

Advertising & Selling

PUBLISHED FORTNIGHTLY



Drawn by E. A. Georghi for the New Jersey Zinc Company

NOVEMBER 17, 1926

15 CENTS A COPY

In this issue:

"I Gotta Get Up an Ad" By G. LYNN SUMNER; "What We Learned in Selling Direct" By O. B. WESTPHAL; "The Modern Trends in Business Management" By FRED W. SHIBLEY; "Inflated Circulations" By J. H. FAHEY; "Financing Sales Outlets" By W. K. WEAVER; "On Buying Space" By E. D. W.

Putting Oil Heat in Chicago Homes



Kleen-Heat advertising is placed by the Mitchell-Faust Advertising Company

Certainly the choice of a heating system is a family matter — a subject for advertising, above all, in a home newspaper.

The Winslow Boiler and Engineering Company capitalizes this fact in their advertising in Chicago of "Kleen-Heat" oil-burners. This year they are running a consistent and aggressive campaign in *The Daily News*, using more space than in any other Chicago paper.

If your product is of interest to the family you simply can't go wrong in Chicago in

*Member of the 100,000
Group of American Cities*

THE CHICAGO DAILY NEWS

First in Chicago

Advertising
Representatives:

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

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward & Kelly
Fine Arts Building

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

The LIFE STORY of every motor is written in OIL



DISFURTED, in the quiet of the garage, stand long lines of cars, touched here and there by dusty fingers of sunlight.

What a story the doctor's weather-worn coupe could tell of a brave, old motor's race with death through a cruel steering night!

And what entertaining yarns that globe-trotting landaulet could spin of the strange dark ways of Algerian repairmen.

While the yellow roadster's mile would be a braver one and sad, of a proud, young engine, burnt-out in its youth through recklessness and lack of care.

STORIES of long and faithful service—stories of breakdowns and faster and faster tolls. But at the bottom of every motor's story, responsible for good performance and best performance alike, you would find—a motor oil.

For the actual performance of every motor depends largely upon a film of oil—a film thinner than this sheet of paper.

A motor's job

Your motor oil works to safeguard your motor from deadly heat and friction, and you are entirely responsible for these results of all engine troubles.

In action, your motor oil is 80 times the bulk, glancing liquid, on a microscopic thin your cylinders. Indeed, only a thin film of that oil holds the fighting force—a film latched by blending, shearing force, sealed by heating, grinding friction. In spite of these attacks, the oil film must remain unbroken, a film of oil of definite protecting coat, motor parts from deadly heat and friction.

Ordinary oil films fail too often.

Under that terrible rain-like punishment the film of ordinary oil slips, breaks and burns. Then comes heat attack, deposits, the unpromised motor parts. And through the broken film, too, the metal chafes against metal.

Insulation friction begins its silent, dogged work of destruction. And finally you have a burn-out, leaving a scalded

cylinder, a scalded piston. Then, the repair shop and big bills.

The "film of protection"

Tide Water Oils Technologists spend years in studying motor oils here, for oil flow. They make hundreds and hundreds of laboratory experiments and road tests. Finally, they perfected on Veedol, an oil that offers the utmost insurance, reliability, heat and friction. An oil which gives the "film of protection" that all have, should an oil, slip, scald or fail.

Get your motor a chance to win its own safety, too, in ordinary oil. But on Veedol. That's all! For a long history of factual, economical service.

Tide Water Oil Sales Corporation, Eleven Broadway, New York, Branches in all principal cities.



Any honest repair man will tell you that more than 75% of all motor repairs are caused by the failure of a motor oil. Safeguard your motor with Veedol, the oil that gives the film of protection, thin as tissue, smooth as silk, tough as steel.

One of a series of advertisements in color prepared for the Tide Water Oil Sales Corporation

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 has lifted difficult subjects out of the welter of mediocrity.

JOSEPH RICHARDS COMPANY, INC.
255 Park Avenue, New York City

RICHARDS *♦ ♦ ♦* Facts First *♦ ♦* then Advertising



Multiply this picture a hundred thousand times

IT is not by chance or accident that The Indianapolis News is the home newspaper of Indianapolis and the Indianapolis Radius.

It is the home newspaper by deliberate design and 57 years of constructive, intelligent effort toward that end.

The News is edited for the home. It has strict ethical advertising standards. It has always respected and reflected the highest interests of its readers.

The News is made up for the home reader. It does not segregate news and advertising, but

carries news matter straight through the paper, with something of absorbing interest on every page. The second section is as interesting as the first.

By being a home newspaper and first of all a newspaper, The News has become, naturally, Indiana's greatest advertising medium. The advertiser buys far more than mere transportation for his message. He buys, legitimately, the use of The News' influence in the home, where sales are made—an influence that has scarcely been surpassed in the history of American journalism.

Multiply the picture above a hundred thousand times, visualize The News as the trusted friend in a hundred thousand families, and you will have a true picture of a part of its enormous and unduplicated service to the advertiser.

THE INDIANAPOLIS NEWS

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

FRANK T. CARROLL, Advertising Director

Chicago, J. E. LUTZ
The Tower Building

Everybody's Business

By Floyd W. Parsons

FOR several months I have been engaged in a study of the diet question, and never has anything appealed to me as of more interest or importance. It is literally true that "We are what we eat." It is also a fact that human health is the most important factor in the success of individuals, and in the efficiency of groups of workers. One of the greatest problems of management today is absenteeism due to sickness. We are rapidly coming to a time when company officials will be obliged to give attention not only to their own eating habits in the interest of business efficiency, but will be compelled to give thought, also, to the diet of their employees for a similar reason.

The subject is so big that not much can be said about it on a single page. But here are a few brief statements that at least may start a line of thought. The diet problem is surrounded by such a wide diversity of beliefs that the average layman soon becomes lost in an ocean of conflicting opinions. He is likely to conclude that no one knows very much about the subject and therefore he might as well go on eating whatever he likes.

There is also the idea that dieting means a lot of bother and considerable personal sacrifice. "If a rational diet means that I must give up eating for pleasure," he says, "then I'm for a merry life and a short one. People who talk about trading years of life for hours of fun do so only because they believe that possibly they may be able to have the fun without paying for it. Incorrect eating habits run up a bill that must eventually be settled.

The curse of the present day is devitalized foods. Rice, corn, wheat, sugar and many other common foods have been subjected to processes that have made them beautiful rather than nutritious. Refined sugar is an abomination to the body. White bread is a great source of energy and in the cases of most people is easily assimilated, but it provides no roughage and has been deprived of those vital elements known as the organic salts. People can starve to death on an energy-producing diet. Proteins, fats and carbohydrates supply heat and to some extent replace worn-out tissues. But we cannot continue in health unless we take into our bodies the organic salts possessed of electro-magnetic properties and acting as building stones for those vital cementing agents known as the vitamins.

Undoubtedly a majority of human ailments come as a result of acidity. The first step to a rational diet is to know what foods are acid-forming, and which are alkalin-forming. In the list of acid-forming foods we can include meats, fish, poultry, egg-white, legumes



Primitive stone mill used by our forefathers

(dried peas, beans, lentils), visceral foods, animal fats (except cream, butter and egg-yolks), plums, cranberries and rhubarb, all cereal grains (bread, breakfast foods, etc.), and practically all foods high in protein.

The important alkalin-forming foods comprise all fruits, fresh and dried, except large prunes, plums and cranberries. Contrary to common opinion, the citrus fruits such as oranges, grapefruit, limes and lemons, are especially high in alkalin-forming qualities. Practically all vegetables produce an alkalin effect in the body, except rhubarb and the legumes mentioned above. Milk and nearly all varieties of berries are likewise alkalin-forming.

A glance at the lists of foods above will convince anyone that the majority of people, especially in the city, live largely on foods that form acids in the body. With this condition existing, it is no wonder that we are so easily subject to colds and other disorders that are caused largely by accumulated poisons resulting from an unbalanced diet. The solution of the problem for us is to plan our meals on at least a three-to-one alkalin basis. In other words, seventy-five per cent of the things we eat should be alkalin-forming, and only twenty-five per cent acid-forming. It is probable that many people at various times actually reverse these figures.

One of our present difficulties is the propensity of ourselves, and of many doctors, to accept as truth many fallacious notions that have been handed down to us. Milk can be taken with citrus fruits as it can with apples, pears or berries. On the other hand, starches should not be combined with milk, meat or tart fruit. When meat, fish, eggs or cheese are eaten at a meal, it is essential that they be balanced with vegetables and fruits. An orange can be as well eaten before going to bed as can an apple. The tomato, like many fruits, contains acids and is not alkalin when eaten, but when these acids are burned in the body, they leave behind an alkalin salt. The tomato is highly beneficial in reducing the acidity of the blood and removing uric acid from the system. The oxalic acid it contains is so negligible that there is no basis for the notion that tomatoes should be excluded from the diet of people suffering from gout and rheumatism.

Much of the foregoing is contrary to popular belief and that is just why I am setting it forth here. My studies of recent research and extensive conversations with our leading dietitians have aroused my interest in getting at the truth. There can be no doubt that we are at the dawn of a new era in eating. It will be a revolution in which education of the public through advertising will play the most important part.

NO SIDE TRIPS ALLOWED



The highroad of advertising has a remarkable number of appealing side paths and woodland lanes branching out into unknown directions.

Sooner or later almost every advertiser looks upon these pleasant paths and is allured by them. Somebody in the organization has a brand new scheme—the kind that is "different". Somebody outside steps in and sells a neat trick. Some fertile brain conceives a whale of a "stunt" idea.

So the advertising manager dips into his appropriation, cuts down the schedule, and goes off with part of the company's liquid assets and a good deal of romantic hopefulness.

Advertisers who indulge in these little escapades, advertisers who shop around for ideas and policies, usually profit in only one way—in experience. A less adventurous, but a better way to promote a business is to study the objective which the advertising should accomplish—and then keep eternally and continuously after it.

CALKINS & HOLDEN, INC.

247 PARK AVENUE · NEW YORK





Photo-Engraving Leaves No Feed Unsold

Picture a package and the product will sell, because you identify it in the public mind. Go farther and portray the environment in which it is made, sold or used and you establish its market.

Photo-engraving has helped to establish many odd and interesting businesses—among them the poultry feed industry. The picture of the healthy, productive hen and her happy family "leaves nothing untold."

The feed manufacturer who uses photo-engravings most, prospers best, because his appeal is universal—it cannot be misunderstood.

The American Photo-Engravers Association numbers in its membership many craftsmen who make printing plates so graphic that, like the porcelain nest egg, they would carry conviction even to an unlettered hen.

The biographical booklet "The Relighted Lamp of Paul Revere" supplied on request

Joe Tralley



The tools of advertising have developed in keeping with American progress in other lines. Today photo-engraving affords advertisers possibilities that were unknown a few years ago. Rotogravure presses, multiple color presses, the stupendous increase in color advertising, larger editions of newspapers and increased competition for attention, all have thrown a very heavy burden on photo-engravers. In my humble opinion, good photo-engravers are able to solve most of the printing problems that are worrying advertising directors, art directors, advertising managers and agencies. IF the photo-engravers are brought into the picture from the start.

Photo engraving is so technical that problems must be solved by those who are familiar with the technical factors. It has been proved time and time again that slight variations in the effect of advertisements frequently have a tremendous effect on their pulling power. Those who prepare advertising should seek the advice and help of engravers when there is still an opportunity to follow their suggestions in making over originals, the selection of screens, etc.

Advertising owes sincere appreciation to certain photo-engravers who have given so freely of their time and money to advance advertising through their art.

Earl Hall

Vice President Ralston Purina Company
President Association of National Advertisers

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES ♦ 863 MONADNOCK BLOCK ♦ CHICAGO

Copyright, 1926, American Photo-Engravers Association



Winter in the Perpetual Sunshine of North Africa

*Terraces and towers, mosques and minarets.... ancient splendors
and modern travel luxuries.... only nine days from New York*

Are you looking for a place that is smart . . . uncrowded . . . different . . . as well as restful and warm in winter months? It is North Africa . . . the meeting place of the cosmopolitan . . . just across the Mediterranean from the Riviera. Magic cities are held together by over three thousand miles of macadam highways. Crumbling beauty is beheld from luxurious automobiles . . . with specially constructed six-twin wheeled Renault cars for the desert trips. And excellent accommodations are found in the 31 famous Transatlantique hotels.

Fifty-seven day de Luxe itinerary in this tropical playground . . . includes the crossing of the Mediterranean, a private automobile and all hotel expenses . . . \$1450. Or a ten day trip for \$120.

The mystery of Morocco . . . the vivid color of Algeria . . . the ancient beauty of Tunisia . . . all lie at the other end of "the longest gangplank in the world." And the whole tour is planned for your comfort and enjoyment . . . beginning with the six days of unexcelled service and cuisine on the de Luxe Paris or France, the French Liners that go first to Plymouth, England . . . then Havre.

Or perhaps you will sail on a luxurious One-Class Cabin Liner, the De Grasse, Rochambeau, La Savoie or Suffren, that goes direct to Havre, the port of Paris. No transferring to tenders. The gangplank leads to the waiting train. In three hours . . . Paris. Overnight . . . the Riviera. Just a day across the Mediterranean . . . North Africa.

French Line

INFORMATION FROM ANY FRENCH LINE AGENT OR TOURIST OFFICE, OR WRITE DIRECT TO
19 STATE STREET, NEW YORK CITY

The Ripple of Advertising Dollars

THROW a stone into a small pond and you can watch the waves created by the disturbance strike its four shores. Cast that stone into the ocean and you will observe no effect beyond the splash that precedes its final disappearance.

An advertising appropriation thrown into a market is much the same as a stone thrown into the water. If the territory is properly limited, the *interest waves* created by the advertising will be of some consequence. If the territory is too large, the only effect will be the splash that marks the dis-

appearance of the money invested.

The idea of selling to a hundred million people is alluring. But if it is a million dollar job, the manufacturer with a hundred thousand dollar appropriation better not attempt it.

Many business houses are straining for *thousands* of accounts when the funds available are barely sufficient to properly develop *hundreds* of accounts. They would be better off if they concentrated one dollar each on a few prospects in lieu of flipping ten cents each at many prospects.

“*The Third Ingredient in Selling*” is the name of a new book which discusses ways and means of getting the most out of your advertising dollars. Complimentary copies are available for executives interested in this vital subject.

JAMES F. NEWCOMB & CO. INC.

Direct Advertising :: *Merchandising Counsel*

330 SEVENTH AVENUE, NEW YORK, N. Y.

“HOT-SPOT” MARKETS

Your sales grow fastest where the interests of your prospects are the warmest. Your markets expand in the favoring atmosphere created by your advertising media.

Super-power advertising in the All-Fiction Field takes you direct to “hot-spot” markets where interests are keen and enthusiasms warm. It is a young-hearted, young-minded audience that reads the sixteen magazines comprising the All-Fiction Field.

Fiction, the love of Romance, creates an unusually favoring atmosphere for the growth of ideas, the spread of imagination. And where ideas flourish and imagination takes wings, there is the ideal market for the alert advertiser. Why not send your message to these hot-spot markets?

2,780,000.

Members Audit Bureau of Circulations

All-Fiction Field

Magazines of Clean Fiction

New York

Chicago

Boston

San Francisco

Good Business *and* GOOD WILL

What service has this Magazine rendered its readers and advertisers to win such Good Will? And how does Good Will concern Good Business?

THE success of Good Housekeeping is due primarily to its women readers.

They have looked to this magazine to help them in the progress of their homes. By the aid and inspiration found here their faith has been justified, and Good Housekeeping has succeeded through serving its readers first of all.

Year after year American women have conducted their homes and bought the things that go into those homes through their reading of Good Housekeeping.

They have personal experience of continuous service. It is their confirmed Good Will that accounts for advertisers' success in Good Housekeeping.

In order that readers may regard the advertising pages of Good Housekeeping with a confidence equal to that with which they read the editorial pages, every advertisement is guaranteed.

Every advertisement is guaranteed because every product advertised

HOUSEKEEPING IS A BUSINESS, TOO

There is no trade or business in the world that is so generally necessary to human happiness as housekeeping.

Good Housekeeping is an essential aid in carrying on an essential business. And the study, preparation and serving of food is no small part of that business. Here, too, Good Housekeeping renders authoritative and reliable aid.

For every phase of Good Housekeeping—whether it be articles on food, labor saving devices and appliances, fashions, interior decoration, the care of children, or entertaining fiction—contributes effectively to the business of housekeeping.

Good Housekeeping INSTITUTE, Good Housekeeping STUDIO, and Good Housekeeping BUREAU of Foods, Sanitation and Health are parts of an organization that constantly maintain Good Housekeeping's recognized standard of excellence, a standard well known to all who know the magazine.

Thus readers of Good Housekeeping possess every month a complete and reliable plan for operating the business of housekeeping. They carry on this essential business with the guess-work taken out.

has first been investigated to make sure that it could be guaranteed to readers.

The number of different advertisers in Good Housekeeping and their persistence in using its pages indicates a Good Will founded on profitable experience.

After all, Good Business—enduring Good Will—is to be found only where buyer and seller are both pleased, not once in a while or occasionally, but right along.

Good Housekeeping is bought and used by more than a million and a quarter women every month. Advertising space is profitably purchased in Good Housekeeping by more advertisers than in any other of the leading women's magazines.

To read and use Good Housekeeping is Good Business for women with homes to keep efficiently and attractively. To use this magazine is consequently Good Business also for our advertisers.

Good Will and Good Business naturally go with Good Housekeeping.

GOOD HOUSEKEEPING

CHICAGO

NEW YORK

BOSTON

This is the eighth in a series.

Is he laboring under *Distance-Burdened Merchandise?*

Even the best salesmen and finest merchandise cannot attain full volume in competition with houses whose branch plant service is a clinching sales argument



Through the Eyes of Others
see what Atlanta can mean to your business. Send for this free booklet giving the experiences of more than 600 concerns now in Atlanta.



— then don't expect full volume from the South

BARRING that small minority of merchandise to which distance lends enchantment, goods bearing the weight of heavy freight charges and slow service are looked on with disfavor today. No longer can industry hope to serve the entire United States from any one point, however centrally located.

As a result, industry is carefully spotting branch factories to adequately serve its major markets from close by, "overnight," as modern merchandising condition demand.

The South is not only a major market—it is the fastest growing market in the United States. The building program, the buying of motor cars, high-priced home equipment, modern office equipment, railroad tonnage, bank clearings, insurance reports, post office figures, and all other truly representative statistics show this to be a market of immense importance to every producer.

Leaders of Industry Select Atlanta

The point of greatest economy from which to serve this rich market is Atlanta. Transportation is at its best here.

Production economies are a major attraction. Raw materials, labor, power, moderate taxes, sites, building costs—all contribute generously to profits from Industrial Atlanta.

A total of over 600 nationally known concerns, with the full facts before them, have chosen this city as Southern distribution point. In an amazing number of cases these Atlanta branches lead the country not only in percentage of increase, but in volume of sales as well—exceeding quotas year after year because of the rapid growth of the territory, and the economy of serving it from this point.

A Complete, Valuable Survey Made Free

The Atlanta Industrial Bureau is prepared to make, without charge, a special, confidential Industrial Survey for your business. Every economic factor will be presented in its relation to your business, and every statement will be thoroughly authenticated before it is laid on your desk.

All correspondence held strictly confidential.

Write to INDUSTRIAL BUREAU

2054 Chamber of Commerce

ATLANTA

Industrial Headquarters of the South

Sell in the Northern 9 Counties

—The Major Market of the Metropolitan District

THE Northern 9 Counties comprise the major market of the Metropolitan District.



Of a population of 8,500,000 in the Metropolitan District, the Northern 9 Counties in New Jersey total 2,600,000—larger than Manhattan or Brooklyn or all of the rest of the boroughs and suburban counties combined.

In the Metropolitan District in 1923, 1,062,797 people reported incomes—231,872 of them from the Nine Counties; more than reported incomes from any other city in the United States save Chicago.

In Retail Outlets, the Nine Counties have 11,460 grocery stores—more than any city save New York; 966 drug stores—more than any city save New York, Chicago and Philadelphia; 1,556 hardware stores—more than any city save New York and Chicago.

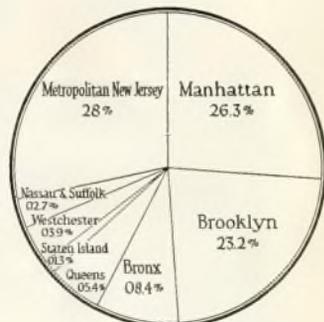
In volume of business transacted, the Nine Counties are surpassed only by four cities: New York, Chicago, Philadelphia and Boston.

In value of buildings under construction, the Nine Counties are exceeded by only five entire states: New York, Pennsylvania, California, Illinois and Florida.

In dwellings wired for electricity, only eight entire states exceed the Nine Counties in number; only three in the per capita consumption of electricity.

In this section of the Metropolitan District market CHARM, the magazine of New Jersey home interests, occupies a predominant place.

Its circulation is the largest of any magazine; and it concentrates exclusively upon more than 80,000 of New Jersey's finest and most desirable families.



New Jersey suburbs are the largest, and, from the marketing standpoint, the most important section of Metropolitan New York.



CHARM

The Magazine of
New Jersey Home Interests

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

When a great entered

it first covered the key trading area

The principle it established in locating its first twenty-two stores parallels the principle national advertisers should follow in Boston

SOME years ago the great Liggett drug chain entered Boston.

The heads of this chain are Boston men. They know Boston merchandising conditions.

Their first twenty-two stores were located entirely within the 12-mile area recently defined by the Boston Globe as the key trading area of Boston.

During 1923, 1924 and 1925, fifteen new Liggett stores were opened within the 12-mile area in which the circulation of the Sunday Globe leads.

Store location by chain stores and national advertising coverage bear a close similarity in principle. Both seek to reach the greatest possible number of customers in the area of highest per capita buying power.

Granting the desirability of reaching every possible customer neither the chain store nor the national advertiser expects such a result. In locating stores—in planning advertising, the practical objective becomes coverage of the leading shopping center.

Boston's key trading area

That area has been defined accurately by the Globe's survey of department store deliveries made through the Clearing House Parcel Delivery. It is outlined on the map here printed.

In this key trading area the Sunday Globe leads all other Boston Sunday newspapers in circulation. And the daily Globe exceeds even the Sunday in total circulation in this same area.

That is why the Boston department stores use in the Sunday Globe as much space as in all the other Boston Sunday newspapers combined. That is why these same stores used the daily Globe during 1925 in greater volume than any other single Boston daily.

And the Liggett stores, both in location of outlets and in advertising confirm this principle. For the Liggett chain, too, places great confidence in the Boston Globe.

Boston merchants point the way for national advertisers

Within the 12-mile trading area of Boston are 1,700,000 people with a per capita wealth of \$2000.

They supply one of the foremost Boston department stores with 64% of its charge accounts—to their homes go 74% of all package deliveries by all department stores.

This is the key trading area of Boston. Advertise in it *first* through the Globe. Let the Globe bring to retailers of your product the rapid turnover that every worth-while retailer wants.

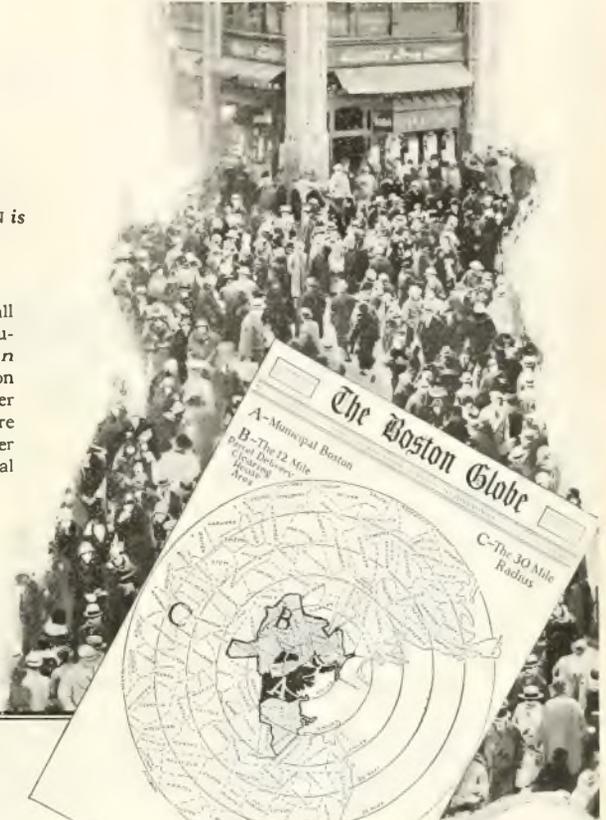
drug store chain Boston

TOTAL NET PAID CIRCULATION is

279,461 Daily

326,532 Sunday

It is pretty generally true in all cities with large suburban population that, *in the metropolitan area*, when the Sunday circulation is practically the same or greater than the daily circulation, there is proof of a real seven-day reader interest with a minimum of casual readers of the commuting type.



In the Area A and B, Boston's 12-mile Trading Area, are

64% of a leading department store's charge accounts	60% of all hardware stores
74% of all department store package deliveries	57% of all dry goods stores
61% of all grocery stores	55% of all furniture stores
57% of all drug stores	46% of all automobile dealers and garages

Here the Sunday Globe delivers 34,367 more copies than the next Boston Sunday newspaper

The Globe concentrates—199,392 daily—176,479 Sunday

The Boston Globe

The Globe sells Boston



IF WE STAGED A GOLF TOURNAMENT—

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

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

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

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

May We Send You All the Facts?

THE ATLANTIC MONTHLY

A Quality Group Magazine

8 ARLINGTON STREET

BOSTON, MASS.

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

Advertising & Selling

VOLUME EIGHT—NUMBER TWO

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S. E. CONYBEARE of the Armstrong Cork Company succeeds E. T. Hall of the Ralston Purina Company as the head of the Association of National Advertisers, having been elected president of that organization at the annual convention at Atlantic City on Nov. 10. Vice-presidents elected at the time were: W. A. Hart, Verne Burnett and Arthur H. Ogle. For further details, see page 62 of this issue.

Since the meeting announcement has been made of the resignation of Robert K. Leavitt as executive secretary. He will be succeeded by Arthur H. Ogle.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, *General Manager*

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

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

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

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

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

NEW ORLEANS:
H. H. MARSH
Mandeville, Louisiana

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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If It's Dealer Influence You Want

Cosmopolitan can give it to you.

While we shall always insist that the kind of dealer influence that is worth spending good money to buy is that which comes as a by-product of consumer influence, nevertheless we can point to direct evidence also.

Dealer Response in Specific Cases

A manufacturer of a brand new item of jewelry recently merchandised an exclusive Cosmopolitan campaign to the best jewelers in the 657 Cosmopolitan trading centers and secured dealer acceptance in 75% of these points in the opening weeks of the drive. And 60% of these dealers placed repeat orders within a few months.

A manufacturer of an article of women's wearing apparel sold through high-grade, exclusive shops merchandised his Cosmopolitan campaign to these dealers and increased his volume 60% over the corresponding period of the previous year.

Dealer Readers

A mail questionnaire to dealers showed that 80.6% of them read Cosmopolitan, either regularly or occasionally.

70% of these dealers stated their belief that advertising campaigns in Cosmopolitan help the sale of the advertised brands in their stores.

A cross-section check of our subscription lists showed a substantial number of dealers and jobbers among our mail subscribers.

Their Own Experience

Thirty thousand retailers know of Cosmopolitan's influence through their personal experience in selling over 6,000,000 copies a year in their own stores. And they know the kind of people who willingly pay 35 cents for Cosmopolitan when there are dozens of other magazines to be had for from ten to thirty cents less.

Key dealers in all important trading centers receive at frequent intervals a promotion letter building good will for Cosmopolitan and Cosmopolitan advertisers.

Yes, Cosmopolitan Has Dealer Influence

But we ask you to buy it primarily because it reaches more than a million and a half of the most worth-while families of America, living in the better sections of all the important trading centers.

Our new book "The Cosmopolitan Market—A Merchandising Atlas of the United States" will give you more details about the Cosmopolitan audience and much valuable information about markets and marketing. If you haven't received your copy, write for it on your business stationery.

