

A book on current practice you will find useful

Examine and judge it for yourself

Mail the coupon for your free examination copy



S. Roland Hall's

Theory AND Practice of Advertising

686 pages, 6x9, 250 illustrations, \$5.00

This new book by S. Roland Hall is a text for beginners and a guide for practitioners.

- It covers—
 - the development of advertising,
 - the fundamental principles,
 - the methods of representative advertisers.
- It explains fundamental principles comprehensively, yet it gives the reader a real grasp of working practice in advertising.

An idea book—you can use it.

One of the strong features of the book is its emphasis on the interrelation of advertising with other forms of selling.

The three big sections on Copy Writing are a remarkable contribution to the literature of this subject.

Three several sections of "Case Material," showing complete advertising campaigns of representative advertisers, carefully described and analyzed, are of special interest.

The attention given to direct and mail-order advertising—

The careful treatment of marketing research—

The detailed discussion of problems of retail advertising—

are other special features of the book.

See your copy FREE

Send for a copy of this new fact-packed book. It is rich with current advertising experience on all kinds of advertising efforts. A copy comes free—for 10 days' examination—for just your coupon request. It's well worth requesting.

Mail the Coupon

Alibi-itis

[CONTINUED FROM PAGE 20]

the cleaners. Somewhere there is an old, tried method that needs but knocking down and reassembling in a slightly different form to solve any given sales problem. My contention is that it is just as easy for a salesman who is willing to study his job to take a master selling plan and adapt it for use by his dealers, as it is to take one of the master alibis and reshape it to suit his particular failure to produce.

A FAVORITE alibi of mine when I first went on the road was 'wrong goods.' I was selling men's ties—a high-grade, branded article. I was convinced that we needed a cheaper make to meet competition, and I never lost an opportunity of saying so. I won over the other boys and collectively we submitted a request to the old man for an additional line that would sell for less. He turned us down but finally called us in to announce that he had decided to adopt our suggestion. Some of us younger cubs gloated inwardly on our possession of the faculty of 'Keeping everlastingly at it.'

"We admired a selection of the new line laid out for our inspection. Compared with the staple line these new goods were differently gotten up and boxed. They had a different trade name and they retailed for thirty cents less. We set out in high feather to clean up, but somehow things failed to work out in quite the way we had anticipated. Dealers who had been loudest in their demands for a cheaper article looked askance at the new members of the family. They were afraid the inferior tie would create a prejudice against the superior article. Some of the merchants waxed quite enthusiastic in their references to the older line and I, for one, imbibed a respect for it I had not felt previously.

"To make a long story short, the new and cheaper goods proved a fizzle. When we learned that they were different only in pattern, boxing and label from the better quality—that they were, in fact, the same goods—we realized they had been introduced for the sole purpose of teaching the sales force a lesson; that lesson being, needless to say, to show that the alibi, 'wrong goods,' is not necessarily justified when the dealer says so. The experience it us that we had the right goods, there was no further lapse.

Other grouch I nursed in those heroic days was that the house backed us up. I really think we had that blessed phrase; 'lack of vision.'

The old man remarked to me one day after I had more than my pet grievance, 'Do you think it makes a camel a camel? The camel can go nine days without water. If it couldn't do that it

wouldn't be a camel but something else—an ass, probably. By the same token a salesman is a salesman because he can cover his ground all on his lonesome and without the boss being always handy to lead him across busy traffic sections. A salesman is—or should be—a self-starting, going concern who can amble right along on his own resources where ordinary folks would get stalled again and again. The house can't always be at his elbow shouting encouragement or pacing him. It's unreasonable to expect it. If you need that kind of thing you're no salesman. It is perfectly true that you have made a number of suggestions that have not been acted upon. That is so because they have already been tried out and found to be unworkable. None has been turned down without consideration or without good and sufficient reason. And while I am on that point let me refer to some criticisms you have sometimes let fall regarding our sales policy. You have been known to term our conditions governing sales and salesmen as 'the bunk' and to describe them as 'hampering' and 'old-fashioned.' We may be wrong, although our experience leads us to another conclusion, but our sales policy is designed to give the very greatest cooperation to our salesmen.

WITHOUT it they would be at sixes and sevens, each man evolving a policy of his own with inevitable chaos as a result. We are always willing to explain why we insist on this and that, and the salesman who studies the thing from our side of the case will find that both points of view—his and ours—are taken into account. What you in your haste consider to be restrictions are in reality guides and graded tracks to facilitate selling. The reason you have sometimes failed to 'click' with our methods is that you have looked at your problems exclusively from your own point of view. Get the double angle and you will find that we are offering cooperation enough and to spare. We do not profess never to make mistakes, but we do claim that our decisions are unbiassed and made in the interests of all, even when they do occasionally work an injustice to an individual here and there.

"No, my boy, a salesman has to be self-contained. In all general principles he must depend upon the house for guidance, and he seldom finds he is let down. But there are a thousand and one emergencies when he must rely upon his own judgment. It is the assumption by the house that he possesses such judgment that has given him his job, and it is his reasonably good exercise of that faculty that keeps him on the pay-roll."

"It is my own experience, confirmed by many years handling of a large

The Powers & Co. Advertisers

HANNA BUILDING - CLEVELAND

Marsh K. Powers, Pres.

Frank E. House, Jr., V. Pres. & Gen. Mgr.

Furniture Advertising
Newspapers
Combined

Drug Store Advertising
Newspapers
Combined

POST-DISPATCH

More than all three other
St. Louis Newspapers
Combined ~



*Retailers
will tell you ~*

give their verdict



Home Merchants' Adv.



Dept Store Advertising



Women's Wear Adv.



Men's Store Advertising



Furniture Advertising



Retailers say - "The Billionarea"

selling job. In selecting markets and media, he becomes a retail advertiser. Like the retailer, he is concerned only with the individual sale—the selling of one unit to one consumer at a time.

Therefore, it is tremendously significant to any manufacturer who is considering a campaign in St. Louis: [1] that the St. Louis retailers have found their volume to be secured most economically from within The Billionarea—the Greater St. Louis Market—and [2] that they have obtained by far the greatest results by concentrating their advertising in the St. Louis Post-Dispatch.

There can be no question about this because for years, the Post-Dispatch has carried twice as much retail store advertising as the second St. Louis newspaper, and almost as much as *all three* other newspapers combined. In the first six months of 1926 St. Louis retailers actually placed *more* advertising in the Post-Dispatch alone than in *all three other* St. Louis newspapers combined.

It is evident that national advertisers recognize the importance of these facts. Not only is more national advertising being placed in the Post-Dispatch than any other St. Louis newspaper, but the Post-Dispatch gain in national advertising is now 30% greater than that of the second newspaper.

results from the Post-Dispatch than from any other St. Louis newspaper is not surprising when you know the underlying reasons:

The Billionarea—the Greater St. Louis Market—where the daily Post-Dispatch circulation is concentrated, is the true, natural St. Louis trading area. It contains a *million* people with more than a *billion* dollars annual purchasing power—offering one of the highest average family purchasing powers in America.

Within The Billionarea, the Post-Dispatch reaches 40,000 more families than the second St. Louis newspaper. This extra circulation represents the population of a city the size of Dayton or Dallas. As this extra circulation is secured by paying no higher rate than you would pay in the second St. Louis daily newspaper, the wisdom and *economy* of using the Post-Dispatch is obvious.

Even a casual study of P+D+C [concentration of population, spending power and circulation-coverage] will bring out facts that warrant a very special drive for volume sales of your product in The Billionarea right now through the columns of the St. Louis Post-Dispatch.

The P+D+C Manual and The Book of Information About The Billionarea—The Greater St. Louis Market, will be mailed free to anyone interested in the advertising and sales opportunity of this market. Address St. Louis Post-Dispatch.

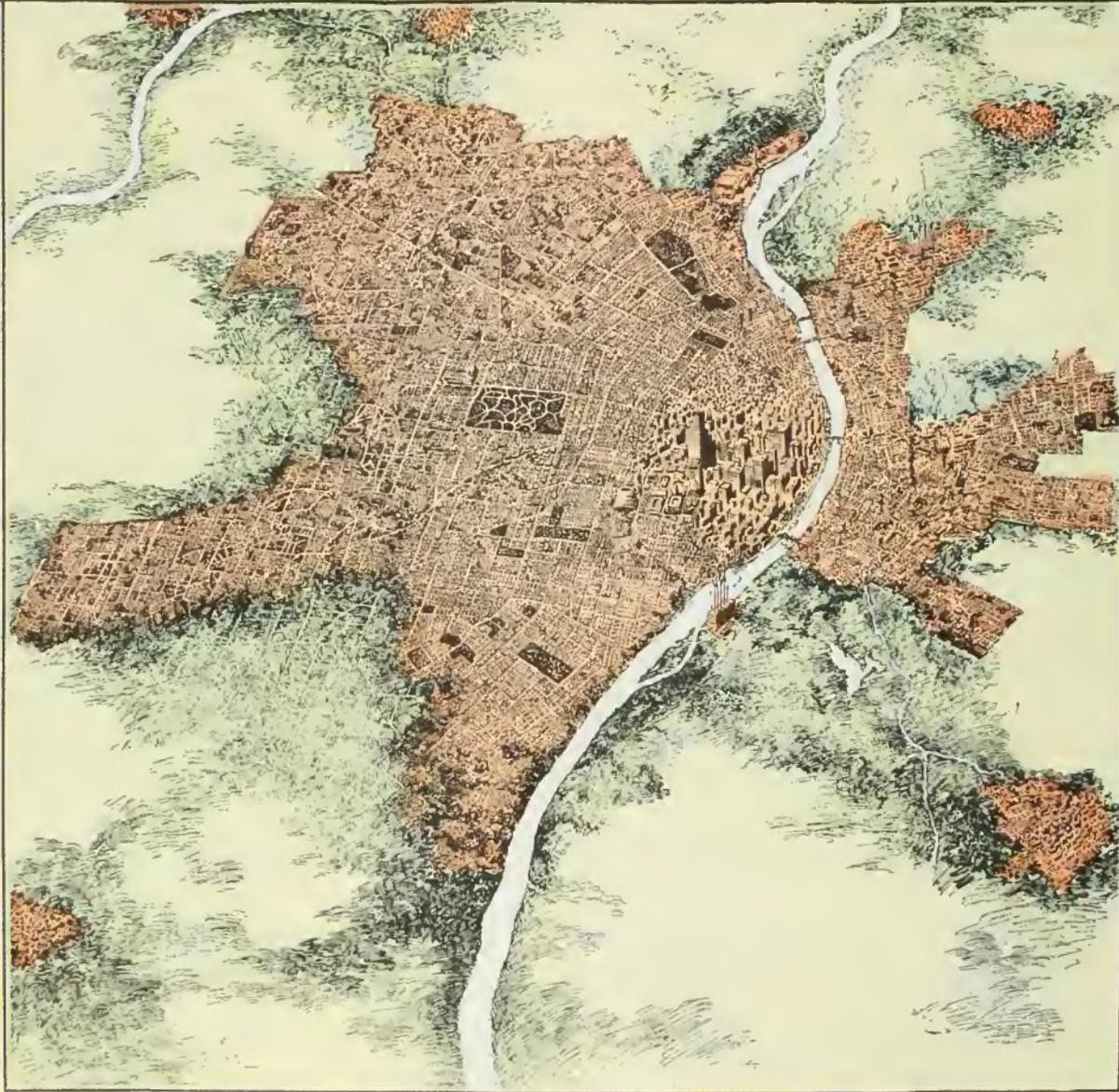


ST. LOUIS POST-DISPATCH

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

The BILLIONAREA

~ the GREATER ST. LOUIS MARKET



THE Billionarea is more than a market name. It is a market condition. It is an area in which there is the highest concentration of People, Dollars and Coverage; which makes it a profitable volume-market for advertisers.

In addition to its unusual prosperity and growth, Greater St. Louis offers advertisers an annual purchasing power of over a Billion Dollars—one of the highest average purchasing powers per family of any city in America.

ST. LOUIS POST-DISPATCH

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

sales force, that alibi-making is largely a habit," concluded the speaker. "Once a man gets it he is in danger of getting it for keeps. Instead of sitting down to think up explanations why orders are scarce, let him focus his brains on reasons to give dealers why they should legitimately order more. The second is no harder than the first, and it is a good deal more profitable."

The British Business Man's Luncheon

[CONTINUED FROM PAGE 38]

consisting of kidney soup, curried fish and rice, roast beef, boiled potatoes and cabbage, boiled jam roll, coffee, a roll and butter. For this I paid two shillings, so that with a tip of four pence, the cost of a five-course luncheon was only about fifty-five cents. Off in a corner of this restaurant, two men were playing chess and had, as on-lookers, a gallery of seven.

The most satisfactory luncheons in London are served by certain old-fashioned restaurants which have not yielded to the chain-restaurant idea. These restaurants have been where they are for scores—in some cases for hundreds—of years. They are plainly, often almost meanly, furnished. But they know how to prepare and serve chops and steaks in a way that is beyond criticism. With a friend I went to one of these places. This was our meal:

Mutton cutlets for two.....	2s.
Sauté potatoes for two.....	10d.
Currant jam roll for two.....	1s. 4d.
Rolls and butter for two.....	4d.
Coffee for two	10d.
	5s. 4d.

—about \$1.30 in our money.

One of the things that impresses the American visitor to London, who, as I did, occasionally takes his noon-day meal at moderate-priced restaurants, is the number of men whose idea of a meal seems to be a pot of tea and a roll. That is all they order. The explanation, of course, is that at the moment, business conditions in Britain are not what they might be.

Window Display Convention

ON October 5, 6 and 7, the Window Display Advertising Association held its third annual meeting. The following officers were elected for the coming year. Lee H. Bristol, Bristol Myers Co., president; Sol Fisher, Fisher Display Service, vice-president; Frederick L. Wertz, display counselor, secretary and treasurer.

A fund of more than \$10,000 has been set aside to engage a paid secretary. With the establishment of this new office the association will be able to increase the scope of its service to its members.

CIRCULATION

DETROIT TIMES

OCTOBER 1, 1926.

The average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is

Sunday	- - - - -	308,522
Weekdays	(<i>Except Saturdays</i>)	289,244
Saturday	- - - - -	210,091

In comparison with the corresponding six months' period ended September 30, 1925, the average net circulation of The Detroit Times shows an

Increase of 49,277 Sundays

AND AN

Increase of 60,608 Weekdays (*Except Saturdays*)

AND AN

Increase of 40,849 Saturdays

The net paid averages for SEPTEMBER ONLY

Sunday	- - - - -	308,738
Weekdays	(<i>Except Saturdays</i>)	307,389
Saturday	- - - - -	214,718

CLARENCE R. LINDNER,
General Manager.

Sworn to and subscribed before me this second day of October, 1926.

G. O. MARKUSON,
Notary Public,

(My commission expires March 9, 1930.)



Capitalize the Community Good-Will of Your Dealers

"Advertise!", urges the factory . . . "How?", asks the dealer.

Willing, in fact eager, the retailer seeks practical local advertising . . . in his own name.

But he needs the leadership, the counsel and the *sustained* sales promotion cooperation of the factory; not a haphazard assortment of "helps".

He wants a program! One based on his community or town size, his store location and his gross sales.

To the community-center dealer, or the city-ourskirts dealer, and the small-town dealer, Direct Mail is one of the two accepted outside-of-the-store advertising mediums; and in thousands of cases, it is the **ONLY** logical medium.

Electrograph recognized this years ago. Thousands of dealers regularly receive packages of carefully prepared Direct Mail, signed by them, addressed to consumers, sealed, *stamped*—ready for the mails. By Electrograph, from Electrograph . . . for the factory.

The patented Electrograph equipment individualizes and localizes all forms of Direct Mail; giving the local, personal touch to letters, folders, booklets, and mailing cards.

Electrograph will help you add local and personal appeal to national advertising . . . capitalize the good-will of your dealers. Write for descriptive folder . . . today.

THE ELECTROGRAPH COMPANY
Home office: 725 West Grand Boulevard - Detroit, Michigan



In Illinois, Electrograph Advertising Service Inc., Chicago, is licensed to operate under Electrograph patents.

Installment Buying Not All Bliss

By H. A. N.

IT is but natural that the articles in ADVERTISING & SELLING about Installment Selling should deal with this subject chiefly from the manufacturer's standpoint. Yet it is equally important to know what the installment customer thinks about the system. It is he who gets the benefits and it is upon him that the burdens fall.

Unquestionably the opportunity to buy commodities "on time" has enabled many people to buy at once what otherwise they would have been obliged to wait a few years longer for. But that has not always been a blessing. Any thinking person will readily admit that, in its present state, installment selling works many hardships, even though the system is fundamentally sound.

It is an easy matter in America to buy goods "on time." If one has a charge account at any of the local stores he can buy almost anything on the partial payment plan. This, I repeat, is fundamentally sound and a real accommodation as long as buying is done carefully. With the present highly developed salesmanship, however, it may easily become a curse instead of a blessing.

It takes a very strong man, these days, to withstand the temptations that are daily put in his way by advertising, direct mail, high pressure salesmanship, etc. Who would not like to possess the various electrical helps in the home and the hundred other commodities that seem to have become absolute necessities? Wouldn't you, yourself, just love to give friend wife all that others seem to get so easily? One need not be a fool to buy now certain commodities which, from a financial standpoint, one should not buy until sometime—perhaps several years—later.

If installment selling is really all bliss, why is it that so many folks proclaim they will not fall for it again? W. R. Basset does not admit that buying on the installment plan tends to put workers in a state of economic bondage. Still, even a casual talk with folks in moderate circumstances cannot fail to supply ample proof that it does. Buying in this manner has become such an ordinary everyday occurrence that in many cases it is made the excuse for ordering articles simply to "keep up with Lizzie."

The "deferred payment plan" is directly responsible for raising the plane of living too rapidly. To counteract this it would be wise for installment credit granters to ask the applicant for a statement of his other installment purchases. This would be of real help to the buyer even though the seller may of necessity lose some of his sales temporarily.

First in Ohio-

the AKRON BEACON JOURNAL printed more advertising per six-day week during the first six months of 1926 than any other newspaper in Ohio.

It printed more advertising in its six-day week than any other newspapers printed in their seven-day week, except the Cleveland Plain Dealer and the Columbus Dispatch.

Besides these records, the Akron Beacon Journal ranked 8th in total lineage, 10th in local lineage, 11th in classified lineage, and 21st in national lineage among six-day evening newspapers in the entire United States.

The local and classified lineage figures prove that Akronites think more of their Akron Beacon Journal than people of most other large cities think of their leading newspapers.

The wealth of the Akron market, where laborer's wages average \$1,587.52 per year, higher than in almost all of the larger cities, is one reason for this. Akron's wealth also accounts for the fact that the Akron Beacon Journal stands 21st in the United States in national lineage when the population statistics show Akron to be 32nd in population.

Include the Akron Beacon Journal in your schedules.

AKRON BEACON JOURNAL

First in News, Circulation and Advertising

STORY, BROOKS & FINLEY, Representatives

New York

Philadelphia

Chicago

Los Angeles

Above Facts Compiled from Editor & Publisher Semi-annual Lineage Table

Campbell's Soup *in 4 Colors for*

A \$265,000 Order!



THE Campbell Soup Company's advertising will appear in every issue of LIBERTY during 1927—more than double the space used this year. This advertiser is a shrewd buyer. By contracting for space before November 1st, when advertising rates will be increased, the Campbell Soup Company saves \$26,500.

**YOU ALSO CAN MAKE
A GREAT SAVING**

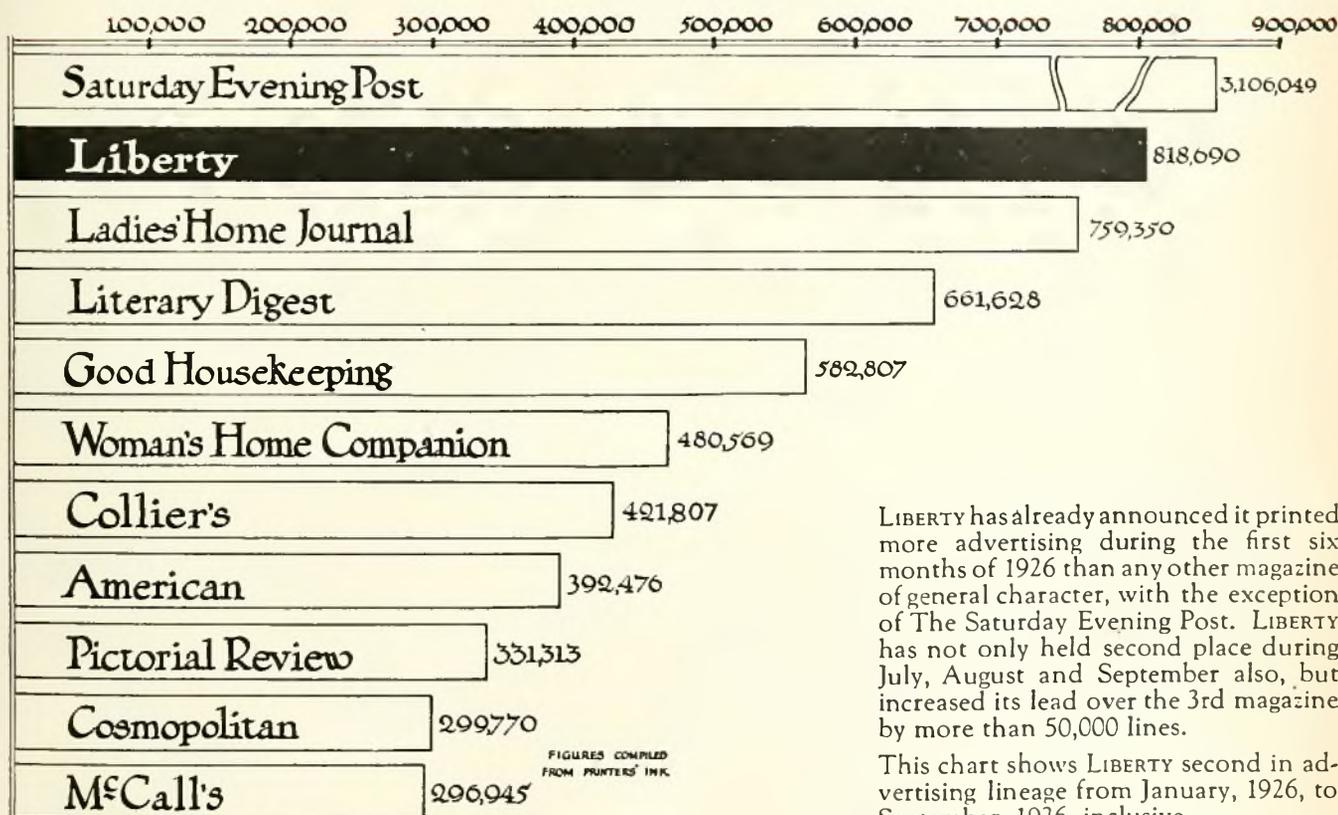
**BY ORDERING SPACE BEFORE THE
NEW RATES GO INTO EFFECT**

Buys 53 Pages 1927 in LIBERTY

FINAL NOTICE!

Advertising Rates Go Up November 1st

TWO YEARS OLD and **ALREADY SECOND**
In Advertising Lineage



LIBERTY has already announced it printed more advertising during the first six months of 1926 than any other magazine of general character, with the exception of The Saturday Evening Post. LIBERTY has not only held second place during July, August and September also, but increased its lead over the 3rd magazine by more than 50,000 lines.

This chart shows LIBERTY second in advertising lineage from January, 1926, to September, 1926, inclusive.

5c Liberty
A Weekly for the Whole Family

247 Park Ave.
New York

General Motors Bldg.
Detroit

705 Union Bank Bldg.
Los Angeles

Tribune Square
Chicago

60,000 Live Names at 1/4c each

WE have in our possession a list of 60,000 names of business and professional men scattered throughout the United States (a few in Canada) who mailed \$2.00 in advance for a meritorious book of humor. A large percentage of repeat orders was received from the same list on subsequent editions. 99% of these people have personal checking accounts.

This list will prove invaluable to publishers of books or magazines and also to those selling any commodity direct to consumer.

A limited number of these lists are being prepared in typewritten form—geographically arranged—and will be corrected up to September 15th, 1926. A complete copy of this list may be obtained for \$150. Your check may accompany your order—or the list may be paid for upon delivery.

If interested, it will pay you to act quickly as no second edition will be issued

**SWEETLAND
ADVERTISING**
INCORPORATED

Direct Mail Campaigns

25 WEST 44TH STREET
NEW YORK

Freight Rates West of the Mississippi

[CONTINUED FROM PAGE 22]

harvest the wheat that feeds Europe. But when the railroads get through taking their share out of the sacks we haven't enough left to feed ourselves.

