

Advertising & Selling

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In this issue:

"Broadcasting's Place in Advertising" By EDGAR F. FELIX; "Out of a Job at Fifty" By S. E. KISER; "Mr Lemperry Has Started Something" By J. M. CAMPBELL; "This Matter of the Cash Discount"; "Industrial Advertising and Selling" on Page 38; "The News Digest" on Page 83

Pebeco Is Sold in Chicago Homes Through The Daily News



THE universal concern for good health is the basis of the appeals made by manufacturers of dentifrices, whose products tend to prolong the life of teeth and thus promote good health. Since health is of primary importance to every one, it is a leading subject for discussion in the family councils.

Quite naturally the advertising of Pebeco dental cream—placed by the J. Walter Thompson Company—appears in The Daily News—the Chicago paper having the most weighty influence in the home. The Daily News is the only Chicago daily paper carrying this advertising.

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. Kroegness
253 First National Bank Bldg.

Two RUTHLESS ASSASSINS



- that lurk in your MOTOR

• • • HEAT and FRICTION • • •

AVICIOUS pair, those two assassins! The motor is safe from them. There is no victim they prefer to an untimed, month-old motor—unless it be an elderly motor on the shady side of fifty thousand miles. Plunged into rain, mud-flecked roads, giant ruts—all are but prey to motor-kill. And they work so quickly, so silently, that you are often lulled into a false sense of security.

Every motor you drive, Heat and Friction lurk there in your motor, waiting ceaselessly for a chance to rattle a cylinder, crack a bearing, or burn your motor to an untimely end. And only your motor-oil prevents those two assassins from doing damage.

Why many oils fail

When a motor-oil goes into action it is no longer the cool, gleaming liquid that you see poured into your crankcase. Only a thin film of the oil actually holds the fighting line. This film covers all the protrusions of the motor and comes between all the whirling, living metal surfaces. As long as that protective film remains

unbroken, the motor is safeguarded from excessive heat and friction.

But the oil film itself is subjected to terrific punishment. It must withstand scorching heat—and scorching grinding friction.

Far too often, ordinary motor oil fails. The film, under that scorching punishment, breaks and burns, leaving vital motor parts exposed. Hot, unproven surfaces rub against each other. When

ing heat smokes the raw metal. Incidental friction begins its work of destruction.

Then, before you even know your motor-oil has failed, you have a strand piston, a scored cylinder or a burned-out bearing. And you pay big repair bills.

The "Film of Protection" that does not fail

Tide Water Lubrication spent years in seeking one safe alone, but oil film. Finally they perfected, in Veedol, an oil that offers the utmost resistance to deadly heat and friction. An oil which gives the "film of protection" that is most needed in all rough use.

In fact, entering thousands of centers are leaving that the Veedol "film of protection" is a motor's most useful defender. Stop today at the first orange and black Veedol sign and keep your crankcase drained and refilled with Veedol Veedol oil for your gasoline motor.

Tide Water Oil Sales Corporation, 11 Broadway, New York. Branches in warehouses in all principal cities.



The FILM of PROTECTION

An advertisement prepared for the Tide Water Oil Sales Corporation

Advertising's best sellers

The man in the street doesn't get excited about philosophy. But call it "The Story of Philosophy", people it with human, lively characters and you have—a best seller.

The man in the street doesn't give a thought to bacteriologists. But call them "Microbe Hunters", make them adventurers, and you have—a best seller.

The man in the street doesn't care about biology. But call it "Why We Behave Like Human Beings", write it in popular news-

paper fashion, and you have—a best seller.

The man in the car doesn't think about motor oil. But call it the "Film of Protection", write it as a mystery story, and you have—a best seller.



To interested executives we shall gladly send notable examples of advertising that has succeeded in turning difficult subjects into—best sellers.

Joseph Richards Company, Inc., 251 Park Avenue, New York City.

RICHARDS

FACTS FIRST • • • THEN ADVERTISING

Reconciling a Paradox



ALTHOUGH The Indianapolis News carries, and has carried for years, one of the outstanding volumes of national advertising in America—

Fewer total agate lines of national advertising are published annually in Indianapolis than in most comparable markets.

The reason is as plain as the simple statement of the paradox itself:

Because The News is in itself so enormously productive of sales, fewer lines are needed in Indianapolis to achieve the desired result.

Because The News *alone* is equal to any advertising load, expenditures in secondary and supplemental mediums can be saved. An "A" schedule in The News accomplishes what two or three "B" schedules might be expected to do.

The truth reconciles any paradox.



"Christmas seal
your Christmas
mail!"

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

LET us conclude our brief discussion of the diet question today. The subject can almost be summed up in the statement that the beginning and end of the whole matter is the maintenance of an alkaline blood stream. The total of human ailments would probably be reduced to a fraction of what they are if everyone could continue to keep his blood properly balanced on the side of alkalinity. The way to do this is simple: merely to consume more fruit, vegetables and milk. These are the foods that make the blood alkaline. It all sounds easy, but is difficult to achieve because of our perverted tastes and incorrect eating habits.

One of the greatest threats to health today is from processed foods. This does not mean that we are going back to nature and will again live on natural foods as was the custom ages ago. Such a thing is impossible with life organized as it is today. We could not live in our great cities without utilizing to the utmost modern methods of treating, preserving and distributing food.

Napoleon offered a prize for a successful method of preserving food products and thus started the canning industry. The business he was instrumental in establishing is now the cornerstone of urban life. It is one industry that has tried to keep step with the advances of science. The canner early saw the need of substituting the chemist for the cook. When vitamins were discovered and it was found that some of them were destroyed by heat, the food preservers set about solving the problem.

Now the business of canning is carried on with such precision that things like tomatoes and peas are so preserved that very little of the vitamin content is lost. Careful tests by independent investigators have disclosed that canned spinach, for instance, retains its content of vitamins A and C, even after the food has been kept in a can for three years. Vitamin C is the most easily affected of all the vitamins, and yet apples and other fruits can be canned with practically no loss of this substance.

Even more astonishing is the fact that apples canned in the fall had lost none of their vitamin content when opened in the spring. On the other hand, raw apples held in cold storage for eight months showed a loss of more than one half of their vitamin C content. All of these canning studies are open for inspection, and clearly indicate that much of the criticism we have heard concerning canned goods may have been hasty and somewhat unfair.

A somewhat similar situation exists with respect to the baking industry. As a complete food, whole-wheat



Courtesy Hawaiian Pineapple Co., Ltd.

bread is certainly superior to white bread. But the public prefers the looks and taste of the latter. I do not eat white bread, but I am not blind to the fact that such bread can be eaten without harm by people who so regulate their diet that the minerals which are lacking in white flour are supplied by other foods.

I am not sure that we could substitute the whole grain for the de-mineralized flour under our present system of storage and distribution. Taking out the mineral content renders a flour less liable to spoilage. But even if we could remove all commercial obstacles and go back to the graham bread of our forefathers, it is a question whether or not the public would acquiesce to the change. Most of the bakers' efforts to introduce dark bread have failed.

Another point of debate concerns the evils of cooking. Unfortunately, our housewives and cooks have not gone in very heavily for research. Much progress might be made in this direction if some way could be found to carry through extensive programs of educational work. Haphazard methods in the kitchen now deprive many foods of their nutritive value. Potatoes, when peeled, then soaked in cold water and finally boiled, lose fifty per cent of their nitrogenous matter and a third of their mineral salts. Cooking and eating them with their jackets on is one answer. The prime error of the present day is the common tendency to make life easy for the digestive organs.

The muscles of the alimentary tract had something to do in the days of the old bark-eaters, and that is why those primitive folk died of causes other than digestive ailments.

There is no doubt concerning the need for science in our kitchens. Things are cooked too slowly.

Vegetables that should be heated only until they become tender are kept on the fire until they have shrivelled up. It takes only twenty minutes of boiling to destroy most of the nutritive value of a vegetable like asparagus.

Diet reform is an important movement. But it must be carried on by practical people in a sensible way. Our present customs, bad as they are, have not been developed without reason. It must not be overlooked that the nutritional benefits produced by the consumption of food are derived largely from the pleasure resulting from eating. A considerable proportion of the things we eat should be raw foods. On the other hand, no substance is more important in the diet than starch, and most starchy foods have to be thoroughly cooked before they become digestible.

Correct eating, therefore, does not mean the substitution of everything new for everything old.



From the simple line engraving to the subtle highlight half-tone is a stride that only an industry pledged to progress could possibly make.



Photo Engraving

The Heavy Ammunition of Advertising



THE manufacturers of sportsmen's supplies have learned that their "Story in Picture Leaves Nothing Untold." Photo-Engraving is the heavy ammunition of advertising, because the same picture that sells the professor will move a peasant. Its appeal knows no class distinctions.

The American Photo-Engravers Association is justly proud of the dramatic strides Photo-Engraving has made in reproducing elusive subjects "as natural as life."

Photo-Engraving has enabled us to dramatize on paper the thrill of hunting, and to smash straight to the bull's-eye of the prospect's attention and interest. There is no doubt that this type of graphic advertising will be increasingly important in the future. Without the great strides which have been made in the Art of Engraving and without the helpful co-operation of Photo-Engraving experts, much of the effectiveness of graphic advertising would be impossible.

Geo. Tralley

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



J. P. Bonnell

Secretary and Sales Manager
Western Cartridge Company
East Alton, Illinois

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES ♦ 863 MONADNOCK BLOCK ♦ CHICAGO

GOOD WILL

Maintained

How

this magazine holds its Good Will. Why maintained Good Will is Good Business for advertisers.

THE Good Will so generously bestowed by women on products advertised in GOOD HOUSEKEEPING is a reflection of the Good Will this magazine maintains editorially. GOOD HOUSEKEEPING'S value as an advertising medium follows its value as a magazine.

Every editorial page, like every advertising page, must guarantee satisfaction. That every page will give satisfaction, the ideas, suggestions and methods to which women look for their progress and the advancement of their homes, are proved by analysis, research and experiment under true home conditions before they may appear in print.

GOOD HOUSEKEEPING, as a result, does not present

Advertisers in GOOD HOUSEKEEPING have long since learned that GOOD HOUSEKEEPING'S way of guaranteeing every advertisement is a sound builder of permanent Good Will. That women can rely on GOOD HOUSEKEEPING'S advertising pages is Good Business for advertisers.

But this were fruitless if women could not first place complete reliance on GOOD HOUSEKEEPING'S editorial pages. Guaranteed advertisements only conform to the standards of honest values women find elsewhere in this magazine.

itself to women as a magazine in the ordinary sense. Rather it is a complete and reliable plan for conducting the business of housekeeping—a plan on which women can depend without reservation. And they do.

Last month one woman wrote: "I knew nothing of cookery when I married, and I owe all of my success to the simple, straightforward material in your pages. So many women's magazines touch only the high spots."

To prove how widespread is this same Good Will, merely ask any woman whose opinion you respect: "What has GOOD HOUSEKEEPING done for you?" Recognition of value is the reason why over a million and a quarter women buy GOOD HOUSEKEEPING every month—and use it. That they do use it is the reason why GOOD HOUSEKEEPING carries more pages of advertising—more accounts—than any woman's magazine.

For the advertiser, Good Will, GOOD HOUSEKEEPING and Good Business go together.

GOOD HOUSEKEEPING

CHICAGO

NEW YORK

BOSTON

This is the ninth in a series.



The Open Door to the Greater Detroit Market



The Coe Terminal Warehouse provides the open door through which you may reach the greater Detroit market. Strategically served by the main line of the Michigan Central Railroad, the Coe Terminal is advantageously located in the heart of the wholesale and jobbing district of downtown Detroit.

Compactly provided under one great roof is every facility for maximum merchandising comfort and utility. There are modern offices, with windows designed to make more sunlight always available, across from them, commodious display rooms. On the same floor is large, well planned warehouse space, completely equipped. Your merchandising and sales activities are brought into intimate contact.

Some of the nation's leading firms are now sharing these advantages in one of the finest warehouse terminals in the world. You, too, can profit by employing this unified and usable space for better merchandising.

Good Business invites your immediate investigation of the Coe Terminal Warehouse. We have just prepared an attractively illustrated booklet for your information. May we send it to you, today?

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

Back Yards, Green Fields and Rainbows

DURING the early gold rushes hundreds of old, experienced miners—their eyes fixed on *distant* fields—passed over the tremendous wealth of the Comstock lode.

Many manufacturers are making the same kind of costly error. With a business gold mine at their front door, they are chasing the national market will-o'-the-wisp over the bogs of disheartening expense.

A case in point is that of a stump puller manufacturer in Iowa who dissipated a fair-sized fortune trying to find buyers in every state—from

Maine to Oregon—and who won back that fortune by a simple change in sales methods. Today this manufacturer does a larger business than he had pictured in his fondest dreams. *And he hasn't a customer who lives five hundred miles away from his plant.*

The business man of today, struggling to increase profits while under the enchantment of *distance*, would do well to make a careful analysis of the possibilities of *home territory*. Frequently there lies the business he expects to find beyond the distant rainbow.

Our new book, "*The Third Ingredient in Selling*," will interest manufacturers seeking new markets or attempting to stimulate greater business in established markets. This book will be sent without expense or obligation to executives who ask for it on their business stationery.

JAMES F. NEWCOMB & CO. INC.

Direct Advertising :: *Merchandising Counsel*

330 SEVENTH AVENUE, NEW YORK, N. Y.

THE SUPER-POWER OF THE ALL-FICTION FIELD

Just as the high-tension wires of the ever-expanding electrical industry reach out into every corner of America, so, too, the powerful influence of advertising is no longer confined to a few centers. Advertising today circuits a huge cross-section of America.

National magazines are the high tension wires of modern advertising. Some are what the electrical engineers call, "unit stations," reaching a few communities and groups within a limited radius. The power of others is limited only by the two coasts.

Sixteen national magazines have come together to form a pool of Super-Power that intimately affects the lives of 13,000,000 Americans.

This pool is called the ALL-FICTION FIELD.

The influence of the magazines in this field is confined to no one locality, no one group.

Wherever America reads magazines today, there you will find some one of the high-tension wires from this pool carrying power from the common source.

The ALL-FICTION FIELD is ALL-AMERICA.

2,780,000

Members Audit Bureau of Circulations

All-Fiction Field

Magazines of Clean Fiction

NEW YORK

CHICAGO

BOSTON

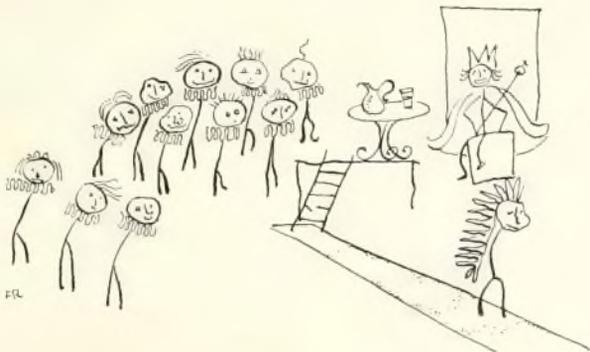
SAN FRANCISCO

"BUTTERED PEASE"

A large business advertised for the first and perhaps the last time in its life. It is one of the greatest manufacturers in its line. It makes a staple product that is used in almost every home. It has been approached again and again by advertising men fired with the natural desire to show it how to advertise and increase the sales of such a basic product, and to all of them it has said, "We have nothing to advertise!"

It happened that this house was one that helped in fitting out the *Leviathan*. It saw how other manufacturers took advantage of the temporary public interest in this ship to describe their parts in supplying furnishings, and it said to itself, "At last we have something to advertise." So it took a half page in all the leading newspapers to announce that "all the on the *Leviathan* were supplied by the old and well known house of" And that was all. It had advertised and got away with it, and it could now confine itself to its legitimate work of making and selling goods.

It reminds us of the man who could say "Buttered Pease" in Choctaw. He had spent his entire life in learning to say "Buttered Pease" in Choctaw, and his fame became so great that the king sent for him and arranged a great audience at the palace. And all the wise men were present to hear the savant. And when everything was



ready he walked up on the platform and bowed, and said it, and walked down again, and it was all over. And everyone said, "How wonderful!" and went about his business.

No. 1 in series

Why Advertisers Find Boston "Different"

BOSTON differs from other large cities in this one respect —the difficulty of getting a true sense of newspaper values.

There are two newspapers in Boston with morning and evening editions. National advertisers are forced to consider both editions as a unit—they cannot be bought separately.

The circulations of the two combinations are compared with the circulations of an individual morning or an individual evening paper.

Advertisers are not permitted to compare morning papers with morning papers and evening papers with evening papers as in other cities.

This has resulted in *compulsory* and *optional* combinations of morning and evening newspapers.

If advertisers are obliged to consider only the combined morning and evening circulations of two Boston newspapers why not apply the same logic to all Boston newspapers—*compare combinations with combinations rather than with individual newspapers?*

Here are the combinations:

1st combination (Optional)	655,300
2nd combination (Optional)	415,584
3rd combination (Compulsory)	273,240
4th combination (Compulsory)	250,998

Boston American—Boston Advertiser

RODNEY E. BOONE
9 East 40th Street
New York City

H. A. KOEHLER
Hearst Bldg.
Chicago

S. B. CHITTENDEN
5 Winthrop Sq.
Boston

F. M. VAN GIESON
Monadnock Bldg.
San Francisco

LOUIS C. BOONE
Book Tower Bldg.
Detroit

It takes only 46 families to support a grocery store in the Northern 9 Counties



THERE are in the Northern 9 Counties of New Jersey 11,480 grocery stores.

They serve a population of 2,349,000—530,272 families.

It takes, therefore, but 46 families to support each grocery store—as compared to an average of 10+ families for the country as a whole.

An enormous market, the Northern 9 Counties—and outstandingly desirable.

View it in comparison to two great cities—Chicago and Philadelphia.

Chicago, with a population of 3,392,000, has 11,012 grocery stores.

Philadelphia, with a population of 2,442,000, has 6,386 grocery stores.

The population of the Northern 9 Counties, only a little smaller than Philadelphia, supports nearly twice as many grocery stores.

Only two-thirds as large as Chicago, it supports more grocery stores.

And they are prosperous stores doing a large volume of business with prosperous, well-to-do, well-living families who make up this rich section of the Metropolitan area.

The food expenditures for the families in the Northern 9 Counties are estimated at \$402,599,257, which is 3½ per cent of the total national expenditure for foods.

The road to the favor of the quality families in the Northern 9 Counties is through Charm, The Magazine of New Jersey Home Interests. Charm's circulation, 81,237, in this area is the largest and by far the best of any magazine.



CHARM

*The Magazine of
New Jersey Home Interests*

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



The Space Buyer's Value To His Client Is— *His Knowledge of Media*

THIS illustrated brochure is a complete analysis of the *financial* market and the leading publications in this important field.

It is made up in convenient form to fit snugly into your files, carrying the current issue of The Magazine of Wall Street for handy reference.

*We shall be glad to send
you a copy on request.*

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

Member A.B.C.

VICTOR E. GRAHAM
Advertising Manager

42 BROADWAY

NEW YORK

4

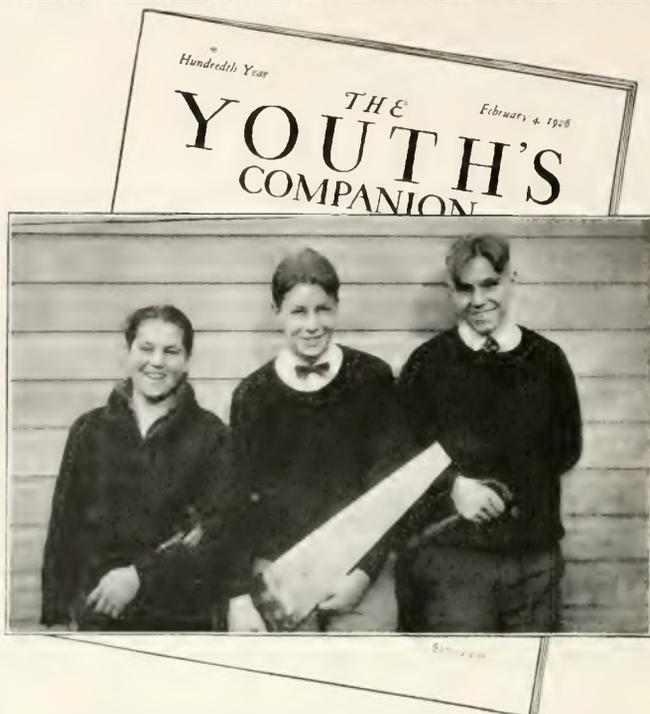
"It is human nature to prefer the known to the unknown," said Thomas, as he handed over the new letterhead on Cranes Bond.

Cranes Bond is for official business stationery—checks, invoices, banking forms, and all business instruments which circulate among the public. It is dated and water-marked at Dalton. Made slowly of all new white rags, it is generally considered the premier business paper of America, and its wide use by the largest financial and industrial organizations gives you—as a Cranes Bond user—a kind of association which is recognized and respected as a symbol of good taste and business integrity.



Cranes Bond is not stationery. It is the material from which your engraver, lithographer, or printer makes letter-heads. Look for the Crane water-mark in your morning's mail. It stands for 100% NEW white rag stock, the bank notes of 37 countries, paper money of 917,000,000 people, government bonds of 47 nations, and 125 years' experience.