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Chicago, Illinois

General Motors Bldg.
Detroit, Michigan

Advertising Offices

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New York City

5 Winthrop Square
Boston, Mass.

625 Market Street
San Francisco, Cal.

NOVEMBER 17, 1926

Advertising & Selling

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"I Gotta Get Up an Ad"

The Advertising Copywriter Has Much to Learn Regarding
the Public's Taste in Reading Matter

By G. Lynn Sumner

JOHN HENRY McNAB, copywriter for the Old Ironsides Advertising Agency, was late for work this morning. He slipped in twenty minutes after the customary nine o'clock, because on his way to the office he had been obliged to stop at the telegraph office and send a wire to his brother in Ft. Worth. He had written on the familiar yellow form what he wanted to say and then had read it over to make sure it was clear and had counted up the words. To his dismay, he found he had written fifteen words, and extra words to Ft. Worth were six cents each. He edited the message and eliminated two of them. Then he found by reconstructing the whole first sentence he could save two more. Finally, by also rewriting the last sentence, he disposed of the one remaining bit of excess and a glow of pride suffused him as he read the wire in its new form and realized that by the process of editing and re-editing, the message had lost none of its meaning—in fact, was clearer even than before—and he had saved the no small sum of six nickels or thirty cents.



THE story of the fiction writer will be read, because people buy the magazine for that sole purpose. His story must pass a rigid editorial inspection before it is published, and into its preparation he puts the utmost care. The writer of an advertisement, however, must compete for the reader's attention. Yet all too often his work is marred by haste and insufficient care

Arrived at his office, John Henry McNab finished the morning paper, moved some folders from one side of his desk to the other several times, and was still trying to decide which of several assignments he would tackle first, when at eleven o'clock he had a call from the copy chief.

"That page for the *Post* you are working on," the chief exclaimed. "I've got to have it by noon. Is it ready?"

"No, but it will be," spoke the optimistic McNab and returned to his office with quickened step just in time to answer his madly ringing 'phone.

"Oh, sure," he responded, "I haven't forgotten. The White Horse at twelve-ten sharp. I gotta get up an ad first, but I'll be there right on the dot." And John Henry proceeded to produce in the remaining tag end of a forenoon an advertisement destined—hopefully—for the eyes of millions of people and for the privilege of publishing which an advertiser would pay almost the price of a Rolls Royce.

"I gotta get up an ad," says the copywriter, and in

one crowded hour he undertakes to give expression to a story an advertiser may have been waiting years to tell.

"I gotta get up an ad," and he proceeds to write what it is hoped will attract interest; arouse, impress, convince millions of readers.

"I gotta get up an ad," and on what goes into the precious waiting space may depend the success or failure of a merchandising campaign that began way back with the planning of factory production and extends clear through to the consumption of the product itself in a million homes.

It includes the careful purchase and assembling of raw materials, it involves the employment of many people, it covers weeks of work by a salesforce arranging for distribution, it provides for cooperative ef-

fort on the part of hundreds of retail dealers. All these elements go into the far-reaching campaign by which a product is to be carried from the source of manufacture to convenient points of sale where a public, having received through advertising the story of its uses and virtues, may come to buy. Into the hands of the copywriter is placed the responsibility of building that bridge of interest and desire.

"I gotta get up an ad," he says, and proceeds to combine time-worn expressions, tedious technical descriptions in new ways. These words may be costing some advertiser ten, fifty, possibly one hundred dollars, each, but he chooses them with less discrimination than he plans the phrasing of a ten-word telegram.

I seek no wholesale indictment of

all copywriters on a general charge of negligence, but how I wish that by some such picture as this it might be possible to bring home to those to whom comes the privilege of interpretation, a sense of the responsibility they bear.

ONE day not long ago two men in the city of New York sat down with clean white sheets of paper before them, one in his home, the other in the copy department of an agency. They were parties to a strange coincidence of circumstance. Each was getting ready to write a story. Both stories were to appear in the same publication—a national periodical with two million circulation, and possibly five million readers. Each writer had the same objective, to write a story so interesting that

[CONTINUED ON PAGE 44]

Statistics With Wings

By Dr. B. L. Dunn

Advertising Manager, Oneida Community

ONCE knew a brilliant executive who said, "Statistics are like booze. They are all right—if you know who made them and what's in them." He added, "I never fully trust any statistics except my own. Those I know are good, because I make them up to prove exactly what I want to prove!"

In private he called these manipulated statistics "phoney statistics," or "synthetic statistics," but contended that they were truer than ordinary statistics because they contained imaginative vision.

"Ordinary statistics," he said, "crawl along behind accomplished facts. I want statistics with wings."

This same man divided customary statistics into three classes: First, "Bread and butter" statistics—statistics which follow facts and require no special interpretation.

Second, "Trend" statistics—statistics which one uses personally with only partial belief in them.

Third, "Propaganda" statistics—impressive statistics to be used in selling one's ideas to others. These are effective, he pointed out, in inverse ratio to the listener's knowledge of the subject to be presented. If he knows nothing about it, they score 100 per cent. If he is fairly well posted, they might rate at fifty per cent, because only *some* of the holes are found. If he is an expert, they measure from twenty-five per cent down to nothing, because the expert finds *all* the holes.

"Figures don't mean to lie," he contended, "but

they lick the hand that feeds them. Even the best trained, the most intelligent statistics are too eager to prove what their master wants to prove."

"For example," he continued, "a friend of mine brought in three advertisements and spread them out on my desk. 'Look here!' he said. 'I sent out a dozen different dummies of planned advertisements to five thousand representative people. Here are the three selected as best by them. At last I have taken the bunk out of advertising, and have achieved the certainty of perfection!'"

"I looked at the winning advertisements in amazement, for none of them, in my opinion, was worth the trouble of showing to five consumers, to say nothing of five thousand."

"There is only one hole in your proposition," I said. "How do you know any of the advertisements were any good to start with?"

"His expression changed. 'I hadn't thought of that,' he admitted. And then his face brightened. 'Well, anyway,' he added, 'they did the trick, for they sold my client and satisfied his board of directors.'"

And that is the insidious danger of statistics: They satisfy. They satisfy the sales end of the business; they satisfy its board of directors; and worst of all, they tend to satisfy ourselves—too easily. At best, statistics are an excellent corrective tonic. But if they dope us, if they tempt us to resort to mechanical exposition instead of imaginative creation, they should be frankly recognized as being, in too many cases, a bootleg product.



Farm women want labor saving equipment so that they can have time to play with their children



A group of farm women studying the arrangement of a well conceived schedule of their housework

What the Farmer's Wife Wants to Buy

By *M. Attie Souder*

FEW people think of the farm woman as a business woman. She not only increases the efficiency of the workers of the farm by good food, comfortable shelter, and happy surroundings, but also, as an active partner with her husband, helps to plan and operate the farm business. Many farmers' wives are the farm accountants and secretaries: keeping records, registering the pure bred stock, and carrying on the farm business correspondence. The majority of the homemakers on small grain and stock farms in the Middle West meet the family grocery bill, and often clothing bill, with the egg, poultry and milk receipts. Household account books of farm families show contributions to the income from foodstuffs—such as milk, eggs, vegetables, fruit, butter, etc., eaten by the family—of a sum that often equals the grocery bill and frequently is two or three times it. Rare is the country woman who in time of emergency has not given temporary shelter and warmth to some baby pig, helped to raise a

MY acquaintance with the rural woman started some ten years ago when I was forced to give up my life in the city and live on a farm. Mother and I operated her farm, of course, with the aid of hired help. My opinion of the farm woman is the result of seven years personal contact with her as a neighbor and of three years contact as a Home Management Specialist in Home Economics Extension Service of the University of Illinois, which has taken me from one end of the state to the other.

The farm woman is not, as many people picture her, a stupid, ignorant drudge; she is an alert, keen, up-to-date woman with a philosophy of life that is sane and well balanced. She is an eternal inspiration. I wish you might visit our yearly state conference when these women come from all parts of the state. They spend the three days in presentation of work that has been accomplished in their own country, in planning for further activities and in listening to state and outside speakers.

M. ATTIE SOUDER,
Home Management Specialist,
Home Economics Extension Service
University of Illinois
Urbana, Ill.

motherless lamb, or worked with her husband to save a valuable horse or cow. Almost unheard of is the woman who at such rush times as harvest and threshing has not helped with the "chores," or when short a "hand" at haying time when the rain was threatening, has not driven the horse on the hay fork. She knows when the mortgage comes due, the interest paying dates; and with her husband bends every effort to meet them.

That the farm woman is an active

producer has doubtless influenced her point of view as a consumer. She is a thoughtful, discriminating buyer. She seldom loads her house with 'dust-catching, labor-making bric-a-brac. She is too busy a woman to care for it. She is not so susceptible as her city sister is likely to be to the glib sales talk of the high-power salesman. She often is skeptical of his sincerity and knowledge, for she has had costly experience. Some merchandise was never intended for use; it was made to sell—and a fair percentage of it has got to the

farm woman. But this has not been her greatest trouble. Too many manufacturers have not recognized that the merchandise requirements of the farm home and the city home are different. This does not mean that the standard of living in one case is inferior, but rather that the needs of the two are not identical. The farm woman, today, is in the market for labor-saving equipment. But when she goes to buy an electric refrigerator, she has difficulty in finding one with doors large enough

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Automotive Manufacturers Must Face the Future

By Allard Smith

Vice-President, The Union Trust Company, Cleveland

ONE of the outstanding characteristics of the present day business, is the prevailing tendency toward change—frequent, sudden and continual change. For example, witness the kaleidoscopic changes throughout the entire radio industry—changes affecting both the product and the market. A similar experience is found in the electric refrigerator industry, which is rapidly revolving toward possibilities of the greatest prospect. The rubber tire industry and the automobile industry have left their pathways strewn with obsolescence in all forms.

This fluid state, I observe, is not limited to the manufacturing process alone. It extends throughout the entire industrial organization and reaches far into the marketing process. As a result competition is taking on many new phases.

Yesterday the piano, for example, was practically the sole musical instrument of the home. Then competition arose in the shape of the phonograph, which multiplied music and popularized it, and it became a competitor of an instrument without competition for generations. Later the radio entered into competition with the phonograph, and I presume that we have not yet reached the limit in this one phase of endeavor.

Today oil competes with coal, and gas competes with oil. It is a day of competition of men, of minds and of markets. Artificial materials have stepped out of their historic place, or out of the inventor's alchemy, and have entered into competition with such age-old substances as wood and brick and steel.

Yesterday the automobile market was limited in its scope by the available prospective purchases of new



automobiles. Then a new market was discovered, and today automobiles are rented out by the hour, by the day or by the week, and I am told that in one city automobile, trucks and buses can be hired on this "drive-it-yourself" plan.

THE automobile has held the stage for a comparatively long period of years as the primary competitor for the American dollar. It is to be presumed, however, that just as the piano and the victrola ultimately met with unsuspected competition, so will the automobile sooner or later find itself faced with formidable competition, and it is for this ultimate, as well as for the present, that the manufacturer is endeavoring mightily to reduce all costs—both manufacturing and marketing—and thus to forearm himself against what is presumably the inevitable. Such cost reduction involves not only economies, but investments which will increase the market and reduce his overhead and production costs per car.

As yet the automobile has little competition as a material thing, but it has intense competition from the marketing standpoint, for it is there that the inventive genius of American salesmanship has yet to show itself in full force, and it is in marketing that many major costs can still be reduced.

The vortex of change characteristic of the present is particularly apparent in the automobile parts and accessory businesses. Today the prominent automotive manufacturer, because of changes through invention, through style and through marketing, has to be strongly on the alert lest he be eliminated.

To the observer it seems that the parts and accessory manufacturer is, as a whole, peculiarly susceptible to the influences of change. And why is this? It would be easy to say that his susceptibility to these influences of a rapidly changing industry is inevitable, but is this the true or the complete answer? As an observer of business and industry I sometimes wonder if too many manufacturers, those in this particular line, are not prone to make a very common error. It is this:

They work for years building up a product which will be technically perfect. Mentally they become technicians. Their product is their mind and their mind is their product. They sell their product on its mechanical merits as an example of a perfect mechanism. In their thoughts the ultimate consumer and his viewpoints, preferences, foibles and whims, are little, if ever, considered.

Now contrast this attitude with that of the motor car manufacturer. He probably knows his mechanics, almost, if not quite as well as the accessories man, yet he watches his public and builds a car which accommodates itself to the public taste. Of course, it is true that he adopts ways

Portions of an address delivered before the Motor and Accessories Manufacturers' Convention, Cleveland.

Financing Sales Outlets

How Manufacturers Make Advances to Controlled Companies to Insure Distribution Stability

By *W. K. Weaver*

S AID the president of a Wall Street bank, early in September: "You know it used to be the rule for the wholesaler to finance the factory by taking over the goods in quantity lots. The wholesaler paid cash, but in turn he had to carry the retailer. The old-type wholesaler was the borrower. All that is upset with the new distribution, where the manufacturer goes to the retailer more directly. Almost every manufacturing corporation I know anything about does more or less financing of its sales outlet."

Such financing takes, usually, the form of loans to enable the sales outlet to set itself up as a going concern. The situation is not unlike that made by the big brewers in the days of the corner saloon. They made a practice of picking good bar-tenders of the genial sort and offering them a chance to go into business for themselves. The brewer advanced capital for fixtures, guaranteed the rent and supplied the stock in trade, with, always, some arrangement that no beer should be sold except his own.

Identical methods are followed, now that other beverages are more popular, by their makers. Nor are they alone. Other manufacturers who seek wide distribution find the same tactics necessary.

Automobile makers for fifteen years proceeded on the assumption that all they had to do was to make cars. Cars would, somehow, sell themselves. They did not. The competition came to be a contest in marketing, and those makers survived who could sell enough cars to give them quantity production. It is probable that every auto-

mobile company today carries on its balance sheet unnumbered "advances" to distributive agencies. The president of a leading company made this remark within six months:

"One of the touchiest jobs we face is to keep our executives from becoming silent partners with our sales agencies. They know the company will back any promising agency. They size up all the youngsters in the selling end of the business, waiting to grab off the good ones and set them up in some city where our car is slipping."

D ESPITE the perplexities of these silent partnerships, that automobile company, in the words of its chief executive, believes that "control of sales agencies" is one sure means to a steady marketing of passenger cars. To his mind a lasting good-will is engendered by opening the way for men of selling genius to own their own agencies.

"When we find a fellow rich in brains but poor in purse, the best use we can make of our surplus is

to invest it in him. Consignment selling we will not do; credit accounts are against our policy; but that policy does not prohibit our advancing the cash for the agency to pay our sight draft. The Pennsylvania Railroad has taught us what it means to plow earnings back into the property. With them that means rails and freight cars. The automobile maker has no need for more real estate. Our great need, for prosperity in the long future, is loyal sales agencies. Building for the future looks to me pretty much of a job of going out to create that loyalty. One way is to supply them the thing they most need. That thing is cash to operate on.

"The best cooperation we get from any agencies is from those we have made. They are inclined to listen to our district managers. They take our cars without question. That's one thing, but it's just as important to cooperate with us in disposing of them."

Another mode of development came from an executive of one of the

rubber factories. Its method of distribution is through jobbers. Repeatedly the tire maker has come to a jobber whose account was long overdue, yielding not to the best efforts of the collection department. When pushed for settlement, by suit, bankruptcy only too often resulted. The loss of an open account was bad enough, but the loss of a jobbing outlet was worse.

Out of these experiences has developed another method. "We throw the frozen assets into our 'deferred assets' accounts," states the treasurer, "and then bolster the



© Brown Bros.

A MONG other manufacturers, makers of motor cars have adopted from the old breweries a system by which they can control their sales agencies. By backing outlets they undergo some perplexities, but they also stabilize their distribution

jobber up so he can handle his business."

In effect, this amounts to taking over a going jobber. The result is, inevitably, that he is led to specialize in the products of the manufacturer whose aid has brought life.

Not to be outdone by the rubber companies, the refineries are fast creating the sort of distributors that satisfy them. Any observer, on a Sunday outing, may prove this for himself. The oil companies are erecting filling stations of the most approved type: deep frontages, lawns and flower beds, ample pump capacities, attractive buildings and comfort stations. Painted, too—not in garish reds and yellows, but in pleasing whites and cream colors. Nor does the sign-board blazon forth "The X Oil Company," as one might expect. Instead, with lettering that is agreeably quiet, the traveler reads: "Smith's Filling Station."

The capital behind the station is that of the refinery. Mr. Smith, however, is thereby launched in an independent business, paying an agreed sum for the lease, with full

right to deal in sideline merchandise save only in refinery products. For these he is bound to a single source. In three years, these newer filling stations have swept the country. As their number increases, they will by sheer contrast drive out of business their competitor of begrimed appearance, chiefly because of their appeal to women.

"Why do we do it?" The oil company's manager repeated my question. "We could not get satisfactory distribution otherwise. The garages and groceries were the first salesmen of gasoline; but they're no longer the important ones. They feel there's more money in their regular business. At the same time the motorist looks to the gas station for a dozen things beyond five gallons of gas. It's like the auto itself. The time's forgotten when a man wore overalls every time he took the car out (or had them under the seat). Ladies in fine dresses do the driving, and they demand things in keeping with closed cars.

"Yet the little roosters that ran the gasoline pumps couldn't see it. We did. The refining companies

have elevated the whole filling-station business in three years. To me, the investment looks just the same as our ownership of tankers for overseas shipment: It's a means to an end. That end, of course, is to sell our products."

Many years ago, a drygoods jobber of Cleveland was passing a department store with me. He remarked of it:

"They're a Jones store. We never get a look-in for their business."

He hinted at a favorite method of wholesalers; namely, that of holding a financial interest of one sort or another in important retail establishments. More than the cementing of buying ties was the intangible gain to the retailer of "inside buying." Retailers, thus favored, were regularly tipped off to impending market changes; supplied with full stocks when shortages developed in popular lines; and helped to unload unmerchandise goods by returning them to the jobber quickly enough for him to "stick the manufacturer."

With changed distribution methods, traces of this tendency have

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THE Twenty-First Annual Meeting of the Associated Business Papers, Inc., was held on November 9-10 at the Hotel Astor, New York, in conjunction with the Conference of Business Paper Editors. There were several joint sessions, together with the various departmentals, culminating in the annual banquet, pictured above. The list of speakers included many prominent names, both in the business paper and the general business and industrial fields. Details of elections and speakers will be found on page 81

Apple-Sauce!

By Neal Alan

NATIONAL Apple Week has just thundered to a close; and to me the whole thing was just about as impressive as a slow valve-leak in a balloon tire.

There must have been some idea behind it; for "weeks" don't just happen. But I don't intend to find Apple Headquarters, wherever they are, to ferret it out. Unofficially I will accuse a couple of the Apple Heads—or it may have been two other fellows—of getting together and deciding that something must be done to make people eat more apples. Maybe they said "to make America apple conscious." But why quibble over details? From some such cause there was a result: *National*, more or less, *Apple Week*.

And what a week of wild excitement it was! At least I'm sure the reports rendered to the apple growers will prove it was—yet oddly enough I didn't even know it was on until come Thursday. Then, in that all-knowing family journal, *Variety*, I saw that the Keith Vaudeville Houses had tied-up to the National Apple Week publicity and were sort of raffing off boxes of apples to the customers holding the lucky numbers. *Variety* rather snifflily proclaimed it a relic of the old "Country Store Nights" of burlesque fame, and intimated that the idea was to get more people into the theater rather than more apples into the people.

Next, in the *LeRoy Gazette-News*, published every week in LeRoy, N. Y., I saw that the farmers were cooperating with National Apple Week by sending a carload of apples to the New York poor. And in one of the city papers I saw that a carload of Western apples had arrived.

That was all I learned of National Apple Week while it was in motion. And, being an advertising man, I read more newspapers than that strange creature so often called the *Average Consumer*.

But it was on Sunday that the big blow-off came. Well up in the front of my two-and-a-quarter pounds of Sunday *Times* I found this single column head:—"Rain of Apples Greets Crowds on Broadway." The story told of thirty floats that paraded up Broadway while

Miss Apple tossed out free fruit to the multitude. In the parade were six bands and, of all quaint things, "the Boy Band from the Keith Circuit." A dandy time was evidently had; the parade was reviewed by the Chairman of the Parade Committee (You just knew there was one!); and the article ends by saying that 3,000,000 apples were given away during the week.

Then, over in the market section, "Hallowe'en and the opening of National Apple Week caused wholesale and retail dealers to stock up with practically all seasonal varieties." Yet somehow it seems to me that dealers almost always stocked all seasonal varieties and, though I don't wish to be mean about it, it might be pointed out that the crop this season is reported to be one-fourth larger than the average.

"Quite pleasant publicity," the apple growers may chortle. But it really wasn't so hot. For the *Times* stabs them in the back a little farther along with a two-column lead "Acrid Quince Now is Being Changed Into Delicate Jam," and the story was a darb, crammed full of appetite appeal and much intimate quince gossip. Without any week, without any parade, the quince grabs some nine inches of *Times* space. Apples—week, parade and all—get but four and one-half inches; a bare inch more than was given to that dandy little squib on "Hawaiians Quit The Feather Art," and it wasn't feather week either; or was it?

WHAT else happened I don't know, I can merely record what I see. And, as weeks are supposed to affect the mass mind, weeks that don't do their own talking are as mis-fire as headlines that have to be explained.

The facts are that today, when the shouting and the tumult have died away and the last bewildered Broadwayite has dodged the fruit shield at him by fair Miss Apple, I am just as dumb on the subject as ever.

I remain, as I was before, just a good welter-weight apple eater, I can take my apples or leave them alone, I still feel no moral urge to eat apples. I have not been con-

vinced that apples will make me a better man.

Yeast, I well know, is practically the elixir of life in cake form. Each wrinkled prune is a nugget of golden health. Postum will help me avoid cracking at 30. Orange juice and ketchup are just crawling with vitamins. Every time I eat grape-fruit my insurance underwriters sigh with relief. Even sauerkraut is sold on a long-life-or-money-back basis.

WHEN I eat those things—and many others where the health angle has been stressed—I am pleasantly aware that I have done myself a good turn. But eating apples is still on a sporting basis. There is, of course, the old wheeze about "An apple a day"; but, for all I know, they may have heaved them at the doctor.

I want to know whether apples are full of vitamins or verdigris? Whether the white rat (A) thrived upon apples—and why? I want to be assured that apples relieve acid stomach and then rush on to the task of correcting faulty elimination. And certainly there are many logical reasons why children should be raised on practically nothing else but. In other words, I'd like some one to convince me that apples are grown for some reason other than that they are red and the farmers have nothing else to do.

And once that health appeal was lined up, how the lucky copywriter could sock down on the appetite stuff! Crisp, crunchy, frost-cool apples! Applesauce that's like sunrise in an orchard! Smooth, brown, spice-laden apple butter! Applestrudel—apple schnitzel—and little, open-faced, apple pies, criss-crossed with a crusty lattice and cream poured in 'em! (Oh, but they know their apples, those Pennsylvania Dutch!) Plump baked apples in their own sugary juice!

There's the slam-bang campaign of all time hidden in apples. So the Apple Heads stage Apple Week. Which will, it is to be feared, simply make the growers settle back and say, "Advertising won't help our business—we've tried it!" And you'll never be able to convince them they haven't.

As Jimmie Said to Oscar—

JAMES McNEILL WHISTLER and Oscar Wilde were both present when someone got off an unusually good epigram.

"I wish I had said that," remarked Wilde.

"Never mind, Oscar," replied Whistler, "you will."



silk, most beautiful of fabrics which nature can produce or mankind discover, draws inspiration from all the arts, and the secret of dress is the stained glass of woman from France, & the new group of French silks called Chamonix has the pastel brightness of the feminine, and it has the vigor of modern design, for just as the glass of woman from France impresses the eager, vivid, active quality of our own exciting day, so do the new interpret the dynamic quality and modularity of the contemporary woman.

(MISS) (MISS)
SILKS & SUEDE

Cheney Brothers set the style in silks—

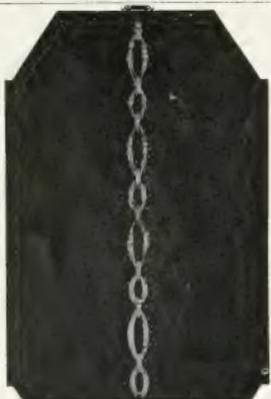


MARMON announces
a new series of custom-built motor cars



Leading custom designers have been commissioned to build upon the famous precision-made Marmoon chassis, bodies of the most advanced and authoritative made — from an exceptionally wide range of options, Marmoon has left it entirely to you to express your own intimate desires and tastes in color harmonies and interior treatment — you will find these cars a distinct new achievement in beauty, grace and luxury

as well as in advertisements.



BLACK STARR & FROST

The Slave Bracelet . . . An adaptation of this smart link bracelet to a diamond and platinum setting

500 CIRCULAR BUILDING
FIFTH AVENUE CORNER 4TH STREET NEW YORK

The so-called Black, Starr & Frost technique



GREENLEAF & CROSBY CO.
JEWELERS, IMPORTERS
MIAMI, FLORIDA

1218 FLORIDA ST. - MIAMI, FLORIDA

is popular with jewelers.

The Modern Trend in Business Management

By Fred W. Shibley

Vice-President, Bankers Trust Company, New York

TODAY we observe American industry at a high level of prosperity, held there because it is in better balance than ever before in its history. Inventories are not excessive. Earnest and intelligent effort is being made all along the line to relate production to consumer demand, to lower operating costs and at the same time to maintain wages, to forecast sales, not alone on the basis of past performance, but on the firm foundation of sales research, to study markets and distributing conditions and to build the operating structure on the forecast thus arrived at, subject to modification and correction at short notice.

Manufacturers and merchants have learned that, influenced by the necessity of the times, a new scientific system called budgetary control, has been evolved from and grafted to the business budget and is proving most effective as an aid to industrial management.

Whatever is fundamentally right, succeeds. Budgetary control is being installed in many business enterprises. A few years ago it was practically unknown to more than a progressive few. Its results are excellent. It makes for conservatism. It should effect an elimination of excessively high and low peaks in industry. It breeds confidence in the banker and the investor. It will influence most decidedly the trend of business over the next few years.

Perhaps one of the most interesting trends of the times is the transition from the manufacturing point of view to the merchandising point of view. The talk now is not so much of the flow of materials through the shops, as of their flow through the markets.

Portions of an address delivered before the Annual Meeting of the Associated Business Papers, Inc., New York.



A determined movement is on foot to destroy the beaver dams which middlemen have constructed across the stream of commodity distribution and the toll houses they have erected at the portages around these obstructions.

IN many industries the stream of commodity distribution is not flowing freely. There is too great a spread between manufacturing cost of production and retail sales price. This is waste in distribution. The trend in modern business management is to eliminate this waste. Consumer capacity to purchase is almost unlimited in this fortunate country. Consumers object, however, to being held up. They will not pay fancy prices for cheap commodities if they can help it. Hence we have price resistance and an under consumptive demand as compared with productive capacity. Let the price be right and consumers will buy and much of this over productive capacity will be absorbed.

American homes will still stand a lot of filling. There are over twenty billion dollars in savings in the banks of this country and it is

stated that there are fifteen million people in the United States who are investors in securities.

The problems of distribution are mighty difficult to solve. The most of us are green but eager students. We have come to the fifth proposition in the geometry of distribution and it is indeed a "pons asinorum."

There is the style factor, the hand-to-mouth buying factor, the eternal feminine factor, the perishable goods factor and many other perplexing factors.

When the problems of distribution are solved we shall find other problems in industry fully as difficult confronting us. For this is business.

The trend of modern management is beyond all doubt toward a higher intelligence in business. In consequence, business is on the way to becoming an exact science. It may not be as interesting then as it now is, but business management will be more interesting. There is nothing finer in creation than a mind which has the capacity to break down a thought to its atomic parts and then analyze and arrange the atoms. Moreover, there is nothing more pleasant than doing such work.

There is manifest a decided trend toward quality in manufactured products as a result of the upward trend in manufacturing intelligence. The American consumer is not now so easily attracted by skillfully fabricated and artfully finished shoddy at low prices as he was. He is coming to appreciate the fact that good merchandise is the cheapest in the end.

Employer and employee are drawing closer together. The manufacturer is thinking in terms of the health and comfort of his working men. He is building for them, or assisting them to purchase, better homes. He is teaching them to save and in some cases giving them a bonus for saving. He has con-

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THE · EDITORIAL · PAGE

A Retailer's "Invisible" Costs

SOME of the secrets as to why such a prodigious number of retailers fail often are discovered by the shrewd observation of some retailer himself, rather than an expert.