"My wheat will bring seventy-two cents in Minneapolis. Hauling and freight will take thirty-five cents—half the price. From Minneapolis to New York, where you live, the freight's twelve or thirteen cents a bushel; it's under twenty cents from Minneapolis to London. There's the reason why the West is bitter. Why should we ranchers, who feed the world, be called on to finance the railroads of the whole country?"

THE counterpart of this ranchman's feeling may be seen in every political campaign. It comes to the surface every day when the "agriculture crisis" is aired. It is the real basis for all the political theories that rise from the West; a restless striving to get from under the burden of heavy freight rates.

Right or wrong, the feeling of bitterness exists. "The Steel Trust," spoke a senatorial candidate to a St. Paul audience, "concentrates all its tonnage at one city. It tells the railroad managers what to charge for freight. If they try to charge more, the Trust lets them board up the windows of their stations in Pittsburgh. The Trust can ship over six or seven roads. It makes them come to time. But the farmer can't. His ranch is on only one road. Although the farmers of this State number a couple of hundred thousand, each one of them has access to one railroad. They have no means to club their wheat together and threaten the carriers. It's the old fable: United we stand, divided we fall. We fall, because there's no way we can unite. The whole freight rate structure of the Western railroads takes for granted that they have us tied feet and hands."

Hence has the West fought through the courts and appealed to the Interstate Commerce Commission and thundered down the halls of Congress for relief from back-hauls, long-versus-short rates, inter-mountain differentials. All has been without success. Every day's business riles both seller and buyer.

Consider the facts a moment. Steel products are carried from Pittsburgh to the Pacific Coast, by rail, for 50 to 60 cents per 100 pounds; but from the Colorado steel mills at Pueblo, the same goods cost \$1.60 per 100 pounds to the Coast. Cotton piece goods from Boston to the Coast are rated at \$1 per 100 pounds; but from Boston to Denver, the rate is \$1.77. It is only 52 cents

for Boston-Omaha shipments; seven-ninths of the Boston-Denver mileage.

Buying or selling, the irritant is present. What the West produces is subject to long deductions to get it to the market, because produce and grain livestock are sold on a delivered price at the great primary markets. Beef and wheat and cotton compete in the world markets. Those markets quote prices for delivery, with all freights paid. The rancher, therefore, must himself prepay the freight on what he ships.

To make bitterness more bitter, manufactures are shipped "f.o.b. factory," which means that the purchaser "pays the freight." After, therefore, prepaying the heavy freight rates on what it sells, the West is obliged to accept billing for the equally burdensome freight for what it buys. In this respect, the whole country is alike. Elsewhere, however, it is accepted as a condition precedent to doing business. In the West it is resented.

That resentment rises, naturally, because freight rates are high. More deep seated than the total of the charges by far is the consciousness that Western freight rates deny the American-given right to equal treatment. Western freight rates nullify absolutely the "distance principle in rate making." The illustrations already given indicate this. Is it any wonder that free men rebel every time they recall that they are paying more to get freight to or from Chicago than Californians pay for the shoes they buy in Brockton or for the canned goods they ship to New York? Within 200 miles of Denver are large deposits of anthracite coal, unmined and undeveloped, although rails run close to the properties, while Denver buys its anthracite coal from Scranton, 2000 miles away. The reason? Freight costs less per ton for 2000 miles than for 200, so much less that Nature's bounty to Denver is denied by man's artificial handiwork in the shape of a freight rate!

LET not the writer of advertising copy dismiss freight rates west of the Mississippi too lightly. Unintentionally, even he may offend those to whom his message is directed. Possibly the case is best stated by a veteran bank president of the West when he related:

"No New York bank ever sends a New Yorker out to this country to run anything, but every month some New York bank offers a vice-presidency to promising bankers from Texas or Oregon. The reason, to my mind, is



Can You get along without an Atlanta Branch?

—the time has come to find out!

UN dollars and cents—in cases of merchandise—do you know how much business is passing you by because you have no branch in Atlanta?

Can your business afford not to know—and know definitely?

Your competitors are here, serving America's fastest growing market from its logical manufacturing and distributing point. Overnight to a huge portion of this market, their merchandise carries no burdensome freight charges. They can render better service, make quicker deliveries, and as a result—it is not unusual for Atlanta branches to exceed their quotas by 50%, 75% or even 100%. In some instances they lead the entire country in volume of business.

Are you getting your share of Southern business? Are you sure?

Facts that are vital to business

The time has come when Industry in America can no longer serve the entire country from any one point, however centrally located. Leading business men are getting the facts about Atlanta. They know that the country's greatest development is now taking place in the South, and they are preparing to take full advantage of the rich opportunities offered.

Why was the largest textile deal in history recently completed in the Atlanta Industrial Area?—a transaction involving \$100,000,000 and assuring to Georgia over 50% of the world's production of tire fabric. Why have

more than 600 nationally-known concerns, in all branches of industry, selected Atlanta as Southern headquarters.

All the fundamentals are here

Point by point, Atlanta location satisfies your fundamental requirements. What factors govern: A Market? Atlanta is the key to America's fastest growing market. Transportation? 15 railroad lines radiate from Atlanta. Labor? Raw Materials? Power? Taxes? Sites and building costs? Climate? Atlanta can point to indisputably vital industrial advantages in each of these essentials.

Can you afford NOT to KNOW?

In the face of modern competitive conditions, under the modern system of hand-to-mouth merchandising, can you—in all fairness to yourself and to your stockholders—fail to get the full facts about the Atlanta Industrial Area?

Atlanta is ready to lay her cards on your table. The Industrial Bureau is prepared to get the facts for you in complete, concise and thoroughly authenticated form. A special confidential survey, covering the situation entirely from the viewpoint of your business, will be made without charge or obligation.

Are you ready for the full truth?

Send for this Booklet containing the actual experiences of some of the 602 concerns that have chosen to serve the South from Atlanta.

Write the

INDUSTRIAL BUREAU
2037 Chamber of Commerce



ATLANTA

Industrial Headquarters of the South

Did You Ever Hear of an AD-ENGINEER?

Neither did we, and we don't like the sound of it, but we are hard put to it for a simple name by which to announce a brand-new management engineering business limited to advertising departments, agencies and other units rendering advertising service.

Not an advertising agency—not a market counsellor—but a corporation organized to devote exactly 100% of its effort to advice and instruction in the fields of advertising relations and management. What the industrial engineer is to the factory, this new service proposes to be to the creative man too busy with everyday work to iron out kinks in his operating mechanism.

Lynn Ellis is engineer only by adoption, though highly commended once by Harrington Emerson on his efficient advertising department and another time elected vice-president of an engineering society. He is essentially an advertising man and in ten years with the H. K. McCann Company personally set the keynote for most of the \$7,000,000 spent under his direction.

However, he holds that good advertising is 95% good engineering and only 5% luck and inspiration. He believes the time has come for temperamental genius to give way to better order. His organization is ready to help the advertising executive to easier ways and shorter, less anxious days.

When you have had time to grasp the thought of the industrial engineer in advertising, write for fuller detail.

Better yet, outline to us the management problem that's bothering you—it costs nothing to find out how we should tackle it.

LYNN ELLIS, Inc.

Advertising Relations
and Management

One Madison Avenue

New York

Room 346, Desk C—2

simple. Westerners, drawn to New York, know how to handle Western business. They don't offend the West; but the Easterner sooner or later will miss a step because he doesn't understand the Western point of view.

"It's that way with a lot of advertisements. They mean all right, but they have but the one viewpoint. Just because a customer of this bank happened to be born abroad gives me no license to storm 'Foreigner' at him every time he comes to my desk. But that's what advertisements like this are doing!"

To reinforce his point, he indicated an ad which carried the wording: "Price, east of the Rockies, \$4; west of the Rockies, \$4.50." He mentioned other copy with such familiar expressions as "Pacific Coast prices slightly higher," and "More west of Denver," etc.

It is bad enough for a large area of our country to be conscious that "free and equal" is a phrase for schoolboys to memorize in the ignorant years of youth only to be turned into a phrase of bitter sarcasm by the cold facts of later life. Worse is the insult to local pride to have thoughtless advertisers remind them of "embarrassing disabilities" to trade. Any copy writer (or any manufacturer who undertakes national advertising) by a bit of first-hand investigation may satisfy himself as to the soundness of this recommendation: Take the sting out of your copy. It is a poor rule to permit offence in copy.

Geographical conditions are immutable. None know this better than those who live beyond the Mississippi. They pride themselves on living in the West. It was inevitable that their freight rates should be high. To this they object not at all, but they do feel aggrieved at the trade conditions which have nullified mileage in the making of freight rates. So widespread is this sense of un-American treatment that the whole social, commercial, and political structure of the West bubbles with unrest. Do not, if you are an advertiser, overlook this sore spot of Western psychology in your copy!

Advertising Legionaires to Hold Luncheon

The Advertising Men's Post of the American Legion will hold a luncheon meeting at the Hotel Martinique, New York, on Thursday, Oct. 21, at 12:30 p. m. Walter T. Leon, post commander, will preside and the speaker of the occasion will be Ray B. Bowen of the *New Yorker*.

Westchester Weeklies Elect

Thomas M. Kennett, publisher of the *Pelham Sun*, has been re-elected president of the Westchester County Weeklies, Associated. The other officers are: Frederick Dromgoole, vice-president; C. E. Lovejoy, vice-president; G. Harris Danzberger, secretary, and Colin T. Naylor, Jr., treasurer.

*If it lines up dealers
solidly "for it"*
it's an
**EINSON-FREEMAN
WINDOW DISPLAY**

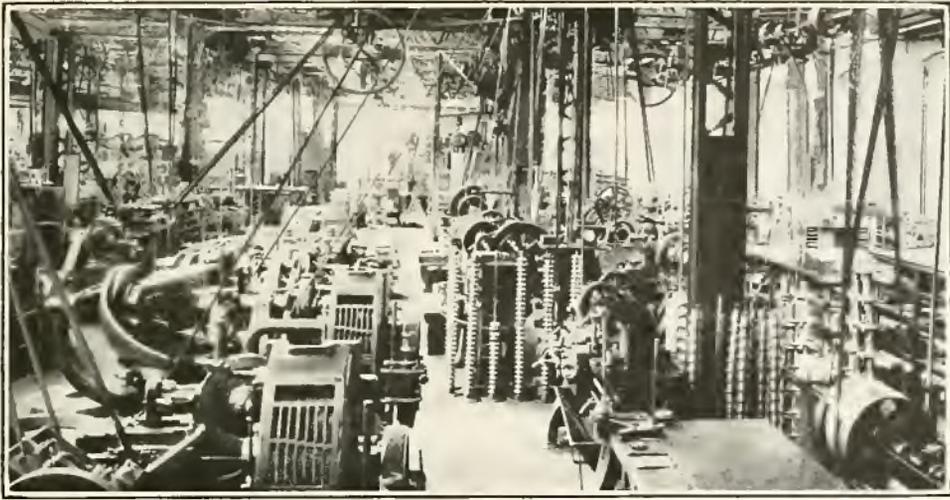
511 E. 72d St.
Rhineland 3960
New York City

Specializing
in window
and
store display
advertising



HOTEL ST. JAMES

109-113 West 45th St., New York City
Midway between Fifth Avenue and Broadway
An hotel of quiet dignity, having the atmosphere
and appointments of a well-onditioned home.
Much favored by women travelling without escort.
3 minutes' walk to 40 theatres and all best shops.
Rates and booklet on application.
W. JOHNSON QUINN



Dominating the metal-working industries-

THERE is a wide gulf between the mechanical processes in a rolling mill and those in a type-writer factory, between those in an automobile plant and those in an optical instrument shop, between those in a cash register factory and those in a locomotive shop—

But the mechanical industries, diverse in the process and the product, are united in their common consumption of machine tools, small tools, accessories, supplies and raw materials, and in their common problems of management, shop routine, material handling, labor, and cost accounting.

And they are united further in the fact that their common medium of exchange of ideas and information is the *American Machinist*.

The *American Machinist* has reached this position in industry as a result of three things—editorial quality, rigid advertising policy, and circulation methods.

The circulation of the *American Machinist* is based on the unit coverage principle.

That is, in building our subscription list, we have not sought numbers as such, but units of industry.

The consequence is that the *American Machinist* subscription list covers a substantial majority of all metal-working manufacturing plants of the United States. Of its 16,768 circulation, 40.42% are company subscriptions, 45.99% are shop executives and engineers.

We have conclusive proof of the extent to which buying executives use the advertising pages of the *American Machinist*. In fact, hundreds of executives have testified that, highly as they value the editorial pages of the *American Machinist*, they depend even more upon its advertising pages in their constant search for more economical production and for improvements of product.

To you manufacturers who sell to industry, we offer skilled aid in exploring and exploiting your sales field. Shall we send you further details?

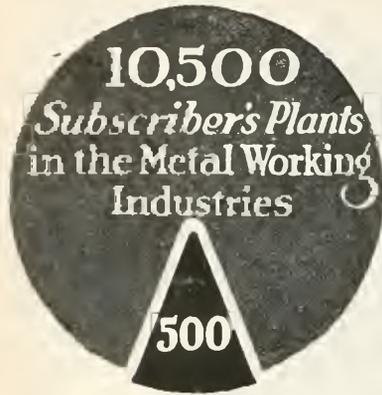
American Machinist

A B C
A B P

Tenth Avenue at 36th Street,

New York

A McGraw-Hill
Publication



The First

What IRON TRADE REVIEW Readers Make and Sell

SUBSCRIBERS to Iron Trade Review are engaged in every conceivable kind of business making products wholly or in part of metals. The great variety of products is remarkable. On the opposite page is a questionnaire which more than 7000 of our 10,500 subscribers have filled out for our records, and here is an analysis of the varied lines of business based on 500 questionnaires, representing the first three letters of the alphabet.

The value of Iron Trade Review to the entire metal producing and consuming industries is its once a week, complete, accurate and authoritative market and business information, which makes it indispensable to subscribers as a guide in their purchases of raw materials.

Agricultural Implements
 Automotive Equipment and Accessories
 Auto Trucks, Tractors, Busses, Wagons, Harvesters, Trailers, Threshing Machines
 Bolts, Nuts, Rivets, Washers, Nails, Screws, Tacks
 Castings—Gray iron, steel, brass, aluminum, malleable, nonferrous
 Coal, Coke, Pig Iron, Alloys
 Conveying and Elevating Machinery—Cranes, Hoists, Derricks, Buckets, Steam Shovels, Steel Chain Conveyors
 Crushing, Grinding and Pulverizing Machinery
 Engines—Gas, Steam, Oil, Automobile
 Engineers and Contractors
 Forgings
 Foundry Equipment and Supplies
 Furnaces, Stoves, Heaters, Radiators, Ranges, Ovens, Electric Furnaces
 Gas and Oil Equipment and Appliances
 Hardware
 Heat Treating
 Heating and Ventilating—Turbine Blowers, Exhauster Regulators
 Household appliances—Refrigerators, Washing Machines, Vacuum Cleaners; Phonographs
 Iron and Steel
 Lubricants
 Mining Equipment—Mine and Mill Supplies
 Machine Tools
 Metals—Producers and Dealers
 Miscellaneous Machinery
 Miscellaneous—Soda Fountains, Lubricating Devices, Packers, Steel Balls, Bankers, etc.
 Office Appliances—Addressing Machines, Typewriters, Vaults, Safes, Adding Machines
 Pipe, Valves, Fittings—Cast Iron, Culverts, Tubing oil and gas well supplies and equipment
 Pumps, Compressors Windmills, etc.
 Power Transmission Equipment—Gears, Chains, Sprockets
 Railroads and Railroad Equipment—Street Railways, Freight Cars, Air Brakes, Locomotives, Brake Shoes
 Refractories
 Sheet Metal Works—Steel Lockers, Shelving, Fire Doors, Shop Equipment, Metal Furniture
 Refractories
 Sheet Metal Works—Steel Lockers, Shelving, Fire Doors, Shop Equipment, Metal Furniture
 Screw Machine Products
 Stampings
 Structural Steel
 Tools—Mechanics, Carpenters, Portable Electric, Forged, Saws, Dies, Jigs
 Tubes, Tubing
 Wire, Wire Products, Wire Nails, Cloth Springs, Rope Fence

A. B. C.

IRON TRADE
REVIEW

A. B. P.

CLEVELAND, OHIO

Metalworking-The World's Greatest Industry

500!

BUSINESS STATISTICS FOR IRON TRADE REVIEW, CLEVELAND, OHIO



NAME International Floor Machine Co.,
220-230 West 19th St. Sta O.
 ADDRESS New York City, N. Y.

Please indicate by a check mark (✓) which of the following men in your company regularly read THE IRON TRADE REVIEW:

- | | | |
|----------------|--------------------|---------------------|
| President ✓ | General Manager ✓ | Engineering Dept. ✓ |
| Vice President | Purchasing Agent ✓ | Foreman |
| Secretary ✓ | Works Manager ✓ | Others |
| Treasurer ✓ | Superintendent | |

Are you manufacturers, dealers, agents, contractors, or engineers? Manufacturers

If you are dealers or agents, what lines do you handle? (Please answer in general terms such as tool steel, heavy hardware, machine tools, etc.)

If you are manufacturers, what are your principal products? Floor Scrubbing and Polishing Machines, Floor Grinding Machines, Floor Sandpapering Machines

In manufacturing the above products, do you operate the following? (Please check those you operate, and in case you have more than one shop in any one of the various classifications, please indicate the numbers.)

- | | |
|------------------|------------------------------------|
| Mine | Foundry |
| Blast Furnace | (a) Grey Iron ✓ |
| Smelting Furnace | (b) Steel |
| _____ Furnace | (c) Malleable |
| _____ Furnace | (d) Non-ferrous |
| _____ Furnace | Pattern Shop ✓ |
| _____ Furnace | Machine Shop ✓ |
| _____ Furnace | _____ Polishing Dept. ✓ |
| _____ Furnace | Automatic Machine Dept. ✓ |
| _____ Furnace | Stamping or Drawing Dept. |
| Iron or Steel | Heat Treating or Annealing Dept. |
| Brass or Copper | Forge Shop ✓ |
| Shop ✓ | Tool Room ✓ |

THESE RECORDS SHOW

1. the great diversity of products manufactured by IRON TRADE REVIEW subscribers.
2. that IRON TRADE REVIEW influences every division of the several billion dollar iron, steel, and metal-working market.
3. that each copy of IRON TRADE REVIEW is read by an average of three readers.
4. that major officials and executives — the "decision men" of industry — constitute 92 per cent of IRON TRADE REVIEW readers.
5. that industrial advertisers positively cannot reach the entire metalworking field without the use of IRON TRADE REVIEW.

(OVER)

Reverse side of questionnaire asks for information relating to fuel used, power generated, rated power capacity, types of locomotives or tractors used in yard or plant, types of delivery trucks, number of employes, etc.



CHALFONTE ~ HADDON HALL ATLANTIC CITY

in the very center of things
on the Beach
and the Boardwalk.

"Dual Trio" Radio Concert
every Tuesday evening—
Tune in on WPG at 9



STAND out like personal friends in the thoughts of those who love to go down to the sea for rest or play—their simple, friendly hospitality has so graced every service for so many years.

Especially delightful during the winter months are the broad deck porches facing the sea with their comfortable steamer chairs looking down on the flowing life of the Boardwalk. For the more active—golf, riding on the beach, theatres, Boardwalk activities, fascinating shops, music and entertainment.

American Plan Only / Always Open

Illustrated Folder on Request

LEEDS AND LIPPINCOTT COMPANY



BY W. R. HOTCHKIN, New York. "Making More Money in Advertising." By W. R. Hotchkin. A volume on the writing of advertisements which lays great stress on copy. The author's ten-year connection with John Wanamaker, New York, as advertising manager, insures the practical value of his comments. There is a section intended for the department store "buyer," and there are several chapters for the aid of the complete novice. Price \$3.

BY THE ASSOCIATED BUSINESS PAPERS, INC., New York. "A. B. P. List of Recognized Agencies." This list comprises those agencies that have applied and qualified for A. B. P. recognition up to Aug. 15, 1926. It is not a revision of the former list, but is a new one, based on far more exacting standards and on far more comprehensive information. Free upon request.

BY THE STUDIO, LTD., London. "Posters & Publicity." By Sydney R. Jones. This, the special Autumn Number of *The Studio*, is a worthy unit in a famous series. Except for a short



introduction it consists of about 400 excellent illustrations—sixty-eight in color. There are reproductions of posters from all the leading countries of the world, including Japan and the Scandinavian. Since the sub-title is "Fine Printing and Design," a number of examples of fine advertising typography are included as well. Price: In wrappers, seven shillings and six pence; in cloth, ten shillings and six pence.

BY THE POLICYHOLDERS SERVICE BUREAU, METROPOLITAN LIFE INSURANCE COMPANY, New York. "Employee Magazines." This Pamphlet, Report No. 74, deals in detail with the mechanical structure of the employee magazine, the editor and his duties, the contents of the magazine, layout and distribution, as well as the technicalities of editing. The material was taken from the best practices used by group insurance policyholders of the Metropolitan who issue employee magazines, and from general industrial practices. Free on request.

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

TESTIMONIALS

Speaking of testimonials, here's one we appreciate: "I don't see how you do it. Our photostats are back almost before we realize the letters have been turned over to you. Real service."

Let us prove that for you. You want photostats when you want 'em. We get them to you.

Commerce Photo-Print Corporation
80 Maiden Lane New York City

BALDA ART SERVICE
WISCONSIN
OSHROSH
Advertisers
CREATORS OF
ADVERTISING ILLUSTRATIONS
LETTERHEADS-COVER DESIGNS
LABELS-CARTONS-LAYOUTS
and PHOTO RETOUCHING
-SKETCHES SUBMITTED-ENGRAVING CUTS FURNISHED

Bakers Weekly A. B. C. - A. B. P.
NEW YORK OFFICE—45 West 45th St.
CHICAGO OFFICE—343 S. Dearborn St.
Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

The Lillibridge Viewpoint

Number Six

Issued by Ray D. Lillibridge Incorporated

New York

On Living a Second Life

WHEN we contemplate Cyrus Curtis tackling the job of building up two great newspaper properties—the Philadelphia *Public Ledger* and the New York *Evening Post*—after the age when most men would feel that they had earned a “rest,” and see E. M. Statler building a new hotel in Boston when, at 62, he might be resting comfortably on his oars, we are reminded of Sir Christopher Wren.

It was Sir Christopher Wren who built that magnificent cathedral, St. Paul's, in London in the 17th Century. At the age when most men begin to wear out, Sir Christopher was entering enthusiastically on a new career in a new profession. For, it was not till he was past sixty that he became an architect. After his sixtieth year, this amazing man built ninety churches and cathedrals!

Like the man James Whitcomb Riley wrote of who had “lived to three score and ten and had the hang of it now and could do it again,” Sir Christopher Wren discovered the secret of living a second life and doing another full life's work.

Growing old is so often the result of doing the same old thing—following the same old rutted road. Whereas, the man who takes up a worth-while interest about the time his temples begin to grey becomes so thrilled that he has to keep on living a long time to follow the fascinating new road he is traveling to see where it leads!

Changing American Tempo

THERE is rapidly developing among large corporations in the household appliance field a realization of the desirability of having

a disinterested outside' organization conduct for them a comprehensive survey taking in products, sales and advertising policies, and market potentialities, that they may keep their businesses in step with the changing American tempo.

Our organization has just been retained by the Standard Gas Equipment Corporation, makers of the famous Smoothtop, Oriole, Acorn, Triplex and Vulcan gas ranges, to conduct such a survey.

The Deadening Rhythm of the Week

ONE wonders whether, were it not for the rhythm of the week, with its hopeful start on Monday, its busyness by Wednesday, and its slowing down by Friday . . . whether business men might not make more progress with their plans.

Instead of a rhythm of progress, the weekly round is prone to degenerate into a rhythm of procrastination, in the face of the generally admitted fact that, as James H. Rand, Jr., puts it, “in business you have only ten years to make a go of it.”

Rhythm of the week: Friday—“Too late to do anything this week on that new plan; we'll take it up Monday.” . . . Monday—“So many things to straighten out—have to wait a day or two before tackling that new plan.” . . . Wednesday—“Too busy today.” . . . Friday—“Too late to get a good start this week; we'll take it up Monday.”

And so on, week after week; the step becomes a mark-time march in the treadmill of the week.

That is, unless one resolutely writes the letter or memo, puts in the telephone call, or

calls the meeting that will put the plan in motion, even if it is five minutes to five on Friday night, or nine minutes after nine on Monday morning.

For instance, if you have been promising yourself to "get in touch with this Lillibridge Agency and see what they can do for us," why not do it now?