CRANE & COMPANY, INC. DALTON, MASSACHUSETTS



Y. C. Lab. Going Strong

Thousands of Boys joining every month—Local Labs being organized in cities, towns and villages from coast to coast

The Lab. teaches boys to find out in a correctly analytical way "what makes the wheels go 'round'" or whether the big idea each boy may have can be developed for practical use. Local Labs. conduct experiments by testing everything out under the supervision of the Home Lab. at Boston, where faculty members of the Mass. Institute of Technology serve as advisors and directors of the work. Whatever the Youth's Companion publishes in its Lab. Department has been put through a practical Lab. test and proven correct—Result—

THE YOUTH'S COMPANION *100 Years Young*

Is the Boys' handbook of knowledge concerning all or anything they use or make for sports, recreation, or housing the family car or Aunt Mary's prize Leghorns.

Circulation Mounting Steadily

275,000 Net Paid (ABC) Rebate-backed Guaranteed

Buy on a Rising Tide

THE YOUTH'S COMPANION

8 ARLINGTON ST.

BOSTON, MASS.

An Atlantic Monthly Publication

Advertising & Selling

VOLUME EIGHT—NUMBER FOUR

December 15, 1926

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Courtesy The Crosley Radio Corporation

RADIO has developed with amazing rapidity. Once a novelty, on its sixth Christmas it finds itself in an assured position as a familiar attribute to modern living, a generally accepted form of entertainment at home, club and assembly. As an advertising medium, however, it is still very much in the experimental stage, although in the last year a great deal has been developed and discovered about its possibilities. The average advertiser, none the less, remains in some confusion concerning the advantages, disadvantages and opportunities of this new medium that is ready for use. Just what it can do, who can best use it, how it should be selected, are a few of the questions touched upon by Edgar H. Felix in his article in this issue.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

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

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

NEW ORLEANS:
H. H. MARSH
Mandeville, Louisiana

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

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

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Do You Advertise Where Your Goods Are On Sale?

"We have distribution only in the buying centers where there is a market for quality silk hosiery," said the vice-president (in charge of sales) of a nationally known brand of hosiery.

"When we made our advertising plans for fall, we realized we couldn't sell hose where we had no dealers."

"So we found out which magazines had the greatest concentration of circulation in the places where our stockings were on sale. We found *Cosmopolitan* at the top of the list."

"That is why we are advertising our hosiery in *Cosmopolitan* instead of several magazines we formerly used—we like to advertise where we sell goods."



The advertiser quoted above is only typical. The primary market for most items of quality merchandise is the important buying centers of the country.

And 90% of *Cosmopolitan's* million and a half families live in these buying centers where 80% of the nation's business is done.

Furthermore, *Cosmopolitan* reaches a select audience of the quality buyers within each of these centers. The same folks who willingly pay the higher price to get *Cosmopolitan* quality in a magazine are the buyers of quality merchandise in other lines.

We urge other advertisers to analyze their distribution and sales possibilities. Our new book—"The *Cosmopolitan* Market—A Merchandising Atlas of the United States" will be exceedingly useful. It gives detailed information about each of the 657 principal trading centers and the complete urban market—the *Cosmopolitan* market. If you haven't received a copy, address our nearest office.

Advertising Offices

326 West Madison Street
CHICAGO, ILLINOIS

119 West 40th Street
NEW YORK CITY

5 Winthrop Square
BOSTON, MASS.

General Motors Building
DETROIT, MICHIGAN

625 Market Street
SAN FRANCISCO, CAL.

DECEMBER 15, 1926

Advertising & Selling

FREDERICK C. KENDALL, *Editor*

Contributing Editors: EARNEST ELMO CALKINS ROBERT R. UFDEGRAFF MARSH K. POWERS
CHARLES AUSTIN BATES FLOYD W. PARSONS KENNETH M. GOODE G. LYNN SUMNER
R. BIGELOW LOCKWOOD JAMES M. CAMPBELL FRANK HOUGH, *Associate Editor*

Broadcasting's Place in the Advertising Spectrum

What Does It Cost? Does Your Product Lend Itself to a Broadcasting Program? What of Follow Ups?

By Edgar H. Felix

COMMERCIAL radio broadcasting is the baby of the advertising family. Its character is beginning to be understood; its field of service to be gradually demarcated. At first advertisers tried to make radio a salesman by delivering direct sales talks to the microphone, but as a sales power it failed miserably. The radio audience routes camouflaged advertising by a deft flip of the dial.

Commercial broadcasting has come into its own as a diplomat, and so long as it concentrates upon being agreeable, and so long as it avoids selling propaganda, it is welcome in every kind and class of home. Even in the most exclusive residences, where the canvasser has to face the butler and the bloodhound, the commercial broadcaster enters as a welcome guest to make his good will impression.

Commercial broadcasting is now recognized as a medium for winning good will and as a method of establishing a pleasant association with a trade or firm name. It makes



© Bain News Service

LIKE all media for advertising, the radio has its own advantages and limitations. Not every advertiser can use it successfully. What it can do and for whom are questions important to every business seeking new publicity

advertising more effective because reader curiosity is aroused and favorable association is established with the trade name of the successful commercial broadcaster. Sales resistance to direct over-the-counter solicitation is reduced by good will association. We find commercial broadcasting not a primary medium, the useful service of which may be measured in dollars and cents, but a supplementary medium which helps the work of all sales stimulants. It is the lubricating oil and not the gasoline motive power of the selling force of advertising.

Recognition of this fact places a definite limitation upon those who can use the microphone to advantage. Naturally, products widely advertised are likely to be effectively aided by the broadcasting medium, because extensive advertising in all kinds of consumer mediums implies an appeal to all classes of society. Broadcasting likewise reaches all classes of society. Lack of space precludes a study of the nature,

extent and classification of the radio audience, but it can be demonstrated that all strata of society are of concern in sales efforts represented in the radio audience.

Another factor which aids in determining a natural user of the broadcasting medium is the frequency of purchase of a product in the life of the individual. Wardrobe trunks and family silver do not have high frequency of purchase; shaving creams, cosmetics and cigarettes do. The higher the frequency of purchase, the greater the chance that the impression made by sponsoring a radio program will be brought to bear as a sale is made.

High frequency of purchase is not, however, an essential qualification of the broadcaster's product. Some products are bought with the accumulation of many sales impressions. For example, your present automobile is probably of a make the advertising for which has exerted its selling influence on you for a period of years. Yet, the chances are that when you went to buy a house, it was not until you were ready to buy that specific real estate advertising exercised a potent influence on your

choice. Products depending upon cumulative impressions of trade name may be effectively served by broadcasting. Conversely, goods not habitually purchased by trade or brand name are not likely to find the new medium of value.

ANOTHER feature tending to make a good commercial broadcaster is a product sold in a highly competitive market with many rivals having little difference in price, quality and effectiveness. For example, there are numerous brands of soap chips, flakes and powders which do about the same work and which do not, therefore, inspire great consumer loyalty by the possession of specialized characteristics. The curiosity impulse, aroused by broadcasting, is often sufficient to cause an experimental switch of brand.

A special class of merchandise which should be considered for microphone attention is composed of those products especially suited to aural demonstration. The Victor programs, for example, were literally samples of Victor records, offered to the radio audience. Hohner's harmonicas and the Skinner resi-

dence organ have been demonstrated to hundreds of thousands, if not millions, by radio. Many a logical user of the medium is apparently passing it by, and there is more than one who seems to be wasting his money.

Assuming a concern to be suited to the medium, its broadcasting problem has only begun. Its advertising manager is likely to be facing numerous solicitors from various commercial broadcasting stations, particularly if he is located in a congested radio center such as New York, Chicago or Los Angeles. It is estimated that there are twenty stations in the New York district actually selling time on the air, and some thirty in nightly operation. What station should be selected? Most broadcasters make greatly exaggerated and confusing claims as to the service area which their stations cover and the most fantastic estimates as to the number of people listening to their program nightly.

The long distance records of a station have no bearing whatever upon the group which constitutes its regular listening audience. WEAf, for example, has been heard in South

[CONTINUED ON PAGE 44]

Wanted: Some Impossible Young Men

By Ray Giles

IN the old days the shiftless son of the family was encouraged to become a minister. Later on he turned his hopefully indifferent eyes in the direction of the "efficiency engineers."

Today in his pursuit of a light and genteel occupation he wonders, "Which shall I be—a bond salesman or an advertising man?"

To the agency executive he says, "Of course, I would be willing to write copy for six months or a year, but then I want to be an account executive."

To the manufacturer, "If I start in the advertising department, how soon can I be salesman or chairman of the board?"

If the needs of the advertising field might be summed up in a few paragraphs, I think they would read something like this:

We want young men who are not in the advertising business by accident, by whim, or merely because of the alleged huge salaries it pays.

We want young men who are even more interested

in advertising than in golf, saxophone playing or what kind of a hobby have you?

We want young men who can give birth to good advertisements without calling in the doctor every ten minutes for six months ahead of delivery. Or, to put it more elegantly, young men who can think things through on their own initiative without requiring a lot of brain massage by harassed executives and others.

We want men who are good right now, but who are convinced that within two years their product of today will look as obsolete as that new Java dragon in the Bronx Park Zoo.

We want men interested in ideas, in words, in people. They may read only sophisticated novels, but they must be able to mix with all kinds of people with comfortable feelings on both sides.

We want young men who are plowing at least a part of their spare time back into equipping themselves to be still better advertising men.

We want young men who are so absorbed in advertising that at 5 o'clock the next day's work often looks even more interesting than the evening's entertainment.

Demonstrations That Produce 85 Per Cent of Our Sales

By *A. O. Witt*

Schramm, Inc., West Chester, Pa.

BACK in 1923 we were confronted with a problem that we felt required radical measures for an immediate solution.

Repeated answers to questionnaires submitted to our distributors proved conclusively that they were not visualizing the sales possibilities of our compressors, nor were they capitalizing the fact that we had many distinctive features not found on the average compressor.

An analysis of our trade papers and direct mail campaigns proved to us that we had elaborated these features strongly enough to make them predominate over all of our advertising. In our daily contacts with distributors and their salesmen, every effort was made to impress them with the necessity of dwelling on those facts when talking to compressor prospects, but still the response was not general enough to prove that we had put the idea across.

It was then that we conceived the idea of using demonstrating outfits to help us.

A careful survey was made of the number of calls per day by our men over a period of nine months, together with the cost per call, so that a comparison could be made between the old method and the new. We then equipped three Ford one-ton chassis with our latest and most popular size compressors, conducted our experiments in three widely separated territories, and watched the effect.

Before a week had elapsed each of the men had sold his complete demonstration machine and developed a very substantial number of prospective buyers. In addition they had



increased their number of calls seventeen per cent and gained the confidence of the men working on the job by staging demonstrations for them. In this way they had got their full support. Thus encouraged, we immediately equipped the balance of our salesmen with demonstrating machines.

We also encouraged our distributors to arrange demonstrations wherever possible. This gave their salesmen an advantage which they quickly recognized.

Being, in most instances, men who had many other products to sell, they naturally were not as well equipped to remove sales resistance created by competitors as easily as factory men. but with the opportunity actually to demonstrate, they would tell a prospect merely that, without any obligation on his part, they would show him one of the compressors in operation and let him judge its merits for himself.

We realized, of course, that a condition like this could be very much abused. In several instances unscrupulous men tried to get, for a short period, demonstrations which would permit them to do all the work necessary on their particular job and allow them to return the compressor without making any payments. We had anticipated this by providing our distributors with a demonstrating order form. We asked a prospective buyer to sign it, as an act of good faith, and to indicate on it that he had the necessary work which would require a compressor, and to commit himself to buy if the demonstration proved entirely satisfactory to him.

Our percentage of returns from demonstrations of this type has been very low. This plan has also enabled

REGISTRATION FORM ONLY	SCHRAMM, INC. MAJOR RETAILERS AIR COMPRESSORS HOME OFFICE AND FACTORY: WEST CHESTER, PA. FREE DEMONSTRATION ORDER	CHARGE RETURNED
SCHRAMM, Inc., West Chester, Pa.	Date	19
Customer:	I have work on which compressed air can be used and would appreciate a free demonstration of a "SCHRAMM" Compressor on my job. The type and size desired is	
The price of this complete compressor outfit is to be	_____	
The work this compressor will be used on is	_____	
and all tools should be supplied to do such work in accordance with suggestion No. _____ shown on suggestion sheet No. _____	The price of these accessories is to be _____	
It is understood that if the demonstration proves satisfactory I will purchase the outfit.	Your very truly,	
Customer's Name	_____	
Individual	_____	
Street and Number	_____	
City and State	_____	
Dealer	_____	
Street and Number	_____	
City and State	_____	

THE blank reproduced above is the demonstration order form mentioned in the article. It is given to the distributor with instructions that it be made out in duplicate and include the price of the complete outfit so that there will be no confusion regarding the price

[CONTINUED ON PAGE 67]

Mr. Lemperly Has Started Something

By James M. Campbell

A FEW weeks ago, Mr. C. M. Lemperly, director of sales development, The Sherwin-Williams Company, wrote a letter to Henri, Hurst & McDonald, his company's advertising agents, in which he suggested that representatives of publications be advised that "solicitations of representatives have become so burdensome as to make a real obstacle in the conduct of the work of our advertising departments," and that "if these calls continue as they have recently, it will be necessary to close the advertising department for business."

Mr. Lemperly's plaint—for that is, really, what it is—was reproduced in *ADVERTISING AND SELLING* of November 3 as the text for an editorial, "Is This the Solution?"

Publishers' representatives, advertising agents and advertising managers immediately took typewriter in hand and expressed themselves in no uncertain terms to the effect that the solution suggested by Mr. Lemperly—"from now on our contact must be through you rather than direct"—did, or did not, meet the requirements of the situation, the point of view depending, of course, on whether the aforesaid typewriter was the property of a publisher's representative, an advertising agent or an advertising manager.

As might be expected, representatives were strongly opposed to the idea of being denied the privilege of interviewing advertisers. As also might be expected, advertising agents favored the idea. So did advertising managers, though more than one of them took pains to "soft-pedal" their comments.

The editor of *ADVERTISING AND SELLING* has asked me to assay these arguments, "because," said he, "you have had advertising agency experience, you have served some of the most important advertisers in the country as advertising manager, and you know many publishers' representatives well enough to be sympathetic to their point of view."

Before doing this, let me quote

from some of the letters which are before me. Most of them have been—or will be—printed in full in *ADVERTISING AND SELLING*. But the "meat" of them is given below.

From publishers' representatives:

We have tried as far as possible to avoid persistent calls where they seemed unnecessary, and by the use of a "rich" feature have still managed to follow up prospects at the psychological moment without waste of effort and with as little annoyance as possible to the advertiser. Would it not help matters if all large advertisers established file folders for each publication, the folders to be of standard size and supplied by each publication? This feature might be supplemented by an intelligent young man breaking into the advertising business, who would interview publication representatives and add sufficiently important data to that publication's folder. Then when consideration of the list is under discussion the folders could be brought out and all information would be available.

Publishers and their representatives should see in Mr. Lemperly's announcement a grave reflection upon themselves—and these reflections should not be charged to Mr. Lemperly but meted to themselves. The business man cannot afford to waste his time even to maintain a reputation for courtesy. On the other hand, the business man who probably considers his time wasted with the man who gives him a *quid pro quo*.

I know of many representatives in the trade and industrial fields, who are constantly contributing much to the development of advertising successes in their respective industries, who are welcomed by manufacturers and advertising agents alike, and who probably do their best work with the manufacturer, whose language they know and who in turn understands the business paper better than his advertising agent does.

I may be mistaken, but I am inclined to believe that certain representatives will still continue to see Mr. Lemperly as they always have because he has doubtless found among his "callers" at least a few such men as I have above referred to.

In the textile field, with which I am particularly concerned, I recall few cases where the advertising agent has not welcomed our contact with the manufacturer. In some cases the agent has himself established for us that contact with the manufacturer and taken some of the same position taken by Mr. Lemperly.

I do not believe that any who may thoughtlessly follow The Sherwin-Williams Company's announced policy will continue to do so long; and I write this letter as a "Stop, Look and Listen" sign to those who may be thinking of putting up "Verboten." There are two sides to every wall.

From advertising agents:

The real truth is that probably not one-fourth of the representatives who call have anything pertinent on the account that the agency man is laying out. Most of them are out merely to "sell the publication generally" or to impress their own personality.

I say that the general merits of the publications ought to be "sold" through advertising in the business magazines and in other ways. I can see no reason for an expensive call on an advertising agency to impart the news that the publication represented has gained 18,000 circulation since last April, that 20.4 per cent of its readers are in the \$10,000 income class or better, that a prominent feature of the winter

numbers will be Professor Somebody's articles on Rural Buying or Foreign Markets.

I often wonder what is wrong with the advertising department of a magazine or newspaper when it has to send some one to present a rather general information that could be given effectively in either a business-magazine page or a letter.

* * *

1 Tell the publishing world to adopt a standard physical form and a standard topical outline for those essential facts about a publication and its market which are not covered by A. B. C. reports and the standard rate card.

2 File these reports as religiously as the architect files building material literature which conforms to the A. I. A. standards in form and indexing.

3 Don't let publication representatives waste their time and yours merely repeating dope that should be in print and on file.

4 Confine personal presentations of solicitors to one of two classes:
a. In season, concrete and well-organized presentations showing the specific application of given mediums to current problems previously outlined, preferably by the agent.

b. Out of season, equally well organized, once-and-for-all presentations of publication history, aims and excuse for existence.

From advertising managers:

We are situated in a small town between Detroit and Chicago where train service is none too good. It has been our policy to grant interviews to all who ask for them because of the difficulty of getting to and from the cities, but we are beginning to feel that the solicitors are taking advantage of us. I feel, as does the Sherwin-Williams Company, that much value is to be gained from these gentlemen but it has simply reached a point where business activities suffer because of the time required to talk to these advertising representatives.

* * *

We have found that by recommending to representatives that they telephone in advance and arrange for appointments the whole situation is considerably improved. It has not been our experience that the representatives of legitimate publications take up an undue amount of time. It is the fellow who is trying to get advertising for programs and for special issues of more or less undesirable publications and others of that kind who takes up a lot of unnecessary time.

I have always had the belief that advertising solicitors can teach me something, but I miss seeing one. I might miss some good idea or some valuable information.

It is true that advertising solicitors themselves are to be blamed in many cases for wasting the time of advertising managers or of their assistants. They themselves could cut down their calls to a few minutes instead of stretching them out.

* * *

We have not gone so far as to leave entirely to our agency the interviewing of publishers' representatives, because we feel that a good representative contributes to our own education. We have tried to systematize that part of our work, however, by limiting calls to the afternoon and by insisting that interviews be business-like, well organized, and as brief as possible.

The chief advantage in having a certain period for calls is the work requiring concentration is then uninterrupted.

* * *

If we were to interview all of the advertising solicitors who would call on us, were our policy of directing them to our agency

[CONTINUED ON PAGE 65]



Why Freight Rates Are Important to the Advertiser

By *Albert H. Meredith*

THAT the United States is a large country is a lesson quickly impressed upon any manufacturer who undertakes national merchandising. After he has met all the problems of climate and custom, buying power and adaptability as applied to his product, he comes squarely to face with the matter of price. An important factor in price is the freight; far more important to the purchaser than to the manufacturer.

When such a manufacturer becomes an advertiser he can no longer ignore this element of the final price. Until the day of launching his campaign he may have turned a deaf ear to distant buyers as they complain of high freights by merely allowing them to work out their own salvation. The result is inevitably that if a competing make enjoys substantially lower freights the competitor gets the business. Should an automobile maker, as example, erect a factory in New York and be able to turn out a car the equal of Buick, he would, for the eastern markets, be able to sell at \$100 under Buick delivered prices and yet net more at the factory than Buick now does.

But when advertising begins, the goal is nationwide distribution. Far-away Nevada, with its thin population and small purchasing power, is just as necessary to the merchandising

plan as New York, with its density of people and its wealth. Nor can the advertiser in all cases omit mention of price. Should he withhold this bit of information, it is quite possible that prospective buyers might be scared away by the fear of a prohibitive price. Yet if the ultimate price to the consumer is to be identical throughout the country, the advertiser is compelled to decide how he will meet the freight situation. Shall he prepay all freight? Shall he equalize freights by allowances to high-rate districts? Shall he set a factory price and let each customer decide for himself whether the article is so desirable as to warrant a higher ultimate price than another with less freight tolls?

THIS very practical situation is met in various ways. Occasionally copy is used that reveals utter failure to grasp the problem, with the result that the effective pull of the advertisement is negated by eight or ten words in small type at the end of the copy.

Reference has been made in these articles to the resentment of the West over its freight rates. How this sectional envy may be turned into a good use is shown by a Cleveland maker of confectionery. His goods are sold to retailers in five-pound cartons for resale as counter

"loose candy." His copy in trade journals, addressed primarily to jobbers, runs thus:

Jobbers: Tell This to Your Retailers.
If sold at 4 ozs. for 10 cents, East of Mississippi River, brings retailer \$2 on each carton; West of Mississippi at 3 ozs. for 10 cents, brings retailer \$2.65 on each carton.

Such copy is far better than shouting that freight beyond the Mississippi will cost the retailer more.

The advertiser, on the contrary, makes a clever appeal to the distant retailer, who without conscious thought reaches for a pencil in order to verify the additional sixty-five cents per carton. The copy has focussed the customer's mind on his gross income per carton. The higher freight to be paid fades into insignificance. The manufacturer, in this copy, has completely met the freight situation, not by ignoring it or by offending the retailer, but by showing a way out of the difficulty.