An Omaha grocer, some time ago, put his finger on one such spot when he mentioned what he called "invisible" costs. He said his visible cost of doing business was 19¼ per cent, but that there was an additional 2 per cent of invisibles, and prominent among these invisible factors was "shelf warmers." The others were over-weight, forgotten charges, goods taken by employees and customers, pilfered cash, and many other petty details.

The retailer, by this token, is opening his eyes to facts to which he has long been peculiarly blind; and not the least of these have been the "shelf warmers." This is merely the vernacular for turn-over—a phrase which has long been too academic for the average grocer to understand. It is but a step farther from being "on" to the shelf warmers to being thoroughly appreciative of the part advertising plays in driving out shelf warmers.

An able business analyst recently made the statement that the next great advance for advertising must come in changing the point of view of the 80 or 90 per cent of retailers who are still rather backward in their conception and use of advertising, for themselves; and also cooperation with the national advertising for their benefit.

Outworn Names

In the day's news is an item:

Procter & Gamble, Ohio soap manufacturers, were denied relief from the decision of the lower Federal courts, holding that the company must revise its advertising methods. The action was a victory for the Federal Trade Commission, which had ordered the company to cease using the word "naphtha" in connection with soap and soap products in which kerosene was used, and which at the time of sale contain less than one per cent of naphtha. The court also denied the Government a cross appeal to bring up for review that part of the decision of the lower courts which required the trade commission to specify the amount of naphtha which the company would be required to place in their products at the time of manufacture to continue the use of the designation "naphtha."

IT seems to us that the significance of this item is not in the "victory" for the Federal Trade Commission, but in the fact that it represents the passing of one more outworn trade name.

When American business first became "selling minded," it started to name everything, right and left. Some of the names were descriptive—literally. Others were fanciful or suggestive. As the price of raw materials advanced so that certain ingredients were too costly, or as the public became more literal minded in its attitude toward the suggestive or fanciful, many of the old descriptive names ceased to represent the products acceptably to the public.

We do not know under which classification—if either—"naphtha" soap falls, but it would appear to be on the

way to join that group of worn-out names which serve to remind us of the progress of business and the increasing sophistication of the public.

The Ordeal of the Phonograph

JUST how powerful a solar-plexus blow the phonograph industry received at the hands of the new protagonist, radio, is now revealed in the 1925 census figures just out. A decrease of slightly over 60 per cent in manufacture of phonographs is recorded for 1925 as contrasted with 1923. The phonograph business had risen to an annual volume of \$57,000,000 in 1923, and in 1925 fell to the incredibly low level of only \$22,000,000.

It is to be noted, however, that the decline in the number of phonographs sold was much greater than the decline in number of records; the latter being only 16 per cent. There was, moreover, a loss of 47 concerns manufacturing phonographs, or a drop of 38 per cent.

It is not at all unlikely that the phonograph industry will "come back" with the transformation that has already taken place, and will share the great increase of interest in all forms of music which has been stimulated by radio. Radio has thus tended to repair the very damage it created, a situation which is not unfamiliar in industry. The automobile has destroyed some values but immensely aided others. The textile interests are hoping that rayon will not prove to be merely a wrecker of cotton.

Pro or Con?

ON the Editorial Page of our November 3 issue there appeared an item under the head "Is This a Solution?" which quoted a letter by C. M. Lemperly, director of sales development of The Sherwin-Williams Company, Cleveland. This communication, addressed to the company's advertising agents, deals with the perennial problem of interviewing publication representatives. We made no comment, pro or con, on the attitude Mr. Lemperly has felt it necessary to take, but we have brought the subject before the attention of our readers and opened our columns for frank discussion of the subject.

And we have received frank discussion! In fact, we have received so much discussion during the past week that our Open Forum page has proved inadequate to handle the matter. As a result, we plan to devote at least two pages in our forthcoming issue solely to the letters received upon this particular subject. It has always been our belief that the only remedy for a grievance, real or fancied, is a thorough airing of the opinions of those involved. From time to time our columns have carried some fine and stimulating controversies, and we hope that the present one will surpass them all. In the meanwhile we still have a little space open, and any further contributions will be heartily welcomed.

Brush and Palette versus the Dictionary

By Norman Krichbaum

STUDENTS of the Paleolithic Age—if such there be masquerading in the guise of advertising men—will recall that curious primitive custom known as paleolithic writing, or stone pictures. Inscriptions on stone, largely in picture form, were the order of a day far antedating the vogue of machine-finish or coated book.

The ancient Egyptians also wrote on stone, in hieroglyphics, which is merely another designation for word-pictures. The object, the idea, or the story was actually sketched in picture form. Medieval tapestries, in which the careers of noble knights and ladies were pictorially presented, were merely much more artistic hieroglyphics.

The gradual process of evolution by which these modes of writing in picture form eventually gave way to arbitrary signs or characters which we now call alphabets is a linguistic study with which I have no intention of boring even the indulgent reader.

The suggestion I mean to breathe, ever so faintly, is that there may be the merest trace of interest in speculating on this point. Whether or not people nowadays, in their apparent preference for pictures as compared with English syntax, are not mentally tending to revert somewhat to that same paleolithic age.

I am willing to concede that this point of departure, for an advertising discussion, has all the earmarks of being both preposterous and laughable. So much so that I am not going to make even an attempt to prove such a theory. I am merely going to examine it.

What facts are there, in current human reactions to pictures as against printed matter, that are significant—particularly to advertising men?

First, the weighty public endorsement, without recourse to or notice

of non-stop star divorce records, which has been placed on moving pictures as a form of entertainment. The photoplay gets across to the masses with the absolute minimum of mental exertion on their

see. A picture, he opines, carries conviction.

Akin to the tabloid newspaper is the "pictorial" type of magazine such as the hoary *Police Gazette*, various theatrical reviews, and the offspring on our own shores of such estimable sheets as *La Vie Parisienne*, et al.

These magazines sell heavily for pictorial reasons and are much affected by certain "reader" classes.

In the bailiwick of advertising itself we recognize certain growing manifestations of the "optic" complex, such as most outdoor advertising affords, where the appeal is almost wholly pictorial.

To what conclusions, if any, do these predilections for pictorial methods lead us? Frankly, I do not believe they lead to any conclusions. Yet interesting and possibly useful deductions may be made from them.

The widespread preference for pictures is assuredly cutting into the reading habit. People are absorbing news, accepting messages, and receiving entertainment in a different and newly popular form. Novelty may not be the sole explanation for it. Perhaps there is a deeper and more psychological reason behind it. I suspect there is. I suspect that that reason, reduced to its lowest terms, is a species of human laziness—liking for the vehicles that bring news and amusement and knowledge and whatnot with the least annoyance to the all-too-supine human intelligence.

The substitution of pictures for reading, if it prevailed widely, would not only be an educational loss; it would even be a deterrent to literacy. Undoubtedly movies and tabloid publications now help to keep a vast percentage of our foreign-born foreign so far as their language is concerned.

The same things might operate, apparently, to help cut down the vocabulary of the average citizen and

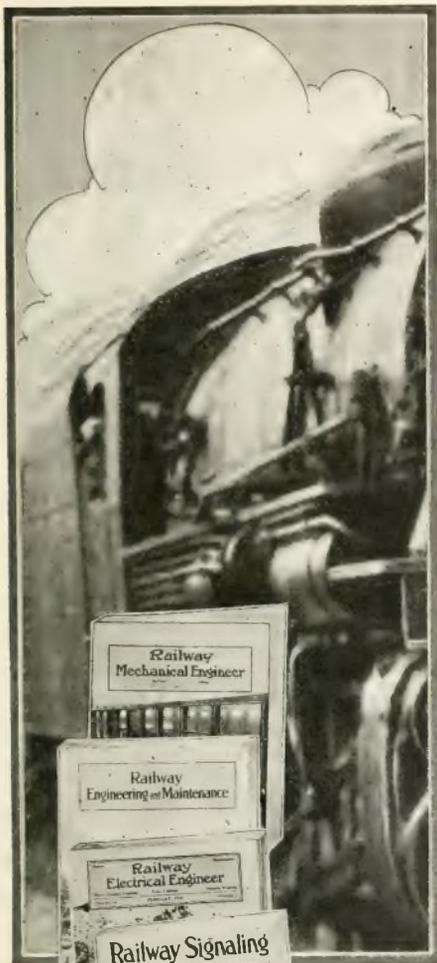


part. It relieves the be-

holder of even the necessity of reading the story or hearing it told. You don't have to know so much as your A B C's in order to grasp pretty thoroughly a sample cinema of the average degree of sophistication. Emotions are not graphically but pictorially presented. The so-called thinking public, along with the morons and babes-in-arms, are fed their comedy and their tragedy painlessly and effortlessly. The picture not the play's the thing, as the near-perfect vacuum of most movie plots well attests.

TO the same end is directed the recent successful activity of the tabloid type of newspaper. People get the news in pictures, which relieves them of the arduous task of reading. Doubtless these publications, sooner or later, will have to leave off talking of their readers and speak of their spectators. Wherein lies the ready acceptance given to these more spectacular papers? We have the astute Mr. Mencken's word for it, in his lately published bull to the effect that whereas people have finally tired of believing whatever they read, they still believe what they

[CONTINUED ON PAGE 66]



The Steam Railway Industry Has Prosperous Year

THERE has never been a time when prosperity in the railway industry was so well defined — high earnings, record traffic and an industrial situation which gives every indication of the continuation of prosperity.

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

Our Research Department will gladly cooperate with you in determining your railway market and the particular railway officers who 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
Mandeville, La. Washington, D. C. San Francisco London

The Railway Service Unit

Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer

A.B.C.

Railway Engineering and Maintenance, Railway Signaling

A.B.P.

What We Have Learned in Selling Direct to the Consumer

By *O. B. Westphal*

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

IN the past few years there has been much said and written regarding the economic value of direct distribution. The practice has been cursed and discussed, defended and condemned, and because of, as well as in spite of, all this propaganda "direct to consumer selling" is still on the increase.

The theory of direct distribution is founded on the old theory of plane geometry that "a straight line is the shortest distance between two points." Unquestionably that is sound geometry, but when we come to apply it to businesses and to the distribution of commodities, you will find any number who declare it is not sound, and who are ready to argue against its application.

My feeling is that these objections are based largely on failures and not on facts.

It is true that a number of men have tried direct distribution, and that a great many of them have failed. It is true that a large proportion of the attempts have been feeble and inefficient, but it is also true that a great many other men have tried, progressed, succeeded over a great number of years, and today show definite savings to the consumer and are prospering very comfortably.

Everyone does not succeed in the business of direct distribution (or any other), but that is no indication that the method itself is unsound.

My belief in the soundness of direct distribution lies in the fact that our plan of selling takes into account all the factors that interest the consumer: economy, convenience and guaranteed satisfaction; and when these factors are considered as paramount, direct distribution will not fail.

For a good many years economists, government departments, and others have been complaining about and picking flaws in the indirect method

of distribution. They have been studying to find the best method by which commodities can be got into the hands of the consumers with less waste, less inefficiency, and at a lower cost. They have been advocating a more direct method of distribution because there is a general feeling throughout the country, certainly in the minds of the economists, that today there are too many fingers in the pie, too many intermediaries between the producer and the person who finally consumes the product.

While it is true that many people have tried direct distribution and some of them have failed, that fact is not a reflection on direct distribution or its economic soundness. Not all products are suited to direct distribution. Not every man can succeed, no matter how sound his business.

THE great advantage of direct distribution, as I see it, is unified control of all the elements of production and distribution. You have one controlling head of the purchase of the raw material, of the actual manufacturing, of the distribution. By distribution I mean shipping to points where it will be parcelled out to the consumer. Then there is concentration of sales effort, and the control of financial and operating policy that will meet the varying needs of the particular business. All these efforts can be studied and directed with the one thought of maximum efficiency. Operating methods can be standardized; waste and lost motion reduced; manufacturing costs controlled of raw and finished stock at a minimum; and efficient use made of transportation facilities. All these mean savings to be passed on to the consumer. The crying need of every distributing business today is less waste and greater actual efficiency in operations.

Unified control makes possible a sound business foundation. I make no rash predictions for the future

of direct distribution, but I do know that house to house selling has become permanently established in our distribution system, and that it will progress more rapidly as greater consideration is given to the consumer's interest.

The Jewel Tea Company has proved to its thousands upon thousands of patrons the economic value of direct distribution and from that premise I base my conclusions that direct selling, properly regulated and controlled, is economically sound.

Jewel sells all its products direct to the housewife consumer through employees known as "service salesmen." Each service salesman has a permanently outlined set of routes or territory, and serves his regular customers on a schedule of calls made once every two weeks. Auto delivery cars are used, and the salesman on each call delivers and collects goods ordered on his previous call, and receives the customer's order for merchandise to be delivered two weeks later. The salesmen are paid on a salary and commission basis, and are under the supervision of branch managers located in distribution centers or branches. The salesmen turn in a record of their orders to the branch; get their goods from the branch store; and report their transactions and turn in cash collected to the branch office. A separate account is kept with each customer in what is known as a "route book," postings being made by the salesman in the customer's home. A duplicate record, posted by the salesman, is also kept in the customer's possession. The salesman's accounts are regularly checked and audited in the branch office.

JEWEL salesmen sell two distinct classes of merchandise, known in the business as products and premiums. Our products consist of coffee (on which we get the major part of our volume), tea, extracts, spices, a select line of food products, soaps and laundry products, and a few

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Portions of an address delivered before the Association of National Advertisers Convention, Atlantic City, N. J.

*In the ten weeks
preceding publication*

53 Advertisers { *National*
and Local }
bought 203 pages

Here are some of the advertisers! Listerine, Fleischmann Yeast, Cellucotton Products, Ivory Soap, Colgate, Pepsodent, Camel Cigarettes, Chesterfield Cigarettes, Atwater Kent Radio, Sonora Phonograph, Hickok Belts, Rem, Sealpax, Cutex, General Baking Co., Armour & Co. (Soap), Ovaltine, Converse Rubber Co., Pond's Creams.

The general public
bought more than **1,450,000** copies
{average net paid circulation per issue for the first four issues}

The New York Sunday News
Rotogravure

Largest Sunday Circulation in America *in excess of 1,450,000 copies net paid*
70% local—30% national

Lowest roto milline rate: *One insertion \$2.50 per line; milline \$1.77*
5M lines or 13 times \$2.40; milline \$1.65

Highest reader interest *in a small paper.* Highest attention value *because of the small page.*

FOR coverage economy and increased advertising efficiency, News rotogravure should be on every national schedule. Buy on a rising market.

THE  **NEWS**

New York's Picture Newspaper

Tribune Tower, Chicago 25 PARK PLACE, NEW YORK

On Buying Space

An Ex-Space Salesman Airs His Views

By E. D. W.

LONG centuries ago, when astronomers and mathematicians first discovered that the solar cycle was approximate closely to fifty-two periods of seven days each, they quite unconsciously established a habit of thought which, all these centuries later, rigidly rules advertising practice.

Fifty-two, it so happens, is divisible by thirteen.

That accidental fact has made Thirteen an uncrowned deity, a *deus ex machina*, a Mystic Figure to which Advertising kow-tows.

Inspect virtually any advertising program, and somewhere within it you will find thirteen a compelling influence, either in its own form or through its right bower, twenty-six, or its left bower, fifty-two. Somewhere the 13-cycle is in force.

Now, so far as I know, no one has yet proved—or even contended—that there is anything about the human mind which justifies this despotism of the ubiquitous 13.

No one has yet demonstrated that thirteen impressions on a human mind in a year are disproportionately more effective than eleven or fifteen. No one has proved a peculiar harmony between the 26-time, every-other-week schedule and the absorption-capacity of human intellects. No one has demonstrated that once-a-week regularity of appearance has a more potent effect than forty-six or fifty-nine appearances in the same twelve-month period. In spite of lack of data and evidence, nevertheless, advertising programs are everywhere set up in cycles of thirteen, or its multiples. The fact that calendars are printed by weeks and arbitrarily divide the year's 364-plus days into fifty-two divisions, the additional fact that periodicals have, more or less of necessity, fitted themselves into the week-pattern, and the third fact that rate-cards have also ended to penalize advertisers who might be tempted to depart from the narrow thirteen-path are the reasons for this dominance of thirteen. No inborn, exclusive value, peculiar to thirteen and its



Courtesy Julius Tishman & Sons, Inc.

multiples, has brought it about.

The monthly magazine, obviously, is free from its influence. (Had the original astronomers themselves been slightly more free from convention, we would, however, have had thirteen months, so it is only by chance that thirteen does not rule monthly publications also.)

As mentioned above, weekly publications, by the adoption of particular rates for thirteen, twenty-six and fifty-two insertions, respectively, have mechanically elevated thirteen into controlling prominence. Study the records of flat-rate weeklies, however, and you will find that special rates are not the whole explanation. In the majority of all cases thirteen and twenty-six insertions still remain the units in which predetermined programs are bought.

Seventeen—an equally logical sequence because of its every-third-week basis—is virtually ignored. Nine (i. e. every sixth week) is

rarely represented. It is as though exhaustive research had indisputably proved that unless messages are fed readers of weekly magazines once-a-week, once-a-fortnight or once-very-fourth-week there is some deleterious reaction on the commodity or service advertised.

If you told a space-buyer that he was a sun-worshipper and that the Sun-God ruled his working plans, he would probably either deny it vigorously or look at you with the sympathy he would give the inmate of an asylum for the feeble-minded—and yet the truth of your assertion would still remain incontrovertible. Thirteen and its multiples are simply the Sun in action.

* * *

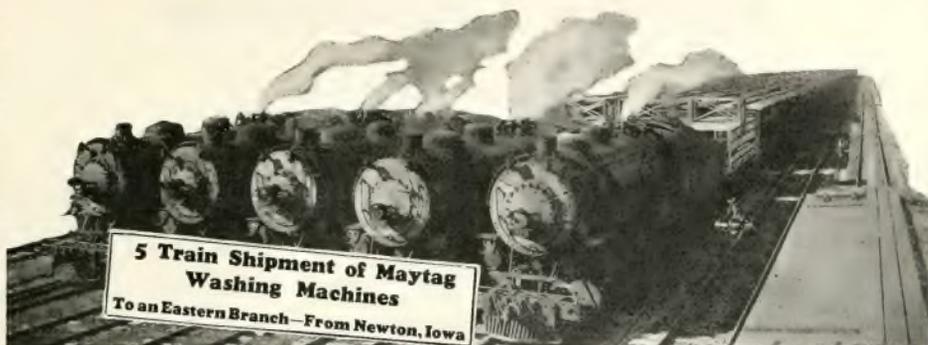
SOMEWHAT similar to this "Thirteen Control" of advertising plans is the rule of Uniformity of Space Size. The great majority of all space contracts either call for one unvarying size of space or alternate unvaryingly between two predetermined sizes. Elasticity in this regard is rarely provided for.

I recall reading somewhere of an advertiser who had spent the first years of his business life in the engineering profession. When he entered manufacturing and embarked on advertising, he still continued to think in engineering terms. As a result, whenever he planned an advertising program he first provided for a definite investment on the basis of the results needed to be achieved. Then he deliberately provided for the expenditure of an additional sum which represented the margin of safety that he had always calculated in all his engineering specifications.

Few advertisers practise a parallel precaution.

On virtually all the appropriation cost-sheets which I have studied, the item "Margin" has signified little more than a tag-end, unallotted between a predetermined amount stated in round figures and the sum of the various space-schedules, production budgets, and printing estimates.

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Iowa Has Industries Too!

Iowa is nationally known as the richest agricultural state. Allied with its agriculture is a rapidly expanding manufacturing industry.

In Newton, a city of 11,000 just east of Des Moines, is the largest washing machine manufacturing company in the world, The Maytag Company, with a daily output of 1250 machines. In one day, recently, The Maytag Company shipped FIVE TRAIN LOADS of washing machines to its eastern branch.

Newton's population is 11,000. The Des Moines Register and Tribune reaches nearly every home, selling 1838 copies evening, 601 copies morning (2439 copies daily) and 1731 copies Sunday in Newton. During the last twelve months the people of Newton paid \$22,067.25 for subscriptions to The Register and Tribune. This is typical of The Register and Tribune's popularity in Iowa. Over 185,000 daily, over 155,000 Sunday circulation—99% in Iowa. Daily circulation exceeds the combined circulations of the 19 other daily newspapers published in the center two-thirds of Iowa.

That's COVERAGE!

The Des Moines Register and Tribune

"The Backbone of a Successful Advertising Campaign in Iowa"

Inflated Circulations

By John H. Fahey

John H. Fahey & Company, Boston, Mass.

THERE is nothing more important to the advertiser and to the consumer, because it bears in such a vital way on the delivered cost of goods, than the character of the circulation methods employed by newspapers and magazines. For this reason present circulation tendencies are worthy of critical study by those who pay every year the millions of dollars for advertising which support and develop our publications.

The good tendencies in newspaper circulation methods—and, in my opinion, there is a steady increase in the employment of such methods—are represented by the persistent efforts of publishers who are exerting themselves to give their readers constantly increasing values in the product they place before them daily.

They are the publishers who recognize that the only kind of circulation which represents honest value is that which goes to self-respecting readers of intelligence, who have resources with which to buy, and who live in the market area where the advertised merchandise is offered for sale.

The newspapers which pursue the policy of slow but sure natural development, which refuse to go outside of their own fields in order to secure mere numbers of circulation, which will not resort to unworthy appeals or take advantage of the weaknesses of human nature, these are the newspapers which represent the best tendencies of the day in circulation methods.

The gains they are making in circulation, from year to year, are the only gains worth having.

We must recognize, frankly, however, that publishers following these standards of excellence, are menaced constantly in their efforts by competitive circulation schemes, which call for unreserved censure and which in many respects closely approach fraud.

Because of all the emphasis which is placed upon mere figures, and the increased rates which publishers find they can obtain at the higher circulation levels, there has been an alarming increase in unsound circu-

lation methods in recent years in various parts of the country.

So long as the publisher can spend, let us say \$50,000, in manufacturing "decoy" circulation and in a single year get back \$100,000, through increased advertising rates, advertisers are holding out a temptation to him.

In my opinion, advertisers, and in turn the consumers of the United States, are today paying for millions of dollars in waste represented by advertising rates based upon inflated circulation.

This sort of circulation is obtained to meet a demand based on an utterly unsound theory: that circulation is worth a certain rate per thousand, irrespective of where it is, what time it is distributed or what its character may be.

A few years ago, advertisers and newspapers of the right sort combined to eliminate deceit in the publication of circulation statements by setting up the Audit Bureau of Circulations. The evil which this organization was intended to eliminate was the practice of the newspaper which claimed an average circulation twenty-five to fifty per cent more than the number of papers it was printing.

Many publishers were forced into exaggerated circulation statements in the old days by the unwarranted claims of their competitors. The situation was brought about by the same fundamental cause of present difficulties: the advertisers' demand for numbers.

BUT what is the difference if the circulation exists but is "counterfeit" circulation and nearly as valueless as if it were never printed?

What are some of the most prevalent bad tendencies in newspaper circulation methods and what may be done to cure them? I think they may be divided into two classes:

First—Those methods which appear to be respectable, and for which plausible defenses may be set up, but in truth are unsound.

Second—Methods which must be characterized as nothing but conscious and deliberate fraud, no matter how they may be explained.

In the category of methods which

are responsible for circulation inflation, but which are made to appear legitimate, the forcing of newspaper sales in territory outside of the market area in which the advertiser is seeking development, is one of the largest, probably the largest source of loss and deception. The jamming up of sales within the market area by strong arm devices is also a factor.

THE development of supposed suburban and country circulation in thinly populated areas adjacent to or actually outside of the central market is of varying significance in different sections of the country.

As we know, there are centers in the West where the distribution of newspapers for a couple of hundred miles from a given center is effective because of the long distances between towns and because people travel many miles into the center to make their purchases. In the more thickly populated East, the same conditions do not obtain. It is often harder to bring people into the central market from a distance of twenty miles, and sometimes less, than it is to attract them in sections of the West from distances exceeding 200 miles.

In many instances, the building up of numbers in circulation in small towns and in the country-side at considerable distances from the center among people who represent a very small response, and who very infrequently come to the market where advertised merchandise is for sale, is one of the most elusive and unsound schemes for inflating circulation for which the advertisers of the country are now being taxed vast sums of money. The securing and maintenance of circulation of this sort, from every angle of operation, represents a maximum of expense and a minimum, indeed practically nothing, of return.

So called "pre-date" editions of both morning and evening papers are examples of this sort of inflated circulation, but they amount to little compared with regular editions which are almost equally valueless.

In the cities themselves sales at abnormal hours are a large source

Portions of an address delivered before the Association of National Advertisers Convention, Atlantic City, N. J.

T R U E
T A L K

THE Marshall Field idea holds good, in essence at least, for department stores of every size, everywhere. Such a store stands or falls on its own expert judgment of values suiting the personalities and the purses of its own special public. Its very life depends on wise selection, proper promotion, speedy selling—on its own However, the merchant is a human being—he reacts normally to advertising that touches his interests. Talk business, *your* business, to him; give him the facts and the figures; cultivate his favor; get him on your side, and he becomes your best salesman—an essential, sizable unit in your success. Tell and sell the *merchant*—and *he'll* tell and sell the millions The most effective, most economical way to reach and influence the dry goods and department stores of the United States is—the Economist Group (*Dry Goods Economist, Dry Goods Reporter, Drygoodsman*—offices in principal cities).

Newspaper advertisement of

Marshall Field & Company

Who Is Your
Purchasing Agent?

We are not content to act as a manufacturer's agent—accepting his product as we find it, and your patronage as the result of *his* advertising.

For we believe that intimate, daily contact with our customers gives us a more accurate knowledge of their requirements than any manufacturer can possibly have. And, we believe further, that out of our broad experience with the products of many manufacturers we can show the individual manufacturer how to make a better product.

Our offerings, therefore, represent our choice of the best goods available in each line, plus definite improvements we have had incorporated on our own account. Every article we show was selected and developed with your interest as the primary consideration. And we bespeak your patronage on that basis alone.

MARSHALL FIELD
& COMPANY



Ernest Marshall
Manager, The Store for Men



Selling the "Company" Store

The Industrial Community as an Outlet for Retail Merchandise

By Louis Spilman

INDUSTRIAL communities can be divided into two classes; namely, (1) the community within a larger city, and (2) the isolated community, established, owned and operated as a separate town by coal and metal mining companies, lumbering concerns and general manufacturing organizations. It is with this second group that we will deal primarily; although many of the first group present the same problems and offer a similar commodity outlet, so thoroughly have they isolated themselves from the cities surrounding them.

The industrial company town offers a valuable study for manufacturers engaged in commodity distribution. In fact, in West Virginia, so important has the subject become that the extension department of the State University but recently conducted a survey of company towns and rated them according to neighborliness, citizenship, social welfare, health, homes, education, churches, appreciation of the beautiful, and business (such as, source of income, home industry, condition of stores, facilities for communication, thrift, and the relations existing between capital and labor). The results of this survey show a surprising progress in industrial communities over those of twenty-five to forty years ago. A comparatively brief period.

Increased competition, the World War, the present relationship between capital and labor, have lifted the industrial community to the point where it is a city in its own right, with paved streets, comfortable homes, schools, churches, electric lights, moving picture theaters, and, what is more important to manufacturers, retail stores such as are boasted of by few towns of more pretentious population. The industry, forced to isolated places for its raw material and dependent upon itself to create a community destined to hold labor, has spared little expense in making every civic agency a success.

THESE company towns have a professional and salaried class, of course, but the dominating population is of the wage earning group. That wage earner and his family have at their beck and call infinitely more today than had the working man of any previous period of history. They have telephones, automobiles, newspapers, fashion magazines, greatly increased incomes and more leisure with which to enjoy life. They have become an increasingly important factor in the general scheme of industrial affairs.

The industrial community offers an outlet for every kind of merchandise. Everything sold through the

average department store can be sold, and is sold, to residents of industrial communities. They follow the latest styles and keep an eye on prevailing prices. They can afford to buy, and fully expect to have, as good clothing as any city inhabitant. Moving pictures have brought them the outside world in pictures; newspapers have brought them the outside world in print; and the automobile and paved roads have taken them to the outside world in person.

Industry has met this demand with the establishment of retail stores of more pretentious character. The early stores, established in the industrial community purely out of necessity, gave the industry a taste of the profits that can accumulate from a retail business, and few industries have idly stood by and permitted hundreds of dollars to be diverted to nearby cities. And the development of industrial retail stores has not been brought about solely because of their potentialities for profit. Most employers realize the importance of having their employees satisfied with living conditions. They have discovered that contented workmen mean more efficient production and fewer accidents. Where the corporation controls the store it can insure fair living costs and good quality of merchandise to its workmen, and such things are more con-

[CONTINUED ON PAGE 78]

Everything an Advertiser Wants!