Grows Fortune In Flower Pot

ONE reason many business men achieve such mediocre success is that they try to be successful in too broad a way.

A florist by the name of Cooley died up in Pittsfield, Massachusetts, a few months ago, leaving a fortune of \$1,722,100. The notable thing about his success was that he had fenced off a little corner of a big business; instead of raising everything, from "geraniums red to delphiniums blue," he concentrated on orchids. His reputation as an orchid grower came to be national. In ten years he took thirty-seven gold medals. Literally, he grew himself a fortune with a single plant!

§ § §

THERE are other businesses which would be more successful if the "orchid" of the line were selected and cultivated, almost to the exclusion of all else.

Scattered seeds grow scattered crops; a single plant carefully cultivated often returns an amazing yield.

Note

IN mailing copies of a recent issue of THE VIEWPOINT we enclosed a reprint of Robert R. Updegraff's essay, "The New American Tempo." Numerous executives have written us asking if

they might have a number of extra copies of this pamphlet to send to business friends and associates.

We have been pleased to comply in every case, and will be glad to send additional copies to others who may wish them.

Advertising Exposure

WE aim to advertise only products in which we have the utmost faith, products that will stand the glare of advertising exposure. We want no clients who, like the ancient gentleman Edmund Burke referred to, "trembled to have his shield scoured for fear it should be discovered to be no better than an old pot lid."

To any manufacturer who has a worthy product to market, or a meritorious service to sell, we offer an advertising service of peculiar efficiency, based on a sound Fee-and-Budget system of compensation, carefully set "objectives," and painstaking "follow-through."

We welcome letters of inquiry.

Other Men's Shoes

THE Khalif H. I. M. Abdul Mejid may or may not have been a very popular Sultan, but he had one very commendable habit: he fasted once a week to remind himself that many of his people were starving.

Putting one's self in the other man's shoes is a fine thing; it changes one's viewpoint completely.

We know that spending money to advertise our own business has qualified us to spend more wisely for our clients Nor have we found it so difficult to advertise an advertising agency as it has always been supposed to be.

RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET • NEW YORK

Telephone: Longacre 4000

Established in 1899

A. N. A. Annual Meeting Program

Ambassador Hotel, Atlantic City,
N. J., November 8, 9, 10, 1926

Monday, November 8—Meeting called
to order at 11:00 o'clock.

PRESIDENT'S ADDRESS.

SECRETARY-TREASURER'S REPORT.

NEW TENDENCIES IN MARKETING.

L. D. H. Weld, recently manager of
Commercial Research Department,
Swift & Co., now with the H. K.
McCann Co.

Afternoon Session—2:00 o'clock.

**NATIONAL DISTRIBUTION FOR A NEW
PRODUCT IN NINETY DAYS.**

William M. Zintl, Director of Sales,
Paint Division, E. I. du Pont de
Nemours & Co.

CHAIN STORE DISTRIBUTION.

W. T. Grant, Chairman of the Board,
W. T. Grant Chain Stores.

SELLING DIRECT TO THE CONSUMER.

O. B. Westphal, Vice-President and
General Sales Manager, Jewel Tea
Company, Inc.

GROUP MEETINGS.

Agency Matters—Chairman, S. E.
Conybeare, Armstrong Cork Co.

Dealer Helps—Chairman, A. C. Kle-
berg, Valentine & Co.

Direct Mail—Chairman, R. N. Fel-
lows, Addressograph Co.

Export—Chairman, T. N. Pockman,
U. S. Rubber Co.

Newspapers—Chairman, Verne Bur-
nett, General Motors Corp.

Magazines—Chairman, W. A. Hart,
E. I. du Pont de Nemours & Co.

**INFORMAL DINNER AND ENTERTAIN-
MENT—6:30 p. m.**

Tuesday, November 9—Morning Ses-
sion 9:30

**PSYCHOLOGY OF ADVERTISING AND SELL-
ING—Talk No. 1.**

John B. Watson, Ph.D., Vice-Presi-
dent of the J. Walter Thompson
Company, author of "Behaviorism."

**NOMINATION AND BALLOTING FOR PRES-
IDENT.**

COMMITTEE REPORTS.

**NOMINATION AND BALLOTING FOR VICE-
PRESIDENTS.**

COMMITTEE REPORTS.

**NOMINATION AND BALLOTING FOR DI-
RECTORS.**

THE POSTAL RATE SITUATION.

Richard H. Lee, of the New York
Bar.

RESOLUTIONS COMMITTEE REPORT.

Tuesday, November 9

Afternoon Session—2:00 o'clock.

**PSYCHOLOGY OF ADVERTISING AND SELL-
ING—Talk No. 2.**

John B. Watson, Ph.D.

WHAT A RETAILER THINKS ABOUT.

Frank H. Cole, Advertising Man-
ager, Peter Henderson Company, and
proprietor of the Frank H. Cole
Company.

NEWSPAPER CIRCULATION CLINIC.

How Newspapers Get Circulation.

John M. Schmid, Business Manager,
Indianapolis News.

*Tendencies Good and Bad in News-
paper Circulation Methods.*

John H. Fahey, John H. Fahey &
Co., Boston, Mass.

The Advertiser's Point of View.

Verne Burnett, Secretary of Adver-
tising Committee, General Motors
Corp.

The Right Frame of Mind

IN what frame of mind is a magazine reader most valuable to an advertiser? Should he be seeking mere relaxation—leaning on his elbows mentally? Or wide-awake, stimulated by a discussion of conflicting opinions, weighing the merits and making up his own mind?

The FORUM is read by people of the latter class—successful men and women who reached the top of their respective ladders by doing their own thinking. Seventy thousand of these discriminating people read the FORUM every month. They offer a select audience to advertisers seeking readers in the right frame of mind.

Member Audit Bureau of Circulations

FORUM

America's Quality Magazine of Controversy

247 PARK AVENUE

NEW YORK

Letters that TALK face to face!

SPARKLING SALES LETTERS. money-pulling collection letters, tactful adjustment letters, effective good-will letters.

SELFSAME RULES AND FORMULAS the shrewdest correspondents follow.

TESTED TYPES OF BUSINESS LETTERS—story letters, testimonial, conversational, announcement letters.

EXAMPLES OF LETTERS by line of business—manufacturing, wholesaling, retailing, specialty, services, real estate, insurance, banks.

PSYCHOLOGY IN LETTERS—Description, testimony, persuasion, inducement—the styles of expression.

OPENERS, CLOSERS. the body of letters, methods for analyzing the sales situation, the effectiveness of letters.

CHARTS AND TABLES for planning letters—of preferable mailing dates, material for letters, letter series, names for mailing lists.

LETTERS THAT TALK face to face with your customers.

NOW wouldn't YOU like to write letters that PAY?—Letters that grip and HOLD attention?—Letters that would tease you, intrigue you to the end?—Letters that make SALES and pay PROFITS?—Letters that WON'T LET GO until they have done what you wanted them to do, soothe an irate customer, collect money due you or BUILD UP business and good-will.

There is a way, a proven way to write letters like these—a far easier way than you may imagine—and the "BUSINESS CORRESPONDENCE HANDBOOK," edited by James H. Picken, Counselor in Direct Mail Advertising, will tell you. Known from coast to coast for his successful letters; trained under Munsterberg at Harvard; Picken, who has trained thousands to write letters THAT GET ACTION, sets forth simply, easily, the actual working methods of the MASTER letter writers of America. Mail the handy coupon below—now!

-----Examine FREE-----

A. W. SHAW COMPANY
Cass, Huron and Erie Streets, Chicago

Please send me on approval your new 336-page book, "Business Correspondence Handbook," edited by James H. Picken, flexible binding, gold stamped. Within five days after its receipt, I'll send you \$7.50 plus a few cents for mailing charge, or return the book.

AS-1020

Name

Street and No.....

City and State.....

Firm

(Canada \$8.25 duty prepaid, same terms; U. S. Territories and Colonies \$8.25 cash with order; all countries \$8.25 cash with order)



You'd Like Returns Like These:

—35 inquiries, on a list of 600, that resulted in 10 orders

—97 orders from a mailing of 1,200 names in a second approach

—1.6% returns with a total of \$5,436 in sales, on a single follow-up

—Better than 12% on a list of 5,000 names with sales totaling \$9,000

—Replies from 25% of a list, securing 500 orders in three weeks

—A 2% return, cash with order

—Over 10,000 prospects, names from a list of 1,800 dealers

Complete reproduction of 225 unusual, result-producing letters that pay.

836 pages. Size 5½ x 8½ inches. Illustrated.



NOTICE the manufacturers in your town who are turning to gas for fuel. When you realize that one industrial consumer uses more gas than hundreds of domestic customers, you can see what a tremendous growth the gas industry is undergoing with the active development with this type of business. Of course the demand for all types of equipment and supplies is growing correspondingly.

Let us tell you of the application of your product in the gas industry. No cost or obligation to you.

Gas Age-Record

9 East 38th Street
New York

A. B. C.

A. B. P.

We also publish *Brown's Directory of American Gas Companies* and the *Gas Engineering and Appliance Catalogue*.

Gas Age-Record

"The Spokesman of the Gas Industry"

ANNUAL DINNER—7:00 p. m.

Speakers:

Dr. W. E. Lingelbach, Chairman of the History Department, University of Pennsylvania.

Robert C. Benchley, of *Life*.

Wednesday, November 10

Morning Session—9:30

NEW TENDENCIES IN INDUSTRIAL ADVERTISING.

N. S. Greensfelder, Advertising Manager, Hercules Powder Company.

HOW WE SELL ADVERTISING TO SALESMEN.

P. B. Zimmerman, Advertising Manager, National Lamp Works of General Electric Company.

PSYCHOLOGY OF ADVERTISING AND SELLING—Talk No. 3.

John B. Watson, Ph.D.

GAINING DISTRIBUTION BY OVERCOMING SUBSTITUTION.

F. W. Lovejoy, Sales Manager, Vacuum Oil Company.

ADJOURNMENT.

League of Advertising Women Announce Scholarship Winners

The League of Advertising Women have made public the names of the winners of the two memorial advertising scholarships given by them at New York University. The two successful candidates are Frances Etting, with Rogers & Co., printers, and Rosemary Weber, secretary to the president, Plymouth Advertising Agency, New York. The Judges on Award were Bruce Barton, president, Barton, Durstine & Osborn; Arthur Williams, vice-president—commercial relations, the New York Edison Company; Frederick C. Kendall, editor, ADVERTISING AND SELLING; Philip O. Badger, assistant to the Chancellor, and George B. Hotchkiss, chairman, Department of Marketing, New York University.

The chairman of the scholarship committee was Miss Laura Rosenstein.

Advertising Specialty Association Elects Officers

At the Twenty-third Annual Convention, held recently in Chicago, the Advertising Specialty Association elected as president Charles B. Goes, Jr., of the Goes Lithographing Company, Chicago. Other officers elected were: Honorary vice-president, E. N. Ferdon, The Blanchard Company, Aurora, Ill.; first vice-president, L. C. Glover, Novelty Advertising Company, Coshocton, Ohio; second vice-president, W. A. Repke, The Broderick Company, St. Paul, Minn.; treasurer (reelected), J. B. Carroll, J. B. Carroll Company, Chicago; executive secretary (reelected), Mrs. Bernice Blackwood, Chicago.

The following were elected as new members of the board of directors: U. Rae Colson, U. O. Colson Company, Paris, Ill.; C. A. Peck, Newton Manufacturing Company, Newton, Iowa; T. R. Gerlach, Gerlach-Barklow Company, Joliet, Ill.



Advertising at the point of sale

Do your most effective advertising where sales are actually made.

Appealing Labels, produced by Lithography, stand out on the dealer's shelf. Metal Packages, Fancy Packages, Cartons, Cigar Bands and Labels force the buyer's attention. Display Racks help to sell. Counter

Cards and Wall Hangers influence the decision in favor of your product.

Lithographed matter at the point of sale has been responsible for most of the world's selling successes. Give every consideration to this very important part of your distribution plan.

Lithography

Advertising that follows through to sales

Advertising that follows through to **SALES**



MAKE it a practice to call freely upon your lithographer for advice. A competent representative will gladly discuss with you any problems you may have.

Lithographers National Association, Inc.

104 FIFTH AVENUE,

NEW YORK CITY

The Memorable Phrase

[CONTINUED FROM PAGE 42]

your home—this congenial *companion* which *gives* so much and *asks* so little" (Victrola). "An unailing performer" (Schaeffer Pens).

Now the reader who has been intent on the order in which we named our figures of speech will have noted omission of synecdoche. Are there no examples of use, in headline or text, of this device by which "the whole is used to designate a part, or a part to designate the whole"?

YES, one of the finest—a knockout as a caption—leaps at us from a half page of the Collins & Aikman Company. Note how much virility, freshness and wide-open-spaces feeling our copywriter puts into his simple four-word head by the synecdochic rendering, "Bringing Home the Beach." Even without context you almost get the implication: that gritty sand particles get into automobile upholstery, and that obviously the Collins & Aikman product meets that kind of situation most creditably.

Hyperbole—a figure of speech in which a statement is made emphatic by exaggeration? No, we haven't so much of it these days, thanks to functioning consciences and an enlightened attitude toward our craft. In fact, I scan scores of current copy exhibits, but do not discover it.

Of apostrophe, too, my net of inquiry comes back empty; for we who perpetrate copy aren't "addressing the dead, the absent or a personified object or idea" so often as our contemporaries of the stage, pulpit and rostrum.

In metonymy, however, the minter of copy phrases has a highly live and useful serving-man. For metonymy is that stimulative rhetorical device in which "an object is designated by the name of another object with which it is closely associated," as when Campbell's Soup copy speaks of "That one hot *dish* you always need for health and digestion." Not the dish, of course, but what's *in* the dish—yet metonymy gives us a thought infinitely preferable to the realism of "that one hot dish of *food*," does it not? "Why good *food* makes bad gums" says Ipana Tooth Paste, when of course it means the *chewing* of good food.

As for our next two phrase-invigorators—onomatopoeia and alliteration—you can, in the time that we are hunting one instance in a popular publication's pages, write ten examples of your own. Every good copywriter uses constantly words that suggest their meaning by their sound (onomatopoeia): "The *clang* of the fire gong"—"the *lisp* of rain in the leaves"—"His horses' feet *clip-clopped* over the stones." Indeed, onomatopoeia, despite its vowel-studded polysyllables, is one of our happiest aids to phrase-power.

In alliteration, however, the copywriter finds his most deadly friend. Hence, the seasoned advertising mes-sagist of today uses it sparingly, as he would black pepper. So used, and when the occasion is pat, we get very charming effects. As, for example, when Edison Lamp Works heads a beautiful and individual page dominated by one of Rockwell's inimitable illustrations, with: "Just being kids and Captain Kidds." In this usage the conscientious objector to alliteration is consoled by the extra joy of the poetical thought behind the mere rhythm of recurring k's.

And so comes now that thoroughly defensible and necessary ally: antithesis. Good copywriters we find using this aid to phrase-power very consistently. "Brush all your teeth and you will have all your teeth to brush," pronounces Prophylactic; and to the force of fact it adds the force of epigram, for in antithesis is the stuff epigram is made of. "Why good food makes bad gums," and "When Nature won't Pluto will," are typical antitheses, reechoed in the Bryant Heater Company phrase, "A warm home to live in, a cool home to sleep in," and Snider Catsup's "Vital for cook books as well as account books."

WITH one hand-sweep, however, we clear the copy desk of the three figurative aids that remain—climax, epigram and the rhetorical question. For the simple reason that with Elbert Hubbard died most epigram; climax functions best as a device of idea arrangement rather than of phrase making; and the rhetorical question has been superseded, so far as copy is concerned, by the simpler and more effective question *per se*, sans rhetoric or, "strong emotion."

And that leaves us, for memorable phrase-minting purposes, with our original thirteen figures of speech productive of the imagery that in turn produces phrase-power, cut down to a more workable seven: simile, metaphor, synecdoche, personification, metonymy, onomatopoeia and antithesis.

Let me commend to all copycrafters, yea, even those high above the salt, Dr. Henry S. Canby's newly issued book, "Better Writing." From it, you may recall, we have already purloined a memorable phrase—the one about connective words: that "They show the weakness of sluggish thinking as rain water shows the low spots of a golf course."

For the course of Nature, so far as sound copywriting is concerned, is a perilous one indeed. Technique is the *sine qua non*, and its hints, plus practice, plus experience, plus guidance by Those Who Know, become the elements *ne plus ultra* of apprenticeship.

"—the best
selling ammunition
our salesmen ever used"

—Kelvinator



Five thousand Pyramid Portfolios are making sales for Kelvinator salesmen. Read the letter written by G. G. Whitney, Advertising Manager:

We have been using your Pyramid Portfolios, or as we call them "Custom Kits," for about eight months. Without question, these easels are the best selling ammunition our salesmen have ever used.

Kelvinator salesmen who are making the most sales are usually those who are consistently using their easels. There has been no let-up in the sale of them to our men since we first issued them.

An unfavorable comment has never been heard. New salesmen can produce much sooner than they could without easels. Practically every objection which is ever made in a sales talk is effectively answered with the easel.

One of our Distributors who handles washing machines, electric ironers and other appliances says he only wishes he had a similar easel to cover his entire line.

Full description, sizes and prices of this novel portfolio promptly upon request. Samples, if desired.

Pyramid Sales
Portfolio



Bookart Binders for every purpose. Ask for quotations.

Michigan
Book Binding Company
Schmidt Power Bldg., Detroit



THE OPEN FORUM

WHEREIN INDIVIDUAL VIEWS
ARE FRANKLY EXPRESSED



Capital for the New Style Lumber Yard

I WAS very much interested in the recent article on "Marketing Building Materials," and would like to correct the impression that the retail building material merchant may do business on so little capital. The article suggests that some \$50,000 to \$75,000 is sufficient to operate a yard in a live town of 30,000 people in order to do a gross business of \$200,000 a year. This may be so in the West or Middle West, where real estate, labor and everything else is correspondingly cheaper, but it is entirely untrue in the East. It would be practically impossible even to buy a good lumber yard site with railroad siding, switching facilities, etc., for that \$75,000.

A yard doing a business of \$200,000 a year is a fairly small building material yard as Eastern lumber yards go, and yet it requires a large investment. It needs office buildings, sheds, piers, storage facilities, trucks, machinery equipment, horses—which would easily cost \$100,000, including the real estate. The delivery equipment alone, in these days, will run from \$20,000 to \$25,000. An Eastern yard must carry almost \$75,000 in stock of those building materials and lumber specialties mentioned, some of which are very expensive and run from \$2,000 to \$4,500 a car. Call it \$60,000.

This means an investment of \$160,000 right off the bat, but the big factor which fools everybody in the lumber business is the large amount of cash capital necessary to finance the accounts receivable. Credits are long, from sixty to ninety to 120 days, and are then often paid only by note. A yard of this size would need \$70,000 to finance its accounts receivable alone. In other words, it is pretty hard to do much with a small retail lumber yard of this kind in the East on less than a quarter of a million dollars.

There would be about four people employed in the office, and about twenty in the yard, including the manager and yard foreman. Such yards would be equipped to transact ably in a business-like fashion something over \$200,000 a year gross sales in the building material business in the Eastern Atlantic States. Remember at the same time that this would be a small yard.

I might add that in most territories conditions are highly competitive and returns are not commensurate to the amount of invested capital necessary. It certainly costs a lot to operate one

of these "building material department stores" which the article mentioned.

HIRAM B. BLAUVELT, *Vice-president,*
Comfort Coal-Lumber Co., Inc.,
Hackensack, N. J.

The Gentle Art of Pulling Legs

I SEEM to have recollections of a millionaire with a highly developed sense of humor who rescued a back-alley cat, fattened it, and entered it at one of the leading shows—where it walked off with the honors. And that he followed this success by introducing "Puldekar," an ex-bus horse, to high society. In each case the gentleman concerned was able to obtain a considerable amount of amusement at the expense of unsuspecting and unwatchful experts simply by maintaining an air of gravity.

It is because of these recollections that I never knew whether to take the writings of Mr. William R. Basset seriously or not. At times one might think he was in earnest, but whenever he casually refers to his intimate acquaintance with "several thousand" businesses—then I feel sure that he must be pulling our legs. Several hundred, maybe, but several thousand—that is much too reminiscent of "Puldekar."

I'll admit that I didn't for a time get on to the fact that our legs were being quietly but expertly extended—not, in fact, until I happened to start trying to figure out just how long it would take to study several thousand businesses. If one allows one week to each business—and no one could gain an intimate knowledge of any average business, unless it were a peanut stand, in less time than this—one finds that it would take twenty years steady work to complete the first thousand. Two thousand, I suppose, would take an average business lifetime. Three thousand would take sixty years. And so on.

And how Mr. Basset must be chuckling to himself at our credulity. Simply because he maintains a serious countenance we accept his statements not at their, but at *his*, face value.

At times, of course, Mr. Basset evidently tries to see just how far he can go before we wake up. In a recent issue of ADVERTISING AND SELLING, under the rather humorous heading of "Common Sense in Selling," he paints a very touching and highly imaginative picture—much in the Heath Robinson style—of the worthy manufacturer deliberately

sacrificing his profits just in order to save the stunted, inefficient little storekeepers from the destruction which they deserve.

If we stopped to think, of course, we'd know perfectly well—as Mr. Basset does himself—that manufacturers are not passing up any profits from charitable motives. They, like Mr. Basset, are out for themselves and they adopt whatever policies they consider will prove the most profitable—for themselves. Again, if we reflected, we would remember that the quantity discount, especially in the grocery field, is the rule rather than the exception, as Mr. Basset seems to suggest.

Further, we would see that inefficiency is not a matter of size—witness the fact that some of the most glaringly inefficient businesses existing in the distributive field are department stores, which unhealthy concerns are being kept alive by the price concessions given to them by manufacturers. Finally, we would realize that as small storekeepers are indispensable—that is, if people are to have the conveniences in service which they demand and are willing to pay for—the obvious thing to do is to enable them to work on an efficient basis, not to discriminate against them and so add to their burdens.

Of course, as we now realize, Mr. Basset has just been having a little fun with us and it is up to us to take it in the right spirit. Even if our vanity should happen to feel a little disturbed we should take it with a smile. Apart from his proclivity for jesting Mr. Basset may, for all we know, be remarkable for his consistency. While you and I make our daily purchases just wherever is convenient, Mr. Basset may confine his purchases entirely to chain and department stores and other large and therefore efficient organizations. Prodigal of his time, he may go far out of his way, as a matter of principle, to deal exclusively with those monster organizations which he admires and cultivates. And as one cannot expect an efficient store to handle small orders, it is even possible that Mr. Basset never makes a retail purchase of less, say, than fifty dollars at a time.

But let us cry "Pax" and ask Mr. Basset to stop extending our legs. After all, they are long enough—they reach the ground. And it used to be said that this was as long as any leg needed to be. (But this, of course, was before the day of the efficiency expert.)

JOHN B. WHALLEY,
Kinsella, Alberta, Canada.

Tell your story *first*

to these 850,000 families
who put their homes *first*

IN successful modern selling, one of the fundamentals is to consider, first of all, the section of the market which is most responsive.

In the sale of products to the home, there is no section of the market more responsive than the 850,000 families who read *Better Homes and Gardens*.

To these families, the Home and its improvement is of foremost importance. To that end they spend a major part of their time . . . and of their money.

In recognition of this fact, many advertisers,* particularly during the last year, have placed *Better Homes and Gardens* at the top of the list of national publications to be used in reaching the home.

These advertisers are telling their story *first* to the 850,000 families who put home *first* when spending their income.

*Names and details on request.

Rates Increase

Through the December issue, the rate on Better Homes and Gardens remains at \$5 a line. Beginning with the issue of January, the rate goes to \$6 a line to keep pace with the growth in circulation to 850,000.

BETTER HOMES *and* GARDENS

E. T. MEREDITH, PUBLISHER

DES MOINES, IOWA

7 keys to greater sales economy



Nov. 15, 1926—New York Power Show Directory Number, will give the features, names and locations of exhibits.

Dec. 1, 1926—New York Power Show Number, will be distributed at the show and give the programs of meetings.

Dec. 15, 1926—Annual Review Number, in which engineering progress of the year will be epitomized by leading authorities.

Jan. 1, 1927—Power Plant Development Number, the 19th Annual Reference and Textbook Number.

Jan. 15, 1927—Power Plant Equipment Number, will give detailed information on types of equipment for modern power.

Feb. 1, 1927—Chicago Power Show Directory Number, will enable engineers to decide in advance what exhibits they desire to see and their location.

Feb. 15, 1927—Chicago Power Show Number, will be distributed at the show and visualize it to leaders in the field everywhere.