Of greatest importance is the copy for national advertising, which applies, in a general way, to goods advertised by the manufacturer to be purchased, however, not from the maker direct but from local retailers. If men who write copy—and those who control price policies—could spend a week "west of the Rockies," their blue pencils would forever af-

terward delete all references to "slightly higher prices."

A day in Salt Lake City will uncover tremendous complaints. Consider the facts. That city enjoys many natural advantages as a manufacturing center: coal, climate, raw materials, abundant labor. After the opening of this century, factories were started there in a timid manner. Their projectors were rewarded by rapid and immediate growth. But from a clear sky, one day ten or eleven years ago, the railroads were allowed "an exception" to the long-and-short haul prohibition on shipments to and from the Coast. From that day, those Utah factories could not compete in all that territory between themselves and the Pacific, anywhere from Mexico to Canada. Freights favored plants east of the "Missouri River crossings" which could back-haul from the Coast and short-haul from the East at such wide divergencies in freights that profits vanished for those Utah concerns. They closed down. Under war-time pressure for production, the railway administration restored the old rate base. The factories, however, are still idle. Why? They dare not entrust their capital again to the possibility of discriminating rates.

Every stockholder in these artificially stifled enterprises is roused into bitterness every time he is re-

minded of "slightly higher prices." So, also, is every woman who moved to Utah fifteen years ago when her husband (or father) severed all ties to become an executive of one of these expanding factories, but whose high hopes are skeletons of memory today while he "makes a living" at such work as he was able to obtain when the freight-rate crash came upon them.

Salt Lake City is by no means alone in such unpleasant regrets. Scores of important cities and hundreds of county-seat towns hold an equal grudge against "freight rates." In the November elections of the current winter the most telling appeal for reelection in those States was a showing that the candidate during his present term had secured reductions in interstate freight rates. These facts are meaty with suggestions to any advertiser who covets western distribution.

NORTH of Utah lies Idaho. With a population of half a million, this State has, since 1920, lost 60,000 of that population (one-eighth of its total). We have for this statement no less an authority than Idaho's own Senator Gooding. That gentleman maintains that "with the mineral wealth of the State, with its great agricultural valleys of wonderful fertility, there is no reason for this movement *except* uncertainty. Capi-

tal will not invest in a region where a shift in railroad rates may at any time put it out of competition." That State, "little known Idaho," ranks high among the forty-eight for per capita wealth and per capita income. It stands first, or close to first, in the use of electric cook stoves, and electric household and farm equipment.

Advertisers, to judge them solely by their effulgencies, fail to appreciate the situation. Or can it be that they see the great buying market of the East so intently as to care naught for the millions of consumers in the inter-Mountain States?

What actually happens, only too often, may be gathered from the opinion of the chief bank examiner of one of those States when he was, last summer, a guest at my summer home in New York State. With my eye on my radio, he shot at me:

"Yours is a fine radio. And the makers are plain fools. In my State they are spending thousands of dollars to advertise. Then they damn their own wares so that no merchant can borrow from his bank on the stock. When they advertise 'prices slightly higher in Canada and west of the Rockies,' they are besmearing us as 'damn foreigners' along with the Canucks. I happen to know that fifty cents per radio will cover the additional freights in our State, as compared with 'east of the Rockies,'

[CONTINUED ON PAGE 70]

Eleven Items of the Credo

By Ralph McKinley

(To be read from left to right before going up to down)

—of the Drop Forged Client

1. That a trip through the factory is of vital importance to the new advertising man.
2. That his competitors publish pretty good advertising.
3. That his advertising manager should help him fight off the agency.
4. That his salesmen are bright and energetic.
5. That free publicity is a powerful force and he should get more of it.
6. That the word "marvelous" is a good one and the word "wonderful" a bad one.
7. That he could write better copy himself if he only had time.
8. That big logotypes are desirable because they catch the eye of the casual reader.
9. That Ford succeeded without advertising.
10. That retailers are a pretty sad lot.
11. That we always used to have snow on Christmas.

—of the Cast Iron Agent

1. That a trip through the factory probably will bother his flat left foot.
2. That the advertising of the competitors is pretty poor stuff.
3. That the advertising manager should help him fight off the client.
4. That the salesmen are dumb and lazy.
5. That free publicity is a nuisance and no darned good anyway.
6. That the word "marvelous" is a bad one and the word "wonderful" a good one.
7. That it takes a very skilful fellow, an expert really, to write good copy.
8. That big logotypes are not desirable because they warn readers away.
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HINDS Honey & Almond CREAM



He took her to dinner—just once!

She had a beautiful complexion—just once!

HINDS Honey & Almond CREAM



One game was enough—with her!

She had a beautiful complexion—just once!

HINDS Honey CREAM



When the lights come up...
and you can't powder your nose!

She had a beautiful complexion—just once!

A Boon to Mere Man

By H. G. Weekes

MANY of the votaries of advertising have for some time attributed to the object of their adoration the worthy quality of being "educational." The scoffers scoffed; salesmen were freshly filled with enthusiasm; the knowing ones looked pained. In the meantime the nation became educated and stopped having dandruff, bad breath, fallen arches, and metal touching its citizens' skins. Just why getting all the girls to wear almost-all-but-solid silk stockings, and the boys to wear Bond Street clothes by Broadway out of Rochester, should be educating them was never explained satisfactorily to the troubled purists. Not that it mattered. The effects in general were alleviating to the sufferings of the sensitive. Legs were no longer festooned with limp cotton; hat brims were no longer troubled by ambitious lapels; and peas nestled happily around forks all over the country, wherever the rate of literacy was reasonably high.

However, troubles of mankind being painlessly eradicated by philanthropic manufacturers were always, as you can readily see, elementary; the democratic difficulties fostered by unkind fate. The more subtle trials and puzzles were left untouched; all was not perfect.

It has long been an unsettled question whether women dress and make-up to please themselves, other women, or merely stray men. Various self-appointed experts and authorities have declaimed ponderously upon this academic problem, and with a great show of learning. But none of them has agreed with any other of his experienced and erudite colleagues. It is just another of those problems being left to Youth for solution.

BUT one point does stand undisputed: for whomever it is that women dress, it is man who not only always pays, but often suffers as well. The modes sweep on with increasing daring, and the dangers of the unhappy male remain. The long hatpin has disappeared, but the silk sock slaying high-heel has grown. While the bob and shingle have eradicated the telltale long hair, the increased use of cosmetics has developed endless new traps and annoyances for the indiscreet male. Which brings us belatedly to our point.

A. S. Hinds & Co. have made a new orchestration of an old theme. It is intelligent; it is original; and consequently it should appeal to the woman who is too blasé to pay attention to the ordinary advertisements,

while at the same time it should catch the wandering notice of the girl who reads all blankly and is affected by none. Whether or not the female devotes to fashions a large percentage of her allotted life in order indiscriminately to attract a male, it is certain that she takes some interest in his attentions, and that advertisements that will tell her "how" will gain her good will and attention. If they can also sell her their goods, they are from the technical standpoint practically perfect.

Most of the snares laid for womanhood's dollars lay stress on the obvious. All the daughters of Eve know that good looks, good grooming, intelligence and personality are the necessities in their race for husbands. But when they eagerly search the back pages of their magazines for detailed information distributed by philanthropic advertisers, they learn that they must send for eight volumes of the history of the Persian wars, that they must buy *Bonne Nuit* perfume; that they must wear Wontfit overshoes.

Eve—in a manner of speaking—came from Missouri, and her girls are born sceptics; they all want to be shown, and in detail. Woman's life, necessarily devoted to details,

[CONTINUED ON PAGE 79]

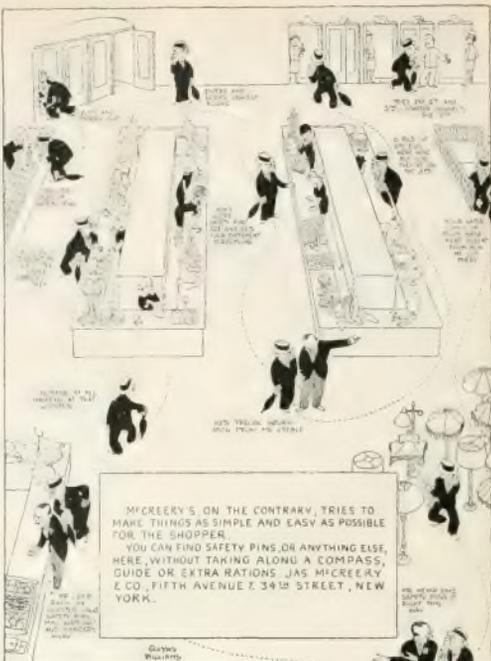


THE UNFORTUNATE LADY SHOWN ABOVE BOUGHT A DOZEN DOLLARS FOR A LUNCHEON. SHE'S GIVING HER SERVICE CLERK ONLY SIX DOLLARS. TELEPHONING POST HASTE, SHE HAS EXPLAINED THE MISTAKE IN TALK TO THE LINER DEPARTMENT. THE ADJUSTMENT OFFICE THE JANITOR (WHO GOT ON THE LINE BY MISTAKE) THE CLAIM OFFICE AND NOW AT THE MOMENT OF COLLAPSE WAS JUST BEING REFERRED BACK TO THE LINER DEPARTMENT.

IF YOU TAKE YOUR TELEPHONING HARD SHOD AT MCCREERY'S WE TRY TO AVOID MISTAKES AND WE MAKE THESE EMERGENCY CALLS UNNECESSARY. AND IN ANY CASE WE TRY TO GIVE THE SAME HELPFUL SERVICE OVER THE TELEPHONE THAT WE GIVE OVER THE COUNTER.

JAMES MCCREERY & CO., FIFTH AVENUE AND 34th STREET, NEW YORK.

GLUYAS WILLIAMS



MCCREERY'S, ON THE CONTRARY, TRIES TO MAKE THINGS AS SIMPLE AND EASY AS POSSIBLE FOR THE SHOPPER.

YOU CAN FIND SAFETY PINS, OR ANYTHING ELSE, HERE, WITHOUT TAKING ALONG A COMPASS, GUIDE OR EXTRA TONS. JAS. MCCREERY & CO., FIFTH AVENUE & 34th STREET, NEW YORK.

GLUYAS WILLIAMS



A GOOD LOUD COUGH IF PERSISTED IN LONG ENOUGH WILL GENERALLY ATTRACT THE ATTENTION OF THE SALES FORCE TO YOUR PRESENCE. BUT IF YOU HAVE A LONG SHOPPING LIST YOUR THROAT IS APT TO GET PRETTY RAW.

AT MCCREERY'S YOU FIND THE KIND OF QUICK AND ATTENTIVE SERVICE THAT MAKES COUGHING UNNECESSARY, AND THAT SENDS YOU HOME WITH YOUR LARYNX FUNCTIONING AT NORMAL.

JAS. MCCREERY & CO., FIFTH AVENUE & 34th STREET, NEW YORK.

GLUYAS WILLIAMS



IF YOU WOULD LIKE TO VISIT NEW YORK WITHOUT GETTING ALL WORKED OUT YOU SHOULD FOLLOW THE EXAMPLE OF THE COMFORTABLE COUPLE. INCLUDED IN OUR TRIP WE COVER THE SIGHTS AND SHOWS WITHOUT EVEN LEAVING THEIR HOTEL ROOM.

WITH A FEW WELL-SELECTED PICTURE POSTCARDS ON HIS KNEE THE GENTLEMAN BEARS ABOUT FROM THE CENTRE ROOM ALL ABOUT THE AQUARIUM AND COBBLE'S TOWN WHILE HIS WIFE MEETLY CALLS UP MR. MCCREERY AND ASKS HOW HIS MAMMOTH MABLE MISS MALE WILL BUY ANYTHING FOR YOU FROM THE NEWEST IN GOWNS TO THE LATEST IN GAMES.

JAMES MCCREERY & CO., FIFTH AVENUE, AND 34th STREET, NEW YORK.

GLUYAS WILLIAMS

WHEN scientists and philosophers have successfully lured the glaring beam of publicity into the dim seclusion of their cloisters their bait has as often as not been an alarming study of the premature collapse of the business man. Their diagnoses have varied, but none has mentioned "shopping." Yet thousands of husbands have taken an unnatural interest in caskets after a day at the stores. Gluyas Williams and James McCreery & Co. are to be commended for exposing the evil and indicating a remedy

Out of a Job at Fifty

What Are the Chances for an Agency Man Who Forgets to Be Prepared for Emergencies?

By S. E. Kiser

LON G. WARE, president of the Long Ware Felt Slipper Company, feeling the need of rest and change decided to "run over to Bermuda." There he fell in with Bidwell Masters, president of Masters, Freeman & Werp, Inc., Advertising and Merchandising.

Mr. Ware and Mr. Masters became very friendly right away. There were no prohibitory conditions surrounding the consumption of liquid encouragement; Masters was accompanied by his attractive wife and her more attractive sister, both fair hands at bridge, and the stories that man could tell! Oh, perfectly proper ones, you understand—stories that the ladies could listen to without being embarrassed in the least.

Mr. Ware was having such a delightful time at the end of his second week in Bermuda, and the climate was doing him so much good, that he decided to extend his vacation for ten days. That made it possible for the whole party to return on the same boat to New York.

Well, you know how such things are likely to work out. When Mr. Masters got back to work he was happy to announce to his associates that he had landed the Long Ware Felt Slipper account.

Notice of the proposed transfer was received with no hilarity in the O. B. Gone Agency, which had handled the account for eleven years. Several other important accounts had recently slipped out of Mr. Gone's possession, and this blow, wholly unexpected, fell with a sickening thud.

It was particularly painful to Warren Marsh, account executive and copy writer. He had helped to build up and develop the Long Ware Felt Slipper account. It was his baby. His work on it had been good, everybody admitted that, and the account had been a profitable one to the agency.

When Marsh was called into Mr. Gone's private office, a few days after the receipt of the bad news, he

knew fairly well what the line of conversation would be. Mr. Gone was sorry. The staff had to be reduced. Marsh would be carried on the payroll for a month, which would give him time for cleaning up such work as remained to be done on Slippers, and he could look around meanwhile for the purpose of "forming another connection."

Oh, that would be easy! Everybody assured Marsh that with his experience and the prestige he had built up as the active man on the Long Ware account, he would merely have to step out and take whatever happened to suit him.

AFTER the lapse of a couple of weeks the boys in the office began to ask him whether he had landed anything.

"No, he hadn't exactly settled on anything yet, but he had several things in view." You know how it is. "Well, don't worry, old man," the boys would say. "You'll turn up something, all right."

Oh, sure! He wasn't worried at all. It was just a matter of deciding which of his "good, live leads" to follow up.

Ah, those "good, live leads"! There are many heart-breaking stories behind the "good, live leads" and the "several things in view" that are referred to so bravely by agency men who go out hunting for jobs.

Poor old Marsh! Like many another man who has gone along complacently for years and years in agency work, he always had found himself keeping about an even pace with the payroll. Like many others, too, he had been hoping every month that next month he would find a nice little balance to his credit.

While his hair was turning gray and becoming thin his children had grown up. He had seen them through school; his oldest boy was taking care of himself, and one of the girls had married. Still, somehow, the expenses had continued.

Perhaps Marsh and his wife had

not managed things quite right. They might have followed the example of a successful cracker manufacturing company, and economized by rounding off needless corners—but they had permitted their corners to remain. Naturally, they felt that they were entitled to some of the luxuries of life. They had to have a car, of course. Everybody else had one. Then there was the move to the more modern and expensive apartment, where they had to have new furniture, a radio, and all that sort of thing, and, finally, there had been the wife's operation for appendicitis. That had set them back badly.

But everything would have been all right if Lon G. Ware hadn't taken that trip to Bermuda. Thus we see how a mere incident in one man's life may turn out to be tragic for others.

Warren Marsh, nearly fifty years old, was out of a job; with no investments from which to expect an income, and with "several things in view." His "live contacts," very promising at first, failed, one after another, to materialize into anything tangible. There were encouraging promises of the need of a man of his caliber as soon as business got a little better, or when an account that was just about to be landed came in.

AFTER each interview in which he had been assured that he could expect to be called for as soon as the big thing broke, Marsh would go his way with a light step and a hopeful heart. His name, address, and telephone number were always carefully taken by the gentlemen to whom he applied for work, but in most instances that formality might as well have been omitted. The memorandum was usually dropped into a waste basket or put into an odd corner and forgotten as soon as Marsh had disappeared.

Perhaps the men who asked him to "keep in touch" with them,

[CONTINUED ON PAGE 52]

A Justification of Installment Purchasing

By John J. Raskob

Chairman Finance Committee, General Motors Corporation

PREVIOUS to 1919 most automobiles were sold on a cash basis. We recognized, however, that if the industry were to be as successful as we felt it should be, it would be necessary to sell automobiles on credit. With a view, therefore, to control properly the extension of consumers' credits and to learn in practical experience what constitutes use and abuse, we organized the General Motors Acceptance Corporation in 1919 with an initial capital and surplus of \$2,500,000. Today only twenty banks out of upward of nearly 30,000 banks in the United States have capital, surplus and undivided profits in excess of the \$30,200,000 which the General Motors Acceptance Corporation now employs.

Its experiences and results have been attained under the following general rules and regulations:

First. It may be interesting to call attention to the fact that in a few States, including New York, organizations like ours, which deal with consumers' credits, are required to operate under the banking laws.

Second. It functions in a manner completely independent of the sales and operating divisions of the General Motors Corporation, so that the judgment of its credit men in the extension of credit cannot be influenced or overridden by an overzealous sales department.

Third. The credit granted is in a reasonable relation to the purchaser's circumstances; the terms must represent the minimum accommodation which the purchaser needs, based in each instance upon a careful analysis of purchaser needs; terms consisting of a certain down payment in cash and a fixed period of time for the balance are never arbitrarily assumed to constitute a good credit and be quoted to any seeker of credit in advance of any knowledge of his character, ability and willingness to pay.



Fourth. The dealer making the sale must accept responsibility for the purchaser's obligation through either endorsement or guarantee. This is in line with traditional practice underlying merchandising of goods in all trades. This endorsement or guarantee is perhaps the most vital factor in the direction of eliminating abuses in the extension of consumers' credits. No one can possibly have as intelligent a conception of the purchaser's character, ability and willingness to pay as the dealer and dealer's endorsement or guarantee underwrites his judgment of purchaser's character. While the physical security or collateral for credit is important, we should never permit ourselves to forget that *character* is the foundation of all credit.

THE mere fact that consumption credit of the new kind, or installment buying provokes criticism and arouses opposition must not surprise us. Every form of credit had the same difficulties to meet at the beginning. It was only as the result of long experience and careful analysis that what was sound in each form

of credit was gradually differentiated from the unsound. Every phase of economic life has been attended by the addition of a new form of credit appropriate to its own conditions. Every great advance in the development of our nation has been first financed on credit and then paid for by the people in installments. Consumers' credit, paid in installments, is simply the adaptation of this principle to the individual's advance.

Let us return again to the purchaser. A banker has made this observation: "A man may be accustomed to spend all he gets and have nothing to show for it; he enters into an installment contract and, still spending all he gets, he now has something to show for it. This converts him into a property owner, and as a property owner he feels a new kind of self-respect and he also finds himself hungry for more property. It is said that in certain districts of the country workmen formerly could earn wages enough to live on their accustomed scale by working only part of their time, so after the fourth or fifth day of the week they would quit and take holidays. But now this has been changed, for, with obligations under the installment plan, they find themselves in need of an income—an income to pay for articles they have undertaken to buy, which articles tend to bring them to a higher scale of living, and so the labor situation has been definitely improved through the installment plan. Now a man who has put aside so much a month for an automobile, a radio, a washing machine, etc., and has these things to show for his payments, must be in a better state of mind to see the point of paying so much a month for life insurance protection for his family than before he had had such experience."

Life insurance in force has increased from \$42,330,000,000 in 1920 to \$72,000,000,000 in 1925, while our savings bank deposits have not alone doubled in the last seven

Portions of an address delivered before the Academy of Political Science, New York.

THE · EDITORIAL · PAGE

Cooperative Censorship

THAT the plan of cooperative censorship, advocated in this publication some months ago, is both workable and effective is proved by the experience of the furniture interests in their "Name the Woods" movement.

Our readers will recall that, at the investigation of the Better Business Bureau, a group of furniture merchants in New York agreed among themselves to be accurate in their descriptions of the furniture they sold, naming the woods honestly. A set of standard terms was compiled and the merchants promised to follow these terms in their advertising.

Some interesting figures are now available which prove that such voluntary censorship of advertising is workable and decidedly worthwhile. In the city of New York, during one month a check was kept on furniture advertising and the number of advertisements was noted. Out of 298 items, only two carried false or incorrect descriptions. A remarkable showing.

This Name the Woods movement is being pushed by the Better Business Bureau and it is fast becoming national in scope. It is the most effective kind of censorship, for it is self-imposed. To make it completely cooperative, it would only be necessary for the merchants to present this code of censorship to the publishers and insist that they administer it fearlessly against all or any of them who might transgress it.

We believe some such form of cooperative censorship, investigated by industries or groups subject to the same temptations, offers the best and most effective means of putting truth into advertising and increasing its effectiveness by making it more believable.

Impetus to Air Travel

NOW comes the announcement of airplane luggage, being introduced by a Racine, Wis., manufacturer.

Not only does this open up a new advertising possibility, but it has great significance in connection with air transportation.

Granting reasonably safe airplane service, the impetus for air travel is likely to come, not so much from airplane manufacturers as from advertisers such as this Racine manufacturer, advertising the accessories or services incident to such travel. The influence of the take-it-for-granted-that-we-are-going-to-travel-by-airplane advertising that such firms will do will be more effective if anything than the direct bid for patronage by air lines or the direct bid for sales by airplane manufacturers.