BREAKING all records for daily newspapers in the State of Ohio, The Cleveland Press now has a total average daily 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.

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!

Everything an advertiser wants!

LESS than one year ago, the leading Cleveland morning paper announced the largest circulation contest ever sponsored by any Ohio

paper—offering homes, automobiles and cash awards totalling more than \$100,000.00.

The first part of October, the second evening paper in Cleveland announced a similar circulation "drive" offering prizes worth \$115,000.00.

One week later, the same morning paper which closed its first contest less than nine months ago, announced "another" similar effort, out-doing itself and the second evening paper by advertising its intention to award prizes worth more than \$130,000.00.

BUT the circulation of The Cleveland Press today is at the highest point in its entire history—larger than that of any other daily newspaper in the State of Ohio—**AND IT'S ALL LEGITIMATE.**

*The Press is the FIRST
Advertising Buy in
Cleveland!*

The Cleveland Press

NATIONAL REPRESENTATIVES:

250 Park Avenue, New York City

DETROIT : SAN FRANCISCO

FIRST IN CLEVELAND



ALLIED NEWSPAPERS, INC.

410 N. Michigan Blvd., Chicago

SEATTLE : LOS ANGELES

LARGEST IN OHIO

The 8 pt. Page

by

Odds Bodkins

JOSEPH RICHARDS sends me a copy of his book of poems, "The Master of My Boat," and I shall treasure it. . . . J. A. R. was the first advertising man I knew. Years and years ago, one summer I was at Brown's Inn, out at Newfoundland, New Jersey (the inn has since burned) and Mr. and Mrs. Richards came out there to spend a month. I had long been interested in advertising, knew all about what an agate line and a pica em were, and that halftones had screens, but never before had I met an "advertising man" in the flesh. So every hour I spent talking with J. A. R. was like an hour at the feet of some great prophet. To hear him talk in the terms of the craft was ecstasy!

At the time his agency was handling the initial Hawaiian pineapple campaign and I coaxed him to let me try my hand at some copy. Good naturedly he told me the facts about the product and agreed to look at any copy I might submit.

I suppose he forgot all about it as soon as he returned to New York, but I didn't. Nearly all the rest of that summer I burned midnight acetylene gas writing Hawaiian pineapple copy. And then, one momentous day I embarked for New York and presented myself at the offices of Joseph A. Richards and Staff (it was then) in the Tribune Building. I shall never forget that visit. My future hung in the balance then, and J. A. R. unwittingly tipped the beam in favor of my present career.

It was this way: I had the impression that advertising as done by a New York advertising agency was all a matter of full-page advertisements in the big magazines, twelve or fifty-two times a year. And as I sat in the anteroom waiting for an audience with Mr. Richards (nervously clutching my sheaf of Hawaiian pineapple copy) a Butterick representative called and asked to see Mrs. Overman. She came out to the rail and talked with him and I heard her say that a certain client *might* take a quarter page in the *Butterick Quarterly* for one insertion. My heart sank! Did I want to be connected with any profession which dealt in measly quarter pages in a *pattern* publication? To make it worse, the representative seemed *gratified* at the half promise! Clearly, this was no sort of business for a young man with ambition to enter!

Just then the girl at the reception desk said Mr. Richards would see me.

The hall was long. Complexes weren't known then, but if they had been I should have suffered from an inferiority one before I arrived at Mr. Richards' office. He greeted me graciously, remembered me, took the copy, read it with proper dignity, and then sealed my fate by saying, "This is really very good—some of it is—better than some we've been using. The campaign is over, but if the Growers' Association authorizes us to start another campaign I'll see if we can't use some of your copy."

The copy was never used—at least one reason being that the Association's campaign was never repeated—but the knowledge of it lying there in Joseph A. Richards' desk carried me through a long year of grubbing and held me to my intention of breaking into advertising. A double spread of pride had outweighed a quarter page prejudice!

And so is it any wonder that I shall always cherish J. A. R.'s book, with his autograph on the fly-leaf?

—8-pt—

There are two sides to every menu. One is the shell fish to *demi-tasse* side and the other is the arithmetic or art side.

I reproduce the latter side of the 4 A's luncheon menu at the Mayflower Hotel, Washington, after William H. Johns had indulged in his hobby of after-luncheon sketching.



Needless to say, this unique Batten rough sketch is published without an insertion order!

—8-pt—

If James W. Young performs all the duties of his new office as President of



the American Association of Advertising Agencies as acceptably as he did as toastmaster in introducing President Coolidge at the banquet in Washington, he will be a most successful president.

Arising in his place he said simply, "Ladies and Gentlemen: the President of the United States."

Whereupon the President, arising in his place, said some things about advertising that forever puts the profession under his debt.

—8-pt—

I understand that those "awful awnings" have already sold the *Figit*.

—8-pt—

Why *will* advertisers go on trying to sell their wares with false claims when the simple truth is so much more effective?

Just this evening I have come across another example of truth triumphing in the making of a difficult sale. Henry Holt tells about it in his book, "Garbularities of an Octogenarian Editor":

In the middle sixties a wave of malaria swept down the Hudson and up the Sound. A frequent accompaniment of a country-place advertisement was: "No chills and fever." Bonner owned a place in Westchester County in the midst of the malaria, which of course he did not wish to occupy. So he published an ad to this effect: "For Sale: A place where there is chills and fever, and which I want to get away from as fast as Fashion will take me." To stop the advertisement the owners of neighboring properties had to get together and take his on his own terms.

—8-pt—

It never occurred to me before, but a coat of paint is a symbol of faith. At Wilmington, Delaware, (I think) is the plant of "The Pusey & Jones Company, Steel Ship Builders."

As I read the sign from the train window the thought flashed through my mind, "Well, their business has probably been hard hit since the war—hundreds of steel ships rusting at their anchorages for the want of buyers."

And then I noticed that the Pusey & Jones buildings were all freshly painted. "That doesn't look like they were ruined," said I to myself. "They evidently have faith in the future of the steel ship business."

Paint. Faith. May this not be a fresh copy-angle?

Balsam Wool Sales Increase 100 Per Cent in 10 Months—

1923

1924

1925

1926 (Ten Months)

Balsam Wool
Sales
in Milwaukee

"We feel that the splendid coverage we secured through The Milwaukee Journal has played an important part in the remarkable record we have made.

"The Journal has done much to stimulate the idea of home owning through its building material section in The Sunday Journal.

"Our newspaper advertising in Milwaukee has been such a necessary factor in building business that we intend to carry on a still more aggressive campaign in The Journal next year than in the past."

From a letter received by The Milwaukee Journal from the manufacturer of Balsam Wool.

DURING the first ten months of 1926, sales of Balsam Wool in Milwaukee show an increase of 100 per cent over the entire year of 1925.

Advertised exclusively in The Milwaukee Journal since 1923, Balsam Wool has enjoyed an average annual sales increase of 78 per cent.

The advertisers of Balsam Wool, in common with the most successful advertisers in all lines, know that a single Milwaukee newspaper builds a maximum volume of business in this market at the lowest possible cost per sale.

The Milwaukee Journal, with an average net paid daily and Sunday circulation of over 150,000, is read by more than four out of every five Milwaukee families.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

"I Gotta Get Up an Ad"

[CONTINUED FROM PAGE 20]

it would grip and hold the reader to the end.

THERE were, however, certain elements of difference between the circumstances of the two. The first had received his assignment from the editor of the magazine—an order for a fiction story—and the editor was to pay him five hundred dollars for the manuscript.

The second had received his assignment from the copy chief of his agency—a request for a full page advertisement of an automobile—and an advertiser was to pay the publication eight thousand dollars to publish it. Therefore, from a monetary standpoint alone this story was to be sixteen times more important than the other.

There was another difference, too, that we should note in passing. The story of the fiction writer would be read, because people would buy that magazine for the purpose of reading it. The advertisement of the second writer must win attention for itself, must catch and hold interest in itself in competition with stories, articles, illustrations planned and displayed by an editor who knew his audience, and with a veritable broadside of other advertisements as well.

But to get back to our two writers and their tasks. The first was about to pen the opening paragraph of his story. For days and weeks he had been developing in his mind the plot of his narrative. Out of a fertile imagination he had created its living characters, and now he carried them as he wrote through an enthralling and entangling chain of events. All the moving elements of life were there—love and mystery and romance and high adventure. And he wove them into a tale that millions would read with the eagerness that never withholds response to the human touch wherever it may find expression. And no wonder, for this was the opening paragraph of the enticing tale he told:

Two men emerged from the woods, bearing a third on a stretcher between them. They crossed the muddy road, shaping their course for an ambulance that stood there, its motor rumbling and a faint ribbon of cigarette smoke from the seat showing that the driver was in his place and ready to proceed. Another man was at the rear of the ambulance, closing and locking the tail gate and pulling down the rear curtain. "Awright, Wally," called this man, "that fixes us."

"Git in," said the driver, "an' we'll fade outta here."

And now let us turn to the second writer and see how he is getting on. His assignment, you will remember, was more specific. His subject was provided. He was to write a story about an automobile.

And what a story he had to tell! Here was a conveyance more splendid than any of which Caesar with all his chariots ever dreamed. It had flaming color, and impatient power, and breathless speed. And what associations in its use—open roads and autumn woods—gay companionship—the thrill of life and love and romance and high adventure—yes, all the elements that the fiction writer had called up from his imagination.

And so our writer of the advertisement set to work. Let us, however, speak first for him a word of charitable consideration. He was under the impression that he did not have as precedents for style or inspiration the stories of Conrad or Kipling or McFee. He could not escape from the thought that he was a writer of advertising. His precedents must be in the advertising pages of the magazines. And so he had gone through them and had carefully noted in what manner many of the advertisers of automobiles had told their tales before.

Then he did, perhaps, the obvious thing. He wrote his eight thousand dollar manuscript—and this is the story:

A GREAT MODEL OF A GREAT CAR
Reputation, mechanical superiority, and quality standards of manufacture have combined to produce a car of stability, prestige and value heretofore unapproached at the price.

Now the most remarkable thing of all is what very likely happens when that same copywriter goes home at night. He has produced, at the office in thirty or forty minutes, as a matter of routine, an advertisement that will surely appear in full page form in a great publication. And yet at night, back home, he returns to the trail of one of his fondest ambitions. He settles into his chair, slips a fresh sheet of paper into his portable and begins to weave a tale. In the drawer of his desk reposes many manuscripts and almost a complete set of rejection slips, but an undying hope keeps telling him that if only he can write a story vivid enough in its characters, gripping enough in its plot, interesting enough in its telling, it will pass the sacred portals of the editorial office. It will actually appear in the pages of a magazine.

WHY is it that in the minds of so many copywriters, fiction is one thing and advertising another? Where does the idea come from that that which people like to read, must be planned, written, edited, constructed with such care; while that which they must be tempted into reading can be dashed off to a set formula.

Is it, by chance, because they know that the fiction story must pass a rigid

editorial scrutiny in order to qualify for a place in the magazine, whereas the advertisement is surely going to be published because its price of admission is paid?

I MAY be standing in an open field tempting the lightning to strike, but I wish that some morning every advertiser and every agent might receive in his mail the announcement of a new regulation governing the acceptance of advertising by some outstanding publication. I wish that announcement might read like this:

"Hereafter all advertising copy submitted for publication must adhere to the same high standard of literary quality and of interest to our readers that governs the acceptance of manuscripts submitted for our regular departments."

And of course I would also like to see that regulation in force just long enough for those who received it to appreciate its significance.

I believe a good bit of the whole difficulty lies in the approach to copy-writing.

Every cub copywriter for twenty years has had dinned into him the importance of knowing the goods he is to write about. I remember well sitting open-mouthed before a master salesman in Chicago in the fall of 1907 and hearing him lay down with thunderous emphasis his famous first requisite of selling, "It takes a hell of a long time to say something you don't know." I agree with all those who stress the importance of having your facts.

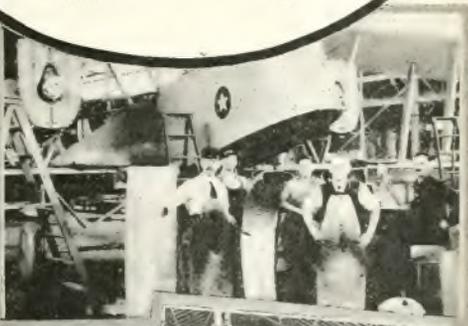
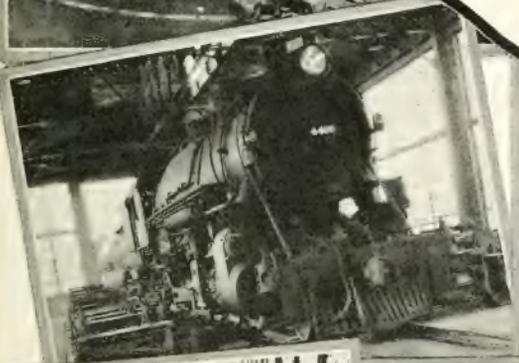
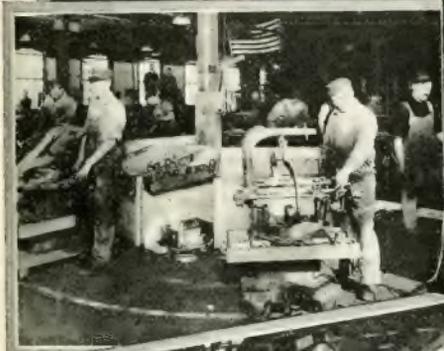
But it is one thing to know something and another thing to tell about it in a way that will interest the folks you want to reach. And exactly there lies the difference between the accepted approach to advertising and the approach to fiction. The average copywriter starts out to write, filled to bursting with the importance of the product he is writing about. The successful writer of fiction has just the opposite viewpoint. His prime consideration is the people he is writing for. What do they like, what will they read, what will interest them?

Is there any reason why advertising copy should not be approached from the same viewpoint?

I would far rather have as a beginner in advertising a person who knows what interests people than one who knows all about his "shoes and ships and sealing wax."

The other day I asked a notably successful copy chief how he selects the members of his staff. He answered, "I find folks who can write."

One of the greatest of advertising writers was a highly successful editor and editorial writer before he ever



Earning Its Slogan

Machine shops where locomotives and automobiles and airplanes and typewriters take form and motion—

Machine shops all facing common problems of management and labor and equipment—

Machine shops all buying machine tools, machine parts, steel, conveyor systems, oil, belts, small tools—

Machine shops into which the American Machinist comes every week as the guide to the best machine shop practice and the link between the men who sell to the shop and the men who buy for it—

This is how the American Machinist has earned the right to its slogan:

“The Market Place of the Machinery Industries.”

AMERICAN MACHINIST

A McGraw-Hill Publication

Tenth Avenue at 36th Street

ABC New York ABP

American Machinist



SOMEHOW or other "Powers-House" service fails to appeal to the company that seeks to get rich quick without an investment of hard work and ample time. Read the list of P-H clients and you will find a group of able, responsible, conservative and successful companies.

The
Powers-House
Advertising Co.

HANNA BUILDING - CLEVELAND, OHIO

Marsh K. Powers, Pres.

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

Gordon Rieley, Sec'y

turned to advertising, and at the moment he is the author of two of the best selling books in America.

One of the most successful individual advertisements I ever read was written by a woman who had never written an advertisement before in her life. And, stranger still, she did not know she was writing an advertisement when she wrote it. She wrote a story about an advertised article—wrote it in long hand on forty-seven small sheets of hotel stationery—and when I found it in a pile of manuscripts, I read it, every word—because she had the magic touch; she knew how to interest people.

I wish that for one day—just for one day—every copywriter would try to forget all the rules and formulas he ever learned. I wish he might forget he is a writer of advertising—even forget what he is supposed to advertise—and start by writing what he honestly believes will interest the folks he is trying to reach.

I suggest that this day be a holiday or a Sunday—but I believe the benefits will be the same—I have a hunch you might yourself become so much interested in writing advertising that you would greet your next assignment with something more than an expression that so many copywriters use: "I gotta get up an ad."

What We Learned in Selling Direct

[CONTINUED FROM PAGE 34]

toilet articles. Our premiums are mainly articles useful in the home: chinaware, silver, aluminum ware, kitchen utensils, lamps, small rugs, and other useful articles. Each class is a complement of the other, both appealing to the home and family interests of the housewife; the premium in many cases being useful in preparing and serving the product. The size and packing of the product unit is governed by our schedule of service, being ordinarily a quantity sufficient to last the average household two weeks. In the case of coffee, it is a two-pound package. The premiums or household articles are always such as may be handled easily and transported by the salesman in his small delivery car. They range in price from a five-cent special to a limit of slightly under \$5.

Both products and premiums are sold; we give nothing away, and avoid the suicidal mistake of representing the premium as a present. Our products are sold at prices well in line with those asked in groceries for equal quality; our premiums also are priced to meet competition. With every carton of products the customer receives a profit-sharing credit of a fixed sum, ranging from three cents to twenty cents, dependent upon the product and size of package. These credits represent to her not a gratuity or a cut in

On Books—

On Horses—

On *McCLURE'S*—

YOU probably possess some choice old volumes—books that you have read and re-read, that, when taken from the shelf, fall open at your favorite passages. They are like old horses that invariably turn into familiar drive-ways.

And that brings us to *McCLURE'S*. As surely as a book falls open at a favorite passage, as surely as a horse turns into a place where he is accustomed to stop—just so does the new *McCLURE'S* continue its friendship with the readers of 20 and 30 years standing.

Old friends, however, are not enough. The new *McCLURE'S* gains new popularity and thousands of new friends every month. Circulation advertising appears in 90 metropolitan newspapers. Sales are pushed by 60,000 distributors. Circulation increases rapidly.

That the new *McCLURE'S* goes into the homes to be read and thumbed over by the whole family, is proved by results which advertisers receive. Advertising lineage in the November issue increased 44.5% over that in the June number—a sure indication that shrewd advertisers are fully aware of the pulling power of *McCLURE'S* with its new and old friends.

And because the new *McCLURE'S* carries with it the one universal appeal—the best romantic fiction—it cements old friends in a closer bond and holds its new and younger friends just as favorite passages in your old books hold you.



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.



NOT BECAUSE they are fire-proof, but because they are wear-and-tear proof, rust-and-dust proof, and because they always look bright no matter how long they have been in use, did the Royal Insurance Company, Ltd., select DuraSheen Signs as the best, most economical signs for their use.

Unlike ordinary signs, DuraSheen Signs are made of highest grade porcelain, fused into heavy sheet steel at 1800° Fahrenheit—they are permanent signs.

Whatever your line of business, **DuraSheen Lifetime Porcelain Enamel Signs** will insure greater sales for your products at those two important places—at the point of sale, and enroute to the point of sale! Always bright and cheerful, with colors never dimmed, they daily build sales and good will for your products.

THE BALTIMORE ENAMEL and NOVELTY COMPANY

M. T. WINANS
BALTIMORE, MD.

200 FIFTH AVENUE
NEW YORK CITY

DuraSheen

Porcelain fused into Steel —

Lifetime Signs

VERSATILITY

No advertising medium possesses the wide variety of uses of porcelain enamel signs. DuraSheen Lifetime Porcelain Enamel Signs are in daily use, year in, year out,

on Stores, Factories and Buildings of every kind

as Counter, Window and Inside Display signs

on Boulevards, Country Roads and Sidewalks,

on Automobiles, Trucks and Wagons on and in Trains, Street Cars and Stations

on Windows, Doors and Door-Steps on Machinery, Tools, and Heavy Equipment

In fact, everywhere and for every purpose, colorful, durable DuraSheen Lifetime Signs, in many shapes and sizes, are ever on the job.

price, but a saving through our buying power, direct method of distribution and avoidance of charge accounts in the ordinary sense. She is permitted to apply the credits toward payment for premiums, which are advanced to her on account. She may also buy our premiums for cash, just as she buys our products.

Nothing is "peddled" from the delivery car; both products and premiums are sold from sample or description for delivery on a later regular call. The salesman carries with him on his car, aside from a few samples for use in taking orders, only articles for which he has *bona fide* orders from regular customers.

THERE is nothing spectacular and nothing misrepresented or over-drawn in our offer to the housewife. We guarantee high quality and give her reasonable price economy, but stress particularly the fact that there is further economy to be obtained by her in the careful use and not abuse of quality. Aside from that, our appeal is entirely to her desire for a convenient, courteous, thoughtful, accommodating and useful service. That our clientele is growing, our rate of customer turnover decreasing, and our business prospering, convinces us that the American housewife wants and appreciates what we have to offer through our direct service to her home.

Going regularly into the homes of an average of 400 housewives, twenty-six times each year, the service salesman must be a man of pleasing personality: clean, courteous, prompt and respectful. He must gain and retain the customer's good will toward himself as well as toward his merchandise and his company. He must make no claims that he cannot substantiate, and must make good every assertion and promise he does make. He is authorized to guarantee complete satisfaction with every purchase and is expected to make good that guarantee. Our salesmen are selected with these requirements in mind, and are carefully trained to consider their customers' interests their own, to value the housewife's good will above everything else, and to build their own success and that of Jewel on the regular patronage of their satisfied customers.

As the salesman must serve from thirty-five to fifty customers every day, the time he may spend with each is very limited. He displays a certain few selected articles, both products and premiums, each trip. His display program, and sales and service talk, is changed and rearranged every two weeks. The articles displayed and service factors emphasized are rotated so that every item and feature is brought to every customer's attention several times during the year. He is furnished with selling arguments, the facts as to each product and premium; carefully schooled in what he shall say and do, and how; and encouraged to develop his own initiative by putting into use what he has been taught about

NEXT TO THINKING MATTER



THE magazine as such has had its changing phases.

Many years ago it was chiefly a vehicle for literature. There still survive, particularly abroad, some magazines which carry on that tradition unaltered.

Then for a period the American magazine field appeared to be dominated by journalistic purpose.

Current public affairs were made appetizing to millions.

And of late the bait for large circulations has been entertainment.

It is entirely too easy to disparage each of these phases of the magazine by a catch-word, such as "high-brow" and "muck-rake" and "dumb Dora." That is not our purpose here. Entertainment, for example, is a legitimate function of the printed page, and those many magazines which thrive by entertaining people, of whatever grade of intelligence, are useful and could ill be spared.

We rise merely to point out that there are also certain magazines which have not been swayed by passing fashions in editing, which were not in the past muck-rakers and are not in the present arenas for entertainment. Among these have been for a long enough period to make the point positive, THE QUALITY GROUP magazines.

They have consistently held to their conception of a magazine, which is not far from the original meaning of the word, signifying a place where things are brought together to be drawn upon when needed.

They gather and give out literature, but they are not merely literary.

They are charged with current fact and opinion, but they are not merely journalistic.

They contain and generously supply entertainment, but they are not merely entertaining.

They know that there are just as many people as there ever were who want magazines in which literature, journalism, and entertainment are kept in suitable proportion. They see clearly and meet the demand of those who are not content to buy magazines just for momentary entertainment. They have not yielded to the mania for millions of readers, being unwilling to surrender, for the sake of drawing millions, their standards of good literature and earnest public purpose.

The reward for this steadfastness to a publishing ideal is the loyalty of 700,000 readers who appreciate that ideal. And a further reward is the recognition by a large body of astute advertisers that it is not enough to advertise to millions, that it is necessary to reach this substantial nucleus of people who have intelligence, buying power, and social leadership, and that—

When you advertise in THE QUALITY GROUP you are *next to* thinking matter.

THE QUALITY GROUP

285 MADISON AVENUE, NEW YORK

THE ATLANTIC MONTHLY
THE GOLDEN BOOK MAGAZINE
HARPER'S MAGAZINE

REVIEW OF REVIEWS
SCRIBNER'S MAGAZINE
THE WORLD'S WORK

Over 700,000 Copies Sold Each Month



The Sign of Stability Found Only in the "New York City Milk Shed"

THIS sign is frequently seen in driving through the beautiful country which supplies New York City with fluid milk for daily consumption. Wherever seen, there is an air of progress and stability. Usually a community leader lives there.

The average member of the Dairymen's League has an investment of some \$200 in this great co-operative organization. Every year, he sells through it several thousand dollars' worth of milk. He subscribes to the Dairymen's League News, paying for it the full subscription price. He is nearly always a member of the County Farm Bureau, the Grange and other organizations for community welfare. In short, he is a substantial citizen and a leader among his neighbors.

This community of interest gives to the circulation of the Dairymen's League News a uniformity never found in papers of a more general nature. This uniformity in buying habits and purchasing power makes the Dairymen's League News supreme in its field.

Through no other medium can you be sure of reaching even half the progressive dairymen of "The New York City Milk Shed." To effectively and economically cover this territory, we recommend that you schedule the "News," together with one general farm paper.

A request will bring Sample Copy and Rate Card

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

The Dairy Paper of the New York City Milk Shed

DAIRYMEN'S League NEWS

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

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

selling and maintaining good-will.

He is instructed to follow up the sale of each article, to insure its giving satisfaction, and to keep the customer supplied continuously with every Jewel product she has tried and found to her liking. Coffee being so important an item with us, he devotes special attention to that service. He learns the number of coffee drinkers in each customer's family, their tastes and preferences, how she stores and brews the coffee, how much she uses per cup, and what service she requires to keep her continually supplied without accumulating an overstock to deteriorate with age. While he supplies enough to prevent her from being compelled to buy elsewhere between calls, he is equally eager to avoid overselling. He makes himself her coffee adviser as well as her coffee supplier.

WHILE good coffee costs more per pound than poor, it also goes farther and makes more cups per pound than the inferior article, if properly prepared. It is, therefore, more economical for the housewife who is informed. This fact, coupled with the five cents profit-sharing credit she receives with every pound purchased, makes it possible for the salesman to accomplish a very definite saving for the customer on her coffee budget, while at the same time giving her a uniform, fresh beverage.

With many of our other products a similar situation exists, and our salesman establishes a like relationship with the customer, affecting as large a portion of his line as is possible. If he introduces a product and is told that the customer is supplied, he makes note of the quantity she has and again brings the item to her attention when he has reason to feel that she is ready to re-stock. As already stated, once she is supplied with the Jewel brand, he makes it his business to keep her supplied, whether it be coffee or any other of some fifty items.

Is it not readily apparent that such a service can be rendered only by one who calls personally in the consumer's home, and is under the direct supervision and control of the supplier? I am sure you will agree with me that no manufacturer can hope to have his product so presented, supplied and made acceptable to his ultimate consumer through the medium of independent middlemen, over whom he has no control, whose only interest in his product is that of immediate profit, and who have many other interests. Moreover, can anyone doubt that the product merchandised in the way I have described has readier acceptance in the average American home than the one offered impersonally, through the printed page and over the grocer's counter?

No doubt it has already occurred to you that such a system of direct distribution requires trained salesmen and thorough supervision. That is very true, but so does any effective and efficient system today.

The Modern Trend in Business Management

[CONTINUED FROM PAGE 28]

vinced himself that high wages induce a higher productive return from labor.

The working man in turn is coming to realize that automatic machinery is a friend, not an enemy. He sees that it is obtaining for him a greater opportunity for leisure, that he is coming to work more with his brains and less with his hands, and it is quite noticeable that both employers and employees are becoming aware of the fact that that portion of factory burden called unproductive labor, is excessive in most instances and can be reduced by direct labor becoming more intelligent and assuming a greater responsibility.

Men get out of life only that which they put in it. If happiness is to issue from the mill of life, the material constituents of happiness must be placed in the hopper for grinding and refining. The proceeds of a man's activity are merely the sum of the knowledge he has acquired. Intelligence, initiative, thought put into the day's work, produce success.

Progress is always slow, but there is manifest evidence that all classes of our citizens are growing in intelligence, that education is spreading and that we are working toward a better understanding as between man and man and as between art and science and business.

The present commercial age is developing wonderful men. The finest brains of today are in the research departments of medicine, chemistry and industry, reducing in the crucible of experimental thought conceptions into anti-toxins, into greater power-producing and labor-saving machinery, into practical merchandising and sales methods and into the saving of waste all along the line.

One may well be optimistic as to the future of American industry. There will be undoubtedly periods of rest, of reorganization and integration, all of which is natural and healthy, but for the long pull the general business of this country looks good to me.

A. N. P. A. Holds Contest

THE prize contest to advertise newspaper advertising which was begun by the Bureau of Advertising, American Newspaper Publishers Association, on September 30, has attracted attention all over the United States and Canada.