THESE Seven Feature Numbers will offer greatly increased circulation, reader interest and reference value at no increase in advertising rates—a combination of low cost and quality circulation that represents the utmost economy in securing sales.

POWER PLANT ENGINEERING

Established over 30 years

A.B.P. 53 West Jackson Blvd., Chicago, Ill. A.B.C.

Sending Executives into the Field

[CONTINUED FROM PAGE 28]

types of population in the different sections and their habits of buying the kind of articles which his investigation covered. Then he called upon the representative grocer in each section. He asked each one these questions:

- (1)—Do you sell..... (his own brand)?
- (2)—Do you sell..... (the competing brand)?
- (3)—What is your price on each of these brands?
- (4)—Which of these brands enjoys the largest sale?
- (5)—Are you perfectly satisfied with the price and quality of..... (his own brand)?
- (6)—Why don't you sell more..... (his own brand)?
- (7)—What do consumers say to whom you try to sell..... (his own brand), who refuse to buy it?

The answers were the same in each store visited: "Yes" to the first two questions. The answer to the third question showed that the dealer made the same price to the consumer on each brand. The answers to the fourth question indicated that in each store the competing brand enjoyed several times more business than the new brand. To the fifth question the dealers replied, without exception: "Yes." They were perfectly satisfied with the price and quality of the new brand. The replies to the sixth question were: "The consumer doesn't ask for it; but, we like to sell your brand as there is more profit in it." To the seventh question the dealers, with unanimous accord stated: "The consumers like the shape and size of the local brand best. They figure that it, being larger, gives them more for their money."

So there, then, was the answer. The new brand, though better in quality, was 25 per cent smaller in actual weight, and its extra quality and premium value were not sufficiently attractive to make up for the consumer's habit of buying the older brand, and the obvious fact of its larger size.

As a result of this trip the sales executive returned to the home office, and its swivel-chair executive philosophers, and reported his findings, made his diagnosis, and recommended the following remedy: Increase the size of the local brand, reduce its extra quality and make it the same in weight, quality and shape as the competing brand. Also reduce its premium values to the same as those of the brand which dominated the market. Keep the same somewhat lower price to dealers; close the fine, big, costly, down-town premium store and open smaller, cheaper quarters in the more congested residence neighborhoods. Then the following sales and advertising course was recommended: Take all old stock from the jobber and replace it with the new size. Put in a crew of six salesmen to exchange the retailer's stocks, make an attractive restocking sales price, and provide spe-

Advertisers Who Use The Daily Herald

The Fisher Body Corporation

—and a goodly number of other prominent and successful advertisers agree with them that The Daily Herald *gets results*.

If you have something to sell to the many prosperous people along the Mississippi Coast, The Daily Herald is the best and cheapest medium for you to use.

THE DAILY HERALD

GULFPORT

MISSISSIPPI

BILOXI

Geo. W. Wilkes' Sons, Publishers

The Only Denne in Canadian Advertising

You cannot effectively place your Canadian Advertising by merely consulting a Newspaper Directory. You need an Advertising Agency familiar with "on the spot" conditions. Write.

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

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

THE JOHN IJELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

Face to the Public

THERE is an old adage in the law courts that you can tell where the personal interest of a witness lies by the direction in which he turns his face.

> > >

AN EDITOR is like that. He is a witness in court every day. By the direction in which he turns you can tell where his interest lies. *And an editor, more than any other man in public life, must keep his face to the public. For from it, he derives his impressions of daily life, his inspiration to write, his policy to pursue. The editor and his people must be one.*

> > >

SINCE 1879 the Scripps-Howard newspapers have faced the public. *They have preached the doctrine of sane, American liberalism, wisely*



SCRIPPS-HOWARD



and temperately. These papers have won many battles in this cause. But they have always waged their fight in behalf of their readers.

> > >

TODAY, the Scripps-Howard newspapers

serve more than a million and a half families. These newspapers are published in twenty-four leading cities. This is popularity. *But the readers of the Scripps-Howard newspapers also accord them confidence and respect—the greatest reward of journalism.*

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS AUDIT BUREAU OF CIRCULATION

Cleveland (Ohio).....Press
 Baltimore (Md.).....Post
 Pittsburgh (Pa.).....Press
 San Francisco (Calif.).....News
 Washington (D. C.).....News
 Cincinnati (Ohio).....Post
 Indianapolis (Ind.).....Times
 Denver (Colo.).....Express

Toledo (Ohio).....News-Bee
 Columbus (Ohio).....Citizen
 Akron (Ohio).....Times-Press
 Birmingham (Ala.).....Post
 Memphis (Tenn.).....Press
 Houston (Texas).....Press
 Youngstown (Ohio).....Telegram
 Ft. Worth (Texas).....Press

Oklahoma City (Okla.).....News
 Evansville (Ind.).....Press
 Knoxville (Tenn.).....News
 El Paso (Texas).....Post
 San Diego (Calif.).....Sun
 Terre Haute (Ind.).....Post
 Covington (Ky.).....Kentucky Post*
 Albuquerque (N. Mex.).....State-Tribune

MEMBERS OF THE UNITED PRESS

ALLIED NEWSPAPERS, INC.
National Representatives
 250 Park Avenue, New York, N. Y.
 Chicago Seattle Cleveland
 San Francisco Detroit Los Angeles
 *Kentucky edition of the Cincinnati Post.



*Sell and prove
first—advise
afterward*

Marquis Regan

Too many sales organizations are like royal families—inbred—needing a transfusion of new ideas. Our practical and outside viewpoint often finds surprising possibilities of greater profit untouched.

MARQUIS REGAN Incorporated

SALES COUNSELORS · 270 MADISON AVE. N. Y.

We operate through sales management, not over it. Leading sales managers testify to their satisfaction in working with us. Fee basis. Confidential. Obligated to client only. Details on request or write for appointment.

cial window display posters; this sales plan to be followed quickly by a complete sampling, using six crews to do the job in record time.

The estimated cost of this program was twice what had ever been expended before in one year on this product. However, the president of the company was so favorably impressed with the logic of the diagnosis and the proposed plan that he ordered the program carried out at once. This was done. The sales the first year were just seven times the best former record, and the new brand became firmly entrenched in the Cleveland market. The company got back the cost of the advertising within the first year, and the brand was on a money-making basis. They gave the people what they wanted and did it better than their competitors.

The old saying that "Knowledge is Power" is shown clearly to be true, each day, in the realm of business. The trained executive who knows his business at first-hand is the one to whom the directors look when they have important decisions to make or a new president to elect.

The Mail Order House Gives the Retailer a Problem

[CONTINUED FROM PAGE 40]

and delivery services which are of real value to the consumer.

But the changing activities of the mail-order houses are by no means confined to the establishment of these large local outlets.

It was apparent from the first that, while the big department-mail stores would provide a powerful lever for the increase of the Sears-Roebuck and Montgomery-Ward sales generally, they did not by any means complete the chain of distribution which these companies expected to forge.

Another and very powerful link was added when, in August of this year, the Montgomery Ward Company opened the first of its "display stores" in Marysville, Kansas, a town of some 3000 population.

This store, a really new development in retailing, is little more than a glorified display window in which carefully selected items from among the most popular lines in the Montgomery Ward catalogue may be inspected. It is, of course, impossible to carry a complete stock in a small store of this nature, but the idea is to "sell" the public on the idea of dealing with the catalogue house and to provide a closer point of contact with customers in the surrounding territory.

Strictly speaking, the Marysville store, and the others which have since been opened, are not "stores" at all, but "merchandise displays," because, out of the 33,000 items in the Montgomery Ward catalogue, nothing is kept on hand for immediate delivery but



New York's newest and most beautifully furnished hotel—accommodating 1034 guests
Broadway at 63rd Street.

ROOM WITH PRIVATE TOILET.
\$250
ROOM WITH PRIVATE BATH.
\$350

\$124,342.25 Worth of Merchandise Sold by Letters

At a Cost of Only \$2,552.24 A copy of the letter sent you free with a 212-page copy of POSTAGE MAGAZINE for 50c.

POSTAGE is devoted to selling by Letters, Folders, Booklets, Cards, etc. If you have anything to do with selling, you can get profitable ideas from POSTAGE. Published monthly. \$2.00 a year. Increase your sales and reduce selling cost by Direct-Mail. Back up your salesmen and make it easier for them to get orders. There is nothing you can say about what you sell that cannot be written. POSTAGE tells how. Send this ad and 50c.

POSTAGE, 10 E. 10th St., New York, N. Y.

The Standard Advertising Register

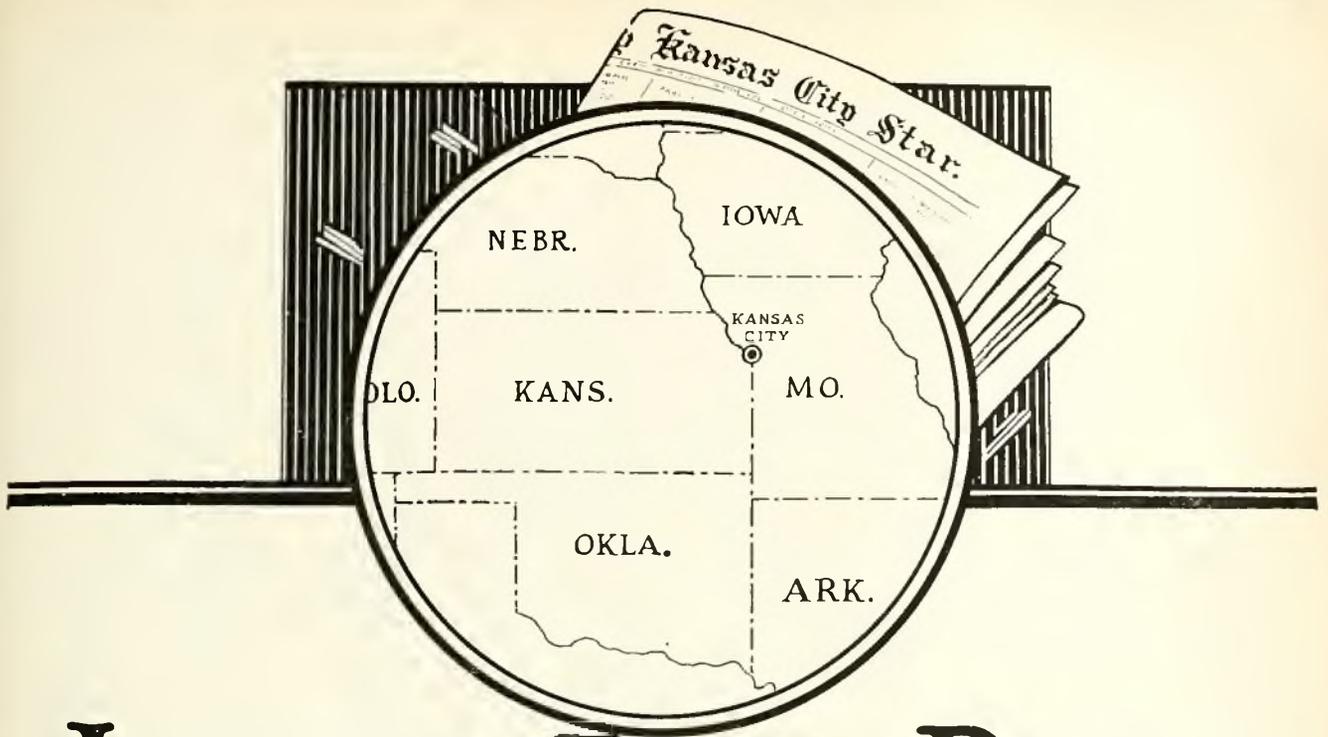
is the best in its field. Ask any user. Supplies valuable information on more than 8,000 advertisers. Write for data and prices.

National Register Publishing Co.

Incorporated

15 Moore St., New York City

R. W. Forrel, Manager



Lowest Farm Paper Advertising Rate in America

THE Weekly Kansas City Star offers the lowest rate for farm paper advertising in America.

Likewise it offers the highest percentage of rural route subscribers of any farm paper in Missouri or Kansas.

A circulation three and one-third times greater than that of the largest weekly farm magazine published in Kansas!

A circulation two and three-quarters times greater than that of the largest farm magazine published in Missouri!

That is why The Weekly Kansas City Star can sell more merchandise

to farmers, at a lower cost, than any other publication.

Half-page or larger space in The Weekly Kansas City Star can be purchased for only 75 cents a line. This is a special low rate to users of space in either the daily or Sunday edition of the Star.

Think of it—a rural, paid-in-advance circulation exceeding 426,000 copies in the richest productive area in the world, at 75 cents a line.

Ask your advertising agent if it isn't the greatest farm paper advertising bargain in America.

The Weekly Kansas City Star.

426,000 Copies --- 75c a Line

New York Office, 15 E. 40th St.

Chicago Office, 1418 Century Bldg.

A speaker may have a wonderful message but fail to interest because of his poor delivery . . . Likewise, a piece of copy may be a masterpiece and yet fail to gain the audience it deserves because of poor typography



WIENES TYPOGRAPHIC SERVICE

INCORPORATED

203 West 40th Street, New York

LONGACRE 7034

Buildings
Carpeting
Windows
Heating
Plants
Chairs
Typewriters
Desks
Pews
Chancel
Furniture
Mimeographs
Multigraphs
Stereopticons
Moving Picture
Machines
Books
Printing
Record
Systems
Filing Systems
Safes

The Churches of America Spend Annually Six Hundred Millions of Dollars

Much of this money is spent for the items listed here.
The best medium for reaching this great market is

Church Management

The Ministers' Trade Journal

A non-denominational, non-propaganda magazine which goes to the responsible buyer in the church. No pious or lost circulation. Goes only to bona fide, paid-in-advance subscribers. Circulation and advertising sold only on merit.

Information and Rates on Request

CHURCH MANAGEMENT

626 Huron Road

Cleveland, Ohio

Shoe and Leather Reporter Boston

The outstanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday. \$6 yearly. Member ABP and ABC.

Topeka Daily Capital

The only Kansas daily with circulation thruout the state. Thoroughly covers Topeka, a midwest primary market. Offers real co-operation. An Arthur Capper publication.

Topeka, Kansas

automobile tires, tubes and batteries. The sole aim of the displays is to present merchandise to customers in a more appealing way than the most ambitious catalogue could accomplish and to give patrons an opportunity to examine, at first-hand, the quality of goods which they might be more or less reluctant to order merely from printed descriptions.

But another and very important function of these "display stores" is that of building Montgomery-Ward prestige in the community and keeping in close touch with former patrons, present customers and prospective buyers.

In the vicinity of Marysville, Kansas, alone there are reported to be some 10,000 persons who have made sporadic purchases from Montgomery-Ward during the past five years, and if the "display store" there can reestablish connections with only a portion of these it will have more than justified its existence as an innovation that will pay in the end.

NO announcement has been made of the number of small stores which will be opened, but it is understood that the Chicago catalogue-house expects eventually to blanket the country with a chain of them which will extend from coast to coast.

It will be a chain of stores which bids fair to establish a new method of retail distribution and bring the parent company just that much closer to the consuming public.

While Sears-Roebuck has not as yet adopted the "display store" idea, it has countered this move with what appears to be the first step in an active counter-offensive: the use of "field men," who travel about the country, calling on customers, discussing their problems with them, seeing that they have copies of the latest catalogues, getting their suggestions for merchandise which they would like to see featured, and otherwise building up good-will for the mail-order organization.

These "field men" make no sales. They do not even fill out order blanks for patrons. But they do show customers how the blanks should be prepared, and, in a number of ways, aid in spreading throughout the country the gospel of "buying by mail."

Definite statistics on the work done by this corps of missionaries are not available, but officials of Sears-Roebuck & Co. declare that the results of their combined efforts have been "highly satisfactory."

All of these activities presage the dawn of a new era of competition for the local retail merchant—a new competition which can neither be ignored nor effectively combatted with old methods.

Plans must be laid and campaigns mapped out well in advance, otherwise these new-old competitors will step in and secure business which might have been and should have been permanently held by the long-established local organization.

General Outdoor Adv Co

Goodrich Silvertowns Are Durable



TWENTY-MILLION motor cars have revolutionized the lives and habits of one hundred and ten million Americans. We are becoming an outdoor nation. Changed conditions demand new advertising methods. Outdoor Advertising is the coming medium of America's Outdoor Age.

General Outdoor Advertising Co.

One Park Avenue
New York
Harrison & Loomis Sts.
Chicago
Sales Offices and Branches in 44 cities

Holiday Package Coverings that sell more goods



HAMPDEN Fancy Box Papers (by the makers of Sunburst and Lodestone Covers) —with the same strength of appeal

and beautiful colorings—Thousands of designs, shades and embossings—for every product—every season. Ask any Box Manufacturer—or send for the special Holiday Assortment of sample papers.

HAMPDEN GLAZED PAPER AND CARD CO.
HOLYOKE, MASSACHUSETTS

Export Office
W. H. MILES
59 Pearl St.
New York, N. Y.

HAMPDEN GLAZED PAPER & CARD CO., Holyoke, Mass.	
Please send me complete information about HAMPDEN FANCY PAPER BOX COVERING.	
Name	Position
Company	
Address	
City	State
AAS 11	

Sales Offices
New York, N. Y.
Chicago, Ill.
San Francisco, Cal.

Sequence Telephone Service

TO facilitate buying or selling by long-distance telephone, many business concerns now furnish the telephone people lists of those with whom they wish to talk more or less regularly. Long-distance calls filed in this way are known as "sequence calls." Tickets for each name are made in advance of the calling with all the information necessary. After such a list is filed it is only necessary, in the larger cities, to call the "sequence clerk" and ask to have calls made to those on the entire list or parts of it.

Calling by sequence usually starts early in the business day. A large fish dealer of the Fulton Fish Market, New York City, starts selling his product about 6.30 in the morning. There is keen competition in this business. On some calls the operator occasionally reports, "Refuses to talk." The dealer then knows that his prospect has already been sold and a connection would merely waste time and money. Speed, of course, is the first essential of satisfactory service to these dealers.

Wholesale produce dealers are another group who are extensive users of sequence service. Many of these firms have their calls coded by number. The "sequence clerk" at the long-distance office is called and a request made to talk on calls 1, 3, 5, 8, 11, etc. Talking can be started almost immediately. Assigning a code number to each ticket aids the operator, especially when calls are placed to persons or firms with such names as Cicoella, Karnofsky, Bergerhof, Aiello and Infusino.

Financial houses are regular users of sequence service in floating large issues of securities. Calls are made to banks throughout the country from Portland, Maine, to Seattle, Washington. A mid-western financial house in bringing out a new bond issue filed 47 calls. Of this number 45 were talked on, resulting in over \$82,000 worth of securities sold.
—*Nation's Business Magazine.*

A Catechism for Advertising

[CONTINUED FROM PAGE 36]

outside the pale. When do they doff the royal toga and take the plunge? Come on in, the water's clean!

That makes the quota—twelve questions for the class today—and no answers will be considered correct.

I make no effort to justify these myopic attempts to scan the horoscope of advertising. I cannot be arrested for fortune-telling either, because I am merely playing with the cards for my own amusement.

Advertising, I am persuaded, is not merely drifting. There are assuredly plenty of keen-witted men thinking, quietly behind the scenes, upon these same riddles. *What* do they think?

I am a Free- lancer



— Can do
Layouts,
Lettering,
Designs &
Cartoons

IRVING
PINCUS
9 East 38th St. N. Y. C.

Telephone, Caledonia 9770

In Allentown (Pa.)

THE CALL gained 14%

in total lineage in the
first six months of 1926.

The Call leads in every-
thing.



The Allentown Morning Call

Story, Brooks & Finley
National Representatives

"Ask us about Advertisers'
cooperation"

Walter Reed Jenkins

In Memoriam

BACK in 1882 there was born in Philadelphia a man child who was christened Walter Reed Jenkins. In later years he became known as Walter Jenkins, and he entrenched himself so strongly in the affection of the people he knew that very few ever called him more than Walter.

Some twenty-two years ago he came to New York and noticed an advertisement stating that W. H. Gannett, publisher of *Comfort Magazine*, Augusta, Me., wanted a young man to represent them in New York. Walter did a typical thing with this advertisement:



Clipping it, he pasted it on a sheet of paper on which he wrote a letter to Mr. Gannett to the effect that if what he wanted was a bright young man who was six feet tall, possessed of good health, could eat three meals a day and drink occasionally, smoke when he felt inclined, and could work twelve or twenty-four hours a day as occasion required, that young man was to be hired, and his name was Walter R. Jenkins. That letter started a business acquaintanceship which very rapidly ripened into one of the strongest friendships that the world has known.

Walter Jenkins was, among all of his many fine traits, loyal; loyal to his employers, loyal to his friends, loyal to the advertising business which he served so long and so ably. Prominent in the affairs of the Advertising Club and in the Publicity Lodge No. 1000 F. and A. M., he numbered among his friends prominent advertising men in all parts of the country. His sudden death on Sept. 30, while playing golf at the Westchester-Biltmore Country Club, was a matter of great regret to his family and many friends. Walter, however, died doing what he loved best in this world: playing golf. He will be missed, but his memory will last for a long while.

How Advertising Men Keep Posted

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

READ

THE NEWS DIGEST

Changes in Personnel

New Advertising Accounts

Publication Appointments

Changes in Advertising
Accounts

Changes in Address

Are all reported in
The News Digest

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

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

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

ADVERTISING AND SELLING
9 East 38th St., New York

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

Check Enclosed Send Bill

Name

Position

Company

Address

City

State

Canada \$3.50

Foreign \$4.00

A-8-10-20

DISPLAY advertising forms of Advertising and Selling close ten 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 November 3rd issue must reach us not later than October 25th. Classified advertisements will be accepted up to Saturday, October 30th.



THE. PLAIN DEALER HAS THE BUYERS

The Front Door

225,227

average paid circulation of the Morning Plain Dealer for 6 months ending September 30, 1926

For 85 years The Plain Dealer's circulation has represented the only type of home-contact that builds business through newspaper advertising. A newspaper that enters the home as other friends do, through the front door—that stays there because it's a decent friend to the seniors and a clean and wholesome one to the juniors.

Because most folks are clean-minded and like attracts like, The Plain Dealer now has the largest and most responsive circulation in its history—225,227 on week-days and 263,431 on Sundays, a seven-day average circulation of 230,655.

The 230,655 families reading the Daily and Sunday Plain Dealer form the Largest Single Buying Group between New York and Chicago. They spend or save 600-millions a year.

Merchants and manufacturers may enter the front door of these 230,655 homes—may stay there and get their share of the 600-millions there disbursed every year—through advertising in The Plain Dealer—Cleveland's Master Salesman.

263,431

—average paid circulation of the Sunday Plain Dealer for 6 months ending September 30, 1926

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

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

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

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

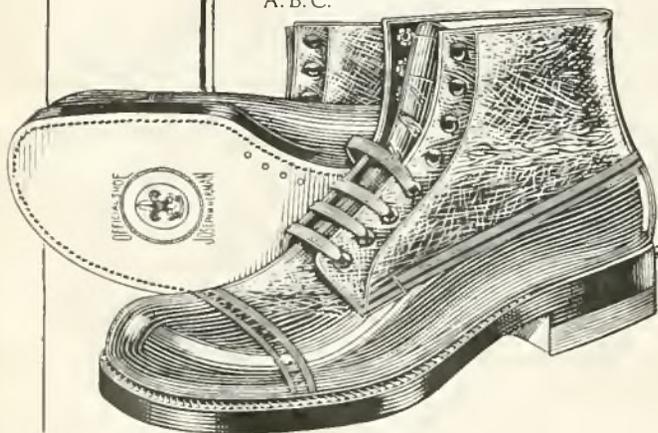
R. J. BIDWELL CO.
 White Henry Stuart Bldg.
 Seattle, Wash.

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

"An army is no better than its feet," said Wellington. The 890,000 Boy Scouts of America appreciate the fine quality of their official shoe—made by the Joseph M. Herman Shoe Co. Millis, Mass. and advertised to retail merchants in the Boot and Shoe Recorder.



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



Chicago New York Philadelphia BOSTON Rochester Cincinnati St. Louis

Stealing Second Base

[CONTINUED FROM PAGE 24]

upon to advance the advertisement toward second base. First may be listed pictures which possess news interest; photographs that tie the copy with some big current event. The second classification will include pictures which, from the standpoint of subject and posing, are out of the ordinary. The illustration of asbestos rock fiber, shown in the Johns-Manville advertisement which accompanies this article, may be taken as typical of such treatment.

Readers like to see pictures. Response to pictorial appeal begins in childhood and is never lost. With a better understanding of this, advertisers will find their illustrations a reliable way to catch the public's eye.

And what applies to photography applies with equal force to the work of artists.

Next among factors that help steal second is the headline.