Frank Discussion

READERS of our December first issue probably noticed the fact that, in addition to our regular letter page, "The Open Forum," two full pages plus several columns in the back of the book were devoted entirely to letters which were received in our offices. In this issue the same condition is repeated, and we have been obliged further to add a column to The Open Forum.

We publish this material for a number of reasons, even at the risk of boring some of our readers and bringing down upon ourselves some unfriendly criticism. In the first place, two vital questions of national significance to the advertising business have come up for discussion. In the second place, the men who have written us have been of such caliber, and their suggestions so constructive in nature, as to warrant them a hearing upon any matter of importance. In the third place, this frank and clear-sighted discussion is a spontaneous demonstration of reader interest, and is the sole *raison d'être* of any publication.

We are glad that our readers are commencing to feel that in the columns of ADVERTISING AND SELLING they will find a free and unbiased medium for the expression of their opinions or the refutation of opinions of others. A business publication cannot stand still; it cannot be content to follow in the wake of its field and simply to echo the platitudes of the multitudes. It must ride the crest of the wave of progress. It must have its eye on the future, its ear on the ground and its finger on the pulse of business; thus and thus only may it qualify for leadership.

So we thank our readers for their letters. We hope as time goes on to find a more satisfactory way to handle such matter, but in the meanwhile we hope that our readers, having found the medium for their expression of opinions, will continue to make use of it.

Advertising Advertising

WE seriously question the wisdom of the movement to advertise advertising. It seems to us that the less the ultimate consumer's attention is called to the operation of advertising the better. The American public is already too advertising conscious, for one thing, and anything which tends to focus attention on advertising rather than on the thing advertised is of questionable benefit.

For another thing, there is admittedly so much poor and wasteful advertising done that to try to spread the mantle of efficiency and economy over the whole mass of advertising is to run the risk of appearing ridiculous to the thoughtful citizen—who is the only one the advertising of advertising is likely to impress, anyway.

Well conceived and properly executed advertising needs no advertising nor any vindication; the rest deserves none.

Space Selling

IN connection with the discussion being held at present over the problem of receiving publishers' representatives, the following letter comes to us from the advertising manager of a national manufacturer:

I have an idea that if you keep on, you will bring about a change in space-selling. Men like Stanton and Stoddard will never find any doors closed against them. They are ambassadors of advertising, not advertising solicitors. And it would be better for everybody if solicitors, who never will be ambassadors, cut out a lot of this "I've just dropped in to pay my respects" stuff and relied more on printed appeal than most of them do.

"Look Out, Dollar! Here They Come"

By Robert Douglas

THE product was a new one: a fresh fruit, trade-marked and put up in boxes. The idea was untried; nobody knew whether it was good. But it was worth testing, in a modest way, and plans were developed for the experiment. A large advertisement in the local newspapers opened the campaign.

The man who had nursed the plans heaved a sigh of relief that morning. He was safe on first base and could stop long enough, now, to catch his breath. He turned to the dusty pile of work which had accumulated in the folder marked "Immediate." Then the massed attack began. The advance guard arrived.

Here was the niftiest little article in the world to sell the product by building good will. Women bought the fruit; women sewed. Pack this little advertising thimble in every box. I don't believe so, thank you. Good bye. Glad you called.

Among those present in the short period of a month or so thereafter were:

The man who controlled the painting of the home-run fence at the local ball park. Nope. Thanks very much.

The advance agent for a Wild West show and circus, offering banners on the sides of the elephants. No, thanks. Not quite in line with what we are trying to do with our advertising.

Representatives of every national magazine.

Representatives of newspapers in other cities. No. Sorry, but this is a local campaign.

Representatives of national magazines which came into being since the first bunch of representatives called. Representatives of old magazines, taking the places of representatives who had moved on. Nope. Sorry, but the campaign is still local.

Lithographers.

Printers.

Folding-box men. More printers. More lithographers.

A man with a tin display stand, to hold the package on the dealer's counter. Thanks, very much. We'll keep your card and let you know when we get that far along.

THE representative of the program of the July 4th Motor Race Meeting. No, thanks. Out of our territory.

Editors of suburban papers.

The agent of a list of foreign language papers. Foreign language readers are great fruit eaters. Granted, but we haven't distribution, yet, in the foreign language districts of the city.

(At this point the agency man barred the door, figured his budget

once more, carried it out to three decimals for safety, locked it in the safe and changed the combination.)

In came:

An inventor who would guarantee forty days' showing, at beaches and ball parks, of powerful kites carrying a huge cloth banner. Sounds pretty good, but not just yet. Thanks for calling.

Women representing children's magazines. (Fruit is very good for children.) Women representing Shopping Guides, Women's Club Year Books. I'm very sorry, but we can't take the space. Thank you so much for calling.

Practically the board of directors of the telephone company, to insist that the back cover of the directory be purchased. No, thanks. And by the way, why do we get so many wrong numbers and busy signals on this line? Exit.

Lady editors of the daily papers. Cooking schools are imminent. Cook books will be published, and special full-week editions of the papers, containing recipes and advertisements of the food products used. (We fall for some of these.)

More cooking schools.

[CONTINUED ON

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BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

Barton, Durstine & Osborn

INCORPORATED

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

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

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



NEW YORK
383 MADISON AVENUE

BOSTON
30 NEWBURY STREET

BUFFALO
220 DELAWARE AVENUE

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

Judges Chosen for Harvard Advertising Awards

FRESH from Cambridge comes the announcement of the judges selected to administer the Harvard Advertising Awards for 1926. This group of prizes, as most of our readers will remember, was founded and endowed three years ago by Edward Bok, with the aim to encourage merit and stimulate improvement in advertising. The Harvard Graduate School of Business Administration has in charge the supervising of the awards, and the jury is selected each year by the dean of that institution from among men whose training and experience would appear particularly to fit them for the position of judges.

This year's jury, as now announced, will consist of the following men: John Benson, Benson & Gamble, Chicago; S. A. Conybeare, Armstrong Cork Company, Lancaster, Pa., and President of the Association of National Advertisers; W. D. Moriarty, Professor of Economics, University of Southern California; A. C. Pearson, President, United Publishers Corporation, New York; Harford Powel, Jr., Editor, *The Youth's Companion*, Boston; Louis Wiley, Business Manager, *New York Times*; Neil Borden, Assistant Professor of Advertising, Harvard Graduate School of Business Administration; Dr. Melvin T. Copeland, Director, Bureau of Business Research, Harvard University; H. T. Ewald, Campbell-Ewald Company, Detroit; F. C. Kendall, Editor, ADVERTISING AND SELLING, New York. Special jury on typography: D. P. Urdike, The Merrymount Press, Boston; Everett R. Currier, Currier & Harford, New York; Joseph M. Bowles, William Rudge Company, New York.

The nature of the awards and the nature of their administration differs little this year from the method of 1925, save for the notable addition to the list of prizes for a campaign for industrial products appearing in industrial, trade or professional journals and one for a campaign executed locally in cities of 100,000 population or less. Also, certain provisions have been made for specified cases where the jury may award two equal prizes instead of one should the circumstances appear to

warrant this step. (See the detailed description of prizes below.

The awards have been divided into four classes for purposes of definition and administration.

I. For Distinguished Services to Advertising. A gold medal will be awarded to the individual or organization deemed by the Jury of Award to merit recognition for distinguished contemporary services to advertising.

II. For Advertising Campaigns. Four prizes of \$2,000 each will be awarded to the subdivisions of this group, as follows: (1) For a national campaign deemed most conspicuous for the excellence of its planning and execution. If the Jury believes it advisable, two awards of \$2,000 each will be awarded under this head: one for a campaign of a general or institutional character; the second for a campaign advertising specific products. (2) For a campaign of industrial products which seeks publicity primarily through the media of industrial, trade or professional journals. (Industrial products seeking publicity through general popular magazines will be judged under the award for national campaigns.) (3) For a local campaign which seeks publicity in a relatively limited territory or in a single locality for products or for an institution. The Jury may, if it believes it advisable, make two awards of \$2,000 each under this head: one for the best local campaign of a general or institutional nature; the second for the best local campaign advertising specific products. (4) For a campaign executed locally in cities of 100,000 population or less. (Local campaigns executed in cities of over 100,000 population will be considered under subdivision 3 above.)

III. For Scientific Research in Advertising. \$2,000 will be awarded for the advertising research of the year most conspicuous because: (a) It has brought about economy or secured efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising, or (b) it has reduced or precluded unwise and wasteful expenditure in a spe-

cific advertising program. (Research connected with any campaign winning in classification II will not be eligible here.) Should the Jury see fit, two prizes of \$2,000 each may be awarded for researches falling respectively under (a) and (b) above.

IV. For Distinguished Individual Advertisements. Four prizes of \$1,000 each will be awarded for individual advertisements, distinguished for technique and substance, which have appeared in established American or Canadian newspapers or periodicals. Typographical excellence and correct and effective use of English will here be deemed of first importance. Ordinarily, but not necessarily, the Jury will consider the individual advertisements under the following classification: (1) For the advertisement most effective in its use of text as the chief means of delivering its message. (2) For the advertisement most effective in its use of pictorial illustration as the chief means of delivering its message. (3) For the advertisement most effective in its combination of text and illustration as the means of delivering its message. (4) For the advertisement most effective in typography. No advertisement shall be awarded more than one prize under classification IV.

ACCORDING to the rules laid down by the committee each campaign submitted to the Jury of Award must be accompanied by a manuscript, not to exceed 5000 words, describing the planning and execution of the campaign, and giving the factors which were weighed in determining particular decisions made and lines of action followed. Such material will be held confidential by the Harvard Business School and the Jury of Award, and will not be used or published without the consent of the author.

The final closing date for the receipt of all manuscripts and advertisements at the office of the Secretary of the Harvard Business School has been set for 5 p. m. on December 31, 1926. Announcement of the awards will be made as soon after the close of the contest as practicable.



Larger Railway Expenditures Anticipated for 1927

FINANCIAL authorities, with whom we are in close touch, are confident that railway expenditures for additions and betterments in 1927 will exceed those during 1926. Every indication at this time justifies this forecast and the large orders for equipment reported in November valued at more than \$23,000,000 indicate the start of a large buying movement.

In reaching this important market the five departmental publications that comprise the Railway Service Unit can aid you materially. They select the railway men you want to reach, for each publication is devoted exclusively to one of the five branches of railway service.

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

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

San Francisco

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

London

The Railway Service Unit

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

A.B.C.

A.B.P.

This Matter of the Cash Discount

THE material that makes up this page and the following columns consists of letters and portions of letters which have poured into our offices since the appearance of our Dec. 1 issue. The lead editorial in that issue, as most of our readers probably noted at the time, was entitled "This Matter of the Cash Discount," and dealt with the action of certain newspapers in various parts of the country in discontinuing the discount of 2 per cent to advertisers for cash payment for their space. It is upon this subject that these gentlemen saw fit to express opinions.

The editorial in question aimed simply to bring the subject into the open and to invite discussion from the parties concerned. The editors declared at that time, and repeat herewith, that ADVERTISING AND SELLING means to take no side in this matter which so involves internally the whole advertising business.

As may be remembered, our editorial pointed out three separate and distinct phases of the subject which should be considered: First, that the cash discount, in addition to making it possible for the publisher to do business on a smaller capital, has given a definite check on the advertiser's financial status; that if it were abolished, some sort of credit insurance might be found necessary, at a cost which might prove exceedingly expensive; and that the danger of heavy losses in the publishing industries in times of general business depression would be greatly intensified were the discount to be abandoned, inasmuch as the publisher's "white space," bought but not paid for, has no salvage value.

Cash Discount As Credit Protection

By **Earnest Elmo Calkins**

President, Calkins & Holden, Inc.

THERE is no doubt in my mind that every advertising agent desires the cash discount retained. Advertising is an intangible commodity and of value only to the business for which it is done, like a lawyer's advice or a doctor's prescription. If the bill is not paid, it cannot be used for the advantage of anyone else, as is true of tangible products. It cannot be levied upon, seized and sold for the benefit of creditors. Therefore it needs every credit protection that can be devised, especially now when advertising space runs to such large amounts that the non-payment of one month's bills would seriously cripple even a large advertising agency.

The advertising world has been educated up to the necessity of paying advertising bills promptly through the influence of the cash discount. It would be disastrous to break down this state of mind and allow extension of time to creep into our relations with our clients. Also, if advertising agents could not count on receiving payment of all bills when due, a much larger amount of capital would be required to conduct an agency business, which would mean that the profits would be correspondingly less, because, of course, this additional capital would have to be paid for in some way.

As 85 per cent of the money received from the client must be paid to publications, and is really money in transit, as it were, it would be an unjust

burden for the agent to carry this amount any longer than necessary. I think I know enough of human nature to prophesy that if the cash discount were abolished the prompt payments of advertising bills would soon be honored more in the breach than in the observance, and an industry which has been remarkably free from failures in proportion to its size and number engaged in it, would soon suffer from frequent embarrassment and even discontinuance. Even as it is, advertising agents are tempted all the time to undertake advertising without cash in hand, with all sorts of promises of sharing in the prosperity of the business if the advertising succeeds. And the wise agent has learned that his business is advertising and he cannot successfully combine it with that of a banker—at least not in the same transaction.

I am speaking only for myself, but I am quite sure that I represent the opinion of the advertising agents of the country in saying that we would consider the abolishing of the cash discount a serious blow to the conduct of the advertising business.

A Few Agencies Abuse Their Discount

By **Frank T. Carroll**

Director of Advertising, Indianapolis News

"THIS matter of the cash discount" is attracting a great deal of attention these days.

Personally, I am not in favor of its elimination because I am still inclined to feel that the cash discount is of value to the agency and to the newspaper, even though as the newspaper men in-

sist, the cash discount is passed on to the advertiser and is in a way a rebate on the established rate amounting to something like a cut rate.

This matter has been up for discussion in several of the meetings of the Association of Newspaper Advertising Executives where I have presided, and I have heard complaints to the effect that the time period indicated on newspaper bills has meant nothing to advertising agencies who have insisted on taking cash discounts even though their checks left the agency office from 3 to 10 days late. This habit, even though confined to relatively few agencies, has no doubt encouraged newspapers to abolish the cash discount and at the same time get rid of the irritation caused by checks arriving late with cash discount deducted.

The *Indianapolis News* intends to continue to allow cash discount for payment of bills by the 20th of the month. We intend, however, at the same time to continue to insist that where the agency envelope containing remittance is postmarked later than the 20th day, that the agency pay the account without cash discount deduction, and where such deduction is made we rebill the agency and insist on payment before cash discount will be allowed on the following month's account.

Every Party Will Suffer

By **Robert K. Leavitt**

Secretary-Treasurer, Association of National Advertisers.

THIS Association is decidedly of the opinion that the cash discount is a logical part of the business of publication advertising. It believes that the withdrawal of the cash discount in such cases as it has been done by newspapers is injurious to the interests of advertisers, of agencies, and in the long run, of the publications themselves.

That the advertiser is penalized by the discontinuance of such an established custom is evident enough. The thing amounts to nothing more or less than a raise in advertising rates to the advertiser without a corresponding saving to him at any point. Indeed, there is good reason to believe that certain of the papers which have discontinued the discount have done so with the sole idea of increasing their advertising revenue without the necessity of explaining a formal raise in rates. Numbers of them have been frank enough to admit that this was the case. Whether or not such an increase in revenue is the motive of a newspaper, it is incontrovertible that the advertiser is the first to suffer.

He is not, however, the last. The



ONLY the wisest and stupidest of men never change—said Confucius. And that applies to advertising schedules, too. We invite all the in-betweens not covered in this Chinese wisecrack to consider earnestly

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 PARK PLACE, New York

November Averages

DAILY - - - - 1,164,542

SUNDAY - - - 1,426,685

These are the largest circulations
Daily or Sunday in America

agency, deprived of its ability to offer the advertiser an inducement for prompt payment of space bills, must nevertheless pay the publisher as promptly as before on pain of having its agency commission held up. In order to do this, it is necessary for the agency to finance the advertiser's space bills for the period in question. Such financing is, in some cases, a heavy burden on certain agencies and a burden which greatly increases their cost of serving the advertiser.

It is not a generally accepted function of the agency to carry the advertiser's bills, and the agency can do so only at the expense of two items: one is its own profit, and the other is its expense in serving the advertiser. Whatever increased revenue comes to the agency from the withdrawal of the cash discount must come from one of these two sources.

Nor will the publications benefit, in the long run, from a measure which will tend considerably to slow up their business. It is doubtful if advertisers, as they become more and more aware of this factor, will not equalize matters by cutting down the amount of space in non-discount publications so that the net amount of their expenditures in such publications will be approximately the same as it would be with the discount. It is not likely that publications will greatly increase their gross revenues by such a move.

It is claimed by certain publishers that the withdrawal of the cash discount is a measure taken in response to the laxness of agencies in paying bills, a laxness which does not extend to the agencies claiming the discount. That this is the case to any great extent may be seriously doubted. Officials of the agents' association have repeatedly challenged such publishers to name any reputable agencies which were in the habit of claiming a discount in spite of delayed payments and have offered to bring the full force of their organization's influence to bear to straighten out any such situations. The challenge, so far as we are aware, has never been accepted.

While our Association has never taken any action in this regard, it should like to hazard a guess that the A. N. A. would be glad to add its influence with the advertiser to any move to straighten out recalcitrant agencies. In any event, it is difficult to see how newspapers who complain of slow payment can hope to speed up such payment by elimination of the discount. It is likely, rather, that the newspapers will find the flow of business even slower than before and that they, too, will suffer from any precipitant action looking to the elimination of the discount.

We have heard in the past occasional rumblings of complaint from newspapers that there was a tendency on the part of agencies to favor magazines on account of the greater net profit to the agency from handling large items of space. Whether or not this is true to any great extent, the action of the

newspapers in withdrawing the cash discount is a strange way of meeting the situation.

Friction Should Be Eliminated

By S. H. Bowles

Publisher, Springfield (Mass.) Republican

WE believe that the practice of cash discount should be retained by publishers for the benefit of agencies and national advertisers. We believe that publishers should take steps to insure prompt forwarding of checking copies and that agencies should not endeavor to deduct cash discount when paying after date due. We hardly ever have an agency pass up the cash discount date without receiving a letter containing some excuse about the clerical help or something else and endeavoring to have the discount allowed. We think this is the reason why some publishers have decided to give up the cash discount.

Anything which makes friction between publishers and agencies should be eliminated. If cash discount cannot be operated without friction, we believe it should be eliminated, but it seems to us quite possible for both sides to cooperate to make the custom operate successfully.

Letting Down the Credit Bars

By T. E. Moser

Moser & Collins, Utica, N. Y.

IT is very difficult to understand the sort of reasoning that prompts a publisher to adopt an idea so destructive to the best interests of all advertising, as the abandonment of the cash discount. Today the publisher is quite wholly dependent for profit on advertising. Because of his large investment, he is quite probably the one most to suffer by any move likely to injure advertising.

It is a well-known policy among advertising agencies which conduct their businesses along sound lines not to extend credit to advertisers. We have occasion to explain to a would-be advertiser whose credit is not any too good, that advertising is an investment for better and more business that can only be undertaken by those who have the money with which to pay for it—just as in the case of a company making an investment of surplus funds to improve its profit.

The cash discount has come to be the sole protection of advertising against its unjustified use by those who cannot afford it. It is a measure for check of a company's preparedness for its use.

Should publishers generally remove the cash discount, it would represent letting down the bars to many weak companies who would try to use advertising to make up for their inability to

conduct their businesses successfully, in the hope that advertising might pull them out. This would obviously be a very dangerous condition.

Various groups in advertising, such as the agencies through our Association, have been working hard to standardize advertising and develop it to a better business basis. In my opinion, those publishers who are discarding the cash discount are undermining a lot of good work that has been done so far. They would be letting what appears to be an immediate gain blind them to what is certain to be a very large problem of the future.

Newspapers Should Cooperate

By Edward T. Hall

Vice-President, Ralston Purina Company

THROUGH the continual and rapid increase in the sums spent for advertising during the past few years, the funds required to finance an agency are already a serious problem. Should we pass through a period of depression the situation might become more serious. The withdrawal of the cash discount slows the payment of large bills and so forces agencies either to increase their capital investment or relatively decrease the service to advertisers.

Whenever a well established service company goes to the wall, others suffer. With increasing competition, more and more service is required. All advertising interests are in the same boat. The newspapers are entitled to a fair return on their investment and their efforts. I feel that it is a short-sighted and selfish move to use the removal of the cash discount as a means of increasing income. I favor fair rates based on bona fide circulations representing honest-to-goodness reader interest. I am opposed to this mad scramble for more and more circulation, built and maintained by forced methods. The expense of this abuse is doubtless one of the factors that is forcing newspapers to look elsewhere for increased remuneration—even to removing the two per cent.

It is indeed discouraging to see some few newspapers utterly ignore other factors in advertising, especially at a time when a general movement is developing for those who occupy the same boat—publishers, agencies and advertisers—to discuss mutually those problems that effect the general good of all.

Abolish Discount—Increase Advertising Cost

By Everett R. Smith

Advertising Manager, Fuller Brush Co.