This is the last month for joining the competition. Advertisements to secure consideration must reach the New York office, 270 Madison Avenue, at the close of business on Monday, November 30.

The first prize is \$300, second \$150, and third \$50.

**somewhere
we came across
the phrase
"enlightened selfishness"
—which is
a good expression
of our reason for saying
that we cannot
"cover" the Greater
Detroit Market
without some local help
—we want
the advertiser to
succeed—so he will
have more money to
spend in the
Detroit Times**

The OPEN FORUM

Individual Views Frankly Expressed

A More Equitable Basis

THE November 3 issue of ADVERTISING & SELLING reached the writer's desk this morning. The article, "Higher Advertising Rates," was read before the writer even took time to take off his coat. Mr. Hotchkin has undoubtedly struck a vital point and there can be no question but that the advertising trend will be in the direction he points out.

For some time past the writer has felt that advertising must be oscillating, like many other activities, from one extreme to another, and that, after all, it must assume a more equitable basis. I agree that this is not the note recently sounded by Mr. Rand, but we cannot help but wonder if manufacturers, with but few exceptions, are not striving too hard to maintain overheads brought about by increased manufacturing facilities during the war period.

C. B. MATHES, *Sales Manager*
The Conklin Pen Company,
Toledo, Ohio

Competition in Advertising

ALL men are naturally selfish, and generally it is excessive selfishness that results in self-destruction in either one form or the other. And it is quite likely that this same excessive selfishness will eventually destroy the very profitable publishing business of the present era. I am referring particularly to the bulky magazines and newspapers that are now being printed.

The article of Mr. Hotchkin in ADVERTISING AND SELLING is uncomfortably near the truth. Competition in advertising is rapidly approaching the danger point. The law of diminishing returns is now in operation and a real advertising crash is in the offing.

It would seem a wise policy to have many articles similar to the one by Mr. Hotchkin appear in your columns. It is far better to avoid the possible danger than to drive ignorantly full speed ahead.

S. VAN WIE, *Advertising Manager*,
Beech-Nut Packing Company,
Canajoharie, N. Y.

More Congestion!

I HAVE read in a recent issue "Higher Advertising Rates—Smaller Space Units?" by W. R. Hotchkin. Personally I expect to see still more congestion: billboards ninety feet high, magazine pages as large as those of newspapers, high-speed rotary color

presses housed in airdomes, they'll be so big.

Why? Because the income of everyone—papermaker, publisher, agency, advertising manager—is in direct proportion to the congestion; and they all want increased income.

If the income of some of these gentlemen were in inverse proportion to the congestion—but that not only wouldn't prevent Mr. Hotchkin's "battle of the century" but would call out an army of engravers, electrotypers and ink-makers to wage another war.

But, you say, that doesn't answer the question. Who said it did?

C. H. BARR,
Associate Mills,
Holyoke, Mass.

Advertising and America

MR. R. D. MANSFIELD'S letter "Copy Cats" is "the cat's pajamas." He is right when he says that a star idea cannot be successfully copied. If it could, it wouldn't be a star idea.

It is given to but few to soar to the heights of a grand romance, in advertising or any other place; but in the case of advertising, built upon universal principles which are unchanging with the changing of the years and fashions, a great door is open to "shine as the sun in the high places of the heavens."

True and rare genius may find such a sphere; especially in America, a field for the realization of its fondest hopes and dreams. Why especially in America? Because the genius of America, itself, flows from the same universal principles upon which true advertising must rest.

WILLIAM E. KERRISH,
Boston Gear Works Sales Co.,
Boston, Mass.

Speculative Builders

I HAVE read with a great deal of interest the article "Marketing Building Material for the Homes of Millions," in your Oct. 6 issue.

An unnamed authority is quoted in this article as saying that "the real selling of homes is done by the speculative builder and that 70 per cent of the homes sold are sold by this method and that the speculative builder is in most cases a carpenter-contractor."

The speculative builder today is providing approximately 70 per cent of all the new homes and apartments. Since the war these men have been quite rapidly taking over the residen-

tial building of the country, and have consistently built more than 50 per cent of such structures within the last four years. Investigators now agree that the percentage will run as high as 90 per cent within a few years.

The important part of it is that the speculative builder is not in most cases a carpenter-contractor, but a real estate operator or realtor. It is true that some carpenter-contractors and some of a good many other professions are building homes and apartments for others on a speculative basis, but I am sure that if you were to investigate this building throughout the country, you would find at least 90 per cent of it being carried on by realtors.

H. H. BEDE, *Adv. Manager*,
National Real Estate Journal,
Chicago.

A Representative Replies

AS I am a publication's representative, I am quite interested in Mr. Lemperry's letter in your editorial columns recently. Frankly, I have a good deal of sympathy with him; and I also have more sympathy with the agency.

It is my great privilege to enjoy a large number of agency friends here in the New York territory, and very often while I am interviewing them it is amazing to me to see the amount of patience they display with the enormous number of representatives who call to see them—the courtesy seems never ending and never failing.

In the final analysis, however, I am selling something, and the only way I can sell in the majority of cases, is to get in contact with my prospective customer. I am wondering what Mr. Lemperry's attitude would be if all the hardware stores or distributors of Sherwin & Williams products sent him a letter and told him that they couldn't possibly interview any salesmen from S. & W. and other paint concerns.

When you boil the whole thing down, isn't it a question of cooperation?

We are all in business to make a living and to make that living not at someone's expense but rather, in the spirit of service and cooperation.

Apparently Mr. Lemperry's idea is to interview these representatives only when he wants something, and only indirectly. Isn't it a little selfish?

J. STRICKLAND KING, *Eastern Mgr.*,
National Petroleum News.

EDITOR'S NOTE: Mr. King's letter is the first of a veritable deluge of comments on our recent editorial. Numerous others, commenting on both sides of the question, will be published in our next issue.



ROSS CRANE

*Director of the American Homes
Bureau and a National Leader in
Home Decoration
Has Joined the Editorial Staff of*

Better Homes and Gardens

ROSS CRANE

as sketched by

Who's Who in America

*Architect, Decorator, Art
Critic and Lecturer*

*Six years Director of Ex-
tension Department of Art
Institute of Chicago*

*Founder of Better Homes
Movement and Better
Homes Institute*

*Author of "The House and
Home Builder," "Home
Furnishing and Decoration"*

*Educational Director of the
American Homes Bureau*

FOR years, Ross Crane has had a prominent part in developing greater interest in attractive interior furnishing.

Through his authoritative books on Interior Decorating, Ross Crane has contributed much to the beauty and good taste of thousands of American homes.

Beginning with the January issue, Mr. Crane will conduct the Interior Decoration Department of BETTER HOMES and GARDENS with an article in every issue of the magazine.

Securing Mr. Crane to take charge of this important work is directly in line with the editorial character by which BETTER HOMES and GARDENS has built a circulation of more than 850,000.

850,000 CIRCULATION GUARANTEED

BETTER HOMES *and* GARDENS

E. T. MEREDITH, PUBLISHER

DES MOINES, IOWA

We are viewed with alarm —two years ago

Just two years ago this issue, "A & S" ran this editorial:

Advertising's Gravest Problem

We think the gravest problem facing advertising at this time is that of digesting and assimilating the mass of organization and standardization it has swallowed in the past few years without sacrificing the very elements that make for effective advertising, namely, originality and individuality.

"Bunk," says we, "and Kendall didn't really mean it!"

Does A & S have an editorial closing date? An editorial schedule for months ahead? Editorial rules about dotting eyes and crossing tees? A standard time for getting on the job, a standard make-up, a standard aim in life?

You bet it has and yet it sparkles twice a month in spite of "standardization."

* * *

Once a western magazine had an original and very individual editor. Sometimes, though, he was hard to locate. One editorial closing day, so the story goes, he cabled the bulk of the issue from Paris. That was the end of that job.

Then he joined an agency. Principals and clients might tear their hair and closing dates go hang. Folks who wanted this chap's stuff had to wait until his hunches worked. Good stuff, too, when it arrived but soon he went away from there. An "ad" in time had proved worth nine.

* * *

Nobody wants to standardize *expression*, but advertising machinery has become too intricate not to run on a well-oiled schedule, with every false motion out that can be cut.

Nobody around our shop wants to hamper the creative man. On the contrary, we want to create more time for productive work by showing him shortcuts to make necessary routine easier.

Lynn Ellis has been doing just that for fifteen years—teaching his men to save themselves and yet keep time by the forelock. His crews withal have batted high in quality of output, as keen for original and individual expression as the wildest genius that ever ignored a closing date.

* * *

No, Mr. Kendall, standardization of things that *must* be done again and again is not the gravest menace to effective advertising. The danger lies rather in keeping on with the old idea that successful advertising is inspired, when nowadays we see it more and more as a sober engineering problem.

It's time to revise that editorial. We might suggest an old Burroughs text, "Since all are agreed that two and two make four, why not put the brain to nobler tasks?" Only Lynn Ellis, Inc., aims to save a higher type of brain than did the adding machine.

We believe the advertising executive is more than ready for simplified practices that will save creative manpower. We've given you a 13-time contract in order to tell your readers about the first and only corporation in the world dedicated exclusively to betterment of the advertising service machine.

Tell them to get our "What Next?" folder, all about our betterment engineering service—you get one, too, before rewriting that editorial.

LYNN ELLIS, Inc.

Advertising Relations and Management

One Madison Avenue,

Room 346, Desk C-15

New York

Inflated Circulations

[CONTINUED FROM PAGE 38]

of waste and loss. Evening papers which are issued early in the morning and morning papers which are issued early at night, in the main, represent nothing but forced figures. They are unsupported by the news and by natural reader demand, and secured usually by the indirect payment of men and boys with whom arrangements are made to make a showing of an average "net paid" sale.

AS many of you are aware, this is known in the circulation "game" as "eating returns." The publisher sets up the hypocritical explanation that he is "getting representation." What he actually does is pay a news-boy, or usually a grown man and some "strikers," a certain sum per week to push his paper during unusual hours at points where no legitimate demand would yield to the boy enough profit to warrant his putting in his time. The boy pays for a certain number of papers every day, whether he sells them or not. He can afford to do this and still have a handsome profit because of the weekly cash payment made to him for "representation," or on some other account. The result is increased "net paid" circulation which is false.

When carried through on a large scale by one or two papers in a given field it compels others to meet the situation or forego adequate selling outlets on the streets.

Another abuse, intended to accomplish the same purpose is the rebate to wholesalers in return for payments to the circulation department, which represent supposed net sale of papers, when in truth the actual sale is much below the figures reported.

A favorite trick is that of making so-called "transportation allowances"; i. e., payments to dealers for alleged truck service or for shipments by trolley, bus, or any other means of transportation, when no transportation of the value indicated by payment is rendered. These schemes are not confined to the large cities and to the sensational newspapers; they have now spread to many smaller cities.

All of these subterfuges, and others, are employed in the wild scramble for figures of circulation. Some publishers will deny their existence, most of them will contend I overdraw the picture, but all who are impatient with the present situation know that the waste and loss which they represent should be stopped, and will admit that these schemes are being employed to an alarming extent.

One development, growing out of the struggle for numbers, which has begun to attract considerable attention is the so-called "combination" newspaper. It is worthy of more careful study on the part of advertisers than it has yet received, because it represents, as it is usually operated, one of the most

FREE S. ROLAND HALL'S NEW GREAT BOOK—GETTING AHEAD IN ADVERTISING AND SELLING!

There are no strings attached to this offer—no salesmen—nothing to pay. In order to introduce you to the books of S. Roland Hall, we will send you, ABSOLUTELY FREE, his latest book GETTING AHEAD IN ADVERTISING AND SELLING. This meaty little volume tells you how to break into the advertising and selling field—how to get a job and how to hold it; how to get spare-time experiences; how to establish your own advertising service business. This book is yours, FREE, for the asking. Send for your copy today—NOW!

McGraw-Hill Book Co., Inc., 370 7th Ave., New York

Researches for New Copy Slants

The right way to strike a fresh advertising copy note is have us make a survey of copy appeals. A nation-wide organization is ready for the purpose; and on household goods we have the Aplecroft Home Experiment Station available.

The Business Bourse

J. GEORGE FREDERICK, PRES.
15 W. 37th St. (Wisconsin 5067) New York
In London, Business Research Services, Ltd.

Every Extensive and Intensive Farm Paper Investigation Shows the Local Farm Paper First in Reader Preference

Any advertiser or agent who really wants to find out for himself, should take an automobile trip through some of our great mid-western or far western agricultural states.

The great distances between farms, the obvious difference in local conditions soon show that it is economically impracticable for a national farm paper to get or hold anywhere near as much R. F. D. circulation per state as the local farm paper and impossible to compete in *sustained* reader interest.

If the state farm paper is first in circulation and first in reader preference, it must be first in advertising value.

Would anybody like to take a trip?

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit
Atlanta

New York
Chicago

Kansas City
San Francisco

Can you write "copy" to fill a window?

The periodical copy you are preparing may direct readers to let's say 3000 windows. Question: Do you know how to make the windows complete the sale? Can you prepare window material that will above all things BE USED? Natural advertising equipment—this ability with window "Copy." Basic principles for you in the

Handbook of Window Display

428 pages, 5x8, Flexible \$5.00

This is the first handbook to cover completely and authoritatively the entire subject of window display principles and practice. It is literally an encyclopedia of window-display plans, working methods, kinks and expedients, every one of which has been successfully tried out by well-known retail stores in every part of the country. It is THE one standard working manual for manufacturers who prepare "dealer help" material, display men, students of window-dressing, merchants and advertising men.

Some Important Features

- 128 photographs showing windows of all kinds;
- 48 drawings illustrating points in the text;
- An effective use of "dealer hints" — how these should be arranged and distributed;
- The value of reason in display; how to secure it;
- A separate chapter on the use of color in the window;
- Discussion of the use of window and price-prints, etc., how these should be arranged;
- Selection and care of wax figures, etc.;
- A chapter on draperies;
- 66 pages dealing with the proper fitting of windows.



EXAMINE IT FREE

McGraw-Hill Book Co., Inc., 370 Seventh Ave., New York

Send for my copy of Tatt's HANDBOOK OF WINDOW DISPLAY. I agree to return the book to you postpaid, in ten days, or to send you \$5.00 in full payment.

Name

Address

Postoffice

Company

inexcusable methods of getting money out of the advertiser without value received which has appeared in the publishing field in the last twenty years.

The "combination" newspaper and its "combination" rate is frequently the result of a fight for circulation, the cost of which outruns the increased revenue which can be gouged out of the advertiser. Very often, however, high powered circulation methods and deliberate inflation are the consistent consequences which follow the combination of two newspapers.

A morning paper suffering from too much expense or bad management is joined with a prosperous evening newspaper which advertisers want and feel they must have, or a weak evening paper is joined with a strong morning paper.

There is a lot you can do to remedy unsound practices which exist in the advertising field. Whether we consider out-door advertising or street car advertising, or magazine advertising, direct mail advertising or newspaper advertising, all of them are making their fair share of contribution to waste and loss and inefficiency. In the main they are highly productive and highly valuable. You cannot do business without them. The amazing thing about advertising is the results it produces in the face of all the waste, but these facts do not provide excuses for any of us to refrain from taking obviously necessary steps to improve present conditions.

The test of any common sense advertising and selling campaign is not merely that it brings success but that it produces a given result at the lowest proportionate cost.

Sales Outlets

[CONTINUED FROM PAGE 24]

come to my attention in the new alignment of retailer and manufacturer. As a wholesaler's functions are threatened by "direct" selling of the manufacturer to the trade, so is there emerging "inside buying" and "inside prices." Where the manufacturer has financed the dealer, or set him up in business, the manufacturer's best security for his "deferred assets" lies in the dealer's profits.

Only when the dealer makes money is there hope of the manufacturer's "advance" ever coming back.

Within four months a candy manufacturer showed me a list of eighty-one identical telegrams, in the form of night letters, which he was sending to that number of "stores" in which he had "some of my money tied up," as he phrased it; a Maryland cannery told me of giving eight days' "advance notice" to six favored brokers for their 1926 pack, although ten times that number of brokers represent the company in the market; while the automobile president, whose comments have

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 Dec. 1st issue must reach us not later than Nov. 22nd. Classified advertisements will be accepted up to Saturday Nov. 27th.

The Lillibridge Viewpoint

Number Seven

Issued by Ray D. Lillibridge Incorporated

New York

Waiting for the Train Down in Texas

PAT NEFF was standing on the station platform of a small Texas town waiting for a train one hot summer day when an old Panhandler came up.

"Waitin' for the train?" he asked.

"Yes," said Neff. "Late, isn't it?"

The old man shielded his eyes with his free hand and took a long look up the track, which extended in a straight steel line to the distant horizon.

"I reckon it *is* a bit late," he drawled, looking at his great soda-cracker of a watch. "It's due in an hour—an' I don't see it nowhere!"

§ § §

Frederick Collins tells this story in his book, *Our American Kings*. It is a good story for metropolitan advertising men to read to remind themselves that America is a vast country, and that the distances involved in national distribution are not all physical distances: there are wide mental distances, too, which must be taken into account in preparing advertising messages.

Circulation: A State of Mind

LEBON, the French psychologist, declares that a crowd is not a mere aggregation of people, but a state of mind.

That is why it is quite as important accurately to judge the mental temper and tempo of the people forming your market as it is to know the circulation figures of the mediums you plan to use.

This year's subscription list of any magazine or newspaper is different from last years, be-

cause it has changed its ideas about some things—is in a new state of mind.

Important for advertisers to realize.

WE subscribe to Harry Tipper's observation: "The final purpose of advertising is not to prove the comparative superiority of the article in competition. The object of advertising is to take it out of competition, that it will no longer be compared but will be accepted by the buyer."

Idea for Association Advertising

ONE of the problems that confronts every association that plans a cooperative advertising campaign is that of finding an idea big enough and broad enough to represent the whole association.

We have such an idea, fundamental in character, but adaptable to an association in any one of several fields, which we would be glad to explain to any group of interested association principals. We believe it will clear up the whole problem of association advertising for them and give them a start along sound lines, and one that will win the enthusiastic support of their membership.

Realities

IT is the realities of the present period of American life, with old markets and old methods passing and new problems confronting business at every turn, that make it important that the old loose habits of thought about advertising and selling be abandoned and all efforts focused sharply on definite objectives.



THE "GOOD OLD DAYS!" If the plumbing estimate tempts you to cut, remember this: The prehistoric plumber ran piping exposed. He used iron and steel. If this piping corroded and leaked—which it always did—that was another day's work. He didn't expect any job to be other than temporary. But the modern plumber has more at stake. His piping is concealed behind plaster and tile. If his work fails, it wrecks a thousand dollar investment. Pipe today must give permanence. So he urges brass pipe, and he puts it in to stay. Even between brass pipes, there are differences. One has an extra ounce of safety—Alpha. Its extra copper content guarantees that. You can tell that Alpha is different, it is more golden in color, makes tighter joints, and completely resists corrosive waters. How much more does it cost? No more. Specify it by name, and identify it by the Alpha trademark stamped into every foot of pipe. Made in the great modern mills of The Chase Companies, Inc., at Waterbury, Conn.

ALPHA Brass Pipe

contains more copper

ONE OF the first steps in taking a product out of competition is to take its advertising out of competition. . . . In advertising Alpha Brass Pipe for The Chase Companies, Incorporated, we might show the modern bathrooms in which it is used, thus entering into "attention competition" with Standard and Crane and Kohler and the rest. Instead, we have harked back to the bathroom of the tin-tub and exposed-pipe days and dramatized the fact that, with un-get-at-able plumbing, concealed behind costly tiled walls, nothing less should be considered than "a brass pipe containing more copper."

Mr. Calkins Coins a Phrase

EARNEST Elmo Calkins has put into words: this Thing that we who write advertising should guard against.

"The advertising tone of voice," he calls it.

We believe that the advertising tone of voice is as destructive to advertising effectiveness as was the sanctimonious sing-song of the old-time country parson to interest in salvation.

The business world is under debt to Mr. Calkins for this phrase, for its very coinage will help to cure the condition which it describes.

Add: Virtue of Budgets

SOME ways of spending an advertising appropriation are easier than others. One way is to spend recklessly but hopefully in large chunks. This way is sometimes highly profitable for all concerned; and then again, sometimes it is profitable for everybody but the advertiser.

Another and less spectacular way is to spend with a definite realization that every dollar must be wisely invested regardless of what methods or mediums may be involved or how much painstaking "follow-through" detail may be required. This way is pretty certain to work out profitably for the advertiser, but often not so profitably for the advertising agent. Yet it is this latter kind of unbiased counsel and willing cooperation in the bread-and-butter job of making sales or getting results that means the most to the advertiser and makes his appropriation go farther in the long run.

Because we insist on keeping ourselves in a position to work this way for our clients, we operate on a Fee-and-Budget system that effectually relieves us of all possible prejudice and pays us in direct proportion to the amount of work required by each client.

If you would like to know more about this Fee-and-Budget system, we'll be glad to send you a folder which explains it.

RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET • NEW YORK

Telephone: Longacre 4000

Established in 1899

already been quoted, stated as his objection to his executives becoming silent partners with retailers his belief that:

"By coding their messages they manage to give some sales agencies dope they shouldn't have. The others learn of it, and are mad. Such things bust up the loyalty of one lot of agencies faster than we can build it somewhere else. A corporation can't expect loyalty if there's favoritism floating around."

Atlanta Advertises

LAST February Atlanta broke her first copy. The campaign is of a new type and the results, to date, will be interesting to advertising

**Freed from the Yoke
of COTTON'S Domination**

—the South's Buying Power
Climbs Steadily

NOT so many years ago the South was largely dependent upon the export of cotton for its income and employment. The cotton crop has been steadily increasing and the price of cotton has advanced steadily. This has resulted in a corresponding increase in the price of cotton goods. The South's buying power has been steadily increasing and the price of cotton goods has advanced steadily. This has resulted in a corresponding increase in the price of cotton goods. The South's buying power has been steadily increasing and the price of cotton goods has advanced steadily. This has resulted in a corresponding increase in the price of cotton goods.

ATLANTA

men; especially to those who are dallying with the thought for their own communities.

Atlanta's advertising is appearing in thirty publications, of which more than twenty are specialized trade and technical papers, and the copy is specialized to fit the media.

Carefully prepared messages express Atlanta's belief that that particular industry can profitably make use of Atlanta's advantages.

In the general media—publications selected for their appeal to broad executive groups—a more general message along the same lines is appearing.

The results of this are interesting. During 1925, when there was no campaign appearing, there came to Atlanta eighty-three new concerns, with a total annual payroll of \$4,500,000. The advertising began in February. By July as many new concerns had joined Atlanta's industrial and business ranks as came during the whole twelve months of last year. And today—nine months since the copy started—the advertising has swelled the total to more than 700 well-known concerns within the city.

As advertised in the BOOT and SHOE RECORDER

B O S T O N

American Footwear is the criterion the world over. Yet no American footwear is more favorably known in any country than WALK-OVER shoes for men and women. For many years the pages of the Boot and Shoe Recorder have been an efficient carrier of this international reputation of the Geo. E. Keith Company of Campello, Brockton, Mass.



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



Chicago New York Philadelphia BOSTON Rochester Cincinnati St. Louis

BAKERS' HELPER
PUBLISHED BY THE
AMERICAN LUMBERMAN
CHICAGO

A. B. P. and A. B. C.
Published
Twice-monthly

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.

HOTEL
EMPIRE

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

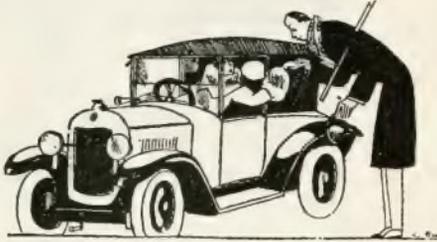
American Lumberman

Est. 1873 A. B. C. CHICAGO

With over 100 paid correspondents in the largest producing and marketing centers the American Lumberman—published weekly—effectively

COVERS LUMBER FIELD

Circulation in ARGENTINA the kind that counts!



ARGENTINA is Uncle Sam's second best customer for automobiles, out of more than 60 countries in the world; and the yearly increase in Argentina's automobile imports from the United States tells an interesting story.

1924	12,219 cars
1925	31,489 "
Increase	19,270 " or 157%

ARGENTINA is an ever-expanding field for American automobiles. The people are buying more American automobiles each year.

LA NACION, the newspaper with the circulation of the kind that counts in ARGENTINA, receives the preference of shrewd advertisers who are having remarkable success in reaching these live prospects. Hence—

LA NACION runs practically three times as much linage in American automobile advertising as its nearest competitor.

LA NACION Nearest Competitor

July, 1926	29,036 lines	10,444 lines
August, 1926	26,502 "	9,399 "

LA NACION has the LARGEST circulation of any newspaper in Buenos Aires and is the ONLY newspaper in South America with a duly AUDITED and CERTIFIED circulation, along A. B. C. lines.

LA NACION is the "royal road" to the purchasing power of a fertile market—ARGENTINA.

"Ask LA NACION about Argentina"

Editorial and General Office in
the United States:
W. W. DAVIES
Correspondent and General Representative
383 Madison Ave., New York

United States Advertising Representatives:
S. S. KOPPE & CO., INC.
Times Bldg., New York
Telephone: Bryant 6900

Write for "Advertising in Argentina" and "Certified Circulation," by
Dr. Jorge A. Mitre, Publisher of LA NACION

Are Repeat Orders a Good Sign?

By Harold F. Marshall

Advertising Manager, Warren Webster & Company, Camden, N. J.

"OVER sixty-five per cent of the 'Blank Ding Bats' are now being sold on repeat orders." "Eighty-five per cent of our clients call us in a second time." Such is the testimony to which many manufacturers "point with pride." The fact that a large percentage of the business consists of repeat orders is offered as evidence of dependable design, superiority of product, and what not.

Has anyone ever questioned the soundness of such evidence? Of course if the buyers of the product are dealers there is no doubt that repeat orders do indicate consumer satisfaction. But even in this field an excessive percentage of repeat orders may indicate the opposite of progress; stagnation. Suppose one hundred per cent of the business consisted of repeat orders. Such a condition would indicate a complete failure of the sales force to develop new customers, new accounts, and new uses.

It is the manufacturer selling to industry who prides himself most on "repeat order" business, and it is in this field in particular that the indication of satisfaction afforded by repeat orders should be most emphatically "viewed with alarm." Does it indicate a sales force that, having plowed an initial acreage is now reaping repeated harvests while gradually but steadily "starving" the soil? Does it indicate that highly paid salesmen have ceased to function as sales developers and are being paid a large income for taking orders which come in largely as a result of a reputation established by the operation of the product itself? Are the salesmen, like life insurance agents, collecting each year a "commission" for a once-sold policy?

Take another angle to the problem that may and does exist in many cases. Let us suppose that sixty-five per cent, or more or less, of the products are sold in repeat orders. Perhaps there are 100 salesmen and a large majority of the sales are being made by them to 500 customers. Will an analysis of your sales record show that for the 500 repeat-order customers there are 5000 one-time buyers—who are the inertia buyers mainly because the inertia of self-satisfaction in your men and in your company is regarding the work of developing this latter and larger group?

To all "old established concerns" we suggest a digging into the files and a checking-up. Instead of "pointing with pride" to the repeat-order business, begin to check up the rate at which new accounts are being added. One of the interesting proofs that "advertising does pay" is that the new accounts are usually found to be

NEW DESIGN!! MECHANICAL ADVERTISING BOOKS



Tell the entire
selling story of
a product, a ser-
vice or a store.
They are an au-
thoritative me-
dium.
4 Pages
1 Leaf Turning
\$71.50
8 Pages
3 Leaves Turning
F. O. B. Factory
\$125.00

Write for descriptions circular and quantity discounts
CHESTER MECHANICAL ADVERTISING CO., Inc.
430 West 45th St. New York, N. Y.

MOVING?

Be sure to send both your old
and your new address one
week before date of issue
with which the change is to
take effect.



The Rural Market is Larger 2 to 1

SIXTY-FIVE per cent of the population of the Southwest is rural. Only 35 per cent is urban.

These are federal figures. In the seven-state area surrounding Kansas City the country people outnumber the city dwellers two to one.

The rural market has twice the potentialities of the urban market—twice as many people to buy motor cars, clothing, foodstuffs, furniture, radios and the other things that make for human comfort and happiness.