Headlines can whisper or shout. They can command or plead. They can interest or bore. What their effect will be depends upon two things; the message they embody and the way this message is told.

UNDER Dana, the old *New York Sun* set a pace for newspaper headline writing which has probably never been equaled. Dana's headline writers were students of psychology. They were masters in the choice of words. They wrote with their free hand, holding the pulse of the reading public.

Humorous at times, scathing, pertinent; their headlines sank home and got under the skin. Readers often winced; they often laughed; they often experienced shock; but always they sat up and took notice.

How many advertisement headlines can say as much? And yet, advertising is knit even more closely to reader's interest. Technical advertising especially must be based on an intimate understanding of the reader's problems, and a desire to solve these problems. Hence the need for headlines of strength that carry a message of real interest; that awaken the reader to an appreciation of the fact that the advertiser is offering him an opportunity to reduce expenses, increase production and greatly improve his methods.

These, then, are the means by which bases are stolen: layout, illustration, and headline; but to arrive at the home plate the runner must keep moving. The points covered in this discussion constitute the sprint; the burst of speed that gets the jump on the other fellow. Copy text, however, must supply the momentum. Your self-starter may turn the flywheel of your automobile, but the engine must be in working order if it is to run the car.

In the
Lumber
Field



It's the
American Lumberman

Established 1873
Published Weekly CHICAGO, ILL.

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

THE ALL-FICTION FIELD IS ALL-AMERICA

“Who reads the sixteen magazines that make up the All-Fiction Field?”

The only adequate answer to that is to be found in the latest U. S. Census reports.

Through all that great cross-section of America living upon and above the “comfort level” you will find the 13,000,000 men and women who read the “All-Fiction” magazines.

With them the love of Romance is the least common denominator.

When your sales message is placed in the pages of these magazines it lies directly in the path of their least sales resistance.

What better time to come to your prospect than when his imagination is stirred, his senses quickened, his emotions aroused?

2,780,000

Members Audit Bureau of Circulations

All-Fiction Field

Magazines of Clean Fiction

Try

IF "System" is to be believed—and I have no grounds upon which to base any suspicion that it is not—both Henry Ford and Thomas Edison advise us not to fail to try just because some one has already tried and failed.

A right royal sentiment.

How many times have we been deterred because we knew, or because somebody warned us, that "it could not be done"!

Seven or several, in my case, I confess.

But, all the progress in all the world has been accomplished by the ones who have taken a chance.

In the realm of advertising, those who are willing to try are not so numerous as one would suppose. There is a vast deal of sticking closely to the well known and justly celebrated beaten path.

I guess this is because the business of advertising, itself, is so uncertain and hazardous. We're not anxious to take any more chances than we have to.

But, good gracious, need we stick forever to the ox carts? Ox carts are not one whit less useful than they used to be. But more comfortable, expeditious and efficient conveyances have long since been devised.

I have pondered this question a great many times because I have run into this unwillingness to try so often.

A. R. Maujer.

for
INDUSTRIAL POWER
608 So. Dearborn Street
Chicago, Ill.

Industrial Power is in its seventh and most successful year. It can hardly be said to have reached the ox cart age yet. But, it has aged enough to justify its use by all except the most extreme adherents to the beaten path.—And we are happy to say that a steadily increasing number of advertisers is making use of its columns.



The Law of Diminishing Returns

It must be all of ten years ago that one of the chain grocery companies opened a store in my neighborhood. It was, the manager told me, the first store his company had established in a high-class residential section. For which reason, he said, the owner was somewhat fearful of the outcome.

The venture was a success—so much so that, within a year, the store was so crowded that the salesmen could not wait on customers as promptly as should be the case.

I am inclined to believe, however, that the law of diminishing returns is beginning to assert itself; for this store which used to be jammed with buyers is, I am sure, not doing anything like the business it did. To save a few pennies, the average housewife is willing to put up with a certain amount of inconvenience. But there is a limit beyond which she will not go. To try to do too much business in too small a space will drive away customers just as surely as will unreasonably high prices.

"You're Scotch, Aren't You?"

I got into an argument the other day. To make a point which I felt I should make, I quoted certain facts and figures which, it seemed to me, were unanswerable. As a matter of fact, they were; and the argument should have ended right there. It did not. For the other fellow came back at me with, "You're Scotch; aren't you?" "Yes," said I. "Oh, well!" said he, and he waved his hand and grinned.

He had me. But I have been trying ever since to figure out what I should have said in reply.

Everybody Isn't a Flat-Dweller

New Yorkers—advertising men, particularly—ought to get away from New York often enough to have it brought home to them that everybody in the United States does not live and think as they do; that, after all, the percentage of Americans who live in apartments, travel on the Subway, eat most of their meals in restaurants and patronize night clubs is negligible.

Strange as it may seem, there are

tens of millions of Americans who have never been in New York and aren't a bit interested in what goes on there. Millions more regard a dollar as real money and are of the belief that \$25 a month is as much as any man should pay for house rent. What is more, these people are neither fools nor paupers. They are the backbone of America. Without them, New York—and every other big city in the United States—would not be.

Wake Up, Florida

Even the most vocal of Californians will hardly claim that the California grape-fruit is all it might be. And I, personally, am of the belief that Floridians are telling the truth when they say that Florida oranges have "more juice" than any others—meaning those of California, of course.

Yet, in the matter of preparing their products for the market, Californians put it all over Florida. California grape-fruit, though they may not be anything like so good as Florida's, look better. They are clean—they appeal to the eye. Same way with oranges. Whether or not the California orange is better than that of Florida, you can be quite sure that it looks better.

"This Wild Bohemian Life"

Half a dozen Vassar girls landed in New York, one morning last June, after an all-night boat-trip from Poughkeepsie. Desperately hungry, they went to the nearest Childs' restaurant for breakfast. To most of them, it was not a new experience. But one, the petted daughter of a Pittsburgh multimillionaire, was thrilled by it. In a voice that shook with emotion, she told her companions that she "just loved this wild Bohemian life."

Demos is King

Every time I travel I am struck by the fact that a great change has taken place, in recent years, in the class of people who are my fellow-passengers. Twenty years—yes, even fifteen years—ago, sleeping car passengers were, for the most part, men and women whose dress and demeanor indicated that they were of what we used to call the "upper classes." That is true no longer. The men who ride in sleeping cars, nowadays, are oftener than not of the sort who before the war would be found in the smoking car; and lucky to be there.

It is another manifestation of the ascent of the every-day man.

JAMOC.



When the Tadpole Comes Into His Own

For a long time he hugs the shallow waters near the shore. He has no legs to stand on, no dignity of being, not even the voice to assert himself in the affairs of the old pond. Then, almost overnight, his legs appear, his appearance bespeaks dignity, his voice develops—he comes into his own.

So with the youth of today. Suddenly he discards his short trousers for long ones, ventures out away from the shallow waters of home supervision, takes on a dignified appearance, forms his buying habits and asserts himself in the affairs of the household.

Your message in *The Youth's Companion* will reach 275,000 (ABC) of these men-of-tomorrow while they are still receptive, eager to be shown and anxious to be served. Take advantage of this great change—sell them on the quality of your product now—for tomorrow they come into their own.

Rates Advanced \$100 a Page on October 1st

BUY ON A RISING TIDE

THE YOUTH'S COMPANION

8 ARLINGTON STREET *One Hundred Years Young*

BOSTON, MASS.

An Atlantic Monthly Publication

I B E L I E V E

In exploring an untried world *for those who dare*

In versatility of style and technique

In today's tendency towards new rhythms

In dramatizing simplicity



After working for a limited group:

Belding's Brokaw Brothers Park & Tilford

Dunhill's Gunther's Continental Tobacco Co.

and others here and abroad

I have opened a studio at 270 Madison Avenue

ZERO

Caledonia 7315

DRAWINGS PICTORIAL CAMPAIGN KEYNOTES VISUALIZATION

Brevity Is the Soul of Wit

BUT who would be so bold as to say that it is the soul of salesmanship? "The only trouble with that advertisement," said a busy executive, "is its length."

He had originated the proposition which it explained in detail, and he knew all about it. For the moment he had seemingly forgotten that the proposition was an absolutely unknown idea to the prospects for it, and he failed to realize that if he wanted to sell them on it, he would have to explain, show and convince them of its value.

Men who have acquired a knowledge of a product by investigation or ownership, and who are not in the market for it when they see the advertising, may feel that an advertisement giving sufficient information for those unacquainted with the product to make a decision, is too long.

But reverse the case. Suppose that one of these same men suddenly comes into the market for the product. Either he has never used it, or if he has, he expects that improvements have been made in it, and he wants to know what they are.

Suppose he finds an advertisement, then, giving all the facts necessary to induce a purchase of the product by a stranger to it. Is it not unlikely that he will make the charge that the advertisement is too long?

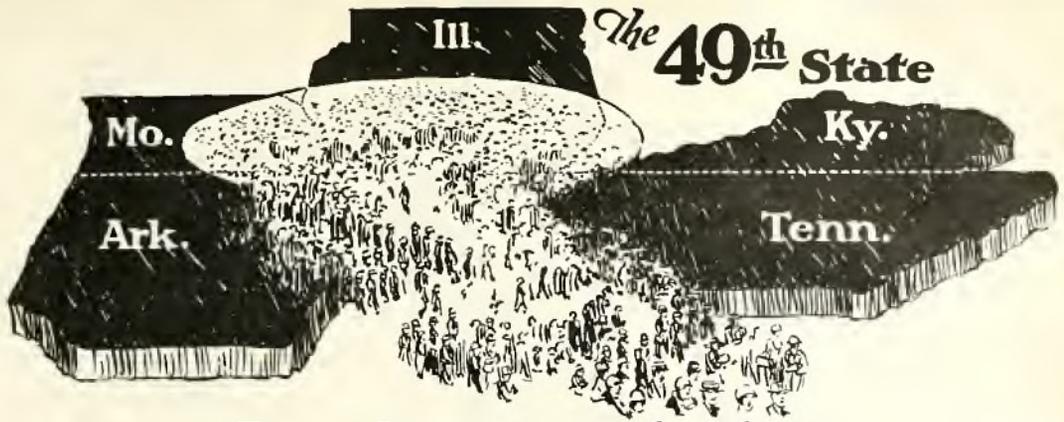
Do we say to a salesman, "Your selling talk is too long"? Do we say, "Cut your sales talk one-half"? Do we say, "You should be able to tell your story to a prospect in a hundred, or a thousand or five thousand words"?

No, we do not lay down arbitrary rules like that because it would seriously handicap the salesman. He must tell enough about the product, and show enough evidence, on which to secure favorable action on the part of the buyer.

Use brevity in a classified advertisement, which buyers seek. Use brevity when a prospect is no longer a prospect but a buyer, and simply wants his order written and terms arranged. Use brevity when you are merely an order-taker, keeping a retailer supplied with the firm's products from day to day, from week to week, etc. But where the sales story, and not just service, must be given, the necessary time, labor and space should be used to present all the facts.

Your advertising should be a definite part of your selling work. It should attract attention, arouse interest, create desire, and induce action. To accomplish these things, you must use enough words to tell your complete sales story.

The advertisement which contains your complete sales story, giving interest and desire—provoking facts and citing action-producing evidence, will also serve the purpose of getting repeat orders from old and loyal customers, of



Bring your Product and these people into closer bonds of friendship

St. Louis' Largest Daily Knows These People—Serves Them Well—and Offers You Reader-Influence That Will Help Build Sales

The St. Louis Globe-Democrat is broadening the circle of friends of advertised products in The 49th State.

. . . Introducing new products to purchasers . . . cultivating brand preferences for advertisers . . . turning advertising dollars into dollars of profit.

The Globe-Democrat occupies a unique position in The 49th State—one of America's greatest markets. In addition to being the only metropolitan morning newspaper published in this rich area, it has made itself an indispensable part of the daily life of these people.

Rich in good will of its own, its tremendous reader-influence can build good will for you.



Home Builders' Pages

All the latest and best news about home building, plans, construction, materials and financing. Throughout The 49th State are new homes which have been built from plans furnished by The Globe-Democrat.



Women's Pages

Fashions, photos, features, fiction and recipes, with the added feature of The 49th State Food News every Friday. A wealth of news and information which the women of The 49th State enjoy.



Book Pages

Recognized as one of the most complete and comprehensive literary reviews in the West. News and reviews of authors and their latest works.



Gravure Section

On Sunday one of the most beautifully printed Gravure sections in America. Always eight pages. Always clear. And always the best. Read by every member of the family.

Financial Pages

The outstanding leader for financial news. The Globe-Democrat regularly carries more financial advertising in the St. Louis market than all other St. Louis newspapers combined.



Magazine Section

A regular section of the Sunday Globe-Democrat. Blue Ribbon fiction by the best contemporary writers. Features for children. Special feature stories.

The 49th State Food News

A determining factor in grocery sales in St. Louis and The 49th State, where more than 13,800,000 meals a day are consumed. From two to four pages of food news regularly every Friday.



Resorts, Hotels and Travel

The monitor of the people of The 49th State. The Globe-Democrat carries far more Resort, Travel and Steamship advertising than any other two St. Louis newspapers combined.

Radio Pages

The favorite with radio fans. Up-to-the-minute pages that are widely read. In reply to a questionnaire sent to radio dealers in The 49th State, 93% of those who answered state that The Globe-Democrat helps them to sell goods.



Automobile Pages

The car owners' guide in St. Louis and The 49th State. The 49th State Tour Club, with more than 9,000 members, is conspicuous evidence of The Globe-Democrat's strong reader interest among motorists. For years has carried the bulk of passenger car display advertising.

Ask the nearest Globe-Democrat representative to give you the facts about The 49th State, or write us direct. Executives interested in this great market should avail themselves of the assistance The Globe-Democrat offers thru its Service and Promotion Department and the Research Division.

St. Louis Globe-Democrat

The Newspaper of

The 49th State



Advertising Representatives CHICAGO

360 N. Michigan Blvd.; Phone: State 7847; Guy S. Osborn, Inc.
332 So. La Salle St.; Phone: Wabash 2770
Charles H. Ravell, Financial Advertising

NEW YORK
Room 1200, 41 Park Row
Phone: Carlond 0504-5; F. St.
J. Richards

SAN FRANCISCO
First National Bank Building
C. George Kroegness

DETROIT
3-241 General Motors Bldg.
Phone: Emory 7810
Jos. R. Soolara

LONDON
Carlond Agency, Ltd.
16 Regent Street, S. W. 1

Ideas That Struck Fire

A new client put it up to our direct-mail advertising department to plan and dummie up a de luxe book for an exceptionally high-grade product.

Both plan and dummie were unani- mously approved by a discriminating board of directors, without the dotting of an "i," or the crossing of a "t." And one director exclaimed, "Well, that is just what we have been looking for all these years and now we've got it."

Over a recent week-end we laid out and dummied up a Florida farmland prospectus. Again we struck fire the first time, our idea eliminating all competition for the printing.

Just two incidents which show that the new Isaac Goldmann direct-mail advertising department already stands shoulder-high to its fifty-year old printing department companion.

Perhaps we can give *you* a "striking" idea. No obligation to find out.

ISAAC GOLDMANN COMPANY

Established 1876

80 Lafayette Street Worth 9430 New York

keeping your trade-mark before your customers, and of letting your friends know that you are still at the same stand. You need not be brief simply to gain these objects and thereby miss the fact-seekers, of which there are always a large number.

It is seldom, if ever, that we find a man insisting on brevity in presenting a proposition by the direct mail route. Here it is usually agreed that nothing short of the complete story, all the facts, will suffice.

Publication advertising is more productive of results in selling work when it explains, shows, convinces and persuades, as the right kind of direct mail advertising is doing.

Recite your sales story in your advertisement—pack it full of facts and proofs. If doing so makes the advertisement long, let it be long. It will sell the man who reads it, and the number of readers will be in proportion to the attention you attract by the layout, art and typography.

Reprinted from *The Day's Work*, published by the Proctor & Collier Company.

Aren't We Overdoing the "Fictional" Testimonial?

[CONTINUED FROM PAGE 27]

ishment of a meat loaf, and the quality of a sweater that, out of the goodness of his heart, he sat down and wrote the manufacturers of his enthusiasm.

Do you believe that Julia Hoyt or Billie Burke expressed their approval of pipe-smoking men without solicitation? Or that Alice Longworth took her pen in hand and wrote the manufacturer of her favorite beauty cream, that it suited her and that they might tell the world through the medium of their advertisements?

The atmosphere of genuineness in this sort of copy depends upon: (1) the naturalness of the statement; (2) the probability of the personality's having had actual experience with the product (would you naturally regard the person as a user of it?); (3) the manner in which the testimonial is presented in the advertisement.

In a single issue of *Liberty* were two double spreads based on the testimonial appeal; a competition between personalities rather than products. Certain canny employers of celebrities circularize advertisers with offers of the use of their prominent names. Possibly this is progress toward the simplification of copy writing; it reduces it to a formula. Possibly this general use of testimonials does not imply lack of originality. Possibly it is a fad that is passing. Possibly, even, readers read every word of them, believe them, and hasten to act on the suggestions they contain. At any rate, it is a characteristic of today's advertising worthy of comment. What period of advertising fashion will follow?



Far from Winter Winds North Africa of Magic Beauty

*A new playground of ancient splendor and modern luxuries
Only nine days from New York*

Away from snow and sleet . . . far from the stress of life . . . there is a magic land curved round with an amethystine sea. Exotic perfumes are incense to the imagination. Vivid colors are banners of a brilliant tropical beauty. Sinuous and subtle, shrouded figures bring back the fascination of the stories of Scheherazade. It is the new playground of smart Continentals . . . North Africa!

Fifty-seven days . . . a de Luxe trip, including the crossing of the Mediterranean, a private automobile, luxurious hotel accommodations . . . for \$1450. With shorter trips arranged . . . such as a ten day itinerary for \$120.

"The longest gangplank in the world" will take you to this land of mosques and minarets . . . palms and mimosas . . . limitless desert sands and cities carved in beauty. De Luxe French Liners, the Paris and France, go to Plymouth, England . . . then Havre, the port of Paris.

One-Class Cabin Liners sail direct to Havre. No transferring to tenders. Down the gangplank to a waiting train. Paris in three hours . . . the Riviera over night . . . North Africa just a day across the Mediterranean . . . with its 31 famous Transatlantic hotels . . . and thousands of miles of macadam roadway.

French Line

INFORMATION FROM ANY FRENCH LINE AGENT OR TOURIST OFFICE.
OR WRITE DIRECT TO 19 STATE STREET, NEW YORK CITY

\$1.50 per dealer Questionnaire 75 cents per consumer Questionnaire

Here is a service—covering the entire U. S.—as standard as Dun's or Bradstreet's. Why pay hotel and railway bills for travel? We have 220 cities and towns covered with local, resident investigators.

Make use of this service—it is unsurpassed for brass tack merchandising analysis.

The Business Bourse

J. GEORGE FREDERICK, Pres.
15 W. 37th St. (Wisconsin 5067) New York
In London, Business Research Services, Ltd.

THE JEWELERS' CIRCULAR, New York, has for many years published more advertising than have seven other jewelry journals combined.

EST. 1847 BAKERS' HELPER CHICAGO

A.B.P. and A.B.C.
Published
Twice-a-month

Bakers' Helper has been of practical service to bakery owners for nearly 40 years. Over 75% of its readers renew their subscriptions by mail.

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

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Advertising and Selling, published bi-weekly, at New York, N. Y., for October 1, 1926. State of New York, County of New York, ss.

Before me, a notary public in and for the State and county aforesaid, personally appeared M. C. Robbins, who having been duly sworn according to law, deposes and says that he is the publisher of the Advertising and Selling, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:
Publisher, M. C. Robbins, 9 East 38th Street, New York, N. Y.
Editor, Frederick C. Kendall, 9 East 38th Street, New York, N. Y.
Managing Editor, None.
Business Manager, J. H. Moore, 9 East 38th Street, New York, N. Y.

2. That the owners are: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)
Advertising Fortnightly, Inc., 9 East 38th Street, New York, N. Y.
Frederick C. Kendall, 9 East 38th Street, New York, N. Y.
Robert R. Updegraff, Scarsdale, N. Y.
Affiliated Publications, 9 East 38th Street, New York, N. Y.

The stockholders of Affiliated Publications are:
M. C. Robbins, 9 East 38th Street, New York, N. Y.
J. H. Moore, 9 East 38th Street, New York, N. Y.
Floyd W. Parsons, 9 East 38th Street, New York, N. Y.
Marcus P. Robbins, 131 Cliff Ave., Pelham, N. Y.
Florence Page Robbins, 131 Cliff Ave., Pelham, N. Y.
Merton C. Robbins, Jr., 131 Cliff Ave., Pelham, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)
None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, bond stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

M. C. ROBBINS,
(Signature of Publisher)

Sworn to and subscribed before me this 28th day of September, 1926.
(Notal)
CHRISTIAN J. MILLER
(My commission expires March 30, 1927)

A Nice Booklet —But Who Wants It?

[CONTINUED FROM PAGE 32]

mindful to make his decision at once. To "See America First," he perceives, is almost a lifetime's job.

And the travel folder is the backbone of travel advertising—of travel, that is, for recreation. With the possible exception of press-agentry (which in the travel field consists in building, especially through the medium of society and rotogravure supplements, a society atmosphere around a resort) it sells more tickets than any other form of publicity. The entire purpose of space advertising is to induce potential travelers to get the handsome illustrated booklet; and the vast majority of them acquire it by personal contact. As Mr. Goff says, "there is limited direct inquiry for them." In other words, the number of mail inquiries compared with the number of counter inquiries is proportionately very small, and where an organization such as a civic tourist bureau maintains no branch offices corresponding to the city ticket offices, which the railroads throw across the country in a chain, it must necessarily seek other channels of distribution such as the hotel folder-rack services mentioned.

Nor does a direct mailing bring many results. On the contrary, the experience of all agencies engaged in transportation tends, I think, to demonstrate that the highest percentage of advertising waste is found in sending out on a wholesale basis a large number of folders to people who have not requested them. The sum of the matter is that the travel customer cannot be sold until he is in the mood to travel. When he is, he goes "shopping" on Railroad Row, and gets swamped with the folders of the C. X. and Y., the K. P. R., the Big Five, and so on; and under those circumstances, the catalogues of the lines which are not finally selected might seem to be waste effort.

BUT, as a matter of fact they are not wasted if they do induce the customer to travel; he is still kept within the scope of the industry, whereas if he bought a radio or something else with the money, they are all wasted. Each competitive folder thus plays an important part in a huge institutional campaign in creating and holding traffic, whether for its own system or for a rival's—and it is a fair bet that if the customer who shops around finishes at a rival ticket counter, that same process eventually brings in a certain amount of business at every counter. Increasing business for the industry generally always has a reflex action upon the individual.

The hotel folder—advertising a hotel

rather than a locality—and the local folder, advertising a destination rather than a route, suffer from the disadvantage of not usually appertaining, or appertaining only incidentally, to the initial carrier. They are supplementary to, or extensions from, the main paths of tourist travel. For example, so long as the resorts of the Pacific Coast look for their main tourist traffic to the regions east of the Rocky Mountains, a booklet about Tacoma only, or about the Pacific Highway only, can never exercise the same influence in primary routing as the folders given out at the first point of contact by one of the great trunk lines in close touch with the inquirer.

BUT within the limits of the customer's routing, time limit, and stopover privileges, such local folders do influence a vast amount of traffic. On the Pacific Coast—to confine ourselves to this one instance—there is a great deal of extension traffic; one picks up, for example, from a hotel rack in Seattle a booklet about Vancouver, and often one goes to Vancouver as a result if the trip looks sufficiently attractive. Rubber-neck wagon trips are sold very largely upon folders, and a tremendous amount of hotel business is also influenced—particularly in unfamiliar territory such as the Pacific Coast—by folders picked up casually from the folder rack in another city. The various rack and table distributing services mentioned by Mr. Goff provide an easy method of reaching the traveling public while they are actually traveling, and because of that are very consistently supported by the transportation companies.

For such rack services a charge is made, usually on a yearly basis, payable in instalments. For a transportation company they are useful chiefly when it has no office of its own in that city. But, on the other hand, any organization which sells transportation or hotel accommodation without actually owning the plant—in other words, a tourist agency such as Thos. Cook & Sons—will always distribute advertising literature provided it receives commission on business produced.

The Pacific Coast communities and organizations are bears on issuing folders; but no one can guarantee that every bullet in advertising will reach its—or, in fact, any—billet. There may be "a terrific waste" in this distribution, but while advertising has made Americans the most traveled race on earth, it has not yet discovered a means of making them respond to the first printed appeal, and to that alone.