THE matter of cash discounts, as covered in your editorial, is something of very real importance. I agree with the statements you make. Let me

[CONTINUED ON PAGE 74]

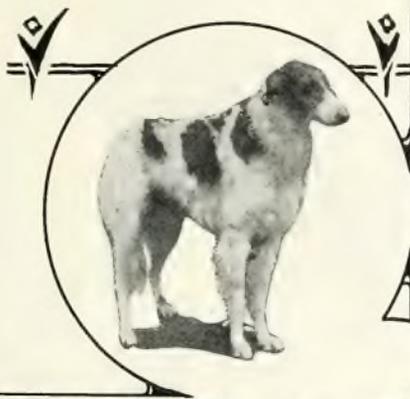
Iowa's Standby!

When Iowans want to buy or sell they think first of The Des Moines Register and Tribune. They depend upon it as a medium that gets results as well as a newspaper for their information and entertainment.

The Des Moines Register and Tribune is an Iowa institution. Its service to its readers is partly responsible for the remarkable circulation of over 185,000 daily and over 155,000 Sunday—99% in Iowa!



"We sold our grocery store after having our ad in The Register and Tribune only four days. We had about 20 replies." Jesse M. Johnson, Story City, Iowa.



"I received 6 answers to my ad run in The Register and Tribune for one week. My dog was sold for \$75 two days following the last insertion of the ad."—O. M. Wilson, Monroe.



"I ran two ads in The Register and Tribune a short time ago. I received 55 replies to those ads. Just made a deal on the garage and Ford agency and am ready to close on the other deal."—A. R. Gleason, Lacona, Iowa.



"The 4 line ad offering my meat market for sale, ran just a week. Tuesday following, I sold it. Got the cash. Want to thank you." O. A. Godske, Springville, Iowa.



"Please discontinue our advertisement for the traveling bag we lost last Sunday. It was returned today by express from Des Moines. That is most remarkable service. We were sure it was gone for good."—Glenn Blackford, Shelby, Iowa.

INDUSTRIAL ADVERTISING and SELLING

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

we must do more original thinking—thinking in advance of even the more thoughtful among our own readers. This may take the form of the presentation of new engineering, production or refining ideas; but it must be real thinking, not merely a plain array of facts. I am glad to say that we are progressing in this direction, but we can progress more rapidly.

H. P. SIGWALT, secretary of the National Industrial Advertisers Association, is mathematically minded. He has computed that if one man were to win first prize in the three awards offered to industrial advertisers this year, that man would augment his bank account \$2,750. The awards to which Mr. Sigwalt refers are:

The N. I. A. A. Research Award (A. W. Shaw, donor). Purpose: To stimulate the getting of facts on industrial markets, and to further the work of the National Industrial Advertisers Association to this end. 1st Prize, \$500.00; 2nd, \$300.00; 3rd, \$200.00. Closing dates: for enrollment, January 1, 1927; for manuscripts, March 1, 1927.

The Forbes Award for the best planned and executed industrial advertising campaign to reach general executives. 1st Prize, \$250.00; 2nd, \$100.00; 3rd, \$50.00. Closing dates: for enrollment, January 1, 1927; for manuscripts, April 1, 1927.

The Harvard Award of \$2000.00 for the campaign most conspicuous for the excellence of its planning and execution which seeks publicity for industrial products primarily through the media of industrial, trade or professional journals. Closing date: December 31, 1926.

Any advertiser who wishes to compete for any or all of these awards, and has not yet signified his intention of doing so, should send his entry to H. P. Sigwalt, advertising manager, Milwaukee Corrugating Co., Milwaukee, Wis.

From a Business Paper Publisher to His Editorial Staff

By **W. C. Platt**

President, National Petroleum News

In a recently prepared symposium on "New Tendencies of Industrial Advertising," Wm. A. Beatty, vice-president, Newell-Emmet Company, offered some



From an Etching of a Car Driver by R. S. Rinanezzy, Advertising Manager, The McMyler-Interstate Company

constructive criticisms of the Trade Press.

"It seems to us," he said, "that the chief value of industrial publications is in their informative side in the slow-moving fields, and in their news values in the faster moving ones. A close study of industrial papers might create the impression that in many instances they are forced and that there is more stuff published than need be. So long as trade papers refuse to take leadership with their readers and ignore the possibility of propagating opinion, but rather trail or photograph the field currently, it would not be likely that one would get such stimulation from them. There are exceptions to this, of course, but the experience of our agency would seem to show that the news columns of the trade papers are more valuable in confirming current opinions than in prognosticating new ones."

At the recent convention of the Associated Business Papers in New York, the Presidents of the Dodge Manufacturing Company, of the Mack Truck Company, and of a large glove manufacturer, told the publishers that what they want most from the business press are ideas that will help them maintain the leadership expected from occupants of prominent positions. It was interesting to see how they want the papers to take advanced, progressive positions and stimulate their thinking.

For years I have maintained that if we are to interest men of affairs, either large or small, in the industry we serve,

ADVERTISING AND SELLING

has opened its columns to a frank discussion of the problem confronting advertising managers and their assistants in finding time for interviewing publishers' representatives.

We asked a number of publishers what might be done by them to help conserve the time of customers and prospects, and what steps have already taken to alleviate the present situation.

From McGRAW-HILL COMPANY:

"The publisher can control salesman's calls so that they always justify the time the salesman requires. This is a fundamental problem of training the publisher's sales force. If the salesman is merely selling white space he should expect little time from industrial advertising men. If he is helping to develop a plan of industrial marketing he will find that these industrial advertising men want as much of his time as he can give."

From C. A. TUPPER, President of the International Trade Press:

Advertisers and publishers should keep in contact as closely as possible by correspondence and cover much of the material that would be brought forward or argued over in calls by advertising salesmen. I do not believe it is possible to route men by appointment. They usually have to take their chances on finding the advertising manager in.

William A. Wolf

A Thumbnail Autobiography



I AM one of the few native New Yorkers in advertising, having been born opposite a brewery on East Fifty-sixth Street. Neither the house nor the brewery is now standing.

I was educated in the public schools, graduating in 1897, going thence to the College of the City of New York, and was graduated from

A FEW additional multi-graphed copies of the symposium of *New Tendencies of Industrial Advertising* read before the Annual Convention of the Association of National Advertisers are available. Single copies can be obtained free by addressing Editor, ADVERTISING AND SELLING, New York.

T R U E T A L K

~ by the owner of a department store in Racine, Wis. ~ as reported in an article in PRINTERS' INK

"WHAT effect does a manufacturer's consumer advertising have in inducing you to make your initial purchase of a line of merchandise?"

"None whatever; not the slightest bit."

"Some manufacturers apparently have the idea," he said, "that the dealer is interested, first of all in the supposed salability of merchandise and the arrangements that have been made to enable him to get a steady and profitable business from it. This idea is wrong. What the dealer has to be sold on at the outset is the merchandise itself—its appearance, wearability, performance and all-round worth."

These things are just as true in general as they are in particular. After he stocks a line, the merchant welcomes all the constructive advertising a manufacturer may be able to do—but every store, on Fifth Avenue or on Main Street, has a buying public of its own, a public whose wants are known by the store, a public for whom the store acts as purchasing agent. In any community, a successful store can do more to sell a manufacturer's line than can the manufacturer himself.

"Tell and sell the merchant—and *he'll* tell and sell the millions."

The Economist Group

DRY GOODS
ECONOMIST

DRY GOODS REPORTER

— DRYGOODSMAN

【 *The most effective, most economical way to reach and influence dry goods and department stores* 】

Columbia University with the degree of Electrical Engineer in 1905.

The Western Electric Company has been my habitat since my graduation from college. Starting in the engineering department, I progressed through the sales and manufacturing organizations until my writing propensities steered me into the advertising department, later on designated as the publicity department.

I have served two terms as president of the Technical Publicity Association, 1921-22 and 1924-25, was for two years one of the governors of the Direct Mail Advertising Association, and have at present the distinguished honor of being president of the National Industrial Advertisers Association.

I am married and have two-twelfths of a dozen of children of assorted sizes and sexes. My hobbies are music and landscape photography.

BEFORE outlining programs for this winter's meetings, the program committee of The Engineering Advertiser's Association sent out questionnaires to ascertain subjects in which their members were most interested.

Market analysis received the greatest number of votes; copy-writing, second; budgets, third; color, fourth; direct mail, fifth; campaign plans, sixth; sales management plans, seventh.

What Some Advertising Agents Think About Industrial Copy

M. L. WILSON, Vice-President, The Blackman Company:

"In copy approach, style and art treatment, most industrial copy can be greatly improved. Serious copy, today, goes into what a product means to the buyer, not only in operating efficiency, but in lowering operating, maintenance, power and repair costs.

"When imagination and originality enter into industrial advertising, an interesting style generally follows. Any copy which rises above the level of catalog copy begins to have style. One of the simplest methods to develop a style in industrial copy is to scatter through it a few unusual words—familiar words, but used in an original way. Example: Instead of saying, 'A machine must have correct lubrication,' say 'A machine and its lubrication must agree.'

"Few industrial advertisers use really high grade art work. Often the cost is prohibitive. But just because there is so little high class art work in this field of advertising, a little goes a long way to make an advertising campaign stand out."

WILLIAM H. JOHNS, President, George Batten Company, Inc.:

"Industrial copy can be improved by the hiring and training of better men to prepare it. When the importance of industrial copy is fully realized, advertisers will be willing to spend money for the preparation of such advertising. At that time they will hire capable men at good salaries, and those men will solve the questions of copy approach, copy style, art treatment, and all the rest."

By "better men" he does not mean men who are specifically trained in any

one field or industry but rather "men who are better trained as writers, and who know the technique of preparing industrial advertising from start to finish."

PALL TEAS, President of Paul Teas, Inc.:

"It has been a great help to me to imagine myself traveling on a train making a station stop of 45 seconds; and imagining further that on the platform I would find a prospect for an industrial building, a layout of conveyor equipment, a hundred carloads of Portland cement or whatever the subject in hand might be. Consistently carried out, this little drama takes pretty good care of preliminary thinking copy approach and copy style by eliminating every inconsequential thing. In my own experience many a bright and chatty piece of copy has gone into the discard when given this acid test."

EARNEST ELMO CALKINS, President, Calkins & Holden, Inc.:

"Industrial copy can be improved by the same methods that improve all copy; which are, generally speaking, to base it on ascertained facts to fit it exactly to its purpose, and to use the best mechanical methods of making the subject clear. The reason industrial copy—appearing in trade and technical publications—as a rule is not so good as the average of general copy, is simply because equally good men are not working at it because the pay for such work is less in proportion than for general national campaigns."

What Our Association Expects to Accomplish

By William A. Wolf

TWENTY-TWO years ago there gathered in New York a small group of advertising executives to discuss certain features of their work which seemed to them difficult from any of those found in what we now term the general advertising field. Out of this meeting grew the Technical Publicity Association which some years later was followed by the Engineering Advertising Association organized in Chicago with a similar purpose in view. This purpose was, in brief, to

afford an opportunity for men engaged in advertising and selling goods that "move from industry" to meet on common ground away from discussions of the marketing of dry goods, beauty aids and house furnishings.

All this was the genesis of what might in up-to-date sociological parlance be termed a class consciousness on the part of advertisers and sellers of technical or engineering products—marketed not to the general consuming public but to industry itself.

The success attained by the first two organized groups in this field gave to Keith J. Evans of Chicago a vision of a broader national organization which might bring to the many industrial advertising men more or less removed from the larger centers of industry a long sought for opportunity to exchange confidences, ideas and vexing problems with others having similar things with which to contend.

At the Atlantic City Convention of the A. A. C. of W. the preliminary plans were formulated and in 1922 at Milwaukee there was held the first get-together of the National Industrial Advertisers Association. It proved to be the one real high-spot at that year's A. A. C. of W. Convention, and the association was quickly admitted to that organization as a departmental. It had in one meeting achieved its place in the sun and gave to industrial advertising an impetus that has steadily gained momentum ever since.

The reason for the steady growth of the National Industrial Advertisers Association is not hard to find. It gives to its members what they could not and still cannot find in other existing organizations; it concentrates on the problems in this particular field of advertising endeavor which calls for a combination of technical or engineering knowledge, merchandising aptitude and a capacity for analyzing markets.

Further, the National Industrial Advertisers Association tries to do its best to get the best out of the budget dollar. The budget of the average industrial advertiser is not large as advertising budgets go. In many cases it is pitifully small when one considers the work it usually has to do. As this work is done more efficiently, so will industrial advertising reach a still higher plane.

These excerpts from the by-laws sum up the Association's ideals:

To provide a means through which industrial advertisers may assist each other in the exchange of ideas to produce more profitable work:

To correct existing abuses in industrial advertising:

To develop among industrial advertising corporations a mutual point of contact which will tend to improve their advertising so that this betterment will become permanent and nation-wide:

To make industrial corporations realize the value of advertising and by cooperation determine the most effective means of building business, from advertising, in the various departments of a modern industrial corporation.

T. P. A. Holds Meeting

The regular monthly dinner and meeting of the Technical Publicity Association was held at the New York Advertising Club on Wednesday evening, Dec. 8. The subject under discussion was the motion picture as a sales aid in industrial selling. Speakers included H. M. Davidson, of The Hayward Company, and Charles B. Yardley, of Jenkins Brothers.



The Sale of Grape Nuts Shows a Continued Increase

There Is Also A Reason Why—

THE CLEVELAND PRESS has the largest circulation of any Cleveland daily newspaper. The Press runs more advertising than any other Cleveland newspaper—daily or Sunday.

The Press runs more grand total, local, amusement, automobile parts and accessories, clothing, dental, department store, educational, furniture, food, heating, household, jewelry, medical, musical, opticians, radio, tobacco and toilet preparations advertising than the daily Plain Dealer.

The Press runs more grand total, local, national, amusement, hotels, restaurant, automobile parts and accessories, clothing, dental, educational, furniture, food, heating, household, jewelry, medical, miscellaneous, musical, opticians, publishers, radio, resorts, tobacco, toilet preparations and classified advertising than the daily News.

The Press runs more local, clothing, dental, department store, furniture, food, jewelry, medical, and opticians advertising than the combined daily and Sunday Plain Dealer.

THE PRESS runs more grand total, local, restaurant, automobile parts and accessories, clothing, dental, educational, furniture, food, household, jewelry, opticians, publishers, radio, tobacco, toilet preparations and classified advertising than the combined daily and Sunday News.

The Press runs more automobile parts and accessories, furniture, jewelry, opticians and radio advertising than the combined issues of the daily Plain Dealer and daily News.

The Press is a SELLING newspaper. It runs more local advertising than the combined daily and Sunday Plain Dealer; more local advertising than the com-

bined daily and Sunday News; it runs nearly eight times as much furniture advertising as the daily Plain Dealer; nearly twice as much as the combined daily and Sunday Plain Dealer; nearly three times as much as the daily News; more than the daily and Sunday News combined.

The Press runs three times as much jewelry advertising as the combined daily and Sunday Plain Dealer—five times as much as the combined daily and Sunday News—nearly twice as much as the daily and Sunday Plain Dealer and daily and Sunday News combined.

The Press runs four times as much radio advertising as the daily Plain Dealer; two times as much as the daily News; six times as much as the Sunday News—more than the combined daily and Sunday News—more than the Sunday Plain Dealer.

THE CLEVELAND PRESS is a six-day EVENING newspaper. The Press—alone among the three leading Cleveland papers—makes no rate concessions to resort and travel advertisers; nor does it sell to automotive or other manufacturers or distributors on a cut-rate combination basis.

The Press is the only large Cleveland newspaper to record local, national, classified and total advertising gains during the first 10 months of 1926.

The Press shows more than three times as much gain in national advertising as the daily Plain Dealer and News combined (10 months).

The Press is the only large Cleveland newspaper that has NEVER conducted a circulation "contest."

The Press is the FIRST advertising buy in Cleveland—for any advertiser, selling any product, to any class of people, at any time.

The Cleveland Press

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



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

FIRST IN CLEVELAND

LARGEST IN OHIO

The 8 pt. Page

by

Odds Bodkins



SO the Cleveland Advertising Club is going to come up for air! I read in *The Torch* that the Cleveland club is planning to move from its basement quarters in the Statler Hotel to the third floor of the new Allerton. The move will be made early in February. The Cleveland Business and Professional Women's Club is to lease the quarters in the Statler.

Well, I've had some very pleasant times in Cleveland's advertising basement, but I confess it will seem nice to be able to look out of windows the next time I visit the Cleveland club!

—8-pt—

According to a press release from the *Industrial Digest* the poor showing made by the Philadelphia Sesqui-centennial was due to the fact that Americans of 1926 are too sophisticated to go to expositions. At first blush this seems to be merely an ingenious explanation, but the more one thinks of it the more one is convinced that there may be something to it. Perhaps the World's Fair and Eden Musée days of America are gone forever.

—8-pt—

This story of Dr. William Crawford Gorgas, who was so important a personality in the Panama Canal Zone during the building of the canal, is told in his life as written by Marie D. Gorgas and Briton Hendrick, has a very definite application to advertising.

One of the doctor's aids was a Colonel Brackett. One day he brought to Dr. Gorgas the draft of a plan for his approval and his signature, which was necessary to put it into operation.

Turning to the place on the last page reserved for his name Gorgas took up his pen, turned to Colonel Brackett and said:

"This is all right, Colonel Brackett?"

"Yes, sir," said the Colonel.

"For," Dr. Gorgas observed, "if it isn't, it comes back on me."

Copywriters who grow impatient because their copy is sometimes challenged would do well to

remember that the man whose name, whether it be his own or a corporate name, is signed to a piece of advertising is in the same position as was Dr. Gorgas. If it doesn't represent him honestly, it comes back on *him*, not on the one who writes the copy, and he has a right to protect his name and reputation.

—8-pt—

Erwin Wasey & Co. have just issued a booklet, "Just a Few Figures from Europe," which in addition to being so cleverly worked out as to be most entertaining, carries the thought-provoking information that this agency has offices in Paris, Berlin, Rotterdam, Brussels, Zurich, Milan, Helsingfors, Stockholm and Copenhagen. . . . I wonder if the time will ever come when all the larger agencies will do business all over the world?

—8-pt—

The Eastman Company has just issued a booklet in which is reproduced this first Kodak advertisement.

Two things about this old advertisement interest me very much.

One is the caption. It is hard to realize that Eastman was ever faced with the problem of making people understand that the taking of pictures with the Kodak was an instantaneous operation. We forget that the "snap shot" was a radical improvement in amateur photography. Why, I well re-

call as a boy standing like a graven image against the fence in front of my home in San Jose, Cal., while my sister "took" my picture—and "took" was the word! It was Bonnie Burdrow's camera, and Bonnie inadvertently walked between the camera and me while the "taking" was taking place. The result was interesting. Bonnie wasn't in the picture, but her ghost was—slowly moving across the landscape, being reviewed by a funereal-faced youth backed up to a picket fence.

But to come back to the Eastman advertisement, the other thing that is interesting about it is that while the clothes are quaint and the whole atmosphere is old-fashioned, the underlying idea has never been improved upon. Eastman advertisements of today are built pretty much the same.

—8-pt—

And this old Eastman advertisement reminds me of last night at the Authors' League Show-Supper-Dance at the Hotel Roosevelt. The first number on the show program was the singing of "The Shade of the Old Apple Tree," illustrated with those screamingly funny stereopticon slides which formed the pictorial obligato for the intermission songs in the early 1900's.

Everybody in the hall seemed to be highly, indeed almost hilariously, entertained except a young flapper who sat next to Mrs. Bodkins and me. In the most bored voice she announced to her escort, "Well—I don't see anything funny about this."

It came to me then that the youngsters wouldn't see anything funny about it for the simple reason that they had never taken it seriously. And that is something I had never thought of before.



706: Do you think baby will be quiet long enough to take her picture, mamma? Mamma: The Kodak will catch her whether she nesses or not; it is as "quick as a wink."

sent to the Eastman Company, Rochester, N. Y., for a copy of "Do I Want a Camera," illustrated free by mail.

How Celotex Built More Business in Milwaukee



ALTHOUGH The Celotex Company established a Milwaukee branch office in 1923, no newspaper advertising was used in this market until May, 1924. After a careful study of the newspaper situation here, The Celotex Company chose The Milwaukee Journal in which to concentrate their advertising effort. Their splendid sales record since that time is evidence of the wisdom of their decision.

156 Per Cent Sales Increase in 1925

Every month of 1925 showed a sales increase over the corresponding month of 1924, and The Celotex Company closed 1925 in Milwaukee with a sales increase of 156 per cent over the previous year.

Gratified by these results, The Celotex Company used The Milwaukee Journal *exclusively* in 1926, and for the first nine months of this year a 50 per cent sales increase was recorded over the corresponding period, 1925.

The president of The Celotex Company writes: "We feel certain that our continued advertising in The Journal will prove a most profitable investment."

One Paper Alone Covers This Market

The most successful advertisers in all lines of business rely upon The Milwaukee Journal alone to thoroughly cover and sell this rich and stable market. You, too, have an opportunity to build a maximum volume of business here at a very low advertising cost per sale.

THE MILWAUKEE JOURNAL
W FIRST BY MERIT W

Broadcasting's Place in the Advertising Spectrum

[CONTINUED FROM PAGE 20]

Africa, England and Australia, but its service area is not more than one hundred miles radius. Even assuming a liberal, average estimate of a fifty-mile service range for the smaller stations in the New York area, we may compute the potential audience for such stations in the following manner. In that area reside some ten million people. Estimating one person in four a radio listener—a reasonable figure—the maximum potential audience of a New York station is 2,500,000. This audience consists of groups averaging about five in number, centered about a single receiving set. Widely circulated questionnaires have arrived at

various averages for the size of the listening group, ranging between 4.5 and 5.4. Apparently the number is slightly higher than the average family group as a result of receiving sets installed in special locations, such as lobbies, clubs and public places, which bring up the general average. The predominant group, however, is the family unit, and naturally not all the members of the family listen to the radio throughout the time that it is in operation. To account for this factor, we cut our figure to 1,250,000. Since all radio sets are not in operation every night of the week we may cut the figure in half again, making 625,000 the total radio audience listening to all stations in the New York area on a given evening.