The most popular farm weekly in this great agricultural area is The Weekly Kansas City Star, with a paid circulation of 430,000 copies. It reaches 59% of the farm homes in Kansas and 41% of the farm homes in Missouri. It likewise has the largest percentage of rural route circulation of any farm paper in these two states.

Don't pass up two-thirds of the Southwest. Use The Weekly Kansas City Star, at the lowest farm paper rate in America. Or, better still, use it in combination with THE DAILY or SUNDAY Star and capture the whole market, urban and rural.

Daily or Sunday Star advertisers may use The Weekly Star at a discount of 25%, thus bringing the already low rate of The Weekly Star down to 75 cents a line for 430,000 rural circulation. This is the rate on a basis of half-page space.

The Daily and Weekly Star circulation exceeds 900,000 copies. The Sunday and Weekly circulation exceeds 700,000 copies.

Write for details or ask your advertising agent about the most amazing bargain ever offered in urban and rural coverage.

The Weekly Kansas City Star.

430,000 Paid Circulation



*Sell and prove
first—advise
afterward*

Marquis Regan

We have a practical method for un-knotting sales problems—but no formulas. Every business is different! In the field sales laboratory we give product, policy, plan and personnel the acid test and, ourselves—by selling—demonstrate what will work best.

MARQUIS REGAN Incorporated

SALES COUNSELORS • 270 MADISON AVE. N. Y.

It makes sense that our practical test methods prevent waste and loss. Why gamble on men and ideas? You can find out, on a small scale, exactly how sales and profits can be increased—and then expand without speculating. Write for details or for appointment.

"among the missing" when advertising plays an unimportant part in the sales operation.

A high percentage of repeat orders may be fine evidence to show a "prospect"; it may indicate to the manufacturer that design and construction are about right; but to the sales or advertising analyst or manager it should be considered a suspicious character to be put through the "third degree."

A. N. A. Elects New Officers

AT the annual meeting of the Association of National Advertisers, held at Atlantic City on November 9, the following officers were elected: President, S. E. Conybeare, assistant sales manager in charge of advertising, Armstrong Cork Company, Lino-leum Division, Lancaster, Pa.; first vice-president, W. A. Hart, director of advertising, E. I. du Pont de Nemour & Company, Inc.; second vice-president, Verne Burnett, secretary, Advertising Committee, General Motors Corporation; third vice-president, Arthur H. Ogle, advertising manager, The Wahl Company.

The following directors were elected whose terms expire in 1929: W. K. Burlen, advertising manager, New England Confectionery Company; C. F. Beatty, advertising manager, New Jersey Zinc Company; M. B. Bates, advertising manager, Life Savers, Inc.; and T. F. Driscoll, advertising manager, Armour & Company. Everett Smith, advertising manager, Fuller Brush Company, was elected to fill the unexpired portion of Mr. Ogle's term (to 1927), Mr. Ogle having been elected vice-president.

The remaining directors are: F. Dickinson, advertising manager, Hupp Motor Car Corporation; R. N. Fellows, advertising-sales manager, Addressograph Company; C. Gazley, assistant general sales manager, Yawman & Erbe Manufacturing Company; B. Lichtenberg, assistant director of advertising, Alexander Hamilton Institute; E. T. Hall, vice-president, Ralston Purina Company; Evans E. A. Stone, advertising manager, Chemical Products Division, Standard Oil Company of New Jersey; W. W. Wachtel, advertising manager, Loose-Wiles Biscuit Company; P. B. Zimmerman, advertising manager, National Lamp Works of General Electric Company.



HOTEL ST. JAMES

190-192 West 43rd St., New York City
Midway between Fifth Avenue and Broadway
An hotel of quiet dignity, having the atmosphere
and appointments of a well-appointed home.
Much favored by women traveling without escort.
8 minutes' walk to 48 theatres and all best shops.
Rates and booklet on application.
W. JOHNSON, QUINN

If it marks a milestone
in dealer co-operation
it's an
**EINSON-FREEMAN
WINDOW DISPLAY**

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



Convention Calendar

FEBRUARY 26-28, 1927—Eleventh District Convention of the International Advertising Association, Greeley, Colo.

JUNE 26-30, 1927—Fourth District Convention of the International Advertising Association, Daytona Beach, Fla.

OCTOBER 19-21, 1927—Direct Mail Advertising Association, Chicago.

1927 (dates not yet decided)—Outdoor Advertising Association of America, Atlantic City, N. J.



IT TAKES A MAN OF VISION TO SEE A PROMISED LAND

Moses, like all great leaders, was a man of vision. His people down in the plain below saw only a trackless wilderness, but Moses from the mountain top looked over Jordan and saw "a land flowing with milk and honey."

Men of vision today are looking out in the rural districts where they see more than mere straggling farms and villages. They see a promised

land of increased sales, and they are making every effort to gain the ear of the new and vigorous market that has sprung up out there.

Every month *Comfort Magazine* talks to six million faithful readers, most of whom are part of that market. Into the million homes of its old friends—friends of thirty-eight years' standing—it is ready to carry your message about your goods.

COMFORT

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

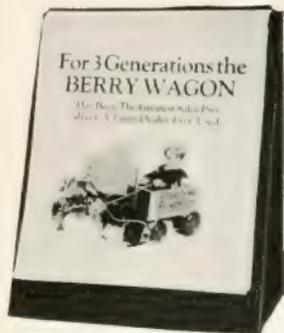
AUGUSTA, MAINE

NEW YORK, 250 PARK AVENUE · CHICAGO, 1635 MARQUETTE BUILDING

LAST FORMS CLOSE 30th OF SECOND MONTH PRECEDING DATE OF ISSUE

"—has proved
to be just what the men
wanted—"

Berry Brothers



The Pyramid Sales Portfolio is "opening more new accounts and selling more to the old customers," writes Berry Brothers. Better still, read for yourself the letter written by Mr. C. L. Forgey, Advertising Manager:

"The Pyramid Sales Portfolio you built for us was demonstrated at our recent sales convention and has proved to be just what the men wanted. Now that the men are back on their territories, we are hearing from them as to the results, and they surely are opening new accounts and more, they are selling more of our line to their old customers.

"This, of course, is brought about thru the fact that they have a complete story visualized which strengthens the old house in the minds of those who already thought well of it.

"To work without a demonstration such as this portfolio is like playing ball without a ball.

"In these days of intense selling such a thing is absolutely necessary.

"We want to thank you again for your very good co-operation in planning and bringing this sales presentation to a reality."

"Ask the man who uses one"

Complete information will be gladly furnished upon request.

Pyramid Sales
Portfolio

U. S. Patent No. 1527697



Book-are superb finish, looseleaf sales portfolios for Sales Presentation.

Michigan
Book Binding Company

Schmidt Power Bldg., Detroit, Michigan

On Buying Space

[CONTINUED FROM PAGE 36]

One advertiser of my acquaintance handles this matter in a manner which seems to me more intelligent than the usual procedure. He first lays out his publication space-schedules on a basis which he and his counsel agree upon as adequate to the normal, expected requirements of his sales program. He then does the same thing with his direct mail and printing program. Then he establishes his art and engraving budget.

WHEN those necessities have been provided for, he goes down his cost sheets once more and establishes what might be termed his "elasticity factor" or "emergency appropriation." Against each former item he places a second sum which is thereby made instantly available in case its expenditure becomes advisable.

Two developments are regarded as bringing about such a possibility:

First, a considerable change in business or competitive conditions, calling for prompt and aggressive advertising action.

Second, the discovery or development of unforeseen advertising material which, for adequate handling, requires more than the usual space size. For one of the publications on his list, this "elasticity factor" permits—should conditions justify—the use of double pages in place of single pages on 25 per cent of the insertions. In this instance the publication is a business paper which carries all of his detailed announcements and similar news to his most important market. He has found from experience that this is a far more satisfactory method of operation than to attempt to cramp two-page stories into single pages or to take the other alternative and use double pages at the expense of later continuity.

When this advertiser is away from his office his advertising manager and agency are entrusted with full authority to take emergency action in his absence. The result is a use of advertising which is the envy of others in his field, who have not discovered the secret behind its unflinching timeliness.

By refusing to consider any particular space unit a *sine qua non* or a *ne plus ultra* he freed himself and his advertising from an unprofitable restriction. And he then carried his reasoning to the next logical step and made his whole program equally flexible and mobile.

It is my conviction that there are scores of other advertisers who could also profit largely by similarly shattering their rigid habits as to space size and their habits of thought as to the sacredness of pre-ordained budgets.

The third topic which I would like to introduce is more in the nature of

a query than a comment. I cannot present any illustrative evidence.

A man's legs, so we are told, should be long enough to reach the ground. Similarly, it is growing to be the universal professional conviction that a piece of copy should be long enough to present its message adequately. (Some advertisers still insist that the only effective copy is copy of almost poster-like brevity, but few agency copy-chiefs persist in holding that theory.)

Now, granted that a piece of copy should be long enough to tell its story adequately, it would seem that this matter of determining the size of space unit to be employed would in some degree hinge upon the amount of space required by the copy itself, plus the additional space needed for proper illustration and other component parts. With these two factors determined, it would then seem that the choice of space size would be further affected only by considerations of trade effect (i. e. "dealer influence") and the desirability, if any, of paying something more as a premium for the attention-value of additional area.

Certainly this procedure does not sound illogical, and yet, so far as my own observation and experience go to show, few space sizes are selected on any such basis.

Both in advertising department operation and in advertising agency practice the rule seems to be "decide on a publication, decide on the size of space, and then send through instructions to supply that space with copy and illustrations to fit it."

Am I wrong in this?

IS any material percentage of space purchased *after* consultation with the man who will be required to use it and *after* he has given his opinion as to whether the particular size of advertisement scheduled is adequate, or over generous. Isn't it far more usual to make the decision arbitrarily on the basis of pages, half-pages, quarter-pages or less, purely from cost considerations, and put it up to the copywriter to make the best of it, even though his effort must prove in many cases a misfit?

This particular question was brought to mind by the memory of an incident in a certain space buyer's office, which was unprecedented in my travels and hence made a deep impression on me.

After some consistent cultivation I had finally convinced this agency space-buyer that my publication would be an effective and profitable addition to a certain manufacturer's list. He had admitted it and I was waiting to hear his verdict as to the amount of space he would buy, when something happened. He turned to the telephone and

A STEADY CLIMB

Local display advertising linage for three successive Septembers shows increased linage.

What factors have made for these successive gains?

Editorial and advertising merit!

Merit always wins.

Figures prove The Press' case. Read the local display advertising record of the three Memphis dailies (no Sunday figures included) for three successive Septembers:

	1924	1925	1926
<i>The Press</i>	19,019 inches	29,229 inches	32,533 inches
<i>News Scimitar</i>	27,998 inches	27,121 inches	28,501 inches
<i>Commercial Appeal</i>	37,090 inches	37,888 inches	35,274 inches

In 1924 The Press was a weak third.

In 1925 The Press was a weak second.

In 1926 The Press is a strong second.

—with a lead of 4,032 inches over the News Scimitar and only 2,741 inches behind the Commercial Appeal.

It's impossible to cover the city of Memphis without the Press' city circulation—it is FIRST, with a daily average for six months ending September 30th, 1926, of—

40,469

The Memphis Press

NATIONAL REPRESENTATIVES

ALLIED NEWSPAPERS, INC. 250 PARK AVE., N. Y. CITY

Chicago

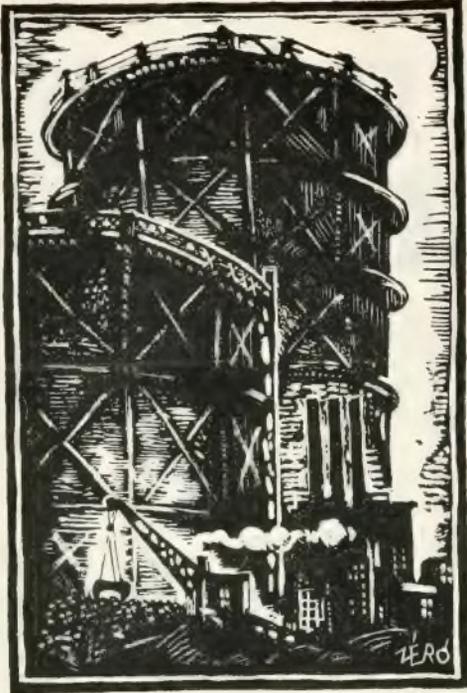
Seattle

Cleveland

San Francisco

Detroit

Los Angeles



GAS is destined to universal application. Its extension into all fields of industrial and domestic use leaves no doubt as to its eventual supremacy over all other fuels in the near future.

Equipping the gas industry for such a future involves the annual expenditure of a sum of almost inconceivable proportions. The gas industry is a ceaseless buyer of all types of engineering equipment and a multiplicity of other products. Here is a field in which appropriate merchandise will meet with tremendous success, and it is a market that is perfectly covered by Gas Age-Record.

We will be glad to advise you concerning the possibilities for your product in this field. You will incur no obligation.

Gas Age-Record

A. B. C.

A. B. P.

"The Spokesman of the Gas Industry"

9 East 38th Street New York

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

asked a copywriter from an adjoining office if the latter could spare a minute. The copywriter came in and was asked this question: "How much space per insertion would you need to tell the John Doe story to _____?" (here he named the field reached by my book.) The copywriter thought a moment and finally answered: "I want some time on that. If you can wait till tomorrow I'll rough up some copy, sketch up a layout or two, and tell you definitely as soon as I'm sure." And that was the way it was left. I didn't get my order until the copyman had given his answer.

It was a new one on me, but the more I thought it over at the hotel that night the more it seemed to me that that agency was operating on a fundamentally logical track.

Brush and Palette vs. the Dictionary

[CONTINUED FROM PAGE 32]

to maintain the *status quo* on our moron population. If reading maketh a full man, a lot of our voters are going to be fairly empty above the ears as time and the picture-craze go on. Kids loved the *Chatterbox* mainly on account of the pictures, and some of their elders look to be in for a second lease on youth. But here—I promised not to be too hard on the "picture" rage.

To get back to shop, how does all this concern advertising men?

There is more of less of a trend, almost a school, of "illustration hounds" in advertising, as most of us know. The feud of the Brush & Palette vs. the Dictionary is not new. Forceful engraving propaganda has had its innings with most of us, at one time or another. What with axioms to the effect that your story in pictures leaves nothing unsold, and Chinese adages reporting the victory of 1 Raphael over 100 Shakespeares, we have had bad moments when we almost fired the whole copy staff. But, reason returning, we have thought better of the matter and decided to chance at least a caption under the all-powerful cut to explain that after the delectable heroine finished her washing at 6.45 a. m. she could sit around and wait for the neighborhood movie to open up.

The constant controversy for space between the artist and the copy writer in advertising seems to me quite superfluous. Admittedly there are things to be done, effects to be gained, which can be accomplished perfectly and pre-eminently by illustration. Likewise there are ends to be gained which can be gained only by word of type. To tempt a man to buy a specific motor car, for example, when all motor cars look more or less alike, by flashing a cut of that car before him, rather than by definite or indefinite selling argu-

ment couched in trenchant English, is a waste of space.

ONE criticism there is which a multitude of advertising illustrations at present deserve. That is lack of conviction. Perhaps the classic example is a home-owner exhibiting to his guests his house-heating apparatus—in a basement setting and all of the characters in full dress. Strained circumstances, unreal "prettiness" and too perfect perfection are risky ground for advertising art. Only in industrial advertising today are products and people generally pictured more or less as they actually are. This is really too bad.

The over-industrious retoucher has perhaps disillusioned the public mind of the belief that the camera does not lie. The erring artist has put wax dolls into "action" pictures, and especially into clothing illustrations, where human beings belong. I long for some automobile manufacturer to beat the over-worked picture game by having the nerve to show actually virgin-photograph cuts consistently. He would certainly be exclusive in his line to the n-th degree.

Whatever the place of pictures in good advertising, one can scarcely contend that their importance is being neglected, at least in many lines. The danger, if it lies anywhere, lies in pointing your finger at your product and growing tongue-tied. Show your product, by all means, but don't forget to *sell* it too. Advertising is not an art gallery altogether. Nor does the popular preference for no end of pictures prove that pictures alone will sell merchandise.

Imagine, for a minute, the probable success of anyone who attempted to replace the printed Bible with a picture Bible, and "sell" religion with that substitute. Art in advertising is the silent salesman. It suggests, but copy talks. As long as we have salesmen on the road, it's logical to believe we must have salesmen in the type font also.

American Society of Sales Executives Holds Elections

At the annual conference of the American Society of Sales Executives, held at White Sulphur Springs, W. Va., the following were elected to office:

H. W. Prentis, Jr., vice-president and general manager, Linoleum Division of the Armstrong Cork Co., Lancaster, Pa., chairman; Frank Hayden, sales director of Becton, Dickinson & Co., Rutherford, N. J., secretary, and F. E. Van Buskirk, vice-president of the L. C. Smith & Corona Typewriters, Inc., Syracuse, N. Y., treasurer. C. H. Ruhrbach, who has been executive secretary of the Society since its organization in 1918, was reappointed to that position.

Custom Cut Printing

While it is customary to pay a premium for anything custom made, printing by Goldman is a happy exception to that rule.

Here at the plant of Isaac Goldmann Company there are no limitations of either mechanical equipment or personnel which require that you re-shape or prune your plans to fit our presses.

Cut your printing to fit your requirements and we will produce it without alterations. Or, we will *cut* it, as well as *produce* it for you.



ISAAC GOLDMANN COMPANY

Established 1876

80 Lafayette Street Worth 9430 New York

Questionnaires

DURING the World War there broke out a plethora of questionnaires.

The government started it, because masses of information were needed quickly. The questionnaire is one of the most effective devices for accumulating information rapidly and inexpensively.

Publishers were amongst the first to take up the questionnaire. And, it is still being extensively used by we boys. This is because the nature of the publishing business makes the questionnaire readily adaptable.

Most questionnaires issued by publishers are for the purpose of gathering what looks like information that looks favorable to the issuing publication.

A strong magazine can issue a clean-cut, honest list of questions and get information that will do it no harm. A weak magazine, feeling that it too must have results of a questionnaire to show, must resort to ingenious (if not ingenuous) devices to get some fake information.

An agency friend of mine who knows beans when the bag's untied (which is the way they used to say a man "knows his groceries") told me of a laughable case where two magazines in the same field decided at the same time to work a questionnaire. One magazine was obviously much weaker than the other, yet the summary of its questionnaire seemed to prove that it was the stronger far.

In interpreting questionnaires, advertisers must bear in mind the purpose for which it was issued and analyze the technique of the questions.

A. R. Mayjer
for
INDUSTRIAL POWER
608 So. Dearborn Street
Chicago, Ill.

INDUSTRIAL POWER is its own questionnaire. I. e., its readers spontaneously yield accurate proof that they read INDUSTRIAL POWER and respond to its advertising pages.



Those one-piece bathing-suits

A friend of mine who spent an afternoon last summer at one of New York's bathing beaches, tells me that never again will he pay money to see a "girly-girly" show.

"Why should I?" he asked. "I had a bully swim, a sun-bath and a better 'show' than you'll find anywhere on Broadway—all for seventy-five cents."

A "Masterpiece"

Another "epic of the screen" was unreeled for the first time (in New York) last Sunday night, in one of Broadway's picture palaces. According to the press agent, this particular opus is a masterpiece—"the finest thing Miss What's-her-name has ever appeared in."

Maybe! Maybe! But I saw it five weeks ago, in an up-state village, whose total population is less than four hundred. Unaware that it was Miss What's-her-name's latest triumph, I assumed that it was something that had been ground out ten years ago; and not very good at that. I know better now. It's a masterpiece. Funny, though, that a picture which is thought good enough to be shown on Broadway should have appeared, weeks ago, in a tiny hamlet.

Salesmanship!

In response to my inquiry as to whether she carried such a thing in stock, the young woman in charge of one of New York's "health food" establishments produced samples of three cereal substitutes for coffee. I examined them casually and asked her which was best. She did not know, she said—"they're all about the same, I guess." "Which do you use?" I asked. "Me? I drink cawfee," was her answer. "My Gawd, mister, if I didn't have a cuppa cawfee first thing after I get up, I'd die."

Character

Can't make the mistake of thinking, from anything you may have read in this column, that I am an unfriendly critic of Britain and Britishers. The contrary is true. For both I have profound respect; and not only respect, but affection.

I do believe, however, that Britain

is, at the present time, paying the price for the sins of her past—a too rigid class-system; an almost criminal disregard for the welfare of the common man; and an unwillingness to adjust herself to a changed and changing world. But she has one priceless asset—her people have Character.

The High Cost of Prize-Fights

Somewhere around \$2,000,000 was paid by the—about—145,000 men and women who saw Dempsey and Tunney try to knock one another into insensibility. But, it seems to me, that amount, great as it is, was only a small part of what the fight cost.

The day of the fight and the day after, I rode in a dozen elevators and in as many street cars. Elevator men and street car conductors were lapping up the latest "dope" from Philadelphia. Temporarily, they were lost to the world of affairs. And I have no doubt that in thousands of offices, stores and factories something of the same sort was going on. The loss in production, 'round about that fateful Thursday in September, must have been terrific. I know of at least two periodicals which had to stop their presses and rip their forthcoming issues to pieces to prevent the appearance of articles which told "Why Dempsey Won."

They Mean Less Than Nothing

Says Floyd Parsons in "Everybody's Business" in a recent issue of *A. and S.*: "I have a collection of forecasts from our leading investment houses covering a period of about ten years, and a careful examination of these advices show that their percentage rating is very low in the matter of accuracy."

I amuse myself occasionally by reading the extracts from stockbrokers' letters which appear from time to time in some of the New York newspapers. Nine times in ten they are of the sort which the ancients characterized as Delphic—that is, they are so phrased that they mean less than nothing.

"Sell on rallies," one broker advises. But what if there are no rallies? "Buy on breaks," says another. But what if there are no breaks?

He Was Right, After All

In an auction-room, recently, one of the floor-men tried to interest me in what he called a "refractory" table—"a dandy. Yes, SIR."

To show me how fine the table was, he proceeded to put it through its paces. In less than two minutes, it became quite evident that the table was all he said it was. It was refractory, beyond a doubt. JAMOC.

These 8000 Cleveland women

The Cleveland Plain Dealer's
HOME MAKERS' SCHOOL
Oct. 13, 14, 15, Public Auditorium
Where Pres. Coolidge was nominated



are representative of the

225,000 KEY BUYERS who keep house with The Plain Dealer



and these 225,000 women buyers also buy—

- Apparel
- Automobiles
- Books
- Candy
- Cleaners
- Cloaks & Suits
- Corsets
- Cutlery
- Denitrife
- Drugs
- Electrical
- Appliances
- Floor Coverings
- Furniture
- Furs
- Gloves
- Hair Goods
- Jewelry
- Knit Goods
- Lingerie
- Men's
- Furnishings
- Milling
- Musical
- Instruments
- Nations
- Paints
- Proprietary
- Medicine
- Radio Equipment
- Schools &
- Cellulose
- Sewing Machines
- Shoes
- Silks
- Talking Machines
- Telnet Requisites
- Travel
- Underwear
- Vacuum Cleaners
- Women's Wear

Every day through
the PLAIN
DEALER



THE American Woman is the KEY BUYER in every family. The man merely thinks he does the buying.

You're looking at 8,000 progressive, prosperous KEY BUYERS in this picture. Going to school again—to a COOKING School, too!

Eight thousand Managing Women in their 30's, 40's and 50's. Know a lot now—want to learn more. About BUYING food. About COOKING and serving food. About WHICH cereal, coffee, bread, tea, biscuit, flour or baking powder they should buy. About WHOSE canned vegetables or fruit is nearest Nature's. Or HOW refrigerating, washing, ironing, sweeping or cooking can be done electrically.

Eight thousand of the KEY BUYERS of everything used in Cleveland and Northern Ohio homes. All keeping house with The Plain Dealer! As their mothers did, as their daughters will.

Then visualize the PERMANENT Home Makers' School for Northern Ohio Women that's TWENTY-EIGHT TIMES as big as the one illustrated, that includes the 225,000 KEY BUYERS who are Keeping House with The Plain Dealer EVERY day!

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.
Times Building
Los Angeles, Cal.

R. J. BIDWELL CO.
742 Market Street
San Francisco, Cal.

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 Church Is the Most Stable Institution in the World

YOUR business may rise, flourish and fall. Nations and empires fade away. But the church has an appeal which lasts age after age.

Church Management

A Business Magazine for Ministers

gives you access to this field in which more than six hundred millions of dollars are spent annually. It is a non-denominational, non-propaganda magazine which goes to the responsible buyer in the local church. Goes only to bona fide, paid in advance subscribers.

Information and Rates on Request

CHURCH MANAGEMENT

626 Huron Road

Cleveland, Ohio

RECENTLY
PUBLISHED



By R. OLDENBOURG, Munich. "Entwicklung Der Reklame vom Altertum bis zur Gegenwart" (Evolution of Advertising from Ancient to Modern Times). By Dr. Erwin Paneth with an introduction by Viktor Mataja.



This volume (in German) is an account of the history and evolution of advertising, done with the thoroughness that we have learned to associate with everything German. It has touched upon all forms of advertising and traced them to their sources. All that pertains to display and publicity, personal, institutional, and commercial, is here taken back through the centuries to Rome, Greece and the Middle Ages. The numerous and unusual illustrations are alone worth the price of the book. Illustrated. Price (sewn in paper covers), marks 10.50; (bound), marks, 12.50.

By METROPOLITAN LIFE INSURANCE COMPANY, New York. "Merchandising Service by Newspapers." This leaflet is a brief report upon the merchandising services given by newspapers. It touches upon the standards, purposes, functions, and methods of this modern development.

By HARPER & BROTHERS, New York. "A Sales Manager's Field Letters to His Men." By W. Livingston Larned. This volume covers most of the problems that surround salesman and sales manager alike. Written in an entertaining manner, the chapters consist of letters sent by a sales manager to various men under him, and the fresh, easy familiarity which the author injects into each missive makes the book worth the attention of all business men who are obliged to communicate in a friendly manner with a varied assortment of people. The problems discussed are those that inevitably arise in any sales force, large or small. Price \$3.50.

94% Renewals

NINETY-FOUR PERCENT of the contract advertisers in The FORUM in 1926 have renewed their contracts for space in 1927, and at increased rates. This is striking tribute to the value already received, as well as recognition of the magazine as a rising market for quality advertising.

Member Audit Bureau of Circulations

FORUM

America's Quality Magazine of Controversy

247 PARK AVENUE

NEW YORK

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

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

Topeka Daily Capital

The only Kansas daily with circulation throughout the state. Thoroughly owned Topeka, a Midwest primary market. Gives real co-operation. An Arthur Capper publication.

Topeka, Kansas

The 100% Way Is the Best Way

ABOUT 60% of the population of the United States dwells in the small towns and rural districts. These busy, prosperous sections represent your greatest opportunity for the profitable extension of your business.

There are magazines which cater to this field. Some of these offer you about 10% coverage, figured in circulation by counties.

There are great metropolitan newspapers which reach out into the rural districts of many States. Some of these offer you, in various localities, about 4% coverage.

But for real coverage—100% coverage—you must use the Country Newspaper.

In practically every home, throughout the entire small town and country districts of every State in the Union, you will find the Country Newspaper.

The merchants in these thousands of small towns will tell you that the Country Newspaper is the **ONLY** medium read by **ALL** their customers—the **ONLY** medium from which they can trace worth while results.

Go after the small town business the right way. Use the Country Newspaper, and get 100% coverage and the nearest to 100% results that any advertising medium on earth can give you.

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



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

AMERICAN PRESS ASSOCIATION

Represents 7,213 Country Newspapers—47½ Million Readers

Covers the COUNTRY Intensively

225 West 39th Street

New York City

122 So. Michigan Avenue
CHICAGO

68 West Adams Avenue
DETROIT

A Year-Round Customer

Statistics give the American farmer high value as a year-round customer. The degree of his prosperity, however, is variable enough to establish regional precedence in purchasing ability. Such precedence distinguishes the territory of the Southern Planter—Maryland, North Carolina and the two Virginias. Significant indices of the prosperity of this territory are the facts that the number of mortgaged farms is 16½% less than the average for the rest of the country—that the crop value per acre is the highest in the land—and that the last five years have seen the establishment of 25,000 new farms.

Twice a month the Southern Planter is read by over 180,000 farmers and their families, who consider it, because of its invaluable editorial service, indispensable to their welfare. Your advertising, therefore, reaches these people through a paper in which every printed word claims consideration.

The Southern Planter Richmond, Va.