Women's Wear *dominates*

The three previous advertisements have shown

1. That the total DAILY circulation of Women's Wear is 29,734 and the total WEEKLY circulation of the Dry Goods Economist is 13,968.
2. That the total DAILY retail circulation of Women's Wear is 14,284 and the total WEEKLY retail circulation of the Dry Goods Economist is 12,548.
3. That in New York State—incomparably the greatest apparel, accessory and fabric market—the DAILY retail circulation of Women's Wear is 5,333, and the entire—manufacturing, wholesale and retail—WEEKLY circulation of the Dry Goods Economist is 1,636.

The supremacy of Women's Wear is italicized by the fact that Women's Wear circulation is rigidly a full-paid-in-advance circulation—no premiums, no cut rates for bulk or time subscriptions, no inducement of any kind or description whatsoever except the value of the paper.

The supremacy of WOMEN'S WEAR service in every branch of the women's apparel, textile, accessory and kindred trades—retail, wholesale and manufacturing—is not questioned by any informed and impartial person.

Fairchild Publications

8 East 13th Street

New York

18 Branch Offices in the United States and Abroad



Three Dollars-

What does it represent? Dinner at "Twin Oaks"; a ticket for a show (one); a lavender necktie, or:

A year's subscription to Advertising & Selling, the magazine of the new tempo in business. Three dollars will bring it to your desk—twenty-six times a year—replete with the mature judgments and ripe opinions of the recognized authorities in the advertising and selling world.

Spend three dollars to advantage. Clip the attached coupon now and mail it to us with your check.

ADVERTISING AND SELLING
9 East 38th Street, New York City

Canadian, \$3.50
Foreign, \$4.00

Enter my subscription for one year.

Check for \$3.00 is enclosed.

Send bill and I will remit promptly.

Name Position

Address Company

City State

A. S. 10-20

Simmons-Boardman Buys "Railway Review"

A DEVELOPMENT of far-reaching importance in the business paper field comes to light with the purchase by the Simmons-Boardman Publishing Company, New York, of the capital stock of the *Railway Review*. This periodical, which has been published weekly in Chicago since May, 1868, has long been the leading competitor of the Simmons-Boardman Railway Service Unit, which includes *Railway Age*, *Railway Mechanical Engineer*, *Railway Electrical Engineer*, *Railway Engineering and Maintenance*, and *Railway Signaling*. Beginning Jan. 1 the newly purchased publication will be incorporated with *Railway Age*.

When interviewed on the subject of the merger, Colonel E. A. Simmons, president of the company, had this to say:

"This consolidation has been inevitable for some time. The Simmons-Boardman Unit has expanded as railroading has expanded, buying and merging publications as occasion has warranted to cover each of the various phases of the industry. The policy of the *Railway Review* has been to cover all the departments of railroading between the covers of a single issue, which has become increasingly difficult as the industry has become more highly specialized.

"What will be the significance of the consolidation in the railway field? Simply that our company will now be able to do still bigger and better work.

"While the elimination of competition has simplified our problems, nevertheless, it is now up to us to produce correspondingly greater results. It is furthest from our minds to sit back and view ourselves complacently as monopolists."

Art Centre Holds Exhibition

The Sixth Annual Art Exhibition, consisting of the work of the seven societies that compose the Art Centre, is now taking place at the Art Centre, Inc., 65-67 East Fifty-sixth Street, New York. These societies are: The New York Society of Craftsmen; The American Institute of Graphic Arts; The Art Directors Club; The Art Alliance of America; The Pictorial Photographers of America; The Society of Illustrators, and The Stowaways.

The exhibition includes an exhibit of prints and printing methods; work by Gordon Aymar of J. Walter Thompson Co., Inc., Rene Clarke of Calkins & Holden and Edward Molyneaux of Newell Emmett, Inc., all of New York. The Society of Illustrators is showing playtime work which includes etchings, oils, ship models and fancy boxes which Tony Sarg contributed. Aside from these exhibits there are pen and ink drawings by John Taylor Arms, portraits in black and red chalk by Constance Curtis, and pencil sketches by Jane Peterson.

COLUMBIA

The Largest Catholic Magazine in the World

THE Glastenbury Knitting Company, Manufacturer of the famous Glastenbury Knit underwear, holds the friendly regard of Knights of Columbus families as one of the oldest and most consistent advertisers in COLUMBIA.

Starting more than fifteen years ago in "The Columbiad," the fraternal organ from which grew the present general-interest magazine COLUMBIA, the merits of Glastenbury products have been set forth to our readers in a schedule of advertising each year.

During that period the number of Knights of Columbus families has far more than doubled. Now the Glastenbury Knitting Company participates in the loyalty and receptiveness which COLUMBIA inspires in three-quarters of a million homes.



REG. U.S. PAT. OFF.



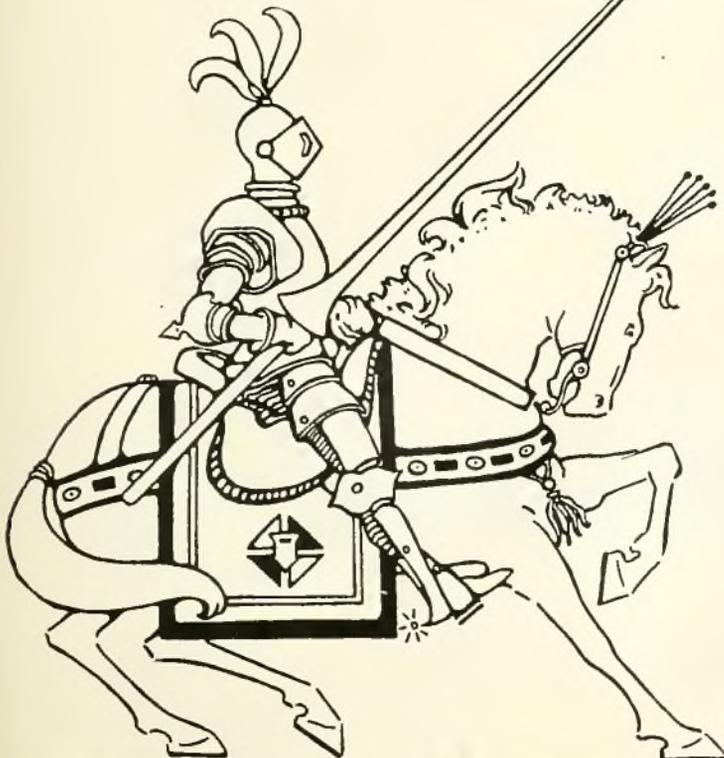
REG. U.S. PAT. OFF.

"More Than Seventy Years of Reputation"

Returns from a questionnaire mailed to subscribers show that COLUMBIA has more than two and one-half million readers, grouped thus:—

Men	1,211,908
Women	1,060,420
Boys under 18	249,980
Girls under 18	244,336

TOTAL 2,766,644



The Knights of Columbus

Publish, print and circulate COLUMBIA from their own printing plant at New Haven, Connecticut

Net Paid 748,305 A. B. C.
Circulation Audit

Twelve months average, ended June 30th 1926

Eastern Office
D. J. Gillespie, Adv. Dir.
25 W. 43rd St.
New York

Western Office
J. F. Jenkins, Western Mgr.
134 S. La Salle St.
Chicago

Arthur Henry Co., Inc.

*Designers and Producers of Distinctive
Direct Advertising*

1482 Broadway, New York

Telephone BRYANT 8078

Leaflets
Folders

Broadsides
Booklets

House Organs
Catalogues

Copy Writing
Illustrating

Engraving
Printing

Write for Booklet—"Direct Results"

Seeing the Foreign Agent Through

BUSINESS moralizers frequently quote "The customer is always right," a slogan adopted some years ago by one of our largest and most successful retail merchants to guide his staff and salespeople in their dealings with his customers. The slogan proved eminently successful in this instance in building up a good and profitable business, and soon established a bulwark of good-will among the clientele toward the establishment utilizing it.

In the export trade, however, with customers so widely scattered, so far removed, and often entirely unacquainted with the home factory and export office—their inner workings, guiding policies, and personalities—it is very difficult to apply such a principle, states a writer in a recent issue of *Commerce Reports*. The necessary personal relationship and propinquity do not exist. Yet, approaching the subject from another angle, it is distinctly unfair and disastrous to argue or pretend that the foreign customer or distributor is always wrong, or that the distance is too great for it to make much difference to anyone whether he is wrong or right.

Not long ago, after energetically and successfully pushing for several years a well-known American article in a certain remote foreign territory, the foreign distributor suddenly discovered that the product had deteriorated in quality almost overnight. Dissatisfied customers began and continued to return the goods, and the distributor was obliged to refund the money paid.

This foreign distributor, of course, was not long in informing the export office of the mechanical deficiencies of the product, his own financial losses, and the resultant demoralization of his business. Some months later his complaints were acknowledged. They had been referred to the factory. Another six months intervened, and then the export manager addressed to the distributor in question a form letter (for all distributors) admitting the mechanical deficiencies of the product and reporting that the factory was improving its processes and obtaining new sources of raw material.

Today, four months after the export manager's form letter arrived in the field and just a year after the foreign distributor had discovered the trouble, the difficulties are still unsettled. No restitution whatever has been made for the distributor's lost profit on a year's good business—to say nothing of his losses on reaccepted defective goods and general loss of prestige.

In other words, the factory and the export office, even though they have admitted that the mistake is entirely theirs, have gone no further. They have not attempted to settle promptly a just claim. The foreign organization is demoralized.



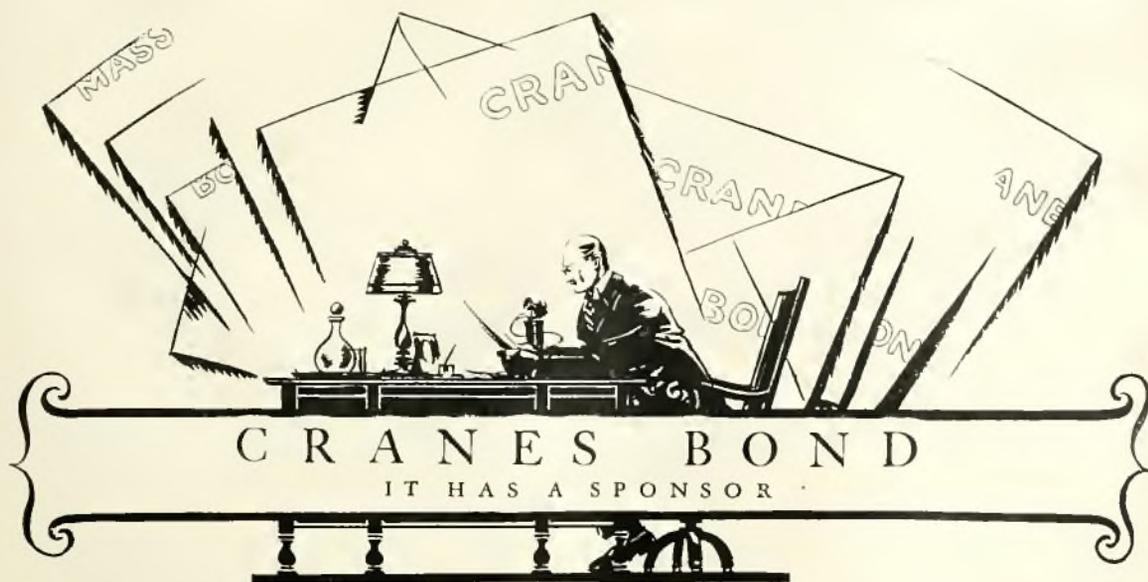
Many a Business Executive Has Said It

If you ask any business man if he is interested in his stationery he will say virtuously, "I am always interested in seeing that good purchases are made."

Or something like that. It is the exceptional man, however, who stirs himself enough to go into such a subject as the general business letterhead—in a really thorough way.

But when somebody *has* done this you can always tell it, because the business is presented so well. Fine paper and a good legend make impressive business stationery, and fine letterheads are *always* a good investment.

To the executive in charge of purchasing: Ask your engraver, lithographer, stationer, or printer for specimen sheets and estimates on Cranes Bond No. 29.



CRANE & COMPANY INC. DALTON, MASSACHUSETTS

"Making More Money in Advertising"

By W. R. Hotchkin

Just published!

A book devoted to the stimulation of the copy-writer, chiefly—showing how power to develop desire for the goods is created in the mind of the reader.

Also telling *the man who pays the bills* what should be contained in the MESSAGE that is printed in the costly space that he buys.

This book does not intrude on matters of typography, illustration, or mediums. It is almost wholly confined to the author's two specialties—merchandising and COPY.

Mainly for workers on the job; but with a special section for beginners in advertising writing.

A book created out of the quarter-century experience and study of the author as Advertising Manager ten years for John Wanamaker, New York; three years for Gimbel Brothers, New York, and a dozen years as promotional writer, counsellor and critic for hundreds of stores in the United States and Canada. Author of "The Manual of Successful Storekeeping" and "Making More Money in Storekeeping," and a frequent contributor to "ADVERTISING & SELLING."

The book presents a graphic picture of retail advertising and merchandising processes that should be interesting to all agents whose clients' products are sold in stores.

The copy ideas and stimulation will prove quite as valuable for National Advertising as for local.

Price, \$3.

Published and Sold by the Author—

W. R. Hotchkin, Associate Director, Amos Parrish & Co., Suite 807, Farmers Trust Bldg., 175 Fifth Ave., New York, N. Y.

Solid and Fluid Facts

By R. O. Eastman

THERE are two kinds of facts in advertising and marketing, as in everything else: those that, once proved, are true for all time, and those that change as business conditions change. We may call these "solid" and "fluid" facts.

A solid fact is like the law of gravitation. It was a fact yesterday and you know it will be a fact tomorrow. A fluid fact is like the fact that yesterday was Wednesday; that last year was 1924—they were facts once but are not now.

Many advertisers are building their advertising upon fluid facts that they have never stopped to check, things that were true in 1924—or, more likely, in 1920—but are extremely doubtful in this year of 1926. Changing business conditions demand that they bring themselves up to date.

There is a great temptation, once you have made a market survey and determined that certain things were true with regard to your product and its market, to heave a sigh of relief and say, "Well, that's settled," when many (and, in fact, most) of the things that are so established are "settled" only for the time being. They are fluid facts. When conditions change they are facts no longer.

Let us say you have made a thorough market survey, two, or three, or four years ago; so thorough that the facts you then established were beyond debate. Here are some of the things that you need to reestablish to bring yourself up to date on the fluid facts and avoid advertising and selling to a 1926 audience in terms of 1920.

In that survey of five years ago you determined the reasons why people bought your goods, and you found a pronounced disparity, perhaps, between the reasons why they bought your goods and the reasons you had why they ought to buy. You discovered the reasons why other people bought your competitors' goods instead of yours, and you discovered why people switched from your product to others, or from others to yours, and you took advantage of that discovery in your advertising. You also discovered, possibly for the first time, your true per capita consumption—for the

true per capita consumption must be weighted, in the case of a consumer product, by the consideration of the average number of units consumed. But that was the per capita consumption of 1920. You, and likewise your competitors, have done a lot of advertising since. Fluid facts, all of these. What are they today?

You learned that there was a kind of turnover other than those you had been accustomed to talk about: namely the factory turnover, the jobber turnover and the dealer turnover. You discovered your consumer turnover, or the proportion of users that you lost each year, and that you had to make up for in the succeeding year, before you began to pile up your increase (if you made any increase). But your consumer turnover varies with the satisfaction given by your product and the general effectiveness of your advertising. What was true of 1920 may not be true of 1926. Again you need to check up.

If you were selling a specialty you determined your real performance in competition—the proportion of times you scored on each of your competitors when both yours and your competitors' products were considered, and the proportion of times you lost out to competition, together with the reasons why you won or lost.

But to base your 1926 sales and advertising effort upon those facts is directly equivalent to attempting to dope the 1926 performance of the major baseball leagues on their 1920 results.

You discovered the results of your advertising, as expressed in terms of familiarity with your brand or product, and the goodwill of trade and consumer. But that was only the condition that obtained in 1920. Where have you arrived today?

At the same time you measured the results of your competitors' advertising. But the relative positions which they occupied six years ago are not necessarily typical of their positions in the market today. Some have slipped, others have forged ahead. Who are they?

One of the things of particular consequence that you found out was the proportion of business brought



PUBLICITY *vs* ADVERTISING

The expression "nine day wonder" sets the limit to the time the human mind will gape at anything. But advertisers are constantly beset by the idea of doing something that will be talked about. They are impatient with the slow and none too exciting methods by which the flow of goods to the public is maintained. They seek a short cut, a northwest passage to publicity. They try to link their goods up with some passing craze, unmindful of the eternal lesson that all passing crazes pass. Why, two firms came to legal blows over the right to use the name Tutankhamen as a trade mark because people happened to be talking about him at the moment. And now who knows who old Tut was?

The Advertiser's Weekly

The Organ of British Advertising

The only weekly paper in the British Empire exclusively devoted to Publicity.

The only Advertising Publication in Great Britain giving audited net sales figures.

Published for all who wish to be informed on British advertising and its development.

Subscription \$5 annually, post free. Advertisement rates on application to

New York Office

9 E. 38th St.

N. Y. City

or

New England Office—c/o Mr. Frank E. Willis,
148 State St., Boston, Mass.

by your advertising which you actually secured. For you discovered the proportion who expected to buy your product when they replaced or renewed what they had, and against that the proportion who actually did buy it. And you found a discrepancy which proved that a material portion of those whom you sold through your advertising were not sold by your dealers or agents or salesmen. This served to measure, to a certain degree, the imperfections of your sales methods and policies. You made certain changes in an effort to stop the leak. With what success?

The satisfaction given by your product or service—the complaints of customers and how well you had met them—the real strength or weakness of your distribution, advertising, selling, service, representation—the attitude of your trade toward your product and policies—all these are fluid facts. Once proved, they need to be checked and rechecked if you are to keep your business strictly up to date in every sense of the term.

Self-Consciousness in Advertising

By J. D. Adams

THE plague of advertising is self-consciousness.

Put your finger on any obvious silliness and then trace back to causes. Always you will discover a shrieking ego.

The face on the sole of the shoe, the great factory that grew from a one-story shack, the egregious boasting masquerading as institutional advertising, the passion for publicity of multi-millionaires—all are manifestations of this corrosive evil of self-consciousness.

What is advertising, anyway? It is a quiet communing between a product and a desire, between a slice of ham and a palate, a car and a prideful love of motion, a face cream and a yearning for conquest, furniture and snobbery, a can of talcum and the love for a baby. That is all it is. When the product has made its appeal, has woven its charm, has impressed its desirability, advertising has done its full duty. It can do no more. Good advertising does not attempt to do any more.

The folly of spending a fortune each year merely to gratify the vanity of an individual is responsi-

The constant companion of the sure-minded advertising man is—

STANDARD RATE & DATA SERVICE

It fortifies him in his work— during his conferences with boards of directors, officers, sales managers, and at sales conventions — through every detail preceding and during the actual selection of advertising mediums!

(Send for your copy of "Be Him")

USE THIS COUPON

Special 30-Day Approval Order

STANDARD RATE & DATA SERVICE,
536 Lake Shore Drive,
Chicago, Illinois.

.....192.....

GENTLEMEN: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "30 days" use. Unless we return it at the end of thirty days you may bill us for \$30.00, which is the cost of one year's subscription. The issue we receive is to be considered the initial number to be followed by a revised copy on the tenth of each month. The Service is to be maintained accurately by bulletins issued every other day.

Firm NameStreet Address

CityState.....

Individual Signing Order.....Official Position

Advertisers' Index



[a]

Akron Beacon Journal 53
 Allentown Morning Call 76
 All-Fiction Field 79
 American Architect, The 62
 American Lumberman 78
 American Machinist 59
 American Photo Engravers Ass'n. 14-15
 Animated Products Corp. 78
 Arthur Henry Co. 90

[b]

Bakers' Helper 86
 Bakers' Weekly 62
 Balda Art Service 62
 Barton, Durstine & Osborn, Inc. 31
 Better Homes & Gardens 69
 Boot & Shoe Recorder 78
 Boston Evening American 10
 Building Supply News, Inside Back Cover
 Business Bourse, The 86
 Butterick Publishing Co. 16

[c]

Calkins & Holden, Inc. 93
 Charm 11
 Chalfonte-Haddon Hall 62
 Chicago Daily News, The
 Inside Front Cover
 Chicago Tribune, The, Back Cover & 106
 Church Management 74
 Cincinnati Enquirer, The 47
 Cincinnati Post 102
 City of Atlanta 57
 Cleveland Plain Dealer 77
 Cleveland Press, The 41
 Coe Terminal Warehouse 6
 Columbia 89
 Comfort 43
 Commerce Photo Print Corp. 62
 Cosmopolitan, The 18
 Crain's Market Data Book 68
 Crane & Co. 91

[d]

Denne & Co., Ltd., A. J. 70
 Des Moines Register & Tribune 37
 Detroit News 98
 Detroit Times 51

[e]

Economist Group, The 39
 Finson-Freeman Co. 58
 Electrograph 52
 Ellis, Inc., Lynn 58
 Empire Hotel 72

[f]

Forum 65
 French Line 85

[g]

Gas Age-Record 66
 General Outdoor Advertising Bureau
 Insert Bet. 74-75
 Georgian American 100
 Goldmann Co., Isaac 84
 Good Housekeeping 9
 Gulfport Daily Herald, The 70

[h]

Hampden Glazed Paper & Card Co.
 Insert Facing 75
 Hotchkiss, W. R. 92

[i]

Igelstrom Co., The J. 70
 Indianapolis News, The 4
 Industrial Power 80
 Iron Trade Review 60-61

[j]

Jewelers' Circular, The 86

[k]

Kansas City Star 73

[l]

Liberty 54-55
 Life 7
 Lillibridge, Inc., Ray D. 63-64
 Lithographers National Association
 Insert Bet. 66-67

[m]

Market Place 97
 McClure's Magazine 8
 McGraw-Hill Book Co., Inc. 50
 Michigan Book Binding Co. 67
 Milwaukee Journal, The 45

[n]

National Mailing List Corp. 86
 National Register Publishing Co. 72
 New York Daily News, The 35
 New York Times 13

[p]

Pincus, Irving 75
 Power Plant Engineering 70
 Powers-House Co., The 48
 Postage 72

[q]

Quality Group, The 49

[r]

Regan, Inc., Marquis 72
 Richards Co., Inc., Joseph 3

[s]

St. James Hotel 58
 St. Louis Globe Democrat 83
 St. Louis Post Dispatch, Insert Bet. 50-51
 Standard Rate & Data Service 95
 Scripps Howard Newspapers 71
 Shaw Co., A. W. 65
 Shoe & Leather Reporter 74
 Simmons Boardman Co. 33
 Sweetland Advertising, Inc. 56

[t]

Topeka Daily Capital 74

[w]

Weines Typographic Service 74
 Woman's Wear 87

[y]

Youth's Companion 81

[z]

Zero 82

ble for more wrecked campaigns than any one single cause.

Perhaps the most insidious form of this evil is the yearning of the copywriter for self-expression. He is not content to let the product do the talking but strives that the reader shall be impressed with the artistry of his phrasing, with the brilliancy of his thought.

When the reader says: "A clever guy wrote this ad," it is as disastrous as when the village wit crashes into a mixed twosome in a moon-lit arbor. The lure of the product fades into a poorly printed half-tone and crude expression. The spell is broken. A clever advertisement is just an ad.

From time to time a movement starts to advertise advertising. That is insane self-consciousness projected beyond the power of an ordinary mind to grasp. What could it accomplish?

Picture this: A woman turns to a page which flashes a message of seductive charm. It is beauty, allure, desire crystallized in glowing color and warm, appealing phrases. A subtle influence is exerted. She does not know that she is looking at an advertisement—she is feeding imagination, believing, forming a definite impulse.

Now suppose a dry, pedantic schoolmaster stood opposite and instructed her in the sort of mental reactions she should experience. She must accept the altruistic purpose of the manufacturer to serve her. She must be impressed by the obvious integrity and high-mindedness evinced by a willingness to spend \$12,000 at a crack to instruct her. She must subordinate her knowledge of values when the time for purchase comes and be influenced altogether by the name or trade mark on the selvaige.

To advertise advertising would destroy its power as certainly as the charm of poetry is destroyed by class room scanning, the illusion of the stage by going behind it, the imagery of the Norman castle in the movies by seeing in Hollywood that it is just a false front and a flimsy one at that.

True advertising is an inconceivably subtle influence; infinitely more subtle than the more conventional literary forms. A love story is just a love story; poetry is an obvious sensuous appeal to well understood moods. But advertising is a spider web of logic, mysticism, hypnotism, desire, conviction, reason, emotion, faith and illusion.

It simply will not stand the blundering static of egotism.