With thirty stations operating, how do these thirty stations divide 625,000 listeners? The average is in the neighborhood of 20,000 listeners per station. But it is certain that the large stations have the ear of a much larger group, while the small stations, offering mediocre artists and features, serve a proportionately smaller audience.

It is likely that there is more than one station selling time on the air whose total audience could be assembled in a photographer's studio for a group picture. It is probable that, in New York, WJZ, WEAJ, WOR and WHN corral ninety-five per cent of the total radio audience under ordinary conditions. The small stations have a loyal neighborhood following which



OF course the boys don't empty the costumer's wardrobe every night—at least when there isn't a camera around. In fact some of them are too versatile to stick to one nationality. Their looks being of no moment to their dear, great radio audience, it is rumored that they really play in shirt sleeves

they hold because of superior signal strength. But this factor influences only the audience within a mile or two of the station. A large station may have thirty or forty per cent of the total New York audience as its regular following; a matter of 200,000 or more listeners. The commercial broadcaster has the attention of this number; not for a fleeting instant, but for extended periods. In comparing listeners with circulations, bear in mind that the rough estimate of listeners has been carried down to the actual number of listeners. To compare radio with magazine circulation on the same basis, we must deduct from the latter the percentage of magazines in a circulation never actually read, the number of readers who do not glance at the page on which your advertisement appears, and, finally, the number who do not trouble to read your copy; because the equivalent of these deductions has been made from the broadcasting estimate.

UNFORTUNATELY for the buyer of time on the air, it is most difficult to disprove the claims of an enthusiastic station solicitor to the effect that his station's programs attract fifty per cent of the New York audience regularly. His particular station may win only three per cent of the New York audience but, even so, no one can disprove his enthusiastic claims. Buying time on the air is something of a blue sky proposition. However, it is possible

for the prospective commercial broadcaster to make a study of the stations serving an area which will guide him in estimating the relative value of the various stations under consideration.

A broadcasting station offers merely the opportunity to hold its customary audience and a possibility of attracting listeners from other stations by exceptional program superiority. It corresponds to the white space which the publisher offers. The copy is the program feature, and its effectiveness determines whether the money spent in hiring station time proves to be profitable.

The art of selecting a broadcasting feature is worthy of a volume of description. Hundreds of concerns have experimented with the new medium and a number have made outstanding successes in capitalizing radio audience good will.

It is a natural tendency on the part of those who have suddenly become enamored of the broadcasting medium to proceed to hire the greatest and best known artists obtainable. They go on the theory that the more you spend the more you get. In broadcasting, however, the more you spend the more you give. How much return you get from your feature depends upon whether the good will earned by it is directed toward the artists or their sponsor.

Another type of commercial broadcaster is the one who constantly analyzes mail and seeks to find a program feature or policy which pleases the entire radio audience. That question is not hard to answer. The feature which appeals to the largest percentage of the radio audience is popular music, just as in the entertainment world, musical comedy has a greater appeal than other forms of theatrical entertainment. The commercial broadcaster, however, is seeking good will association with his trade name and not mere audience numbers. With thousands of dance orchestras broadcasting, an ordinary dance orchestra is not likely to possess either distinctiveness or the power to establish itself and its sponsor in the memory of listeners whom it pleases. It is casual entertainment



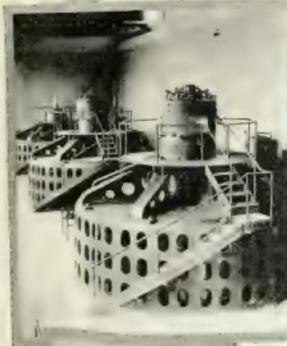
American Machinist

THE American Machinist is the machinery builders' paper.

The paper which the men who design and build the machinery of American civilization use as a source of ideas and a constant buying guide to all equipment for the metal-working shop.

Let us give you specific data showing how the American Machinist can widen and simplify your selling to the metal-working industries.

A McGraw-Hill Publication—
Tenth Avenue at 36th Street,
New York. ABC—ABP.



American Machinist

ADVERTISING can be dressed up in robes of mystery or made a simple application of common sense and broad experience.

Personally we prefer — and apply — the latter method.

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

and makes only a casual good will impression. Of course, if you have an exceptional orchestra, different from others on the air, it is another matter.

The art of selecting program features is just as complex and not nearly so well established by experience as the art of advertising copy writing. There are many parallels between the two arts. Many a piece of copy is a marvel at winning reader attention, but it fails to convey a selling idea to the reader. Many a radio program feature holds a large audience, but forgets to get over in a skillful way the name of the sponsor. Other broadcasters take such pains to inflict their names upon radio listeners that they arouse resentment instead of goodwill. Nothing is quite so annoying to the radio audience as to be told that a commercial feature is offered through the generosity and kindness of heart of some liberal and charitable business organization. Most people labor under the impression that business is run for profit and they do not care to be made the objects of charity anyway. The most successful commercial broadcasters content themselves with the statement that they are sponsoring the feature and do not set themselves up as philanthropists and public benefactors.

Some commercial broadcasting events have been staged with such singular effectiveness that listeners can recall them two years afterward. The radio showmanship demonstrated by such commercial broadcasters is repaid by a reward of lasting goodwill.

Cashing in on the broadcasting effort is a fine art. The selection of a feature's name is one of the most important phases of the matter. The Happiness Boys, the Gold Dust Twins and Eveready Hour, for example, are so well named that they are never referred to in any other way by broadcast listeners. These programs have continued consistently, gradually building up a widespread reputation and following. Constant changes of personnel and broadcasting policy do not tend to establish a definite following and consequently place upon each broadcasting the burden of winning its own goodwill. Cumulative effect, by constant effort, is just as effective in broadcasting as in advertising.

A VALUABLE aid to increasing the listening audience of a feature is newspaper advertising. An increasing number of commercial broadcasters are utilizing space on the radio program page to attract listeners to their features.

Having by every method won a maximum audience and centered the goodwill about his trade name, the commercial broadcaster has by no means exhausted the usefulness of the medium. Direct mail lists of almost any predetermined quality and degree of interest in the product may be secured. The advances which have been made in the material offered the radio audience in the last two years are most signifi-

The Advertiser who says: "I Can't Afford Newspapers" —is only Temporizing

If Newspapers will sell more of your goods in a given territory than any other type of advertising, there is certainly a way for you to employ Newspaper advertising at a profit.

There is more profit in advertising to do a few dealers a lot of good than a lot of dealers little good.

"Hand-to-mouth" buying, first seen as a spectre, is now hailed as a savior.

From the clear cut trend toward national Newspaper advertising, its continued growth is as inevitable as the demand for daily news.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit
Atlanta

New York
Chicago

Kansas City
San Francisco

WE ARE MARKETING a Direct Mail Service

and NOT Direct Mail Machinery

Numerous inquiries from our Direct Mail and publication advertising ask for quotations, more information on the patented Electrograph equipment itself.

We adopt this method to announce publicly that Electrograph is marketing a direct mail service—both mechanical and professional—and that the mechanical equipment used therein is NOT for sale.

What we DO sell is experience, counsel, production and administration. What we DO sell is national Direct Mail *distribution*. Direct Mail . . . to the consumer . . . through the dealer . . . for the factory.

Every Electrograph patent was inspired by quality, giving the advertiser who uses Dealer-to-Consumer Direct Mail the rare combination of utmost quality and quantity production at low cost.

The advisory service of Electrograph is as impossible to duplicate as is the patented Electrograph equipment.

When better machinery for economical and quality direct mail production is conceived and purchasable Electrograph will be the first to employ it.

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

Electrograph

Created **DIRECT-MAIL** *Licensed*
Individualized
Distributed

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

cant. By offering a booklet with a title of broad general interest, a large list of names may be obtained for cultivation. If a more select list is desired, its title is made of a more limited appeal, designed to attract just the type which is most fruitfully cultivated by direct mail.

OTHER tie-ups with broadcasting are established through window displays, references in general advertising and offers of applause cards through retail merchants. The work of the Atlantic & Pacific Tea Company in connection with the A. & P. Gypsies is carried right down to the retail counter clerk himself. Their tie-up is perhaps the most comprehensive and effective in the whole broadcasting field and it is a story in itself.

The cost of time on the air ranges all the way from \$12.50 an hour to \$600 an hour, and is likely to reach somewhat higher figures in the near future. The cost of an hour's time on the National Broadcasting chain, utilizing WEAJ as headquarters and spreading out through seventeen stations in the East and Central West, is \$4,080 at this writing. In addition, artists must be employed, and their cost varies greatly. Dance orchestras range from \$200 to \$600 an hour; quartets, string or voice, from \$50 to \$400 an hour; speakers, guest artists from other fields, all the way from \$25 to \$2,500; song and humor teams from \$50 to \$400 an hour. The cost of executive direction, music and rehearsal, generally adds about twenty-five per cent to these figures. Symphony and chamber music orchestras vary so greatly in cost, according to reputation and size, that it is useless to give a figure. There are several broadcasters spending well over a hundred thousand dollars a year on artists alone; yet there are a number of two men teams on half hour periods who are, to paraphrase a well known advertiser, winning and holding goodwill.

One of the factors which has made many a broadcasting effort ineffective has been the tendency of unqualified executives of business organizations to busy themselves enthusiastically in the direction of radio programs. Fortunately engineers and accountants do not often draw the art work which appears in magazine advertising, but when it comes to broadcasting, the experience of program directors and musicians is too frequently overruled by production experts, engineers and credit managers. This is quite natural because there are few program directors who have won national reputations and who do not feel that the broadcasting medium is largely an experimental one.

Before many months have passed and the present broadcasting congestion tangle is solved by the simple process of legislation by Congress, many a national advertiser and advertising agency will find himself considering the advisability of broadcasting. If he is to make effective utilization of the medium, he will ask himself and obtain

Reaching 19,281,232 Readers!

TO create dealer enthusiasm, to make distributors an integral factor in consumer advertising through dealer-helps—that's good merchandising.

Month after month McCLURE'S circulation advertising appears in a long list of newspapers reaching 19,281,232 readers. Every month 60,000 distributors receive dealer-helps that definitely tie-up their sale of McCLURE'S with this consumer advertising. The result—circulation figures take amazing jumps from month to month.

You'll find McCLURE'S successful, not only from a circulation angle, but also from the advertiser's viewpoint. An increase in advertising lineage of 44.5% in six months proves the point.

With McCLURE'S you can economically tie-up, not to a rising market, but to a market that literally jumps ahead. In making up a new list or revising your old one be sure to—



Include McCLURE'S!

The
New McCLURE'S
The Magazine of Romance

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



*Every Advertiser
needs this authoritative
Book*

Send for Your Free
Copy Today!

"SIGNS—How to Use and What Kind to Use"—a book based on information obtained through a nation-wide survey among sign users in every branch of business activity.

It is a clear, concise, authoritative treatise of real importance to everyone who has anything to sell. It is shock-full of helpful information. Based on the actual experiences of hundreds, this book is unlike anything on the subject ever prepared. Learn how others use signs to increase their business. Complete in detail, this book should be in the hands of every manufacturer, distributor and merchant. Shall we send you your copy? Mail coupon today.

**THE BALTIMORE ENAMEL
AND NOVELTY COMPANY**

MT. WINANS, BALTIMORE, MD. • 200 FIFTH AVE., NEW YORK CITY

Are You Interested in—

Increasing the power, per dollar, of your advertising?

Focusing national advertising in markets where you have distribution?

Meeting the demand for more effective dealer co-operation?

Bridging the wide gap between hom-

or office and the point where your products are on sale.

If you're interested in solving these important problems, you, too, should use DuraSheen Lifetime, Porcelain Enamel Signs. It is difficult to name a big national advertiser who doesn't use DuraSheen Signs.

DuraSheen
Porcelain fused into Steel —
Lifetime Signs

Mail This Now

Baltimore Enamel & Novelty Co. P. O. Box E 4, Baltimore, Md.
Gentlemen: Please send me your book "Signs—How to Use and Where to Use Them."

Name _____ Business _____
Address _____ City _____ State _____

an affirmative answer to the following questions:

1. Are my product and my sales methods suited to advantageous use of the broadcasting medium?
2. Are the stations I am planning to use the best possible selection for my particular sales problem and are they worth the charge they make?
3. Is the feature which I am presenting through this station or stations one which will make a distinct and lasting goodwill impression and will that goodwill impression be associated with my trade name and product rather than with the artists themselves?
4. Have I taken every precaution in the matter of advertising and follow-ups to make the fullest use of the goodwill which broadcasting gains for me?

**"Look Out, Dollar!
Here They Come"**

[CONTINUED FROM PAGE 30]

The novelty brigade, with desk blotters, pocket calendars, etc., etc., etc.

The representative of a Pure Food League to solicit the membership of the product. Membership entitles product members to insert an inclosure in each package, praising the product and the products of other members. No, thanks; not just yet.

The man (it was a thrill to meet him) who dresses up as Charlie's Aunt, or as a rube, carrying a comedy suitcase with your message painted on the sides. Could furnish any number of persons up to twenty, in any of thirty comedy costumes. Would ring door bells, or just walk the streets. Thanks for calling.

Trade paper representatives, national and local; grocers' and fruit dealers'. Yes, modestly and when suitable.

A high-boy, who will advertise on stilts. Solicitation by letter; sorry he didn't call.

The man who controls the architectural panorama on the local vaudeville theater scenery; a painted roof sign on a painting of a corner building for sale. No thanks.

Outdoor advertising men. All right, we'll use what we can afford; let's go out and select the locations.

A celluloid button man. Every kid will want to wear one. Great advertising army on foot. Thanks for calling.

Representatives of special food sections of daily papers. (These boys are always thinking up new ones.) No more just now, thanks.

Railway bulletin and railway car card men. No, thanks; out of our territory.

Some of the guests did not sign the register, so this list is not complete. It is not padded. The people mentioned did call and, unhappily, the conversations were not so brief as they are reported here. In between times the agency man did his work, and when he

was not thus employed he marvelled at the ways in which other people solve *a priori* the advertising problems which surround a product—any product—name to be filled in. And this was the thought on which he pondered:

All of these people have an advertising medium to sell. All of the media are legitimate, and useful and appropriate in their own way, and suitable for products which are suitable to them. After all, a fruit product is, probably, a legitimate quarry for all of them to pursue, because of its universal appeal. But, where's the money coming from?

The agency man got out his budget and scanned the figures. So much for newspapers, with the very definite help of their merchandising departments. So much for package enclosures; so much for window strips. So much for trade papers; so much for a broadside to the trade. So much for selected outdoor space.

Juggle the figures as he might, he could not contrive to leave a sum, product, quotient or remainder which provided the funds for skywriting. If anything were added to the plan, something else had to come off, and there was nothing that could be spared, without impairing the success of the whole planned, co-ordinated effort.

Yet here were a score or more of advertising possibilities not included in the plan. He had listened to the presentation of each one; weighed its value in comparison with other possibilities; and made his decisions. Was he getting in a rut? Was he closing his mind to the possible advantages of less familiar media?

He jotted down a list, as complete as that which you have read, and went over it item by item. Would any of the rejected items represent more to his client, in selling power per dollar, than the items which were included in his plan? It was a great source of mental relief when, at the end of this examination, he decided that whether he was right or wrong, he still stuck by his decisions.

That night the agency man attended a well-earned bridge party. His partner at the second table—the kind that gentlemen prefer—said,

"Oh, you are in the advertising business. What do you do? Do you write the clever things and give them to the papers to print?"

I said "yes."

Convention Calendar

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

JUNE 26-30, 1927—International Advertising Association, Denver, Colo.

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

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

neither an inferiority complex nor a violettish modesty are reasons for our admission that The Detroit Times does not give *full* coverage of the Greater Detroit area—this is not a one paper market—but you *can* do the job with two evenings or two Sundays—
or both very cheaply

We Seek to Serve

Isaac Goldmann representatives take orders but they are not "order-takers." They are service-seekers. They seek to *serve* first, and *sell* afterward.

And behind them stands a plant that runs day and night—a plant modern in every sense of the word, and of such versatility that a "tonnage" newspaper job may be found running side by side and at perfect peace with a de luxe brochure.

If you are not certain what form of direct-mail advertising best fits your requirements, our Direct-Mail Service Department (with a background of fifteen years' experience) stands ready to cooperate with you. In return, we merely ask an opportunity to interview the individual in your organization whose word is final.

And in the meanwhile, may we send you a copy of our 1927 Calendar?

ISAAC GOLDMANN COMPANY

Established 1876

80 Lafayette Street

Worth 9430

New York



Buy Christmas Seals

Out of a Job at Fifty

[CONTINUED FROM PAGE 27]

instead of telling him candidly that they were not going to offer him employment, intended to be kind. Their promises kept him from abandoning hope.

At the same time, the "prospects" that he thought he had may have caused him to be less energetic than he would otherwise have been in his efforts to find new leads. By letting him think that he had "several things in view" the production managers and copy chiefs who gave him cordial hand-shakes and never said "No" may have soothed him into a disinclination to come down to earth.

POOOR old Marsh was an agency man; he had always been an agency man, and if the doors of the agencies were to be closed against him, what could he do? He knew very well that he was as good as he ever had been, and that he was going to be good for twenty years yet; but his hair had turned white, his face had become wrinkled, and he had never taken the trouble to prepare himself for such an emergency as had come because of Lon G. Ware's trip to Bermuda.

It was not until he had been out of work for nearly eight months, had made the round of the agencies over and over, had sold his car at a sacrifice, and had borrowed money until he could borrow no more, that he took himself figuratively by the nape of the neck, and woke up.

Tortured by a realization that was forcing itself upon him, he called upon Ed. Patton, the New York representative of several mid-western farm journals. Patton had formerly been one of Marsh's associates in agency work. They had been friends for twenty years.

After he had given a sorrowful account of his experiences, Marsh asked: "What's the matter with me, Ed.? There must be some reason why they keep turning me down everywhere. What is it?"

Patton handed him a cigar, lighted one himself, and smoked thoughtfully for a minute or two. Then he replied: "You're a mighty good copy writer. You can put 'sell' into a piece of copy, and make it interesting—when you're doing it for somebody else."

"But they won't give me a chance," Marsh complained. "I've shown them my stuff everywhere. They tell me it's good, and then say they're sorry there's no opening."

"Yes, I know. You and I are beginning to be looked upon as old men. Have you ever noticed the agency ads for help? They always want men between thirty and thirty-five, or younger."

"And the same men who publish those ads," Marsh retorted bitterly, "are as old or older than you and I. Look at the heads of most of the agen-

ONE MILLION CIRCULATION \$1.53 a Line

THE Kansas City Star, Daily, and The Kansas City Star, Weekly, have a combined circulation of one million copies.

The Daily Star covers the urban market and The Weekly Star the rural market in a territory which is the richest productive area in the world—a territory which gathers from the soil every year in grain, live stock, oil and minerals more than three thousand million dollars.

In the Southwest, city blends into country and country into city without any sharp line of demarcation. That is why The Kansas City Star is offering a low combination rate on its Daily and Weekly editions.

The price for one million circulation is only \$1.53 $\frac{3}{4}$ a line. This scales down to \$1.35 a line on page and half page copy.

Never before an opportunity like this—the entire market, both urban and rural, in a great, prospering section, covered adequately at a low daily newspaper advertising rate.

The Kansas City Star reaches 51% of all the families in Missouri, both urban and rural, exclusive of St. Louis. It reaches 42% of all the families in Kansas, both urban and rural.

Ask your advertising agent about the most amazing coverage and the lowest advertising rate in the world!

THE KANSAS CITY STAR

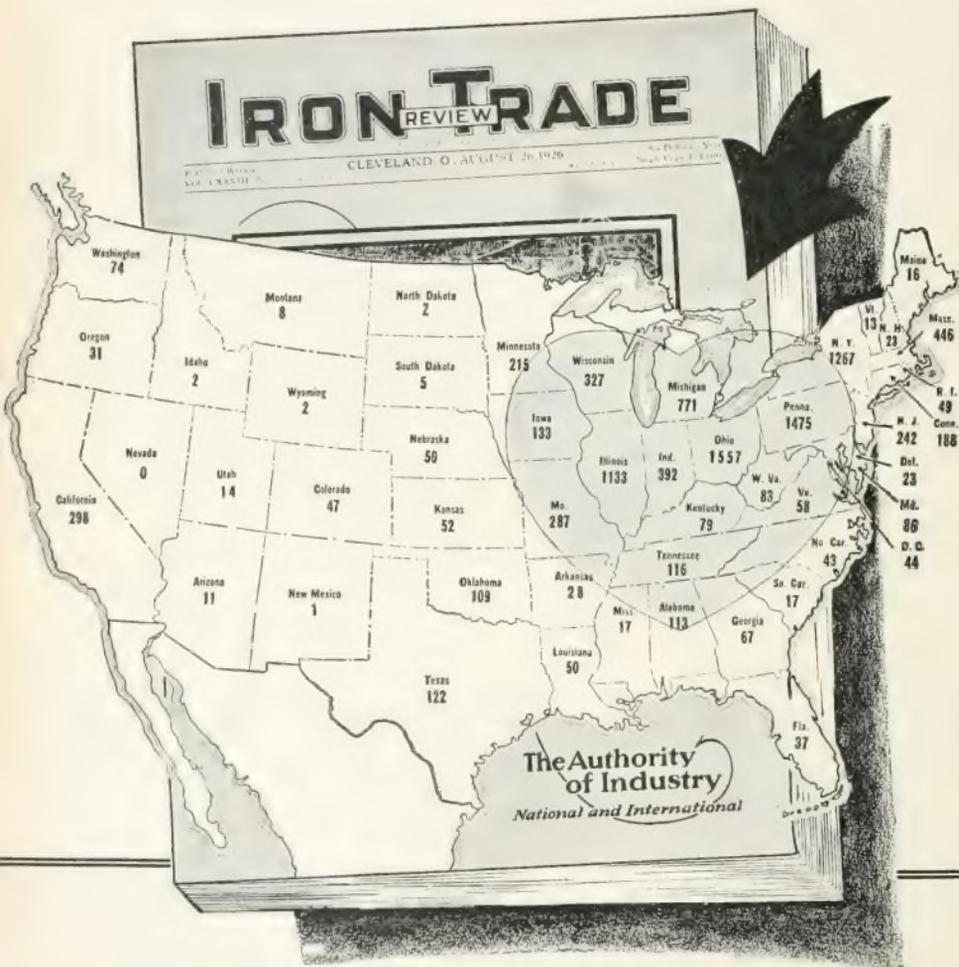
The Weekly Kansas City Star.