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

Advertisers' Problems

By S. E. Conybeare

President, Association of National Advertisers

WE are all conscious of the decreasing visibility of advertising. When we look at the present-day periodical with its 100 or 200 pages of matter, we wonder just how many people see our individual advertisement and how much of an impression it can possibly make. Both magazines and newspapers have greatly increased the number of pages they print. How is this affecting the possible returns from our advertising? Consider the number of publications which are being issued from the press of this country today as compared with five years ago.

The increase in size of advertising units in the struggle to achieve dominating position also has had its influence in decreasing the visibility of advertising. The number of advertisers who use color has also greatly increased. Possibly more important than the increase in size or in number of publications is the decrease of available time which the people who buy publications have to read our advertising. The radio, movies, the automobile, the changing habits of life must be considered in a study of the visibility of the advertiser's message.

The answer to these conditions is not so clear. Certain publications are already endeavoring, by their make-up, to carry the advertiser's message in such a way as to give it a better chance to be seen. Other publications are announcing that they will limit their size. Others are limiting the ratio of advertising lineage to editorial lineage. Publishers and advertisers together must study this condition most thoughtfully lest the decreasing returns from our advertising make it so expensive that our products can no longer meet the competition of unadvertised merchandise. Our attention has been directed to the necessity of the advertiser's studying circulation as he has never studied it before. We are conscious of the scramble for gross circulation figures by which advertising today is sold to us more on the basis of arithmetic than on the basis of reader interest.

Publishers as a whole do not want to adopt methods that create circulation of decreasing value to advertisers. In too many cases they have felt that advertisers and agencies wanted mass circulation and through competition have been forced to use methods that are open to criticism. We, the advertisers, should more carefully scrutinize the methods used by publishers. No longer should we be a contributing factor in encouraging the forced circulation obtained by unsound methods.

But more important than these factors of mere quantity of circulation and the territorial location of circulation is the question of quality of circulation. It is our plain duty to our firms to study newspaper circulations as we have never studied them before. We must set up a more complete measuring stick than mere circulation figures to determine the advertising value of the newspapers we employ. The use of newspaper space by national advertisers has grown to such an extent that newspapers are an important part of the mechanism of distribution and marketing. Newspapers, therefore, must develop their circulations to fit their markets, in order that they can deliver effective circulation to advertisers at an economical cost.

If we are to measure effective circulation, we must study editorial appeal.

I BELIEVE that during the past year we have seen more clearly than ever before that national advertisers and their advertising agencies must work sympathetically together with other interests in the solution of some of the problems that have arisen. The interchange of points of view that have taken place with our friends in the agency field has been helpful. We need to step back a little from our own immediate and individual problems and gain a truer perspective of the mutuality of interests of advertisers and advertising agencies in general, and in a spirit of tolerance find ways of working together for the good of advertising. Let us continue to study together the fundamental problems of advertising to the effect that those who pay for advertising and those who help make advertising pay can contribute definitely to better and more economical distribution.

A new keynote has been struck during the past year. In different fields work of far-reaching possibilities has been started.

The next few years are certain to show enormous progress in all branches of advertising. With the splendid spirit of cooperation among various interests, the problems and unsound tendencies may be easily solved before economic laws take effect. We have a big work and a wonderful work. The stage is set. Let us then go forward with a broad spirit of understanding and mutual helpfulness.

Portions of an address delivered before the Convention of the Association of National Advertisers, Atlantic City.

Published monthly, supplemented with bulletins, and covers daily newspapers, farm papers, general magazines and business papers

The Sure-Minded Advertising Man *uses* **STANDARD RATE & DATA SERVICE**

It gives him up-to-the-minute information on rates, discounts, color and cover charges, special positions, classified advertising and reading notices, closing dates, page and column sizes—and circulations on six thousand publications in the United States and Canada.

The rate cards and circulation statements are practically duplicated and placed in one convenient volume.

USE THIS COUPON

Special 30-Day Approval Order

STANDARD RATE & DATA SERVICE,192.....
536 Lake Shore Drive,
Chicago, Illinois

GENTLEMEN: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "30 days" use. Unless we return it at the end of thirty days you may bill us for \$30.00, which is the cost of one year's subscription. The issue we receive is to be considered the initial number to be followed by a revised copy on the tenth of each month. The Service is to be maintained accurately by bulletins issued every other day.

Firm Name Street Address

City State

Individual Signing Order..... Official Position

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-S-11-17

Auto Manufacturers Must Face the Future

[CONTINUED FROM PAGE 22]

and means of influencing the public taste, but it is likewise true that he, perhaps more than any other type of mechanical manufacturer, consults his public in designing his product. When he fails to do so he has "a bad year".

THE public is susceptible to suggestions from him but he does not force suggestions in his car upon the public unless the public have first indicated a desire to see those suggestions incorporated.

I have found some difficulty in determining definitely in this business what is a "part" and what is an "accessory". Today in my mind a top is a part of a car. Yet not so many years ago it was an accessory. Yesterday I considered a bumper an accessory. Today I am being influenced to consider a bumper as a part—yes, an essential part.

In short, as I look back I see certain essential parts of a motor car losing their individuality, their name plate, their trade mark, and being engulfed by the idea that they are a logical part of the complete motor car itself. Coincident with this change of mental attitude I see the manufacturer substituting products of his own manufacture for parts and accessories. Somehow—just how I do not know—the manufacturer has molded my mind so that an accessory of yesterday—an accessory demanded by name, perhaps—is today a part of a motor car and accepted without inquiry as to the name of its manufacturer.

I wonder if it is not because the public have begun to accept the names of certain motor cars as a guarantee of their excellence, much as "sterling" guarantees the fineness of silver, or as the United States Government guarantees the worth of our paper money.

In the economic and marketing evolution typical of the times, there is one spot which is comparatively quiet. It is the public's mind. Here you can throw a stone and actually observe the ripple. The public's mind is susceptible to suggestion and its actions and reactions are comparatively constant. It is because of this, plus the public's increasing acceptance of the motor car manufacturer's name, that this same motor car manufacturer could almost over night, shift to aeroplane manufacture and probably enjoy an almost similar popularity (*merit of product being understood, of course*).

But I am led to wonder how many parts and accessory manufacturers could shift their only product to another of totally different type, and survive the transfer of public affection.

Is it not true that the ability to face the future unafraid finds its source in the *attitude of the public mind* and not primarily in the mechanical perfection of the product?

Briefly, though perhaps stated too broadly, the measure of longevity of any firm, in this day of constant change, is the appraised value placed upon that name by the public. The product seems to be becoming almost an incident to the name—if that name has, for a period, been the synonym of the public desire.

Now, I am led to wonder why one insists upon or prefers a certain type of body, and does not show any interest in that vital element, the frame and its manufacturer?

Why do I inquire knowingly into the maker of the axles, perhaps, and ignore such a vital mechanism as the clutch?

Why do I express a preference for a certain type of battery and skim over the bumpers with hardly a casual glance?

OR why does one inquire into the name of the maker of a comparatively few non-essential parts and ignore the name of the maker of the very motor itself?

Why do we of the public find ourselves increasingly willing to inquire into increasingly less and to accept the name of the maker of the car as the guarantee of the excellence of possibly debatable mechanical features?

The answer is, briefly, "Because we have been taught to do so".

What I do is what someone has taught me to think. From the engineering standpoint I may, perhaps, be wrong. But the sales of motor cars say I'm right and I am the public.

Please do not think for one moment that I am recommending or justifying the production of an inferior product. The little I have said is predicated upon the proposition that the product and price are equivalent.

It is thinkable that the motor car manufacturer might actually welcome more active dominance of the public mind by the part and accessory manufacturer. Keen price competition has forced the car manufacturer to reach certain price levels. Nevertheless, he is keenly interested in the life and performance of his car.

It is possible, perhaps, that price competition forces him to incorporate in his car, let us say, an efficient but comparatively inexpensive valve. It is possible that he would be interested when replacements are made, in having the consumer specify an even better

valve than that one furnished in the original car. This would improve the functioning of his car, its life and its popularity. Competition does not permit the manufacturer always to incorporate the very best parts throughout his machine, but replacements as they become due, could in many cases be of the best, with but little increased cost to the consumer—an increased cost so small that he would gladly bear it were he properly influenced to do so.

THE motor car manufacturer likewise cannot, by the very nature of things, always have his representative on hand, when a motor car breaks down. As a result, the motor car manufacturer and his popularity is partially dependent upon the general repair and replacement business. It is to the car manufacturer's interest that replacement parts, as a whole, be of excellent quality, lest his car be blamed for the failure of a replacement part and the responsibility placed upon him.

I have mentioned the car manufacturer's policy of consulting the will of the public in designing his motor car. In view of his persistent policy in this regard, it is interesting to observe how completely he reverses this policy in many instances when it comes to servicing his car. There he too often permits the mechanical instinct to dominate entirely the sales instinct. Would it not be highly desirable for motor car manufacturers to extend the zone of sales influence into the ultimate mile of your motor car? This secondary zone of influence would be far cheaper than the first, and would insure your returning for a second and third car with a minimum of sales expense. The word "service" should perhaps be eliminated from the dictionary of motordom and in its place substituted "secondary sales defense" because increasingly the second, third and fourth sales are made not by salesmen of the dealer, but by the service salesman; and the reverse is likewise true, namely, the second, third and fourth sales are often lost through lack of salesmanship upon the part of the service man.

First District of I. A. A. Holds Convention

Worcester, Mass., was the scene of the annual convention of the first district of the International Advertising Association. John Clyne, advertising manager of *The New Haven Journal and Courier* was unanimously elected chairman of that district. Among the interesting features of the convention were addresses by C. K. Woodbridge, president of the Association, Robert Lincoln O'Brien, editor of *The Boston Herald* and other advertising authorities. At the opening luncheon the delegates were officially welcomed by Mayor Michael O'Hara of Worcester, and it was announced that the 1927 convention would take place either in Boston or in one of the outlying suburbs of that city.

White space is clay in the hands of the typographic sculptor. He puts a little here, and a little more over there, keeping constantly in mind his objective: to mold an advertisement that will hold the roving eye.



WIENES TYPOGRAPHIC SERVICE

INCORPORATED

203 West 40th St., New York

Longacre 7034

NATIONAL ADVERTISERS!

CAMEL CIGARETTES

use *The Daily Herald* to tell their story to the many and prosperous people on the Mississippi Coast—and many other eminent advertisers agree with them that *The Daily Herald* has been of real service and brought results.

The Daily Herald "covers the Coast," and is the best and cheapest medium for you to use for your advertising. Try it.

THE DAILY HERALD

GULFPORT

MISSISSIPPI

BILOXI

Geo. W. Wilkes' Sons, Publishers

THE JEWELERS' CIRCULAR, New York, has for many years published more advertising than have seven other jewelry journals combined.



The Only Denne in Canadian Advertising

Canada may be "just over the border," but when advertising there you need a Canadian Agency thoroughly conversant with local conditions. Let us tell you why.

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

REACHING
A
BUYING
POPULATION
OF
250,000

THE
ALLENTOWN
MORNING
CALL

ALLENTOWN, PA.

Story, Brooks & Finley

National Representative

"Ask Us About
Advertisers Cooperation"

What the Farmer's Wife Wants to Buy

[CONTINUED FROM PAGE 21]

to take in a cream can. When she buys an electric range, she is liable to find the oven too small for her baking; or when she gets a toaster it is too small for the slices of home-made bread or the large loaves in which the village baker specializes.

THE city trade in our large cities even determines the paring knives from which the farm woman must choose. From this group of consumers, the jobber has learned that price is largely the determining factor in selection, rather than the efficiency of the tool. He probably has never thought of the fact that the farm woman uses a paring knife 2000 to 6000 times yearly, and each time for a much longer period than the city woman does. From the style of knives in his catalogue it is evident that he seldom thinks of the fact that the muscles of the hand develop with use and that a tiny sharp edged knife handle is not the most comfortable for such a hand. It apparently has never occurred to the manufacturer, or to any of his selling agencies, to use these prospective consumers as laboratory experts to test their merchandise. In fact, who determines the merchandise that the farm woman must buy, but a group of professional buyers who, being city men, do not have even farm women as wives to give them tips?

That the farm woman has made the best of her opportunities is evident to anyone who will visit the rural stores and examine the merchandise on their shelves. In comparison to the city department stores, there is a very small percentage of "seconds." On the other hand, there is not the choice of "newer" articles. This is partially due to the attitude of these women to whom the value of an article must be shown, but it is due also to the fact that the local dealer cannot afford to tie up large sums of money in untried merchandise. The demand must be created first. He, like the farm woman, knows from too often repeated experience that these latest things are not always the best, and not always practical for use in the farm home.

But the rural woman's potential buying powers are great enough for the manufacturers and the wholesalers to find a way of giving her a chance at the new merchandise which she needs. Could there not be established in farm communities "proving plants" or "testing homes" with conditions typical of the neighborhood? Some might be already established homes of women who have the necessary training and background for a little independent think-

ing and critical trying out of materials and appliances. Intimate association in almost any farming community reveals college women, school teachers and business women from many walks of life as wives of farmers, who could be trained to test merchandise in a discriminating and thorough manner, and report on it accurately.

The country store needs such service to help it to retain the very valuable place it now holds. There are some people who think the country store is doomed; that the chain stores, house-to-house canvass and mail order firms will replace it. Such a loss would be a tragedy. The country store is more than just a store: it is a community institution. It contributes directly to establishing standards of living by what it sells. The owner is a part of the community. He is interested in every family because they are neighbors. (No one knows the meaning of neighbor better than rural people.) He is concerned with the civic and social improvements because his own boys and girls are affected by them. He is anxious to make a satisfactory sale because his future sales are with the same people. He is buyer as well as salesman, and so has a knowledge of his merchandise that few salespeople in city stores have. Overhead expenses are lower, so prices for the same articles are often much cheaper in spite of a slower turnover. Even with these advantages the country-store keeper is facing some real problems. He needs help in choosing his merchandise so that he may select it on the basis of the needs of his patrons rather than of the convincing ability of the salesman. He must give more educational instruction in the use and care of the merchandise which he sells.

THE farmer, with the aid of the Department of Agriculture, his agricultural college and extension service, the Farm Bureau, the Farm Union, the Grange and like organizations, is recognizing his problems of production and is solving them slowly but surely; but his problems of consumption are scarcely recognized as such. Here is an opportunity for the business interests to establish confidence and sympathetic understanding with the farming group by taking the initiative in industrial research concerning the household articles used by them.

The electric interests are doing this in a very effective way. In sixteen States they are conducting, in cooperation with the experiment station of their college of agriculture and a group of farmers, studies in the use of elec-



DEPTH

The
Third Dimension
in
DISPLAYS

Send for new, complete,
illustrated monograph

EXHIBITS TRADE MARKS
PACKAGES SIGNS MINIATURES
COMICS FORMS GIANTS
COUNTER RACKS PARADES
TRADE CHARACTERS Etc.

Sent upon request

OLD KING COLE

Incorporated
CANTON, OHIO

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. Perret, Manager

tricity in agriculture, not only on the farms but also in the homes. This project will last three years. Even now, although the project is scarcely half completed, it is evident that the public utilities and the electrical manufacturers will have a far more comprehensive knowledge of the electrical requirement of the farm, both as to energy and equipment, than they have had heretofore, and the farm needs will be more adequately and more cheaply met. But better still is the spirit of mutual understanding and friendliness that is taking the place of distrust on the one hand and of superiority on the other.

BUT to return to the farm woman's influence on buying, it is of interest to note the attitude of the mail order houses. One of the largest of these firms employ a Home Economics graduate who is aiding in the testing and buying of merchandise for the home. Another has a woman on their research staff who is in touch with all the national and State organizations of farm women. She attends local and State meetings; she confers with the leaders; and in every way possible is getting an insight into the farm home ideals, financial limitations, æsthetic and social desires, and practical needs.

The successfully used methods of advertising and selling in the cities will not necessarily give the same results in the rural districts. The dweller in the larger city must be caught at the time before something else gets his attention. The country person has time to think, and to be sure that he is getting at least what he thinks he wants. Advertising that is thought provoking and educational, that gives scientific information, that appeals to greater efficiency and love of beauty, joyous and better living gets the results. This type of advertising has helped to place an automobile and a radio in almost every farm house. Like advertising of labor saving equipment and household necessities will aid materially in increasing the efficiency and comfort of the rural home with a minimum of waste to industry and the home.

Organizations that wish to retain the trade of the farm woman and her family must first get acquainted with her, know her work, her philosophy of life, her recreational habits, her social and religious contacts and her educational opportunities. They should know the friendly relationship between her and the Department of Agriculture and the Home Economics Extension Service. They should read her farm magazines. They should acquaint themselves with her civic and community activities, and then make sure that their merchandise will contribute to her needs. This will undoubtedly mean an expanding program of industrial research of merchandise in relation to the farm home needs, and of advertising and selling based on this knowledge. But the farm woman's trade is worth it. She will appreciate the opportunity to buy goods of solid worth that are needed by herself and family.



"BENDAY" - vs - "SHADING SHEETS"

Everyone in any way interested in Benday problems should read descriptions of the old and new methods now in use, appearing in the November issues of two leading publications in their class.

Old Method, **PRINTERS' INK MONTHLY**

November, 1926—Pages 38, 39, 110 and 112

New Method, **THE INLAND PRINTER**

November, 1926—Pages 263 and 264

Note:

One article is not an answer to the other but a timely coincidence that very forcibly brings out the complications and reasons for the high cost of one in comparison to the simplicity and relative saving of the other.

"Shading Sheets" have the great added advantage to all artists and producers of illustrated literature of being an instrument and a medium of expression formerly denied them.

BOURGES SERVICE, INC.

Sole Manufacturers and Distributors

HUTCHISON ARTISTS SHADING MEDIUM

144 West 32nd Street, New York City
Pennsylvania 9314-5

5 FEATURE NUMBERS

through which to influence orders in the market where 50 million horsepower are now installed



THE FOLLOWING Feature Numbers of Power Plant Engineering offer, in their advertising pages, the highest reader interest, extra circulation and powerful influence.

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

information on types of equipment for modern plants.

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.

A RECENT descriptive folder will be sent on request, together with any further information you desire on the 5 Feature Numbers.

POWER PLANT ENGINEERING

Established over 30 years
A. B. P. 53 W. Jackson Blvd., Chicago, Ill.

A. B. C.

Arthur Henry Co., Inc.

*Designers and Producers of
Distinctive Direct Advertising*

1482 Broadway, New York

Telephone BRYANT 8078

Leaflets
Folders

Broadsides
Booklets

House Organs
Catalogues

Copy Writing
Illustrating

Engraving
Printing

Send for further information

Selling the "Company" Store

[CONTINUED FROM PAGE 40]

ductive to satisfaction and confidence, perhaps, than any other factors.

Accordingly, stores have been built of stone and brick, with intelligently planned windows and fronts, with scientifically laid-out interiors equipped in the most modern style. Principles that have made State Street in Chicago and Fifth Avenue in New York such prosperous shopping streets have been applied to these industrial retail stores. So successful have been the efforts of industries to keep business at home without compulsion, that, in the something like 7000 industrial retail stores existing today, over a billion and a quarter of dollars in merchandise was sold over the counters last year and hundreds of thousands of dollars were expended for store equipment and delivery trucks. These 7000 stores served communities containing something like 10,554,750 people!

Such a market is worth analysis.

OF the 7000 stores, perhaps 2000 are adjuncts to manufacturing concerns in large cities. They do not handle complete lines, and are conducted largely by the employees, with profits being utilized for welfare purposes or being returned as a dividend to customers. These 2000 stores are fortunate if they average \$50,000 in annual business, or a total for the 2000 of \$100,000,000.

It is of the other 5000 we would speak. They are complete department stores, conducted by the company, stocking nearly everything and missing sales on nothing. Over fifty per cent of them are absolutely the only retail outlets in their communities and in the majority of the remaining cases they offer the only complete store in each town—such competition as is afforded being offered mainly by dwelling house groceries and more or less make-shift clothing stores and notion emporiums.

Even where there are other retail outlets in the community, the company-owned and operated unit has a tremendous advantage, due to the convenient credit arrangements offered. In the company store the employee is privileged to purchase merchandise and have it charged against wages yet to be paid him, while at the independent unit such a plan is rarely available—the employee must have cash. The possibilities of greater business because of such credit arrangements is obvious.

In fact, this group does a billion one hundred and fifty million dollars' worth of business annually, an average of \$230,000 per store. The stocks carried average around \$40,000. The management is invariably intrusted to men of high calibre, seasoned handlers of mer-

chandise. These store managers know the demands of their customers and have authority to buy goods to meet them. They go into the market themselves; they buy from manufacturers and they buy from wholesalers.

In some few instances, where an industry operates more than one store, the actual orders for the bulk of the merchandise bought are placed through a headquarters buying office. In such cases the store manager designates by regular requisition to the company's store purchasing agent the quantity and brand desired; and the headquarters buying staff does the rest. These group-store headquarters are usually in larger cities, principally Pittsburgh, Birmingham, Charleston, W. Va., St. Louis, Denver, or Seattle, giving the company a closer contact with the markets.

The word of the individual store managers remains final, however, even in the group organizations.

Their jobs are to keep the industrial employee trading at the industrial retail store, and although their possibilities are aided and abetted by liberal credit arrangements with their customers through the company, they realize the value of having just as good and as well-known merchandise at just as fair prices as the independent store of the nearby city. Hence the manager must retain a control over the actual buying; and they are keen students of market conditions, style trends and shifting prices.

Perhaps a specific example, chosen from the four corners of the country and from different industries, will reveal more than anything else the vast size and importance of the industrial retail store as a merchandise outlet in the industrial community.

It was into rugged Harlan County of eastern Kentucky that the United States Coal & Coke Company sent their surveyors in 1919 to select a town-site and survey for streets, homes and business buildings. They had acquired rights to thousands of acres of coal lands in this wilderness, famed up to then only as the center of the sensational Hatfield feud, and it was their problem to create a town in which to house the necessary employees to operate a coal mine.

AN industrial community was founded that has in seven short years developed into the pride of the whole United States Steel Corporation (of which the United States Coal & Coke Company is a subsidiary). Not the least expenditure made in the formation of the community went for a care-

fully planned department store in which the needs and demands of the residents could be met. This store, carrying a complete line of merchandise on its three floors, is reputed to have done over a million dollar business last year. The exterior of this store, with its plate glass windows on two floors, and the interior with its complete layout of the latest fixtures, is a veritable "flower in the desert," and brings to Lynch residents (of which there are 3500, according to the census) the very best in merchandise. The store is one of a group operated by the United States Coal and Coke Company, with headquarters at Gary, W. Va., and buying offices at Pittsburgh.

This group of stores, together with the H. C. Frick Company stores, with which they are affiliated, does the astounding business of nearly twenty-five million dollars annually!

Stores could be selected from the various industries and from the various sections of the country—an endless array of them could be cited—and they would all prove one thing: The present-day sales manager has before him in the industrial community a peculiarly workable unit of stores which can be cultivated for increased distribution of his product. They offer no credit problems, because every industry guarantees payment of every bill presented for goods. They offer no "special deal" or "long discount" problem, because they are ready, willing and perfectly able to buy regular merchandise at regular prices. They are accessible for shipment because railroads have followed each industrial community rapidly.



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

Diplomacy in Business

"SHIRTSLEEVE DIPLOMACY" is not for business, is the view of the Department of Commerce. That, at least, is true of the salesman who adventures into South America. In the words of a Department bulletin:

"A salesman who expects to do business in a big way in Latin American countries should be provided with a complete outfit of dress clothes—and this includes a frock coat and silk hat."

Letters of introduction, the entree to clubs, fine stationery—all are important. Latin America does not want the "breezy go-getter."

The diplomat of business must be as well mannered, as he would conquer South America, as his fellow from the State Department.

It may well be, too, that there is a lesson for salesmen nearer home. None of us is likely to demand that all visiting salesmen shall "high hat" us, but most of us have suffered from an excess of breeziness.

But what would the salesman who "made" Hutchinson, Kansas, the other day, with his waistcoat pockets so full of cigars that he looked as if he was wearing cartridge belts, think of an order to arm himself with a silk hat?—*Nation's Business Magazine.*

ELECTRICAL
ANIMATED
AND
STILL

DISPLAYS

WINDOW
COUNTER,
and EXHIBITS

Effective—Dignified
Planned Inexpensively

CONSULT WITH EXPERTS

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

THE AMERICAN ARCHITECT
A. B. C. Est. 1878 A. B. P.

"Advertising and Selling to Architects," a booklet prepared to give you a better understanding of the architectural field, is now available. Your copy will be sent upon request.

243 West 39th St. New York

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

THE JOHN ISELSTROEM COMPANY
Maasillon, Ohio Good Salesman Wanted

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.

KEEP YOUR COPIES!

K

At the conclusion of each volume an index will be published and mailed to you.



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 East 38th St., New York City.

COPY WRITER AVAILABLE

Fifteen years advertising experience. (Nine years with an agency—six years in advertising departments of large industrial companies)—including five years copy writing for a variety of products. Age 37. Address Box No. 429, Advertising and Selling, 9 East 38th St., New York City.

A TRADE PAPER SALES EXECUTIVE AVAILABLE

A managing sales executive of an established and highly successful group of Trade Papers is available January 1st. This man has been a successful advertising manager, sales manager and advertising agent—for the last four years he has built up an enviable reputation as a salesman of Business Paper Space. Broad gauged, enthusiastic, experienced, he is looking for a big job, bigger than he has now. Address Box No. 428, Advertising and Selling, 9 East 38th St., New York City.

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. **LITFIELD CORP.**, 25 Church St., New York City.

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 No. 426, Advertising and Selling, 9 East 38th St., New York City.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filing In, Folding, Etc.

DEHAAN CIRCULAR LETTER CO., INC.
120 W. 42nd St., New York City
Telephone Wis. 5483

Miscellaneous

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 listed 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 approximately 9 issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 East 38th St., New York City.

A Retailer Speaks Up

[CONTINUED FROM PAGE 27]

more often fairer in his complaints than is the retail customer.

There is nothing that chills so much as to send a complaint and get back a letter signed Blank & Co. While if it is signed John Jones and at some time we have met Jones, it means a lot.

You can't sit in your offices and get saturated with your goods, become enthusiastic over the bigness of your firm and yourself, and sell goods to common people with big words and high sounding phrases. You have to look at it from their angle and not from your own. You have to go down into the streets and walk with the common man before you know him.

When your salesman finds a nice window, let him ask the retailer to have a photograph made of it and send it with the photographer's bill to the company. Don't let him say he is going to publish it. Just a pleasant remark that the company has a series of albums of nice windows will please us almost as much, and there is no possible come-back.

Encourage your dealers to write to you. A complaint is half adjusted when a man has a chance to tell it in detail to some one in authority, and very often in writing the details he gets a slant at your side of it. But when he does write, answer the letter and answer it promptly and carefully. The long complaint that the dealer sends may be to you only one letter out of five hundred, but to him it is his letter and the only one of the five hundred he is interested in.

Tenth District, I. A. A. Holds Convention

At its annual convention held in Beaumont, Tex., October 24-26, the tenth district of the International Advertising Association elected the following officers for the coming year: James P. Simpson, president; Beeman Fisher, secretary-treasurer; Art Milligan, first vice-president, and E. C. Taulbee, second vice-president.

Among the noteworthy speakers were: J. R. Ozanne, advertising manager, Carson, Pirie, Scott & Co., Chicago; A. M. Hommett, manager of the retail store, Sears Roebuck & Co., Dallas; Harry W. Riehl, manager, St. Louis Better Business Bureau; C. B. Gillespie, vice-president and editor, "Houston Chronicle"; L. A. Rogers, secretary, International Association of Display Men, Chicago, and Earl Pearson, general manager of the International Advertising Association, New York. At the close of the meeting it was announced that the 1927 convention would be held in El Paso.

Business Publishers Meet

THE annual meeting of the Associated Business Papers, Inc., was held on November 9 and 10 at the Hotel Astor, New York, in conjunction with the Conference of Business Paper Editors.