Engineering Advertisers' Association Interested in Market Analysis

AT the second monthly meeting of the Engineering Advertisers' Association, held on Oct. 11, Alexander B. Greenleaf, chairman of the Program Committee, announced that responses to a questionnaire sent to the members indicated that a great majority of them are interested in market analysis. Next in interest comes copy writing, and next budgets.

In response to the demand indicated in the questionnaire Mr. Greenleaf presented on the program for the regular monthly meeting at the City Club, Chicago, talks on "How to Make a Successful Market Analysis," by Allan A. Ackley, by Lloyd Herrold, associate professor of advertising, School of Commerce, Northwestern University, by K. H. Dixon of the R. R. Donnelly Company and the *Milwaukee Magazine*, and by M. J. Evans of the Republic Flow Meters Company.

It was announced by the association that with the formal action of the board of directors it has adopted a resolution that Arthur T. Lueder's plan for reducing expenses be brought to the attention of the Postmaster General and adopted throughout the country as a means for cutting the cost of postal service. Mr. Lueder, Postmaster of Chicago, has conducted an educational and publicity campaign to teach the public how to mail properly. Before the campaign started one out of every one hundred and forty-nine pieces was incorrectly mailed; since then the rate has been one out of four hundred and twenty-three.

Magazine Club to Have Luncheon

The Executive Committee of the Magazine Club announce the first luncheon will be given at the Hotel Roosevelt on Monday, Oct. 25, in honor of the Honorable Ogden L. Mills, the Republican candidate for Governor of New York. Congressman Mills will be introduced by the Honorable Trubee Davison, Assistant Secretary of War.

New York Agency Council Holds Elections

The New York Council of the American Association of Advertising Agencies, at the recent meeting of the board of governors, elected F. G. Hubbard, of Barton, Durstine & Osborn, Inc., president. The other officers are: Ray Giles, Blackman Company, vice-president; and H. M. Kiesewetter, Wales Advertising Agency, secretary-treasurer. These, together with W. W. Dickinson, Harrison Atwood, C. H. Johnson and James Mackay compose the board of governors.



Rate for advertisements inserted in this department is 36 cents a line—6 pt. type. Minimum charge \$1.80. Forms close Saturday noon before date of issue.

Position Wanted

WOMAN WRITER Seeks position on publication specializing on subjects of interest to women; has edited woman's page for prominent metropolitan newspaper; has served as feature writer for newspapers and magazines; has been fashion editor for well known fashion magazine. (Whole or part time.) Box No. 413, Advertising and Selling, 9 E. 38th St., New York City.

Willing worker with grit and originality, wants position with advertising agency or advertising, production or sales department of mercantile concern. American, 29, college and advance courses on Advertising. Six years' experience in letter writing and selling (not space). Am the kind that would rather do work in which I am interested than to be continually entertained. Will stick with right concern. Low starting salary. Address Box No. 423, Advertising and Selling, 9 East 38th St., New York City.

Help Wanted

ORGANIZATION EXPERIENCE ABILITY

We will negotiate exclusive representation locally or nationally for small specialties of merit for quantity distribution. Articles possessing features for GOOD WILL and advertising purposes of which we are largest unit distributors particularly desired. LITCHFIELD CORP., 25 Church St., New York City.

WANTED

ADVERTISING SERVICE EXECUTIVE
By High-class, well-established advertising service corporation. This position offers an excellent opportunity for growth with a young, rapidly developing organization in the Middle West.

The man we desire is twenty-five to thirty-five years of age; college man with agency experience preferred; energetic, industrious, versatile, and able to produce a good volume of clever, punchy, attention-compelling copy.

Kindly submit full details of personality, experience and present earnings, with samples of work.

Applications treated with strict confidence and no investigation made without permission.

Address: Box 415, care of Advertising and Selling, 9 E. 38th St., N. Y. C.

Business Opportunities

New Bulletin of Publishing Properties for Sale just out. Send for your copy. Harris-Dibble Company, 345 Madison Avenue, New York City.

Representatives

SOME MAGAZINE PUBLISHER NEEDS OUR SERVICE

Systematic and intensive work combined with a large acquaintance among advertisers and agencies is required to secure business for the best magazines. We are prepared to do such work for a good growing publication. Address Box No. 419, Advertising and Selling, 9 East 38th St., New York City.

Publishers representatives in eastern industrial centers wanted for California industrial weekly. Box 426, Advertising and Selling, 9 East 38th St., New York City.

Multigraphing

Quality and Quantity Multigraphing. Addressing, Filling In, Folding, Etc.
DEHAAN CIRCULAR LETTER CO., INC.
120 W. 42nd St., New York City
Telephone Wis. 5483

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.

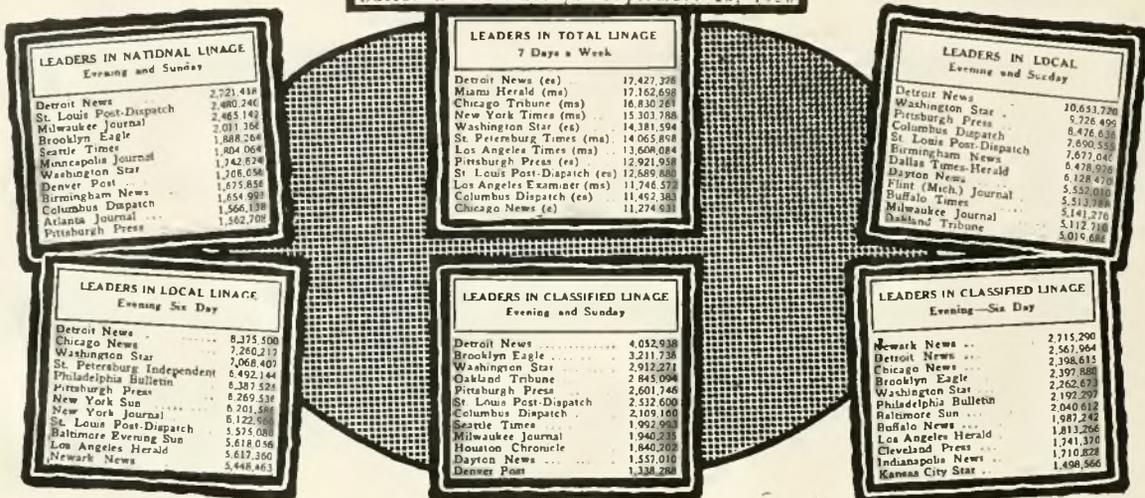
BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding one volume (13 issues) \$1.85 including postage. Send your check to Advertising and Selling, 9 East 38th St., New York City.

A Phenomenal Record In Advertising History

Note How "Editor and Publisher" Places The Detroit News First in Total, National, Local and Classified Advertising For First Half Year

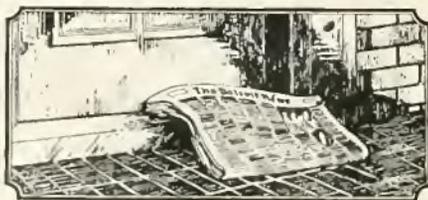
Editor & Publisher for September 25, 1926



Above is reproduced the advertising rank of the leading newspapers of America as printed in the September 25th issue of "Editor and Publisher."

It will be noted from these statistics that The Detroit News not only led all other newspapers in America in total linage, having printed 17,427,326 lines for the first six months of this year but that The News also led all other newspapers publishing both evening and Sunday in local, national and classified advertising.

Such an achievement is unique and is all the more remarkable when one considers that in attaining this leadership The News surpassed such outstanding newspapers as The Chicago Tribune and The New York Times, both in cities having from 3 to 6 times the population of Detroit.



But in neither New York nor Chicago or for that matter in any other city of Detroit's size or larger is there any newspaper with a coverage so thorough as that of The News in Detroit. The net paid daily and Sunday average circulation of The News exceeds 335,000, and is highly concentrated in the homes of its local trading territory. Here live one-third of Michigan's total population and here are the distributing points for all merchandise.

For 53 years The News has led in home circulation, and enjoyed a reader confidence that makes its columns the authoritative buying guide of the community. That, in brief, explains its world leadership in advertising this year and why for 10 other years it has been either first, second or third among the newspapers of the world.

The Detroit News

350,000 Sunday Circulation

Detroit's HOME Newspaper

320,000 Weekly Circulation

The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference. The Editor will be glad to receive items of news for inclusion in this department. Address ADVERTISING AND SELLING, Number Nine East Thirty-eighth Street, New York City

CHANGES IN PERSONNEL

<i>Name</i>	<i>Former Company and Position</i>	<i>Now Associated With</i>	<i>Position</i>
Thomas J. Keresev....	Lord & Thomas & Logan, New York..... <i>Space Buyer</i>	International Mercantile Marine Co., New York	<i>Adv. Mgr.</i>
W. L. Stickney.....	McKesson & Robbins, Inc., New York..... <i>Ass't Sales Mgr.</i>	Same Company	<i>Sales Mgr.</i>
D. R. Salisbury.....	American Laundry Machine Co., New York..... <i>Sales Mgr.</i>	Intertype Corp., New York	<i>Ass't to Pres.</i>
Sydney Schultz	"Graphic," New York, <i>Adv. Dept.</i>	"Enquirer," New York	<i>Adv. Mgr.</i>
Louis H. D. Weld.....	Swift & Co., <i>Mgr. of the Commercial Research Dept.</i>	H. K. McCann Co., New York	<i>Acc't Executive</i>
H. M. Shea.....	Citrus Products Co., Chicago..... <i>Merchandising Mgr.</i>	Wm. Strange Co., Chicago	<i>Sales Mgr.</i>
Benjamin Colnes	Venida Hair Net Co., Inc., New York.....	Poloris Co., New York	<i>Sales Mgr.</i>
Frank L. Parill.....	Hammel, Sutphen & Freiberg, Los Angeles.....	Drury Co., San Francisco	<i>Acc't Executive</i>
Melville W. Erskine..	W. W. Erskine, Inc., <i>Mgr.</i>	Drury Co., San Francisco	<i>Acc't Executive</i>
James I. Taylor.....	McKennee & Taylor, Inc., New York..... <i>Vice-Pres.</i>	Resigned	
J. T. McCambridge....	McKennee & Taylor, Inc., New York..... <i>Copy Chief</i>	Same Company	<i>Vice Pres.</i>
Werner Stenzel	Werner Stenzel Adv., New York.....	McKennee & Taylor, Inc., New York	<i>Vice Pres.</i>
T. P. Comeford.....	The Namm Store, Brooklyn, N. Y..... <i>Dir. of Sales & Adv.</i>	Resigned (Effective Jan. 1)	
George N. Wallace....	Alfred Wallerstein, Inc., New York..... <i>Acc't Executive</i>	Charles W. Hoyt Co., Inc., New York	<i>Sec'y</i>
Burt Cochran	Ferry-Hanly Adv. Co., Chicago..... <i>Acc't Executive</i>	H. K. McCann Co., San Francisco	<i>Member of Staff</i>
Frederic G. Riegal...	The Hawley Adv. Co., New York..... <i>Ass't to Pres.</i>	Olmstead, Perrin & Leffingwell, New York	<i>Acc't Executive</i>
Harry K. Randall.....	Thos. M. Bowers Adv. Agcy., Chicago..... <i>Acc't Executive</i>	Crosley Radio Corp., Cincinnati, Station WLW	<i>Business Mgr.</i>
W. J. LaCroix.....	Overlmo Co., Ft. Wayne, Ind..... <i>Adv. Mgr.</i>	Nelson Chesman & Co., Inc., St. Louis	<i>Copy</i>
Robert H. Smith.....	Ray D. Lillibridge, Inc., New York..... <i>Pro. Dept.</i>	Moser & Cotins, Utica, N. Y.	<i>Pro. Mgr.</i>
J. L. Rupp.....	Westinghouse Union Battery Co., Swissvale, Pa..... <i>Sales Mgr.</i>	Same Company	<i>Vice-Pres. in Charge of Engineering</i>
H. D. Phillips.....	Southwestern Adv. Co., Dallas, Tex..... <i>Space Buyer</i>	Same Company	<i>Dir. of Research</i>
Harold Hendrick	Southwestern Adv. Co., Dallas, Tex..... <i>Ass't Space Buyer</i>	Same Company	<i>Space Buyer</i>
M. S. MacCollum	Brooke, Smith & French, Detroit..... <i>Ass't Prod. Mgr.</i>	The Jay H. Maish Co., Marion, Ohio	<i>Prod. Mgr.</i>
C. E. Walters.....	The Koch Co., Milwaukee..... <i>Acc't Executive</i>	Hannah-Crawford, Inc., Milwaukee	<i>Acc't Executive</i>
Edwin Schickel.....	John Schroeder Lumber Co., Milwaukee..... <i>Adv. Mgr.</i>	Hannah-Crawford, Inc., Milwaukee	<i>Acc't Executive</i>
Neal T. Hall.....	Hannah-Crawford, Inc., Milwaukee..... <i>Prod. Dept.</i>	Same Company	<i>Prod. Mgr.</i>
Thomas Greeley	"Fashionable Dress," New York	Same Company	<i>Eastern Adv. Mgr</i>
James W. Bedell, Jr..	"The Outlook," Chicago, <i>Western Mgr.</i>	"The New Yorker," New York	<i>Adv. Staff</i>
H. Curtiss Abbott	Lyon & Healy, Chicago, <i>Merchandise Counselor</i>	Auspitz-Lee-Harvey, Chicago	<i>Vice-Pres.</i>
John Schiller	"Public Ledger," Phila.	"The Farm Journal," Phila.	<i>Adv. Dept.</i>
Eugene B. Peirsel	"Harper's Bazar," New York, <i>Western Mgr.</i>	"Cosmopolitan," New York	<i>Western Staff</i>
P. R. Hume	Keeshen-Garland Agency, Miami, Fla.	The Tauber Adv. Agency, Inc., Washington, D. C.	<i>Acc't Executive</i>
Ben I. Butler	Porter-Eastman-Byrne Co., Chicago	Fred A. Robbins, Inc., Chicago	<i>Acc't Executive</i>
J. R. Strong	Lord & Thomas and Logan, Chicago	J. R. Hamilton Adv. Agcy., Chicago	<i>Member of Staff</i>
Harry C. Drum	Cramer-Krasselt Co., Milwaukee..... <i>Mgr., Los Angeles Office</i>	Maytag Pacific, Inc., Portland, Ore.	<i>Sales Mgr.</i>
George R. Poole	Fuller & Smith, Cleveland	Manning & Greene, Inc., Cleveland	<i>Service Dept.</i>
Theodore B. Metzger	Chamber of Commerce, Buffalo, N. Y., <i>Adv. Mgr.</i>	"Monument & Cemetery Review," Buffalo	<i>Adv. Mgr.</i>

The Georgian Honored by Georgia

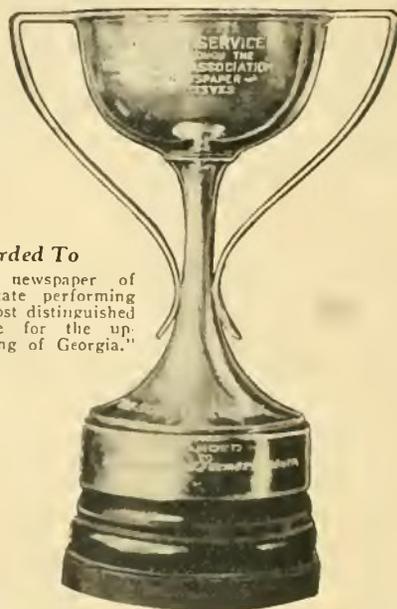
THE Georgia Press Association, representing the newspapers of the entire state, in convention assembled on September 25th, awarded the Sutlive Cup to The Atlanta Georgian-American—"in consideration both of work done and of the program mapped out for the future—a work of faith and of tireless energy, with an end in view no less than the great destiny of Georgia."

The Georgian-American is playing a *recognized* great part in the South's advancement

The circulation of The Georgian-American is *going home* to this great and growing market of the South.

For the six months ending September 30, 1926, the average daily circulation of the Georgian was 60,773—34,135 of which comprised the circulation in metropolitan Atlanta.

The Sunday-American, for the same period, an average weekly circulation of 126,103—30,361 of which was in Atlanta.



Awarded To

"The newspaper of the state performing the most distinguished service for the upbuilding of Georgia."

The Sutlive Cup 1926

Donated to the association by W. G. Sutlive, Managing Editor of the Savannah Press.

THE
DAILY GEORGIAN AND SUNDAY AMERICAN
ATLANTA, GEORGIA

F. A. WILSON-LAWRENSON
PUBLISHER

ROGER M. REYNOLDS
ADVERTISING MGR.

REPRESENTATIVES

NEW YORK
W. G. HOBSON
2 Columbus Circle

DETROIT
FRANKLIN S. PAYNE
General Motors Building

CHICAGO
F. E. CRAWFORD
Hearst Building



Advertising
& Selling

The NEWS DIGEST

Issue of
Oct. 20, 1926



CHANGES IN PERSONNEL (Continued)

Name	Former Company and Position	Now Associated With	Position
A. H. Miller	Ferry-Hanly Adv. Co., Kansas City, Mo. Copy Chief	Loomis-Potts Adv. Co. Kansas City	Copy Chief
John W. Dick	"Tobacco Leaf," New York, Ass't Adv. Mgr.	"United States Tobacco Journal," New York	Adv. Mgr.
H. E. Bredemeier	Scriber Products Corp., Buffalo, N. Y. Sales Mgr.	Amcoin Coffee System, Inc., Buffalo	Sales Mgr.
Bruce M. Phelps	Duplex Printing Press Co., Boston Eastern Rep.	Same Company, Miami, Fla.	Southern Rep.
T. O. Huckle	"Daily Ypsilantian-Press," Ypsilanti, Mich. Business Mgr.	"Cadillac Evening News," Cadillac, Mich.	Mgr. and Owner
Waldo Hawxhurst	"Harper's Bazar," New York Eastern Office	Same Company, Chicago	Western Mgr.
Robert Carnahan	"Harper's Bazar," New York Eastern Office	Same Company, Chicago	Western Office
DuBois Young	Hupp Motor Car Co., Detroit, Mich. Vice-President in Charge of Mfg.	Same Company	Pres.
Charles D. Hastings	Hupp Motor Car Co., Detroit, Mich. Pres.	Same Company	Chairman of the Board
Henry H. Contland	"Courant," Hartford, Conn. Treas. & Gen. Mgr.	Same Company	Pres. and Publisher
Charles G. Kisner	Britton Gardner Printing Co., Cleveland	"Hardware World," New York	Western Rep.
B. M. Bryant	"Pioneer," St. Paul, Minn.	"Star," Seattle, Wash.	Adv. Mgr.
Sydney Gates	"News" & "American," Baltimore, Md. Adv. Mgr.	The Read-Taylor Co., Baltimore, Md.	Adv. Dept.
Robert Leeson	Universal Winding Co., Boston, Mass. Treas.	Same Company	Pres.
Jesse M. Biow	The Standard Corp., Chicago	Same Company, New York	Eastern Sales Mgr.
J. Ross Duggan	Westinghouse Union Battery Co., Swissvale, Pa. Mgr. of Export	Same Company	Vice-Pres. in Charge of Sales
D. H. Nichols	Nichols-Evans, Cleveland	Dunlap-Ward, Cleveland	Acc't Executive
Harold Murray	Fomite-Childs Corp., Utica Adv. Mgr. & Ass't Gen. Sales Mgr.	Case-Sheppard-Mann Pub. Corp., New York	Western Mgr.
John M. Williams	"Architectural Record," New York Western Mgr.	The Buchen Co., Chicago	Space
C. D. Gilbert	Federal Electric Co., Chicago, Ill.	The Meyercord Co., Chicago	Ass't Sales Mgr.
Thomas A. Tredwell	The Jewell Tea Co., Chicago Adv. Dept.	"Architectural Record," Chicago	Western Mgr.
R. E. Bryan	McCawley & Co., New York Chain Store Sales Mgr.	"Chain Store Age," New York	Mgr. of Chain Merchandise Div.
Frank A. Whipple	The Manternach Co., Hartford, Conn.	Charles W. Hoyt Co., Springfield, Mass.	Western Mass. Mgr.
Edward L. Kimball	"Guard," Eugene, Ore., Adv. Mgr.	M. C. Mogensen & Co., Inc., San Francisco	Ass't to Gen. Mgr.
H. J. Detterich	McKinney, Marsh & Cushing, Inc., Detroit	Roche Adv. Co., Chicago	Copy
J. O. Parsons	Albert Frank & Co., New York	"Herald Tribune," N. Y.	Adv. Staff
Fred L. Hadley	Chilton Class Publications Western Adv. Staff	"The American Legion Monthly," New York	Western Staff
E. D. Ring	St. Paul Adv. Agcy., Vice-Pres.	The Geyer Co., Dayton, Ohio	Merchandising & Sales Pro.

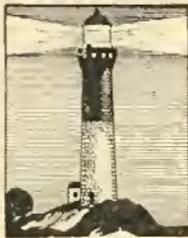
CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
The Splittorf-Bethlehem Electrical Corp.	Newark, N. J. & Bethlehem, Pa.	Spark Plugs, Magnetos, Etc.	N. W. Ayer & Son, New York
International Silver Co. (Effective Jan. 1, 1927)	Wallingford, Conn.	Sterling Silver-Ware	Young & Rubicam, New York
Rajah Mfg. Co.	Bloomfield, N. J.	Spark Plugs, Snap Terminals, Etc.	H. E. Lesan Adv. Agcy., Inc., New York
Copper Bros. & Zook	Nappanee, Ind.	"Napanee" Dutch Kitchen Cabinets	Lampport-McDonald Co., South Bend, Ind.
The Diamond Chain & Mfg. Co.	Indianapolis, Ind.	"Diamond" Steel Roller Chains	George J. Kirkgasser & Co., Chicago
American Radio Engineers	Chicago	Correspondence Course in Radio Engineering	Hurja-Johnson-Huwen, Inc., Chicago
Keystone Radio Laboratories	Chicago	Radio Sets & Parts	Hurja-Johnson-Huwen, Inc., Chicago
Edward Thayer Monroe	New York	Portrait Studies	Hazard Adv. Corp., New York
St. Dennis Parfumerie	New York	Perfumes & Bath Salts	The Laurence Fertig Co., Inc., New York
Silver King Mineral Water Co.	New York	"Silver King" Ginger Ale & Mineral Water	Honmann, Tacher & Cornell, Inc., New York
Falls Rubber Co.	Cuyahoga Falls, Ohio	Tires, Tubes, Etc.	The Carpenter Adv. Co., Cleveland
Campbell Transmission Co.	Buchanan, Mich.	"Power Take-Off"	Frank M. Comrie Co., Chicago
Moore Mfg. Co.	Waterloo, Iowa	Automobile Accessories	Frank M. Comrie Co., Chicago
Alden Mfg. Co.	Springfield, Mass.	Radio Accessories	John O. Powers Co., New York

CINCINNATI TURNS TO THE POST



In the past two years there has been a marked change in the reading habits of the people of Cincinnati and suburbs. In that time the city and suburban circulation of The Post has increased 29,182, and the total circulation has increased 43,286. This changing of reader opinion is undoubtedly the greatest circulation achievement in Southern Ohio newspaper history.



THE TWO-YEAR RECORD		
	Total Circulation	City and Suburban
Sept. 30, 1924	162,073	100,582
Mar. 31, 1925	166,615	103,877
Sept. 30, 1925	185,142	115,778
Mar. 31, 1926	192,464	121,363
Sept. 30, 1926	205,359	129,764

TOTAL CIRCULATION

September 30, 1926 205,359

CITY AND SUBURBAN

September 30, 1926 129,764

THE CINCINNATI POST

Southern Ohio's Greatest Newspaper

Member A. B. C.