Chicago Office,
1418 Century Bldg.

New York Office,
15 East 40th St.

The Heart

IN the area of industrial activity recognized as the Heart of Industry are 16 states where more than 75 per cent of the country's enormous metalworking industry is concentrated. These states are Ohio, Michigan, Indiana, Illinois, Wisconsin, Missouri, Minnesota, Alabama, Georgia, Tennessee, West Virginia, Maryland, western New York and western Pennsylvania.



of Industry

This teeming industrial area is the center of steel production, steel consumption, the automobile industry, general manufacturing, the machine tool industry, lake shipping and ship-building, and the transportation of coal, iron ore and grain.

Cleveland—the headquarters of Iron Trade Review—is the key city of the Heart of Industry.

Industrial Executives' Business Paper

Iron Trade Review is the business paper of the metalworking industry. It is the executive's once-a-week, complete, authoritative and compact source of essential market and business information upon which he depends for guidance in the successful and profitable conduct of his business.

That he is more and more depending on Iron Trade Review for this service is proved by the consistent gains in both circulation and advertising.

Iron Trade Review is a member of Associated Business Papers Inc., and of the Audit Bureau of Circulations.

The Authority of Industry— National and International

THE map shows the geographical location of the Heart of Industry and emphasizes not only the completeness of Iron Trade Review circulation within this territory but also the national circulation of 10,384. In addition there are 470 subscribers in Canada and abroad, plus 538 copies going to regular advertisers most of whom are large buyers of materials and equipment.

Each week 12,000 copies of Iron Trade Review are distributed throughout the world. These copies are read by more than 35,000 executives — the decision men in the metal *consuming* and *producing* industries who value Iron Trade Review because of its exceptional editorial service and merit. More than 70 per cent of our subscribers renew their subscriptions year by year which is the acid test of reader interest.

A. B. C.

IRON TRADE

REVIEW

A. B. P.

CLEVELAND

FREE to you

Hall's new
book with
Hall's great
Library

Are you breaking into advertising?

Hall's new book—GETTING AHEAD IN ADVERTISING—is a book you will want if you are trying to get a foothold in this field; in fact you will be glad to have a copy if you are already engaged in this work, regardless of how, or where, or at what price.

The book is a meaty little volume of how to use advertising and selling ability to your own best advantage; it gives you hundreds of bits of practical experience in making your efforts count. It comes to you FREE with

S. Roland Hall's LIBRARY OF ADVERTISING AND SELLING

4 Vols., 3222 pages, 1090 Illustrations, flexible binding, \$1.50 in 10 days and \$2.00 monthly.

This is the indispensable advertising and selling reference and home-study set. Hundreds of men and women are using it to push themselves ahead. Hundreds of experts in all branches of marketing have it handy for reference. Agencies throughout the country have these books in their libraries. Colleges and universities use the books as texts. If you're in advertising, or selling, or any branch of marketing, don't be without the good this set can bring you.

**\$20 worth of books for
\$17.50**

Only 7 cents a day

The big, well-paying jobs call for men with all-around knowledge of the entire selling business—advertising, personal salesmanship, planning, managing, etc. Add to your own experience a working command of the principles and methods that have been proved in the experiences of the most successful selling organizations. You get them—hundreds of them—in this great set.

Examining for 10 days FREE

No money down

Small monthly payments

Try the set for yourself. Examine it at our expense. If you like it, keep it; if you don't, send it back. It has helped and is helping others. There's personal wisdom in seeing, at least, what it can do for you.

**Prove it for yourself
Mail the coupon now**



FREE EXAMINATION COUPON

McGraw-Hill Book Company, Inc.
370 Seventh Avenue, New York

You may send me the HALL LIBRARY OF ADVERTISING AND SELLING for ten days free examination.

If the books are satisfactory, I will send \$1.50 in ten days and \$2.00 monthly until your total price of \$17.50 has been paid. With the Library I am to receive a free copy of Hall's GETTING AHEAD IN ADVERTISING AND SELLING. If not wanted, I will write you for shipping instructions.

Name _____
Address _____
Position _____
Company _____

A.F. 12-16-26

cies. Men of fifty, sixty, or even worse. They'd laugh at you if you told them they were no good any more. Take the important jobs in other lines. You'll not find boys in many of them. I'm as good today as I ever was—better!"

"Sure, you are. But you're out of a job, and no agency seems to want to take you on. You see, it's like this. They won't believe that a man of your age, or mine, is likely to last long. They think your ways are set, and that you'd not be willing to let them tell you anything. Probably they're all wrong in your case, but that's how it is."

Marsh slumped down in his chair. "I guess I'm through," he said, at last. "Agency work is all I know. There's nothing else I can do."

"I wouldn't say that," Patton replied. "Let's see. You've been selling for other people and making a good job of it. Why not sell for yourself?"

"What have I got to sell, except my ability? I've tried to sell that, God knows—and here I am!"

"Maybe you haven't been going to the right market. I've had a plan for some time that I've been thinking of trying out, but I haven't got around to it. I'll give it to you. Run through the papers and magazines, and study the ads carefully. When you find one that you think you could improve very decidedly, make a layout, write your copy, and go to the advertiser with it. But write him first. Pull the old 'sell' stuff in your letter. Get an appointment with the right man. You can do it. You've been doing it for years for others. Now do it for yourself. Try it out, and let me know what happens."

Marsh went away wondering and skeptical. He had no rosy illusions, but he was "up against it" and had to do something. His first effort to put Patton's plan into effect was a flop, and the second was no better. He went back to Ed. at the end of a few discouraging weeks, and made certain remarks concerning the futility of existence.

"Let's see your stuff," said Patton, and Marsh spread it before him. Ed. went over it carefully, comparing it with the published advertisements that had been selected for improvement.

"Well, you've shown how these ads could have been done better," Ed. admitted "but you haven't offered a single new idea. You've merely worked over the other fellow's stuff. Get me? Give 'em new ideas, new slants, new appeals. Get away from the old dope completely. You can do it, and I'm still betting on you."

MARSH took up the plan again, with a clearer understanding of its possibilities, and with a determination to go the limit on it, to cease to be timid about offering something that was "different."

During the past year he has had enough special copy assignments to make it frequently necessary to work at night or on Sundays, and a few

Consider This Market

The rural sections of Virginia, North Carolina, West Virginia, Maryland and the adjoining territory constitute one of the finest of all farm markets.

Farm Mortgages are 16½% less than the average for the rest of the country. Crop Values per acre are the highest in the United States. In the past five years the number of farms has been increased by 25,000. Significant indications, indeed, of the prosperity of this area.

Here is a market that you cannot afford to overlook, and in the Southern Planter, the oldest agricultural journal in America, you have the perfect medium for reaching it. Its circulation in this area is more than 180,000, twice each month—one out of every three farmers is a subscriber. Your advertisement in this publication will have the advantage of this complete coverage and the high esteem in which the Southern Planter is held.

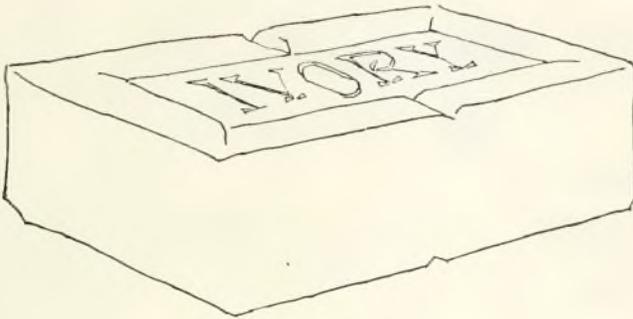
The Southern Planter Richmond, Va.

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

We want Mr. Ralph F. Rogan, advertising director of Procter & Gamble, to read this page.

Speaking of Ivory Soap, Mr. Rogan:

We asked 30,000 Comfort subscribers what kind of soaps and cleansers they used. 15.18% said Ivory · 12.16% Fels-Naptha · 10.91% 20-Mule Team · 5.65% Home-made · 3.13% P & G · 3.29% Octagon · 4.65% Fairy · 1.55% Crystal White · 16.58% Old Dutch · 11.22% Lux · 2.42% Fab · 1.74% Rinso · 11.54% miscellaneous distributed over 22 brands which include Ivory Soap Flakes.



Ivory Soap is sold by all dealers. But only 15.18% of the million subscribers to Comfort use Ivory. Which leaves nearly a million possible new Ivory homes in the Comfort family circle. That's a market, Mr. Rogan.

Can Comfort subscribers buy Ivory Soap? We think so. Seventy-eight per cent own the farms on which they live—and the average size of their farms is 198 acres.

Are they covered by Ivory Soap advertising in other publications? We think not. Comfort's duplication with The Ladies' Home Journal is 3.13, with McCall's 5.56.

There are many more interesting angles in the story Comfort has to tell you.

COMFORT—THE KEY TO HAPPINESS AND SUCCESS IN OVER A MILLION FARM HOMES—*AUGUSTA, ME.*
NEW YORK, 250 PARK AVENUE · · CHICAGO, 1635 MARQUETTE BUILDING

P. T. BARNUM AND HIS WHITE ELEPHANT

"THERE'S one born every minute and two to take 'em," he said. Ballyhoo outside will draw the crowd into the big tent. They want to be fooled and entertained.

But when you advertise in the *Forum* you aren't talking to a crowd. You are talking to a select group of 75,000 wide-awake people. They don't need bamboozling. They don't like ballyhoo. They can see through bunk.

The people who read the *Forum* are used to thinking for themselves, for this is a magazine of controversy, a mart of opinion. The *Forum* provides mental stimulus for its readers. It is a "live" magazine read by 75,000 alert, responsive men and women.

Do you want to reach such an audience?

FORUM

A magazine of controversy

Edited by

HENRY GODDARD LEACH

247 Park Avenue

New York

THE GATEWAY TO GOOD TYPOGRAPHY

Our clientele is steadily increasing among those agencies and advertisers who believe good art work and good copy require good typography

WIENES TYPOGRAPHIC SERVICE
INCORPORATED

203 West 40th Street, New York City
Telephone Longacre 7034



weeks ago he was asked by one of his clients whether he would care to consider a proposition to take the management of his advertising department.

Warren Marsh, the victim of circumstances, is no longer wandering around with "several things in view," and he has found one way, at least, in which an agency man who is out of a job at fifty may still carry on.

A. N. P. A. Names Judges

NOVEMBER 30 marked the close of the contest for prize advertisements advertising newspaper advertising, which has been held under the auspices of the Bureau of Advertising of the American Newspaper Publishers Association. This contest was open, to quote from the Bureau's literature, to "all persons who think they can write good advertisements." Its object was set forth as, "To develop the best and newest thought concerning the value of newspaper advertising to national advertisers." Prizes of \$300, \$150 and \$50 were offered, and in addition the Bureau reserved the right to buy at \$5 each forty or more advertisements submitted which do not win any of the prizes.

The contest opened on Sept. 20 and closed at the date above mentioned. The total returns aggregate well over six hundred submitted advertisements, many of them completely set up and including typography and art work. As was anticipated the great majority of the contestants were drawn from the newspaper advertising fields. Many submitted more than one entry, several working out complete campaigns to run over a period of weeks.

Announcement of the winners will be made as soon as possible by the committee in charge, under the direction of Thomas H. Moore, Associate Director of the Bureau.

The following judges have been appointed to decide upon the awards: Marlin E. Pew, editor, *Editor and Publisher*; James O'Shaughnessy, Executive Secretary, American Association of Advertising Agencies; and J. A. Appel, Advertising Manager, John Wanamaker.

Six-Point League to Give Luncheon

THE Six-Point League of New York will give a luncheon at the New York Advertising Club on Dec. 21, at which H. S. Schott, general sales manager, National Carbon Company, and G. C. Furness, manager, Radio Department, National Carbon Company, will be the speakers. Paul West, advertising manager, National Carbon Company, and W. R. Okie, N. W. Ayer & Son, will be guests of honor.

This luncheon will be given by the league in cooperation with the Newspaper Representatives' Division of the Advertising Club.



I AM PROUD TO ANNOUNCE THAT N. S. GREENSFELDER ADVERTISING MANAGER HERCULES POWDER COMPANY AND VICE-PRESIDENT OF THE NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION HAS BECOME A CONTRIBUTING EDITOR TO ADVERTISING AND SELLING.

A handwritten signature in cursive script, appearing to read "N. S. Greensfelder", written over a horizontal line.

Editor

The OPEN FORUM

Individual Views Frankly Expressed

A Compromise Needed

IF you will go back over the history of periodical advertising, you will find, I think, that Mr. Hotchkin's contention only dates back to the time where the old "standard" size magazine was augmented and enlarged into the type of publication it is today.

The old 5½ x 8 "standard" size was a splendid one, and advertising found its proper place and proper environment in the front and back parts of the publication.

The mad desire of one publisher over another to seek the advantage (?) of "next reading" position developed the larger size publication which had today become not only a mental but a physical problem to read.

I do not hold with Mr. Hotchkin that large size space is not a necessity for certain types of advertisers. However, even this is relative because a page is a unit of space whether it is 2 x 4 or 12 x 14. Advertisements are only large in actual lineage where the vehicle is large. I do not feel, therefore, that large space for advertisers is a menace to the profession of advertising or an element of unsuccess for the advertiser.

When advertisers demand of the publishers that their page lineage be reduced so that full page effects can still be secured and yet total agate lines per insertion materially reduced, a very happy compromise can be brought about I am quite sure.

ALFRED S. HEARN, *Vice-President,*
Groesbeck-Hearn, Inc.,
New York.

Justifying the Negative Appeal

IT is good to see an article which proves that the negative appeal has its place. I refer of course to your "Wet Rubber Slips" in the Dec. 1 issue.

In the Dec. 4 *Saturday Evening Post* there is a Todd Protectograph advertisement which reminds me of the old Square D Switch advertisements. Here, as in the case of Weed, negative copy is ideal. But all negative copy does not have to be based on a fear appeal.

One of the best slogans, in my opinion, is "Barking Dog Tobacco—Never Bites." Along come Barking Dog Cigarettes and someone probably ups and says "Never Bites" is negative, we'll change it to "Tickles the Throat." I used to think that mildness and smoothness of tobacco, whether for pipe or cigarette, were big talking points, and that a tickling throat needed the

help of cough drops. But no, "Barking Dog Never Bites" is negative.

"Won't Shrink Woollens" helped to put over Lux, and I'd consider the halitosis campaign negative too.

MARVIN SMALL,
New York Advertising Agency,
New York

Not "Advertising Minded"

IN your Dec. 1 issue you carry an article by Mr. W. R. Hotchkin, which you caption "Why Don't the Cotton Growers Combine and Advertise?"

The best answer to that is that it would be impossible to get a group of men who are not sales or advertising minded, as the cotton growers and the mill operators, together in a national cooperative advertising campaign.

FRED MILLIS,
Millis Advertising Agency,
Indianapolis, Ind.

EDITOR'S NOTE: Although the discussion upon the interviewing of publication representatives comes to an official close in this issue with the constructive summing up of the situation by Mr. Campbell, letters continue to pour in. Before the final curtain falls there are certain men whose high standing in the business and whose constructive suggestions entitle them to a hearing; so the remainder of this page and the column following will be devoted entirely to letters upon this vital subject.

Salesmen Are Necessary

WE can sympathize with Mr. Lemperly. It seems that there is no end to advertising solicitors and some of them do not know as much about their publications as the people they are trying to sell. Some try to sell their publications by giving no essential information, and others do not have this information to give.

However, these are probably common faults of some of any class of salesman, and while publishers' solicitors take up so much time that it is difficult to do the day's work, yet we know they are necessary to the publishers just as our salesmen are necessary to us.

We can't see that there is any solution to this problem, as there will always be salesmen. It is up to the salesmen and the buyers to economize on time as much as possible, and when the buyer reaches the point where he can see no more publishers' representatives, he can only lock himself in and do his work, as, I can frankly say, it has been necessary for me to do at times.

W. P. WERHEIM, *Treasurer,*
Pratt & Lambert, Inc.,
Buffalo, N. Y.

See the Solicitor Once

EVERY publication representative who calls on our company is given a cordial interview by either myself or my assistant. We listen to what he has to say and, of course, refer him to our advertising agents.

We never see the publication representative a second time unless he has something definitely constructive to offer, which we can tell fairly easily. After the first interview we become very selfish and will listen to a representative a second and third and succeeding times only if he continues to benefit us definitely and materially by what he brings. We make no bones of stating this frankly, and it is generally understood by the publication representatives who call on us.

We find that this conserves our time. We find that we miss nothing because we always see every man once, at least, and we also find that it puts the publication men on their toes to make their interview very snappy and really constructive. This scheme we have used for three or four years, and we expect to continue using it.

When the publication changes representatives, we consider the new man the first interview and will always see him. There are some representatives whom we see whenever they call. There are others whom we will never see again.

EVERETT R. SMITH,
Advertising Manager,
Fuller Brush Company,
Hartford, Conn.

Too Much "Small Talk"

WE have salesmen and we have a kindly feeling for the publication salesmen, but isn't part of the trouble due not so much to the number of representatives and in some cases their frequent calls, but to the fact that too much time—theirs and ours—is wasted in what might be termed "small talk," rather than getting down to business promptly and when that business is taken care of, closing the interview.

Probably most advertisers make up their schedules once a year. Perhaps publications could keep in touch with the dates on which the different advertisers make up their schedules and carry on a campaign of general information by mail until, say, ninety days before the schedule is to be made up. Then they could send a representative with real facts and figures and matter

“I wish I could find
two or three more
publications like
Better Homes and Gardens!”

*—the unadulterated comment of
a manufacturer of home equipment.*

AND the point is—he found
BETTER HOMES and
GARDENS has no “twin.”
Through no other publication
can you reach so many home
people at a time when their at-
tention is centered on home and
family matters.

If you advertise any product for
home or family use, you can prof-
itably learn more about this
magazine that guides the devel-
opment of more than 850,000
better homes.

BETTER HOMES *and* GARDENS

E. T. MEREDITH, PUBLISHER

DES MOINES, IOWA

CIRCULATION 850,000. RATE \$6 A LINE



Full-page Advertisement which appeared in the New York Times of November 22nd. A reprint of this will gladly be sent on request.

CHILDREN Is Going Over Big!

In the whole list of national periodicals there has been until now none to appeal to the most important buying group—parents.

FROM the very start, CHILDREN, *The Magazine for Parents*, has been a sensational success. More than 500 newspapers, unsolicited, commented editorially on the appearance of its first issue as an event of national importance. Subscriptions are pouring in. It seems that the reading public has been simply waiting for the appearance of some such magazine—a trade paper for parenthood.

Copies of CHILDREN are actually passed around in hundreds of child-study groups. Its articles are becoming the subjects of discussion among the 1,000,000 members of Parent-Teacher Associations, and the 3,000,000 members of women's clubs. The endorsement of CHILDREN by leading health and educational authorities, lends tacit but automatic sponsorship to everything appearing in its pages.

Advertising rate \$250 per page, based on editions guaranteed not less than 60,000 per issue. Applicant A. B. C. membership. 353 Fourth Avenue, New York City.

of particular value to the particular advertiser rather than generalities.

PAUL E. KENDALL,
Advertising Manager,
Long-Bell Lumber Company
Kansas City, Mo.

The Way the Wind Is Blowing

ONE thought that occurs to me in relation to the Sherwin-Williams' letter about space salesmen is the enormous waste of the present system. I understand that space salesmen average five or six calls a day. Including salary and expenses, this means the calls cost from \$5 to \$10 each. In too many cases such salesmen fail to bring anything that interests the buyer, though they do take a lot of time either of the principal or his buffer.

Farsighted publishers should see in Mr. Lemperly's letter a straw that shows which way the wind is blowing. If publications are awake to the situation there will be fewer calls and better calls so that we will all be glad to see a certain group of the better men.

EDWARD T. HALL, *Vice-President,*
Ralston Purina Company
St. Louis, Mo.

Solicitors Take Advantage

THE interviewing of solicitors is getting to be a very grave matter with most advertisers, and a solution would be very much appreciated.