The final business session of the association to hear reports, discuss policies, elect officers, etc., was held on Wednesday afternoon, Nov. 10. J. H. Bragdon of *Textile World* was elected the new president to succeed Malcolm Muir of the McGraw-Hill Company. Merritt Lumm, vice-president of A. W. Shaw Company, Chicago, was elected to the vice-presidency, while Warren C. Platt, *National Petroleum News*, Cleveland, was reelected treasurer. Jesse H. Neal was reappointed by the board as executive secretary. C. J. Stark, Penton Publishing Company, Cleveland, was elected to the board of directors to succeed Merritt Lumm. Other members of the board by reelection consist of: George Slate, Simmons-Boardman Publishing Company, New York; E. E. Haight, Concrete Publishing Company, Chicago; Col. J. B. MacLean, MacLean Publishing Company, Toronto; Everit B. Terhune, *Boot & Shoe Recorder*, Boston. Malcolm Muir, the retiring president, automatically becomes a director.

The convention opened at 10 a. m., November 9, with a joint session of the A. B. P. and the B. P. Editors. The theme was announced as "The Challenge of Business Prosperity to the Business Press." President Muir briefly interpreted the program, and the gathering was addressed by Fred W. Shibley, vice-president of The Bankers Trust Company, New York. He was followed by Merritt Lumm, substituting for A. W. Shaw, who was unable to attend. A second joint session in the afternoon listened to addresses by Willard W. Smith, general manager of P. Centmeri & Company; A. J. Brosseau, president, Mack Trucks, and E. J. Mehren, vice-president of the McGraw-Hill Company.

Wednesday morning was devoted to separate sessions for the advertising, circulation and editorial groups. An afternoon session was held by the editors, which included addresses by: Chaplin Tyler, V. B. Guthrie, Kenneth Condit and Kenneth M. Spence. The business session of the A. B. P. was held in the afternoon and the banquet in the evening, where addresses were presented by Gerald Swope, president of the General Electric Company, and Donald Kirk David, assistant dean of the Harvard Business School. A plaque of bronze was presented to W. H. Ukers by the association in recognition of his service as author of the A. B. P. Standards of Practice. Merton C. Robbins, president of the Robbins Publishing Company, New York, and a past president of the A. B. P., made the presentation.

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Synchronize Your Advertising Effort With Your Sales Possibilities



The Detroit Market Contains One-Third of Michigan's Total Population and Can Be Covered With One Newspaper—The Detroit News

THE prize area of Michigan is pictured above. It is the local trading area of Detroit, containing one-third of the state's total population and over 50% of its wealth. This area has a network of wide paved roads, making every town a practical suburb of Detroit. It is served by train, street car and motor bus. It contains Wayne County, the heart of the motor industry. In this area are the jobbers, the distributors and the retail outlets. And here The Detroit News maintains a rural delivery service that brings the same copy of the paper to the outlying farmhouse at the same time as it is delivered in the city of Detroit. Here in this area also The Detroit News has concentrated 91% of its week day circulation of 320,000 and 80% of its Sunday circulation of 350,000. This is the area of greatest possibility for sales. Synchronize your advertising effort with the opportunity afforded through The News—the paper that delivers a copy to practically every English-speaking home.

The Detroit News

350,000 Sunday Circulation

The HOME newspaper

320,000 Week Day Circulation

The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference. The Editor will be glad to receive items of news for inclusion in this department. Address ADVERTISING AND SELLING, Number Nine East Thirty-eighth Street, New York City

CHANGES IN PERSONNEL

Name	Former Company and Position	Now Associated With	Position
Robert K. Leavitt	Ass'n of Nat'l Advertisers, Inc., New York Sec'y & Treas.	The G. Lynn Sumner Co., Inc., New York	Sec'y & Treas. (Effective Dec. 15)
Arthur H. Ogle	The Wahl Co., Chicago, Adv. Mgr.	Ass'n of Nat'l Advertisers, Inc., New York	Sec'y & Treas.
F. E. Archer	"Examiner," San Francisco, Cal. Ass't Classified Mgr.	Same Company	Display Dept.
F. R. Coutant	Ray D. Lillibridge, Inc., New York	Young & Rubicam, New York	Merchandising Dept.
Irwin L. Moore	New England Power Co., Worcester, Mass. Ass't to Gen. Mgr.	International Paper Co., New York	Office of the Pres.
Arthur Holzman	"Herald & Examiner," Chicago Circulation Dept.	Same Company	Adv. Dept.
John Bowman	"Examiner," Chicago, Ass't to Publisher	Chicago Ass'n of Commerce	Business Mgr.
G. O. MacConachie	Dunlop Tire & Rubber Co., Buffalo, N. Y. Adv. Dir.	Resigned	
R. W. Palmer	The Corman Co., New York, Art. Dir.	Campbell-Ewald Co.	Art Dir., Detroit Office
A. H. Jaeger	Leonard Refrigerator Co., Grand Rapids, Mich. Sales Mgr.	Same Company	Sales Mgr. and Sec'y
J. N. Welter	Pratt & Lambert, Inc., Buffalo, N. Y. Vice-Pres. in Charge of Western Div.	Same Company	Chairman of Board
A. D. Graves	Pratt & Lambert, Inc., Buffalo, N. Y. Senior Vice-Pres.	Same Company	Pres.
H. E. Webster	Pratt & Lambert, Inc., Buffalo, N. Y. Pur. Agent and Sec'y	Same Company	Senior Vice-Pres.
J. P. Gowing	Pratt & Lambert, Buffalo, N. Y.	Same Company	Vice-Pres. in Charge of Railway Sales
W. P. Werheim	Pratt & Lambert, Inc., Buffalo, Adv. Mgr.	Same Company	Treas.
R. W. Lindsay	Pratt & Lambert, Inc., Buffalo, N. Y. Gen. Sales Mgr.	Same Company	Ass't Treas.
Rowe Stewart	"Record," Phila., Vice-Pres.	Same Company	Pres.
C. A. Eury	"Bee," Danville, Va., Business Mgr.	"Register" and "Bee" Danville, Va.	Adv. Mgr.
H. B. Trundle	"Journal," Manassas, Va., Publisher	"Bee" and "Register" Danville, Va.	Business Mgr.
Joseph B. Bond	Alaska Refrigerator Co., Muskegon, Mich. Dir. of Sales	Same Company	Vice-Pres.
H. M. Anderson	The Caslon Press, Toledo, Ohio	"Times," Cleveland	Pro. Mgr.
James J. Larmour	Health Products Corp., Newark, N. J. Adv. Mgr.	Painpatch, Inc., East Orange, N. J.	Pres. and Gen. Mgr.
George H. McCormick	McCormick-Van Demark Agency, Houston, Tex. Vice-Pres.	Britt-Schiele Adv. Co., St. Louis, Mo.	Acc't Executive
D. A. Charlton	"Engineering & Mining Journal-Press," New York, Business Mgr.	"Packing & Shipping" New York	Adv. Mgr.
Samuel Mollet	Massillon-Cleveland-Akron Sign Co., Massillon, Ohio, Sec'y & Sales Mgr.	Same Company	Pres. and Treas.
George H. Coulter	Massillon-Cleveland-Akron Sign Co., Massillon, Ohio, Ass't to Pres.	Same Company	Gen. Sales Mgr.
Spencer Huffman	Horn-Shafer Co., Baltimore, Md. Service Mgr.	H. Lessaroux Adv. Agency, Baltimore	Acc't Executive
Sue McNamara	Consolidated Press, New York Northwestern Correspondent	The Stanley H. Jack Co., Omaha, Neb.	Copy
Harry A. Muldoon	Detroit Life Insurance Co., Detroit, Adv. Mgr.	Greenell Adv. Agency, Detroit	Member of Staff
Hugo Vogel	Pfister & Vogel Leather Co.	The Koch Co., Milwaukee	Member of Staff
Fredric S. Hirshbach	"Theater Magazine," New York, Adv. Dept.	Same Company	Adv. Mgr.
William P. Langreich	Whitman Adv. Service, Inc., New York	Resigned	
J. H. Latchford	Proctor & Collier Co., Cincinnati Acc't Executive	The Geyer Co., Dayton, Ohio	In Charge of Outdoor Adv.
D. H. Jackson	Elliot Co., Jeannette, Pa., Sales Engineer	The Chemical Catalog, Co., New York	Adv. Dept.
J. R. Peters	Chemical National Bank, New York	Piggly Wiggly Corp., Memphis, Tenn.	Gen. Mgr.
J. N. Staples	Piggly Wiggly Corp., Memphis, Tenn. Gen. Mgr.	Resigned	
George B. Durell	The American Fork & Hoe Co., Cleveland Vice Pres. & Gen. Mgr.	Same Company	Pres.

What Quality Readers Buy

Quality readers alone buy advertised products high and low in price.

Quality readers discriminate in purchases. They buy—and remember—trade-marked advertised articles when convinced of quality. They seek low prices, but demand quality. They prefer advertised to non-advertised goods. They alone can buy at the highest price levels.

Quality readers set buying habits. To acquire the good-will of such purchasers is the foundation of merchandising success.

The New York Times has the greatest number of readers of high quality of any newspaper in the world. Its censored advertising columns have the solid confidence of these readers. The Times is advertising leader in volume and character of advertising.

The New York Times

Circulation

Average daily and Sunday, net paid 391,465 copies.

Advertising

9,248,622 lines more than the second New York newspaper in 10 months, 1926.

* * * *The New York Times advertising columns are as clean and free and fair as its news. They whet the appetite of the average reader by showing him day after day and year after year what useful and lovely things he can buy with his money, what profitable savings he can make in his income, how he can get ahead materially or spiritually by patronizing the advertisers in its columns.* * * * —WILLIAM ALLEN WHITE, Emporia, Kansas.

Advertising
& Selling

The NEWS DIGEST

Issue of
Nov. 17, 1926

CHANGES IN PERSONNEL (Continued)

Name	Former Company and Position	Now Associated With	Position
M. J. Norton	Carnation Milk Products Co., Oconomowoc, Wis. Vice-Pres. in Charge of Sales	The Borden Sales Co., New York	Gen. Sales Mgr.
W. H. Cowdery	The American Fork & Hoe Co., Cleveland, Pres.	Same Company	Chairman of Executive Committee
Allan S. Becker	Pickus-Weiss, Inc., Chicago, Copy	Same Company	In Charge Nat'l Copy Dept.
Blackburn Sims	Erwin, Wasey & Co., Chicago	Roche Adv. Co., Chicago	Copy
A. W. Landsheft	Landsheft Adv. Agency, Buffalo, Pres.	Weinstock, Landsheft & Buck, Inc.	Partner
L. L. Roddy	The Dayton Pump & Mfg. Co., Dayton, Ohio	The Robbins & Pearson Co., Columbus, Ohio	Member of Staff
Randall Clark	Gray-Garfield-Ladriere Art Studio, Detroit, Salesman	Meinzinger-Clark, Inc., Detroit	Treas. and Sales Mgr.
G. Grenville Hunter	International General Electric Co., Adv. Mgr.	Vick Chemical Co., New York	Adv. and Selling Field Agent
W. H. Dickinson	"Railway Review," Chicago, Eastern Mgr.	"Railway Purchases & Stores," Chicago	Eastern Mgr.
S. S. French	General Fireproofing Co., Youngstown, Ohio Vice-Pres. and Gen. Mgr.	The Berger Mfg. Co., Canton, Ohio	Pres.
L. D. Hicks	Southern Ruralist Co., Atlanta, Ga. Vice-Pres. and Adv. Mgr.	Same Company	Vice-Pres. and Gen. Mgr.
Bruce Hall	Southern Ruralist Co., Atlanta, Ga. Ass't Adv. Mgr.	Same Company	Adv. Mgr.
Herbert L. Walker	The American Bosch Magneto Corp., San Francisco, Cal., Sales Pro. Mgr.	Ray U. Broillet & Associates, San Francisco	Sales Pro. Mgr.
Charles P. Tyler	Chamber of Commerce, Seattle, Wash.	George Batten Co., Inc., Chicago	Member of Staff
George R. Cullem	McKinney, Marsh & Cushing, Inc., Detroit	"Furniture Age," Chicago	Rep.
Jack Shaw	The Erickson Company, New York, Art Dir.	Calvin Stanford Adv. Agency, Atlanta, Ga.	Art Dir.
L. Fairweather	"Dry Goods Reporter" Western Sales Rep.	Same Company	Special Eastern Rep.
Lathrop W. Arnold	Curtis Lighting, Inc., Chicago, Adv. Mgr.	TenBrook-Viquesney, Chicago	Mgr. Copy Dept.
Alfred W. Hawks	Congoleum-Nairn, Inc., Philadelphia Vice-Pres. & Gen. Mgr.	Same Company	Pres.
Frank B. Foster	Congoleum-Nairn, Inc., Philadelphia Pres.	Same Company	Board of Directors
Thomas H. Lane	Crowell Pub. Co., Phila. Territory	"American Legion Monthly," New York	Adv. Mgr.
A. Mark Smith	Elliot Service Co., New York, Sales Mgr.	Low, Graham & Wallis, Chicago	Service Mgr.
Harold Pickering	James Newcomb & Co., New York	Robert Ramsay Organization, Inc., New York	Vice-Pres.
Arthur Utt	"Globe-Democrat," St. Louis	"Dispatch," Columbus, Ohio	Prom. Mgr.
Harry Latz	Alamac Hotel, New York, Atlantic City & Lake Hopatcong, Vice-Pres & Gen. Mgr.	George Martin, New York	Partner
D. Hiden Ramsay	Asheville, N. C., City Commissioner	"Times," Asheville, N. C.	Business Mgr.
Emery E. Hardwicke	"Eagle," Wichita, Kans., Adv. Mgr.	"Daily Reporter," Independence, Kan.	Adv. Mgr.
Seymour Schiele	Britt-Schiele Co., St. Louis, Mo.	Porter, Eastman & Byrne, Chicago	Vice-Pres.
E. W. Calvin	Werner & Werner, St. Louis Sales & Adv. Mgr.	Frank D. Boyd Adv. Co., Chicago	Vice-Pres.
Harland J. Rue	Chicago, Kahn Bros. & Associated Firms Chicago, Adv. & Pro. Mgr.	World's Star Knitting Co., Bay City, Mich.	Adv. & Pro. Mgr.
George Ames	U. S. Music Roll Co., Chicago Vice-Pres. & Gen. Mgr.	Q. R. S. Music Roll Co., Chicago	Sales Mgr.
J. J. Connery	Graham Paper Co., St. Louis, Adv. Mgr.	Mound City Paint & Color Co., St. Louis	Adv. & Pro. Mgr.
Jeff Barnette	"Chronicle," Houston, Tex., Adv. Dept.	"Press," Houston	Adv. Staff

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
*Canadian Pacific Railways	Montreal	So. America—Africa, Mediterranean & World Cruise	Ray D. Lillibridge, Inc., New York
Frank G. Shattuck Co.	New York	Schrafft Stores	Doremus & Co., New York
The Serval Corp.	New York	Electric Refrigerators	H. K. McCann Co., New York
**Armour & Co.	Chicago	Food Products	N. W. Ayer & Son, Chicago (Effective Jan. 1, 1927)

*Albert Frank & Co., New York, will continue to direct the advertising of the West Indies Cruise and Atlantic-Pacific Service.

**Advertising for soap and toilet-preparations will be handled by the John Dunham Co., Chicago.



If You Are Interested in the Detroit Market



—you should investigate the new Coe Terminal Building, at once. In it you will find a combination of advantages never before offered the national merchandiser—warehouse space, display rooms, finely appointed offices all on the same floor.

In addition, its location on the main line of the Michigan Central and in the very heart of the wholesale and jobbing district is unsurpassed. The Coe Terminal Warehouse is now receiving and distributing merchandise.

You will be interested in reading our latest literature illustrated at the left. This is a twelve-page booklet which gives valuable information concerning the type of building, type of people who are now taking advantage of its facilities and the ideals of service that will be in effect.

Write today for your copy of our illustrated booklet "An Office Home for Merchandisers"

COE TERMINAL WAREHOUSE

Fort Street West and Tenth Street

Detroit, Michigan

Advertising
& Selling

The NEWS DIGEST

Issue of
Nov. 17, 1926

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
Wm. Hendrick, Inc.	New York	Dresses	Hicks Adv. Agcy., New York
J. J. Felsenfeld	New York	"Felco" Pearl Wrist Watch Bracelets	The Sacks Co., Inc., New York
William Henry Maule, Inc.	Philadelphia	Seeds & Bulbs	John W. Blake Co., Yonkers, N. Y.
Vanguard Press, Inc.	New York	Educational Press	Arthur Rosenberg Co., New York
Distantone Radios, Inc.	Lynbrook, L. I.	Radios	Albert Frank & Co., New York
The Barawil Co.	Chicago	Radios	Hurja-Johnson-Huven, Inc., Chicago
Spine Protector Co.	New York	Spine Protectors	Harry C. Michaels Co., New York
Tacoma Chamber of Commerce	Tacoma, Wash.	Community Adv.	The Izzard Co., Seattle, Wash.
C. E. Mountford Co.	New York	Radio Resistances	Albert Frank Co., New York
The Brooks Landscape Irrigation Engineers	Detroit	Lawn-Sprinkling System	Grenell Adv. Agcy., Detroit
*Cook, Swan & Young Corp.	New York	"Swan" Brand Cod Liver Oil	Wilson & Bristol, New York
**The Rome Co., Inc.	Rome, N. Y.	"Romelink" Davenport and Hammocks	Winsten & Sullivan, Inc., New York
Beecham Estates & Pills, Ltd.	New York	"Beecham's" Pills	Lord & Thomas and Logan, New York
Davis Bros. Fisheries, Inc.	Gloucester, Mass.	Seafood	Wolcott & Holcomb, Inc., Boston, Mass.
American Cement Co.	Chattanooga, Tenn.	"Zemcolite" Cement	Nelson Chesman & Co., Chattanooga
Dixie Mercerizing Co.	Chattanooga, Tenn.	Mercerized Yarns	Nelson Chesman & Co., Chattanooga
Frivolite	Chattanooga, Tenn.	Art and Gift Goods	Nelson Chesman & Co., Chattanooga
Van Ess Laboratories, Inc.	Chicago	Shampoo and Scalp Treatments	Lord & Thomas and Logan, Chicago
The Logan-Long Co.	Chicago	Asphalt Roofing	Simmonds & Simmonds, Inc., Chicago
O. D. Jennings Co.	Chicago	Vending Machines	Simmonds & Simmonds, Inc., Chicago
The Columbus Shirt Co.	Chicago	Men's Shirts	Frederick-Ellis Co., Inc., Chicago
The Packard Mfg. Co.	Chicago	Men's Shirts	The Irwin L. Rosenberg Co., Chicago
Martin's Jewelry Co.	Chicago	Jewelry	The Irwin L. Rosenberg Co., Chicago
The Currier Mfg. Co.	Minneapolis	Office Appliances	The Kraff Adv. Agcy., Minneapolis
The May Hosiery Mills	New York	Hosiery	Cecil, Barreto & Cecil, New York
The Auburn Automobile Co.	Auburn, Ind.	Automobiles	P. P. Willis, Inc., Toledo, Ohio
The Monarch Jug Co.	Webster City, Iowa	"Therma-Jug"	Porter-Eastman-Byrne Co., St. Louis
Belding-Corticelli, Ltd.	Montreal, Can.	Silks	Campbell-Ewald, Ltd., Montreal
Commerce Guardian Trust & Savings Bank	Toledo, Ohio	Finance	Edwin Bird Wilson, Inc., New York
The Ross Heater Mfg. Co.	Buffalo, N. Y.	Heating Systems	Graham & Wallis, Chicago
The Pronto Mfg. Co.	Baltimore, Md.	Electric Stoves	H. Lesseraux Adv. Agcy., Baltimore
White Pigeon Laboratories	White Pigeon, Mich.	Anti-Septic Poisoning Preparation	Hurja-Johnson-Huven, Inc., Chicago
Fenton, Smith & Saffir	Detroit	Finance	Fecheimer, Frank & Spedden, Inc., Detroit
The Finzer Bros. Clay Co.	Sugarcreek, Ohio	Clinton Face Brick	The McAdam-Knapp Adv. Corp., Wheeling, W. Va.

*Advertising placed in poultry and farm papers only.

**The advertising for Rome "De-Lux" bed springs continues to be handled by the George Batten Co.

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Weinstock, Landsheft & 1001 Genesee Bldg., Buffalo, N. Y. Advertising E. J. Weinstock, A. W. Landsheft and
Buck, Inc. Paul Buck

PUBLICATION CHANGES AND APPOINTMENTS

"Daily Union," New Haven, Conn. Has changed its Sunday edition from standard to tabloid size.
 "News," and "Tribune," Galveston, Tex. Have been combined. The "News" having recently purchased the "Tribune."
 "Times," Elizabeth, N. J. Appoints Charles E. Miller and W. H. Stockwell, Chicago, as its Eastern and Western
 Advertising Representatives respectively.
 "Independent Press," Bloomfield, N. J. Has been sold by Col. Charles R. Blunt and A. G. Leiss to Alex. L. Moreau, publisher
 of the "Transcript," Freehold, N. J.
 "Morning Telegraph," New York Appoints Roy Buell as its Detroit Advertising Representative
 "Valley Morning Telegram," McAllen, Tex. Has been merged with the "Valley Daily Globe," Harlingen, Tex. The new publica-
 tion will be known as the "Valley Globe-Telegram," Harlingen.
 "Star," Bridgeport, Conn. Has been merged with the "Times," Bridgeport, Conn. The name of the paper will
 be the "Star-Times."
 "Herald," Bridgeport, Conn. Appoints the George B. David Co., New York, as its National Advertising Repre-
 sentative.
 "News," Parkersburg, W. Va. Appoints the G. Logan Payne Co., Chicago, as its National Advertising Representative.
 (Effective Jan. 7, 1927)
 "Sun," Lawrence, Mass. Has been sold to Horace P. Warrington by Frederick W. Enwright, publisher.
 American Newspapers Publishers' Assn. Announces that the "New Dominion," Morgantown, W. Va., has been elected to
 membership.

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK



*If you want to know about our work,
watch the advertising of the following:*

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
McCUTCHEON LINENS
PETER SCHUYLER CIGARS
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
TARVIA
DUZ
HAVOLINE OIL
WALLACE SILVER
THE DICTAPHONE
BARRETT ROOFINGS
NAIRN INLAID LINOLEUM
COOPER HEWITT WORK-LIGHT
TAVANNES WATCHES
BONDED FLOORS
NEW-SKIN

What we've done for others we can do for you.



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

Advertising
& Selling

The NEWS DIGEST

Issue of
Nov. 17, 1926

PUBLICATION CHANGES AND APPOINTMENTS (Continued)

- "Advocate," Belleville, Ill. Appoints Inland Newspapers, Inc., New York and Chicago, as its National Advertising Representative.
- "Record," Biddeford, Me. Has suspended publication.
- "Courier," Bristol, Pa. Appoints Hamilton-DeLisser, Inc., New York, as its National Advertising Representative.
- "Gazette," Alexandria, Va. Appoints the G. Logan Payne Co., New York, as its National Advertising Representative.
- "Farming Topics," Chicago Has suspended publication.
- "Swine Grower," Nappanee, Ind. Has been merged with the "American Swineherd," Chicago.
- "News," Batavia, N. Y. Appoints Ingrahan-Powers, Inc., New York, as its National Advertising Representative.
- "Hawk-Eye," Burlington, Iowa Appoints Cone, Rothenburg & Noe, Inc., Chicago, as its National Advertising Representative.
- "Sunday Courier," Harrisburg, Pa. Appoints Wales & Wolfe, New York and Chicago, as its National Advertising Representative.
- "New York Graphic," New York Appoints Charles H. Shattuck, Chicago, as its Western Advertising Representative.
- "Post-Enterprise," Sheridan, Wyo. Appoints The Fred L. Hall Co., Inc., San Francisco, Cal., as its Western Advertising Representative.
- "Long Island Press," Jamaica, N. Y. Appoints The George B. David Co. as its National Advertising Representative.
- "Capitol," and the "Maryland Gazette," Annapolis, Md. Have been sold to Talbot T. Speer and H. C. Carrol by Ridgely P. Melvin.
- "Manufacturers News," Chicago Appoints C. F. Chatfield, New York, as its Eastern Advertising Representative.

MISCELLANEOUS

- Art-Ad Studio Corp., Mansfield, Ohio Name changed to The Morgan-Todd Co.
- Britt-Schiele Adv. Co., St. Louis, Mo. Name changed to Britt-Gibbs Adv. Co.
- "Chicago Merchant-Economist and Dry Goods Reporter," Chicago Name changed to "Dry Goods Reporter of Chicago."
- "Southwest Merchant-Economist and Drygoodsman," St. Louis Name changed to "Drygoodsman of St. Louis."
- "City Manager Magazine," Lawrence, Kan. Name changed to "Public Management."
- "Creamery & Milk Plant Monthly," Chicago Name changed to "Milk Plant Monthly & Ice Cream Topics."
- The Associated Business Papers, Inc., New York Announces that "The Shears," Lafayette, Ind., is now a member.
- The Merchandising Publishing Corp., St. Louis Has opened an eastern office at 47 West 42d Street, New York City.
- The Barton Mfg. Co., St. Louis Has purchased the Oil Glow Shoe Polish Co., Fremont, Ohio
- The Porter, Eastman, Byrne Co., Chicago Has opened a St. Louis office. Seymour Schiele, Vice-Pres., is in charge.
- The Marx Flarsheim Co., Cincinnati Have opened a New York office at 565 Fifth Ave. J. J. Marx is in charge.
- The Plantinide Co., Inc., Providence, R. I. Name changed to Bulles & Hanson, Inc.
- Doty & Payne, San Francisco, Los Angeles, and Portland Named changed to Doty & Stypes, Inc.

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
"The Agricultor"	Publication	406 Broadway, Milwaukee, Wis.	429 Broadway, Milwaukee
"Babyhood"	Publication	21 No. La Salle St., Chicago	Marion, Ind.
The Shuman-Hawes Adv. Co.	Advertising	230 East Ohio St., Chicago	820 Tower Bldg., Chicago
Oliver M. Byerly	Advertising	Penton Bldg., Cleveland	B. of L. E. Bank Bldg., Cleveland

Greatest Sunday Circulation in New England

THE outstanding leadership of the Boston Sunday Advertiser in New England is emphasized by Boston Publishers' Statements to the Government for the six months period ending September 30, 1926.

Sunday Advertiser	490,588	Every Sunday the Advertiser sells
Sunday Post	339,486	151,102 more than the Post
Sunday Globe	322,395	168,193 more than the Globe
Sunday Herald	122,750	367,838 more than the Herald

The Boston Sunday Advertiser not only leads all other Boston Sunday papers in total circulation by a substantial margin — *the circulation of the Sunday Advertiser in Boston and within fifty miles of Boston is greater than the total circulation everywhere of any other Boston Sunday paper!*

BOSTON SUNDAY ADVERTISER

RODNEY E. BOONE
9 East 40th Street
New York City

H. A. KOEHLER
Hearst Bldg.
Chicago

S. D. CHITTENDEN
5 Winthrop Sq.
Boston

F. M. VAN GIESON
Monadnock Bldg.
San Francisco

LOUIS C. BOONE
Book Tower Bldg.
Detroit

BUILDING SUPPLY NEWS

Member: A. B. C. and A. B. P.

“Edited for the Merchant
of the Building Industry”

“ . . . In fact we are frank to state to you that our advertising in your paper has made a higher return than any other trade paper advertising we have done.”

THE FAIRFIELD ENGINEERING CO.,
J. B. Bray, Secretary, Marion, Ohio.

95% Of The Chicago Tribune Circulation Is In The Best Counties Of The Chicago Territory

95% of the circulation of The Chicago Sunday Tribune is in the counties of Illinois, Indiana, Iowa, Michigan and Wisconsin, designated as "best" by an independent analysis covering value of products, automobiles, dwellings, income tax returns and retail outlets. Four per cent is in the "good" counties; 1.2% in the "fair"; and .08 of one per cent in the poorest counties.

94.7% of daily Tribune circulation is in the "best" counties; 3.3% in the "good"; 1.8% in the "fair"; and .2 of one per cent in the "poor" counties.

Of the 509 Tribune towns of 1,000 population or more where The Chicago Sunday Tribune reaches from 20 per cent to 90 per cent of the families, 485 towns are in the "best" or the "good" counties of The Chicago Territory.

Of the 191 towns of 5,000 population or more where the Tribune reaches 20 per cent to 90 per cent of the families, 97 per cent of the towns are in the "best" or the "good" counties.

In Chicago, Tribune circulation is strongest in the best districts. Because of the character, as well as the size of its circulation, The Chicago Tribune is the greatest selling force in the five states of The Chicago Territory—Illinois, Indiana, Iowa, Michigan and Wisconsin.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation more than 750,000 daily; more than 1,150,000 Sunday