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York



Advertising
& Selling

The NEWS DIGEST

Issue of
Oct. 20, 1926

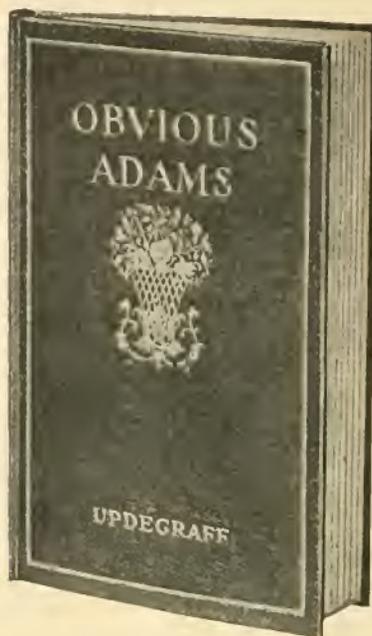


CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
Richard Hellman, Inc.	Long Island City, N. Y.	"Blue Ribbon" Mayonnaise	J. Walter Thompson Co., Inc., New York
Electrical Refrigeration Corp.	Detroit, Mich.	"Kelvinator" Refrigerators and "Nizer" Ice Cream Cabinets	The D'Arcy Adv. Agcy., St. Louis, Mo.
The Ground Gripper Shoe Co.	Boston, Mass.	"Ground Gripper" Shoes	Frank Seaman, Inc., New York
The Carbide & Carbon Chemicals Corp.	New York	"Prestone" Anti-Freeze Mixture, "Pyrofax" Gas, and Other Chemical Compounds	N. W. Ayer & Son, New York
Delpark, Inc.	Newark, N. J.	"Delpark" Underwear, Collars and Ties	The Caples Co., New York
The Society for Electrical Development	New York	Electric Refrigeration	Calkins & Holden, Inc., New York
Portland Cement Association	Chicago	Building Material	Austin F. Bement, Inc., Detroit
The Bennett Organ Co.	Rock Island, Ill.	Organs	Addison, Lewis & Associates, Minneapolis
The United States Products Co.	Pittsburgh, Pa.	Abrasives	Philip C. Pack, Ann Arbor, Mich.
Olde Tyme Sausage Co.	Ann Arbor, Mich.	Sausage	Philip C. Pack, Ann Arbor, Mich.
Bonner Electric Co.	Minneapolis	Radio Accessories	W. Warren Anderson, Minneapolis
National Equipment Co.	San Francisco, Cal.	"Sphinx" Automobile Accessories	J. F. Held Adv. Agcy., Seattle, Wash.
*The American Radiator Co.	New York	Heating Appliances	MacManus, Inc., Detroit
The Monarch Co.	Cleveland	Automotive Specialties	The Harm White Co., Cleveland
Wm. Sellers & Co., Inc.	Philadelphia	Machine Tools	The McLain-Simpers Organization, Phila.
The American Hammered Piston Ring Co.	Baltimore, Md.	Automobile Accessories	G. W. Brogan, Inc., Towson, Md.
Colonial Candle Co.	Hyannis, Mass.	Candles and Novelties	The Kenyon Co., Boston
The Stuart Products Co.	Chicago	Radio Batteries	Pickus-Weiss, Inc., Chicago
The Thomas & Armstrong Co.	London, Ohio	Sheet Metal	The Robbins & Pearson Co., Columbus, Ohio
The Puget Sound Savings & Loan Ass'n	Seattle, Wash.	Finance	Hall & Emory, Inc., Portland, Ore.
The Reinhard Bros. Co.	Minneapolis	Radio Distributor	Auspitz-Lee-Harvey, Chicago
H. K. Jacobs & Co., Inc.	New York	"Betty Lee" Dresses	Foote & Morgan, Inc., New York
Alvin Silver Co.	Sag Harbor, N. Y.	Silverware	Calkins & Holden, Inc., New York
W. M. Steppacher & Bro., Inc.	Philadelphia	"Emery Shirts"	The Joseph Katz Co., Baltimore
U. S. Materials Co.	Chicago	Building Materials	Hawes-Campbell Adv. Agency, Chicago
The Victor Fur Co.	St. Louis, Mo.	Raw Furs	Ross-Gould Co., St. Louis
Buffalo Products Co.	Buffalo, N. Y.	"Arabia Ginger Ale"	Wood, Putnam & Wood Co., Boston, Mass.
Charles Stoumen & Co.	Philadelphia	Oriental Rugs	Spector & Goldensky, Phila.
Interstate Trust Co.	New York	Finance	Doremus & Co., New York
Gillis & Geoghegan, Inc.	New York	Hoists, etc.	G. M. Basford Co., New York
Siegel-Levy Co., Inc.	New York	Dresses	Hicks Adv. Agcy., New York
G. I. Sellers & Sons Co.	Elwood, Ind.	"Sellers" Kitchen Cabinets	Henri, Hurst & McDonald, Chicago
The American Electric Corp.	New York	Electric Refrigerators	Sackheim & Sherman, Inc., New York
Sheldon Axle & Spring Co.	Wilkes-Barre, Pa.	Automobile Bumpers	C. C. Winningham, Inc., Detroit
The Pope Products Co.	Cleveland	"Ride-Easy" Spring Boats	Oliver M. Byerly, Cleveland
The No-Rad Rust Corp.	Lancaster, Pa.	"W. J." Boiler Cleaner	Charles W. Hoyt Co., Inc., New York
De Jur Products Co.	New York	Radio Accessories	Albert Frank & Co., New York
William Sellers & Co., Inc.	Philadelphia	Machine Tools	McLain-Simpers Organization, Phila.
Holmes Disappearing Bed Co.	Woodstock, Ill.	Beds	The Koch Co., Milwaukee
Moffatt-Ross Corp.	Chicago	"Foot-Tone" Foot Remedy	Hurja-Johnson-Huwen, Inc., Chicago
The Wolf Mfg. Industries	Quincy, Ill.	Radio Consoles and Phonographs	The Irwin L. Rosenberg Co., Chicago
The I. J. Grass Noodle Co.	Chicago	Noodles	The Irwin L. Rosenberg Co., Chicago
Huntington Palisades	Los Angeles, Cal.	Community Advertising	Smith & Ferris, Los Angeles, Cal.
Boericke & Runyon	San Francisco, Cal.	Homeopathic Remedies	Smith & Ferris, Los Angeles, Cal.
The Philadelphia & Reading Railroad	Philadelphia	Railroad	Tracy-Parry Co., Philadelphia
Aeroshade Co.	Waukesha, Wis.	Shades	Klau-Van-Pietersom-Dunlap-Younggreen, Inc., Milwaukee
The Wisconsin Food Products Co.	Jefferson, Wis.	Dairy Products	Klau-Van-Pietersom-Dunlap-Younggreen, Inc., Milwaukee
Riverside Boiler Works	Cambridge, Mass.	Bailers & Hot Water Heating Systems	Charles W. Hoyt Co., Inc., New York
Blaisdell Pencil Co.	Philadelphia	Blaisdell Paper Pencils	Charles W. Hoyt Co., Inc., New York
Fitch Grossman & Co.	Philadelphia	Finance	Charles C. Green Adv. Agcy., Inc., Phila.
Southern Development Co.	Los Angeles, Cal.	Grapefruit Development	Logan & Stebbins, Los Angeles
Toyo Shoyu Mfg. Co.	Los Angeles, Cal.	"Toyo" Sauce	Logan & Stebbins, Los Angeles
Fotheringham & Ormsby	Los Angeles, Cal.	"Avocado Development"	Logan & Stebbins, Los Angeles

*This agency will place magazine advertising. The Porter-Eastman-Byrne Co., Chicago, continues to direct its newspaper advertising.

When E. M. Statler Read "Obvious Adams"



—He immediately ordered copies sent to
the Managers of all his Hotels

LIKE many another high-calibre business man he recognized in the story of *Obvious Adams*, the sound philosophy that makes for business success, whether the business be writing advertisements, managing a department or running a great metropolitan hotel.

An "obvious" man himself Statler wanted his managers and their assistants to see clearly just what it is that keeps a business on the ground and makes profits. So he sent each of them a copy of this little book, written several years ago by Robert R. Updegraff as a story for the *Saturday Evening Post*, because he saw that it would crystallize one of the biggest and most important of business principles and make it graphic and unforgettable—give it to them as a working tool.

For this same reason advertising agencies, newspaper publishers, bankers and business men in many other lines are purchasing *Obvious Adams* in quantities at the new wholesale prices to distribute broadly through their organizations, to executives, department heads, salesmen, and office workers.

Have your people read it? Wouldn't it be a good business investment?

Quantity Price List

500 copies or more,	40c per copy
100 copies or more,	44c per copy
50 copies or more,	46c per copy
25 copies or more,	48c per copy
10 copies or more,	50c per copy
Single copies,	55c postpaid

KELLOGG PUBLISHING COMPANY
30 Lyman St. Springfield, Mass.

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 Advertising & Selling • **The NEWS DIGEST** • Issue of Oct. 20, 1926

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
General Instrument Corp.	New York	Radio Accessories	Albert Frank & Co., New York
Sasieni	London, England	Pipes	Groesbeck-Hearn, Inc., New York
The Homestead Mills	Milwaukee	Lace Curtains	The Koch Co., Milwaukee
The Milwaukee Gray Iron Foundry Co.	Milwaukee	Foundry	The Koch Co., Milwaukee
Latex Tire Co.	Fond du Lac, Wis.	Tires	The Koch Co., Milwaukee
Metropolitan Greenhouse Mfg. Corp.	Brooklyn, N. Y.	Greenhouses and Greenhouse Construction Material	A. Eugene Michel & Staff, New York
Metropolitan Coach & Cab Corp.	Cleveland	Automobile Bodies	The Richardson-Briggs Co., Cleveland
Mountain Valley Water Co.	Cleveland	Distilled Water	The Richardson-Briggs Co., Cleveland
Camp Manufacturing Co.	Erie, Pa.	Soil Shredders	Paul Teas, Inc., Cleveland
Common Brick Mfr's. Ass'n	Cleveland	Bricks	Dunlap-Ward Adv. Co., Inc., Cleveland
Kelley Island Lime & Transport Co.	Kelley Island, Ohio	Lime	Dunlap-Ward Adv. Co., Inc., Cleveland
Moorman Mfg. Co.	Quincy, Ill.	Mineral Feed	Wade Adv. Agcy., Chicago

NEW PUBLICATIONS

Name	Published by	Address	First Issue	Issuance	Page	Type	Size
Northwest Construction Catalog.....	Chapin Publishing Co.	215 So. Sixth St., Minneapolis.	Jan. 1, 1927.	Annual	7x10

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Daniel R. Ellinger.....	Grand Rapids, Mich.....	Advertising	Daniel R. Ellinger
The Entee Co.	St. Paul & Minneapolis.....	Advertising	R. R. Noland
Needles Advertising Service, Inc.	Public Ledger Bldg., Phila.	Advertising	Leonard G. Needles

PUBLICATION CHANGES AND APPOINTMENTS

- "The Outlook," New York.....Appoints F. E. M. Cole, Inc., as its Western Advertising Representatives.
- "Big Ten Weekly".....Appoints Boulden-Whittaker Co., Inc., as its National Advertising Representatives, except in Illinois and Wisconsin. In these two territories, M. C. Kite, Chicago, will handle the advertising.
- The "Georgian" and "Sunday American".....Atlanta, Ga.Have appointed Bryant, Griffith & Brunson, Inc., as their Southern Advertising Representatives.
- "Daily Reporter" and the "Daily Commonwealth," Fond Du Lac, Wis.Have merged into the "Commonwealth Reporter"
- Elmer E. Clark.....Publisher of the Little Rock "Arkansas Democrat" has sold his interests in the paper to K. A. Engel and W. T. Sitlington.
- "Capital News," Boise, Idaho.....Appoints Gilman, Nicoll & Ruthman, Chicago, as its National Advertising Representatives.
- "Tidings," Ashland, Ore.....Appoints M. C. Mogensen & Co., Seattle, as its National Advertising Representatives.

MISCELLANEOUS

- Lindenstein-Kimball Inc., New York.....Has opened an office at Pittsburgh, Pa. Grover. W. Boyd is Manager.
- The General Motors Corp., Detroit, Mich.....Has formed the Delco-Remy Corp. to take over the sale of products manufactured by the Dayton Engineering Laboratories Co., Dayton, and the Remy Electric Division, Anderson, Ind.
- Bailey & Walker, Chicago.....Name changed to Bailey, Walker & Tuttle, Inc.
- Auburn Automobile Co., Auburn, Ind.....Has purchased the Duesenberg Motor Co., Indianapolis.
- Austin F. Bement, Inc., Detroit.....Will open an office at Chicago about Jan. 1, 1927.
- H. E. Lesan Adv. Agcy., Inc., New York.....Has become affiliated with the Hamman group of agencies on the Pacific Coast. This affiliation brings the following agencies together as a unit: H. E. Lesan Adv. Agcy., Inc., New York and Chicago; Lesan-Carr Adv. Agcy., St. Petersburg, Fla.; K. L. Hamman Adv., Inc., Oakland, Cal.; Johnson-Ayers Co., San Francisco; L. S. Gilliam Co., Los Angeles & Salt Lake City, and Crossley & Failing, Portland, Ore.
- The Associated Business Papers, Inc., New York.....Announces that "Bankers' Review," New York, has been admitted to membership.

DEATHS

Name	Position	Company	Date
Charles J. Kiger	Vice-Pres. and Gen. Sales Mgr.	McKesson & Robbins, Inc., New York.....	Sept. 30, 1926
Fred C. Coleman	Adv. Solicitor	Paul Block, Inc., New York.....	Oct. 4, 1926

WITH the growing trend towards individual market analyses and the use of newspapers by national advertisers the Business Survey of The Chicago Tribune presents on this page highlights and minutiae of zone marketing, the Chicago Territory, and of The Chicago Tribune.

From the

*"Then it's Tommy this, an' Tommy that, an'
'Tommy'ow's your soul?"
But it's 'Thin red line of 'eroes,' when
The drum begins to roll."*

IN a mechanical age and in one in which industry and commerce have swept humanity up to "sweeter, cleaner airs" it is passing strange that statecraft should continue to strut the pages of history in solitary splendor. The battles of commerce and the triumphs of science are more epic and more leavening than intrigue and the yeasty ambitions of another grand vizier.

The decadence of the military enterprise of a Caesar led to the wars in which fat burgo-masters dictated terms. By a thrust through center commerce followed up its advantage. The traditions of Alexander are broken.

Histories need new molds. The older forms are shattered. In recording the strategies of commerce, will the future chronicler and patriotic poet limn and hymn the sleepless outposts of the manufacturer, of "the thin red line of 'eroes," the embattled retailers?

One-fifth of America

"The hunt for a market for any product is a hunt for certain kinds of people. People who are able to buy, and who are willing to buy, and also ready to buy are the ones to be located for the purpose of successful advertising effort."

—PAUL T. CHERINGTON.

Selecting the ripened prospects has a further refinement—locating them in a single compact territory. It is better business to sell every other person in one town than one person in every other town.

The Chicago territory on practically all figures of production, distribution and resources, has one-fifth of the national total. Within reasonable limits one may say definitely that on any selected line Zone 7 will produce one-fifth of the national sales volume.

With one-fifth of the resources and buying activity located in the Chicago territory the manufacturer should be getting at least one-fifth of his national volume in these same five states. Are you?

And, if national advertising is figured as a per cent of national sales, then Zone 7 advertising should sit in for the same per cent of Zone 7 sales. If one-fifth of the total business comes from the Chicago territory, then one-fifth of the total advertising ought to be put to work here.

NATIONALITIS

"He [a manufacturer] wanted to extend to the inhabitants of every hamlet the boon of being able to buy his product. 'Let not even a crossroads store escape us,' might well have been his slogan." William R. Basset, President, Miller, Franklin, Basset & Company.

Viscosity

THE CONCEPT of human isolation is an erroneous theory. The goarled roots of men, tormented and thillated, reach down into a common earth. Age, languorously



Tribune Tower

aloof, may simper in its exo-skeleton. But where brawly youth is, vigorous and majestic in stride, the roots go deep and wide and crack the distant pavements.

The loam of the Chicago territory is rich and perfumed with youth. Through it pulse the desires and expansion of commercial life. The roots entwine and common interests join together the five states.

No less than men are cities and states, for they are but men. A market is but a region surrounding a city. It may be ten miles wide or three hundred. There is no set caliper decimal to squeeze it in. The vigor of the city, the central force that draws about itself the clustering farms and villages, may burst its municipal tether, bound only in locality by its own influences.

Such is Chicago. Like the feudal castle overlooking a rich province so Chicago dominates Zone 7. It is the metropolis of this fortunate valley, the center of this territory's financial, industrial and agricultural activity. To disregard this aspect when advertising and selling here is to build sales resistance.

As the influence and energy of Chicago permeate the adjacent area which may rightly be called the Chicago territory so The Chicago Tribune similarly wields a zone influence. For in 1,151 towns and cities of Zone 7, 65% of all the families read it.

ARABIA guards its justice. Two eyewitnesses of a crime must testify in the trial for a conviction. To guarantee the veracity of their recitals, they themselves are tested. An imam lightly and briefly applies a strip of white-hot metal to the tongues of each. The salivary glands of the just flow copiously and render him confidently immune! Terror parches the mouth of a false witness so that the tongue is burned and justice is protected.

Before the business bar there is no holy imam to apply the test of heated metal to advertising plans. The Williams Oil-O-Matic Heating Corporation sought in vain. Craven tongues curled back reluctantly. But in a plan prepared by The Chicago Tribune they found the method and the profit.

Red Heroes One-fifth of America
Viscosity Nationalitis Arabia
"Dusk gray, sky kissed" Good Hunting

TOWER

The company originated in 1918. Five years of steady effort brought its 1923 sales to \$1,112,000 in its home territory—what they are pleased to call "the Chicago district." This included the states of Illinois, Indiana, Iowa, Michigan and Wisconsin. In other words, Zone 7. Until 1924 no advertising had been used. In 1924 sales in the territory jumped to \$3,080,000. The company gained 414% in new dealers and 175% in sales the first year after adopting a specific method.

At the end of the second year sales had increased 230% and dealers 673%.

So successful was the advertising plan in the Chicago territory that it was carried to other selected markets. Williams Oil-O-Matic has built up carload points from nothing in 1924 to 23 in 1926. Its full page ads are now appearing in 77 metropolitan cities. The sales pattern, cut by The Chicago Tribune, has been adapted to high spots in the entire country.

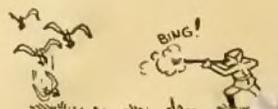
Frigidaire, Cribben & Sexton, Holland Furnace, Union Bed & Spring, Studebaker Motors, Canada Dry, Dutch Masters, Endicott-Johnson and Celotex are among other successful users of this plan. Would you like to hear about it? Send for a Tribune man, trained in merchandising and advertising.

TRIBUNE TOWER

*Dusk gray, sky kissed, soaring arches
Springing from earth to heights of cloud,
Free as the winds that blow the marches,
Stately as any castle proud.
Parapets tipped with silver lances
Keep gleaming vigil beneath the moon—
By starlight a softer beauty entrances,
A fairy palace of pale mist hewn.
Rising serenely beside the lake,
Flushed with the rose of the early dawn,
Like a lovely goddess but just awake
Poised at the note of a woodland song.
Day—and a sentinel bravely standing
Revealed in a panoply of light,
Towering, watching, guarding, commandin',
A banner in stone, a symbol of might!*

LE MOUSQUETAIRE

Carven into the stone of The Tower, on a wall of the parapet on the twenty-fifth floor.



The bird dogs are out and snuff the ground. The covey thunders up before the first shot. The paper copy, following on the heel of the first analysis is bagging business for the sportsman advertisers in Zone 7. The meadow and the promise a full bag for the sportsman. And a sweet gun is waiting. Pack your kit and come!

Pop Toor

The Detroit Free Press

30 FRIDAY

ANNOUNCEMENT

A New Company • • • New Management

UNITED FUEL & SUPPLY CO.

Facsimile of page advertisement in Detroit Free Press, Friday, May 7, 1926

Organized April 6, 1926

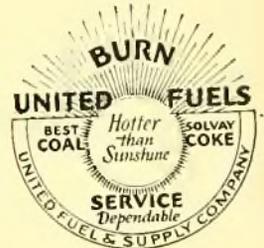


Builders' Supplies

The new United Fuel & Supply Company carries a complete line of builders' supplies, conveniently

THIS company operates 18 fuel and supply yards, 8 docks, 7 steamships, over 300 motor trucks and employs more than 1,000 men and women.

Sales will always be made at prevailing market prices. High quality of products and dependability of service will be rigidly maintained.



Fuels

A complete line of fuels for all purposes, including coal and Solvay Coke always available for quick delivery.

The United Fuel & Supply Co.—a Building Supply Dealer—is but one unit of the Tremendous Market served by

BUILDING SUPPLY NEWS

"Edited for the Merchant of the Building Industry"

Write for Equipment and Merchandise Survey

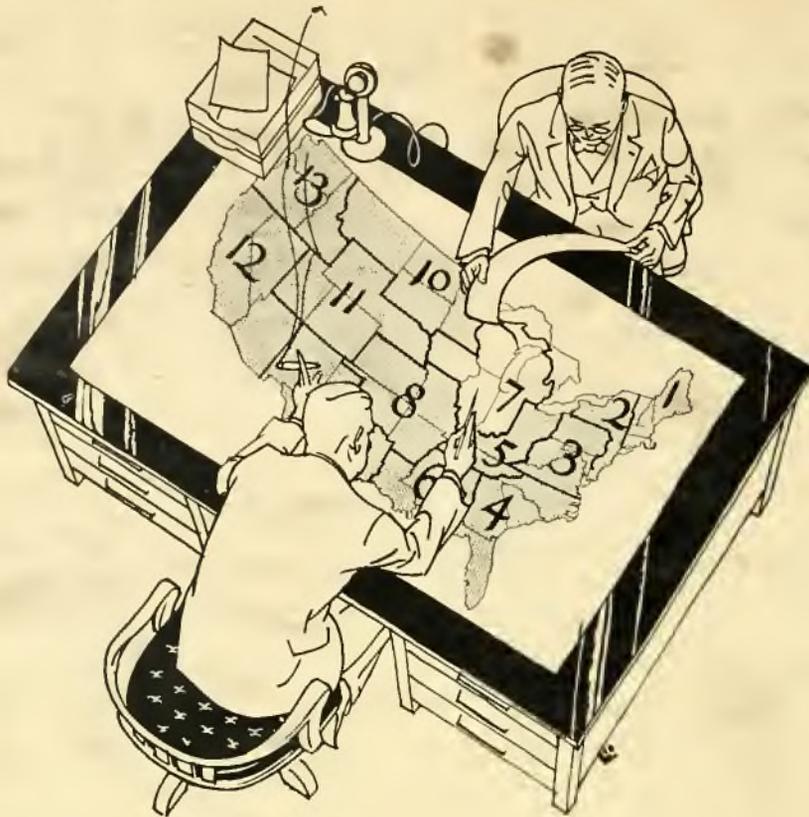
INDUSTRIAL PUBLICATIONS, INC.

407 So. Dearborn St.
CHICAGO

New York

Cleveland

Members: A. B. C. and A. B. P.



Here is the **High Point** for Sales Quotas and the **Low Point** for Sales Costs

ARE you getting your rightful share of business from Zone 7? Here are facts and figures that will aid you in determining the precise percentage of sales that should and can be secured in this richest of all markets in the United States:

Check Your Present Sales Against These Figures

Do you sell electrical appliances? Then Zone 7 should yield as many sales as 26 western and southern states, for it has as many residential electric customers as all of them combined—3,095,650.

Are factories your customers? Then 22% of your business should come from Zone 7, for it produces 22% of the value of the nation's manufactured products. Balanced against this fact, 18.1% of the crop value is produced here, assuring substantial prosperity based on both agriculture and manufacturing; a point of importance, whatever you sell.

Do you make equipment for the home? 21% of all the home owners in the United States are in Zone 7.

Do builders absorb your products? Of all the building in the country during 1925, 22.4% was in Zone 7.

Do you sell foods or any other product with a mass market? 17.2% of the nation's population is concentrated in Zone 7 possessing 19.3% of the national wealth.

Are your sales restricted to people of larger incomes? 20.7% of the income tax returns come from Zone 7. That the population reacts to modern comforts is shown by the fact that they own 21.4% of the nation's motor vehicles.

Buying activity is the final check. Bank debits form the best index of that. Outside of New York 23% of the country's bank debits are recorded by the banks of Zone 7.

Here is a market that deserves special attention in any national program. Winning it is not only worth while, but the effort and cost required are reduced to a minimum.

Zone 7 is compact; easy to cover and serve. It occupies but 8.7% of the country's area—Illinois, Indiana, Iowa, Michigan and Wisconsin. That its transportation

for salesmen and merchandise has no equal in the world is indicated by the 2500 package cars that leave Chicago daily.

Moreover, a single advertising medium wields a powerful selling influence throughout the territory. The Chicago Tribune reaches 90% of the families in Chicago's richest districts, 76.5% in the medium districts and 56.6% even in the poorest. There is coverage with no need of using several papers with duplicating circulations. In addition, *The Chicago Sunday Tribune* is read by 60% of all the families in 1151 towns throughout Zone 7!

How other manufacturers have gained their sales quotas for this rich market in a surprisingly short time forms the rest of the story. It is worth the time of any sales executive. May a Chicago Tribune man give it to you?

NOTE:—The statistics above are based on the latest available circulation and population figures, assuming that there are 4.1 persons per family in Chicago.

The Chicago Tribune

The World's Greatest Newspaper

GROW WITH THE TRIBUNE IN 1926