We are situated in a small town between Detroit and Chicago where train service is none too good. It has been our policy to grant interviews to all who ask for them because of the difficulty of getting to and from the cities, but we are beginning to feel that the solicitors are taking advantage.

I hope you will continue to wage your battle on this subject and that a solution will be found in the near future.
JACK R. GARDNER, *Advertising Manager*
The Beckwith Company
Dowagiac, Mich.

A Function of the Job

IT would be interesting to know what instructions Mr. Lemperly would give his own salesmen if he should receive a letter similar to his own from a large consumer of paint who indicated that he preferred to have paint salesmen call on a nearby jobber and not get in touch with him at all.

While I am entirely willing to agree that the number of publication salesmen and the frequency of their calls make serious inroads upon the time of any buyer of advertising space, still I personally would feel strongly disinclined to send out an intimation that any advertising agency was handling one of the most important functions of my job.

ROBERT F. WOOD,
Advertising Manager,
The Autocar Company
Ardmore, Pa.

THE AMERICAN ARCHITECT

A. B. C. Est. 1876 A. B. P.

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

Your copy will be sent upon request.

243 West 39th St. New York

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.



HOTEL ST. JAMES

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

W. JOHNSON QUINN

The Lillibridge Viewpoint

Number Eight

Issued by Ray D. Lillibridge Incorporated

New York

Snare Drum Advertising

YEARs ago in one of the Hudson River towns there lived a fellow by the name of Harry Jennings. Harry played a cornet in the local brass band, and be it added, Harry played strictly by note.

Every Saturday night in the summer the band gave a concert in the trolley company's park out at the West End, and every Saturday night Harry sat proudly in the charmed circle under the dim lights of the bandstand—which grew dimmer whenever a trolley arrived or departed.

One Saturday night the leader of the band was ill, and Hakes, who played first trombone, took the baton. Hakes was one of those incorrigibles who must have his joke. And so, on this night, when he passed out the music for *Creole Belles*, he handed the snare drum part to Harry, and passed the word to the drummer to fake the drum part.

As we have said before, Harry played strictly by note, and as the last note of *Creole Belles* came echoing back from across the ravine, Harry turned to the player at his right and remarked, "That sure was an easy one—just tooting on the same note all the way through!"

§ § §

We were going to editorialize on this and try to point out subtly that there is rather too much snare drum advertising.

But we've decided to talk about diamonds instead. Diamonds and ideas.

Ideas—particularly advertising ideas—are very much like diamonds. A diamond owes its sparkle and color and warmth to its many facets, which reflect and refract light. Without these facets it would be dull and uninteresting.

Fresh facets or angles are also needed to make an advertising idea sparkle and to give the campaign color and warmth and human interest. Which is a thought for all of us to keep in mind.

From Round the World

THE Lillibridge circle of friends is rapidly broadening. After every issue of *THE VIEWPOINT* we receive letters from business men (some of them competitors) all over the country, inquiring about the Lillibridge Fee-and-Budget system, or the Lillibridge "objective" method, or Lillibridge "follow-through." And now come letters from far-off Sydney, N.S.W., and Adelaide, Australia, and Helsingfors, Finland asking for further information on the Lillibridge way of advertising.

It is a different way, so different that it is attracting the attention of men clear round on the other side of the world!

Future of Advertising

THE advance in knowledge of the prevention of disease in the last quarter century is greater than in all the previous history of mankind," says a writer in *Printers' Ink*. "All that now stands in the way of complete utilization of this knowledge is the ignorance and prejudice of a great body of people. The Metropolitan Life's advertising is an effort to inform that ignorance and break down that prejudice.

"It is not too much to say that the kind of advertising this company is using is of such public importance that the Government could well afford to carry it on and pay for it out of the public funds. Such a course would be as logical and legitimate as the Department of Public

Health. And when we are more enlightened, such an extension of Government activities will be the most natural thing in the world."

This reminds us of Richard Walsh's contention that the day will come when the Government will use advertising as naturally as business does today, and that it is not too much to expect that ultimately the political party in power at Washington will run a page advertisement in the national weeklies every week reporting on its stewardship and telling the country in a straightforward way just what it is trying to accomplish.

ILLUSTRATIVE of "the new American tempo," Bottles publishes the following: "In the old days, if anybody missed a stage coach he was contented to wait two or three days for the next. Now he lets out a squawk if he misses one section of a revolving door."

Product Individuality

LONG BEFORE "product-analysis" became a term to be conjured with in the world of advertising, we had formed the habit of what we called "product-research" (as differentiated from market-research, but complementary to it). With the passing of the years it has become second nature for us, in taking on a client, to start thinking and working in both directions at once.

We study the market to discover its potentialities to absorb and use the product or service offered, with special relation to new fields and new uses; and we study the product intensively to "isolate its individuality," if you will grant us the term, so that it may talk for itself.



No Powder to Waste

COLONEL WILLIAM PRESCOTT successfully defended Bunker Hill with 1200 men on the 16th day of June, 1775, not because he was blessed with more men or better guns, but because General Putnam went up and down the line before the Redcoats began to storm the hill and instructed his men, "Don't fire till you see the whites of their eyes."

There was no powder to waste for the sake of making a big noise, or of staging an impressive battle.

We believe in General Putnam's philosophy; we insist on spending generously when we are convinced that only by generous expenditure can the "objective" be reached. But we never waste powder for the satisfaction of making a big noise.

The business man who is anxious to win the patronage or good-will of the public, but imagines it will cost more than he can afford to spend, will be interested to learn how economically it can be accomplished if worked out by easy stages following our "objective" method of handling a promotion program, and against our background of twenty-five years of experience in molding public opinion.

RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET, NEW YORK

Telephone: Longacre 4000

Established in 1899

Mr. Lemperly Has Started Something

[CONTINUED FROM PAGE 22]

unknown to them, we would get little else done.

We attach a sample of the notices which we have had prepared to meet this situation and which are handed by our information desk to solicitors calling on us.

This plan has been in effect with us for several years. Most of the publication representatives are familiar with the policy now, and we have little occasion to use these cards, as practically all solicitation is made through the agency.

• • •

We are always ready to see the representative who has well considered our problem and who has convictions that the use of his medium will help us in its solution. We very much prefer to have him come to see us after he has presented the matter to the agency and upon its recommendation that this is a story we should have. We are quite willing, however, to see him if he has failed to convince the agency and feels that for any reason his story there has not been given adequate weight. From the visit of a representative thus equipped the advertising manager can learn much.

• • •

Publishers should instruct their representatives not to take the time of the advertiser unless they have reason to believe their magazine could fit in with his plans. Representatives should find out about the advertiser's plans from the agency and that should definitely guide them. When they are sure their magazine does fit they should go to the advertiser with some real facts applied to his problem, not just with "hot air."

I believe that unless some such plan as this is followed, more and more advertisers' doors will be shut to publishers' representatives.

• • •

One thought that occurs to me in relation to the Sherwin-Williams letter is the enormous waste of the present system. I understand that space salesmen average five or six calls a day. Including salary and expenses, this means the calls cost from \$5 to \$10 each. In too many cases such salesmen fail to bring anything that interests the buyer, though they do take a lot of time either of the principal or his bluffer.

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• • •

It seems there is no end to advertising solicitors and some of them do not know as much about their publications as the people they are trying to sell. Some try to sell their publications by giving no essential information and others do not have this information to give. We can't see that there is any solution to this problem, as there will always be salesmen. It is up to the salesmen and the buyers to economize on time as much as possible, and when the buyer reaches the point where he can see no more publishers' representatives, he can only lock himself in and do his work as, I can frankly say, it has been necessary for me to do at times.

THERE, ladies and gentlemen, is the "picture." What does it show?

First, that publishers' representatives themselves realize that advertising solicitation, as now conducted, is not satisfactory either to themselves, to advertising agents or to advertisers. Publishers' representatives admit that the calls they make are, in most cases, futile. They also admit, by inference, that these calls are made against the wishes of the advertising agent who handles the account; and that they are not made as the result of any strong desire on the part of the advertiser. It is only fair to say, however, that publishers of trade and industrial pub-



Sell and prove first—advise afterward

Marquis Regan

We not only train salesmen but furnish them, when the correct work prescription has been proved out in the sales laboratory. We do not merely tell the manufacturer what to do, we set up policy, plan and personnel in actual operation, on a better net profit basis.

MARQUIS REGAN Incorporated

SALES COUNSELORS—270 MADISON AVE. N.Y.

We serve only sound, established corporations. Unless we are confident of success, we will not accept a retainer. As we travel constantly, we can probably visit you, by appointment, if you wish.

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

Effective—Dignified
Planned Inexpensively

CONSULT WITH EXPERTS

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

If it dramatizes a selling thought it's an

EINSON-FREEMAN WINDOW DISPLAY

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

Let's Understand the Advertising Agency

Here's a book that will help

At the A. A. C. W. convention the incomparable Harry Lesan said the advertising agency business needed an inventory and proceeded to call upon various leaders to render it.

To a man up a tree it seemed as though they overlapped a bit for want of a cleanly divisible outline. Not a bit like going through a dealer's consigned stock with a repair parts list and checking items one by one. Or doing a survey aided by a questionnaire.

Six years before the Philadelphia convention, Lynn Ellis had already started picking agency service apart—making check-lists. A year ago he resigned supervision of accounts running well over a million a year to write "Check-List Contracts for Advertising Service," a veritable "parts list" of agency functions.

Now you can go through agency service from A to Z and never wander, never back-track. You can check in simple, clean-cut fashion what the given agency has in stock, what it doesn't handle, what it will dig up on special order. When you're through you have the sensible basis for a service contract and in the book you'll find the contract written for you.

Let's understand the agency, and buy and sell agency service on a branded basis. This book names and numbers the parts out of which you may assemble any combination of services you want to get or give.

It is a coded index for agency or departmental cost system—a complete outline for functional organization or standard practice instructions.

As a book of contracts, it is significant. As a handy classification of agency terms and functions it is the most efficient mechanical aid to understanding yet devised, equally valuable to client and agency, leader and cub.

Ten Dollars, postpaid in the United States. Send for it now.

Clip and Rush This Coupon

LYNN ELLIS, Inc.
One Madison Avenue, New York
Room 346, Desk C-3

- Herewith check for \$10.00. Send me the book, "Check-List Contracts."
- Send more information about the book.
- What about your new "advertising relations and management" service?

Name

Address



lications seem to have good ground for believing that they are entitled to special consideration at the hands of advertisers.

Second, that advertising agents would prefer that advertising solicitation be confined to themselves; and that publishers' representatives should not, ordinarily, call on advertisers with a view to securing orders for space.

Third, that advertising managers are of the belief that present-day methods of selling advertising space are wasteful; and not only that, but time-consuming. They do not go so far as to say that they will follow Mr. Lemperly and close their doors to publishers' representatives; but, reading between the lines of their letters, it is clear that some such alternative as that is in their minds.

Fourth, that both advertising agents and advertising managers—and to an extent, publishers, too—feel the need for more definite and more detailed information regarding circulation, markets, etc., than can possibly be given verbally.

If Mr. Lemperly's letter has done nothing else, it has brought this whole matter of advertising solicitation "into the clear." And I shall be very much surprised if, from it, something constructive does not issue.

A recital of some of my own experiences may throw additional light on the subject.

My introduction to national advertising occurred in 1904, when I was put in charge of the advertising department of an important western railroad. The department was not well organized. To make it function as it should, I worked twelve and, often, fifteen hours a day. Word had gone out that the A. B. & C. R. R. had appropriated a vast sum for advertising and the ante-room of my office was crowded all day long with men who were determined to get some of that money. Day after day, I listened to these men's stories. Night after night, I sat in my office, doing the work which I would have done between 9:00 A. M. and 5:00 P. M. if I had been permitted to do so. That sort of thing couldn't continue. Whether I liked it or not, I was forced to say, "I'll see no one." And I did not, for weeks. You can imagine how popular I was—not. I recall overhearing one man say, when I sent out word that I was too busy to see him, "What the hell is the matter with him? Who does he think he is? I can see the president of this d—d road in five minutes, if I want to." I am quite sure he could. But I had to choose between listening to what he and a hundred other men had to say and not doing my work or locking my door and doing my work.

When I went to Cincinnati in 1904, I faced very different conditions. The duties of my position were not burdensome; and although the policy of the company which employed me was not to welcome publishers' representatives, but to refer them to its advertising

American Lumberman

Published in CHICAGO

Member
A. B. C.

READ wherever
Lumber
is cut or sold.

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.

FOR HOUSE ORGANS REACHING RETAILERS:

Special Articles,
Syndicate Articles, or
Entire Editorial Supervision.

KING EDITORS' FEATURES
A. Rowden King, Mgr., 1170 Broadway, New York

Topeka Daily Capital

The only Kansas daily with circulation throughout the state. Thoroughly covers Topeka, a Midwest primary market. Gives real cooperation. An Arthur Capper publication.

Topeka, Kansas

Signs of Christmas



*They Still
Believe in Signs*



National Outdoor Advertising Bureau

An Organization Providing a Complete Service in Outdoor Advertising through Advertising Agencies

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General Motors Building, Detroit

14 East Jackson Boulevard, Chicago

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MACHEN, THE EDWIN A., COMPANY

MARQUETTE ENAMEL



The Programme

A WESTVACO SURFACE FOR
EVERY PRINTING NEED

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

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

The Arnold-Roberts Company
Augusta, Me.

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

Graham Paper Company
1726 Avenue B, Birmingham, Ala.

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

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

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

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

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

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

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

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

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

Graham Paper Company
201 Anthony Street, El Paso, Texas

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

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

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



Manufactured by
WEST VIRGINIA PULP
& PAPER COMPANY

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

R. P. Andrews Paper
Company
York, Pa.

agents, I made it a rule to give every man who called all the time he thought he ought to have. I am entirely frank when I say that I very much doubt if they or the company with which I was connected derived any benefit from these interviews. In only three cases, as far as my recollection goes, was I so impressed with the representatives' representations as to take action. And this, mind you, covered a period of about nine years! But always, *always* a carefully-prepared presentation which reached me through the mails got all the consideration it deserved. Time and again it did what the representative had not been able to do.

Demonstrations That Produce

[CONTINUED FROM PAGE 21]

us to convince distributors in sections where machines were not carried in stock of the advantage of having outfits available at all times.

Another illustration of the success attached to this method of selling concerns a territory that was completely dominated by one of our competitors. We sent an experienced man into this territory equipped with a demonstrating outfit and a positive calling list, including only the names of firms which had been awarded contracts and those which were actually bidding on work. This list was augmented each day by reports received from a service bureau to which we subscribed, so that our representative always knew where to go and on whom to call. This effort was backed by a well planned, direct-by-mail campaign, and in eight months our sales increased thirty per cent over that of a previous period and finally resulted in establishing exclusive connection with one of the largest distributors in the territory.

A recent questionnaire submitted to our salesmen, concerning this method of selling, proved that they were all in favor of continuing and that eighty-five per cent of their sales could be attributed to actual demonstrations.

Industrial Group Formed in Kansas City Club

THE Industrial Advertisers Division, newly formed group of the Kansas City, Mo., Advertising Club, recently held its initial under the auspices of the parent organization. A. H. Miller of the Loomis-Potts Advertising Company, Kansas City, was the speaker of the occasion. A round table discussion was held and it was decided that the organization should hold regular monthly meetings henceforth.



TO products that are adaptable to any of its widely varied needs, the gas industry offers a market of limitless possibilities. Many manufacturers have tentatively introduced their products into this field, and have been amazed at the sudden volume of new business that rewarded the enterprise.

The gas industry offers a tremendous market, a safe market, and a market of steadily increasing proportions. Products that are widely sold to it today will be even more widely sold to it tomorrow. There is no saturation point in sight, for the industry, gigantic though it is, is still in the early stages of its growth.

Gas Age-Record, with its 99.47% coverage of the Gas Industry, constitutes the ideal medium for reaching this desirable market. It is read by every important executive in the Industry, and when your advertising appears on its pages it is reaching them at a time when they are most interested in what you have to offer.

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.

HΜΑΣ

Τὸ INDUSTRIAL POWER ἔχει πολλά ἀσυνήθη χαρακτηριστικά.

Ἰδρῆθη ὑπὸ ἀνδρῶπων ἔχοντος δέκα ἔτην πείραν εἰς ἓν ἐκ τῶν σημαντικωτέρων ἐκδιδομένων περιοδικῶν.

Ἡ πείρα αὐτῆ τὸν ἐδίδαξεν ὅτι ἐν περιοδικῶν εὐχειρίστοις μεγέθεσι, ἐλκυστικῶν καὶ ἀναγνωσίμων θὰ κατέκτα τὸ ἀναγνωστικὸν ἐνδιαφέρον ἀξιολόγων ἀνδρῶπων. Τότε, ἀν αὐτοῦ ἦτο ἀλθές, τὸ μόνον πρόβλημα ἦτο νὰ θεσπῆ τὸ περιοδικὸν εἰς χεῖρας τοιοῦτων ἀνδρῶπων, μὲ τὸ ὀλιγοπρόσθον θύνατον ἔξοδον καὶ περιτολίαν.

Δωρεάν κυκλοφορία ἦτο ἡ ἀπάντησις εἰς τὸ ἀπατοῦμενον τοῦτο. Ἡ πείρα τῶν ἐν τῷ ἄλλῳ περιοδικῷ εἶχε καταδείξει ὅτι ἡ πληρωμὴν κυκλοφορίας δὲν εἶναι θύνατον νὰ ἐξασφαλισθῆ εἰμὴ μὲ ἔξοδα μεγαλειότερα τῶν ἔσοδων, τῶν προσηρῶν ἐκ τῶν ἀσημάτων τῶν συνδρομῶν, αἱ ὅποια ἐπικρατοῦν τώρα.

Τὸ INDUSTRIAL POWER, ὅθεν, λειτουργεῖ ἐπὶ σχεδίου καθορισμένης δωρεάν κυκλοφορίας. Ἐν ἀντίπῳ διὰ καθὲ κατὰστασι, μὲ πατενταρισμένων φρόνων δοξασιῶν, προσεκκολλημένων εἰς τὸ ἐμπροσθίον ἐξωφύλλον καθὲ ἀντίτυπον. Ἡ μέθοδος αὕτη ἀποφέρει τὴν σπατάλην καὶ τὸν διπλοασιασμόν.

Τὸ INDUSTRIAL POWER ἐκδίδεται ἐπιτυχῶς ὑπὲρ τὰ ἔξ καὶ ἡμισὺν ἔτη. Τὸ ἔτος τοῦτο εἶναι τὸ τῆς μεγίστης καὶ ἀρίστης ἐπιτυχίας τῆν.

Ἐχει ἐπιτυχίαν, διότι αἱ ἀρχαί, ἐπὶ τῶν ὁποίων ἰδρῆθη, εἶναι ἱκαναί καὶ ἔχει δώσει καλὴν ἀξίαν εἰς τοὺς πελάτας τῶν.

Περιεχομενὰ εἰς χεῖρας ἐνδιαφερομένων ἀνδρῶπων, ἔχοντων ἔξοσιαν νὰ ἀγοράσῃ, εἰς 42,000 κατὰστηματα. Πρὸς 150 δολ. κατὰ σελίδα ἀναλογεῖ 3.58 δολ. κατὰ σελίδα διὰ καθὲ χιλιάδα κατὰστημάτων εἰς τὰ ὅποια πηγαίνει. Πράγματι προπολεμικαί τιμαί.

Ὁ χρόνος δὲν μᾶς ἐπιτρέπει νὰ ἀποδείξωμεν ἐδῶ τοὺς ἰσχυρισμοὺς μας, ἀλλ' ἂν ζήτησθε τοῦτο, θα σᾶς στελλομεν πιστικὸν ὄγκον ἀποδείξεων.

Ἐνδιαφεροσθε;

A. R. Maujer.

for
INDUSTRIAL POWER
608 So. Dearborn Street
Chicago, Ill.

The foregoing may be "all Greek" to some of our readers. We realize that, except in some restaurant circles, Greek isn't employed as much as it used to be. So, if you have difficulty in deciphering the above interesting text, drop us a line and we will send you an unexpurgated literal translation in plain unvarnished English.



A Formula for Writing Copy

Will it ever be possible to reduce the preparation of advertising copy to a formula?

I used to think so; and I went so far, at one time, as to note down certain rules which, I believed, would hold good, nine times in ten.

"Make your first paragraph snappy—not more than ten or twelve words. And in it, say something so dramatic, so interesting, that the reader will, unconsciously, be led to read what follows."

That was one rule. Somehow, it never seemed to work. Not discouraged, I formulated others. "Be brief" was one. That did not work, either. It was discarded. Same way with a lot of others.

Yet, I stick to the belief that most successful copywriters, whether they realize it or not, have a method of going about their work which is, essentially, "formulistic."

I'd like to see ADVERTISING & SELLING offer a prize of \$100 to the man who writes the best article on "How I write copy."

A Lower Price

My newsboy tells me that he sells "tribble" as many copies of the New York Evening Post as he did before the price was reduced from five to three cents.

The Life of Trade

Years ago, when the Western Union had a monopoly—or near-monopoly—of the telegraph business, the average telegraph office was a good deal of a mess. The furniture was old, the arrangement was bad, the pen-points weren't fit to use and the ink—

Along came the Postal Telegraph Company and the W. U. woke up. An awakening was due. It might have come even if the Postal had not. Go into any Western Union office today, and what do you find?

Modern furniture, cleanliness, light, courtesy, penpoints you can write with, ink that flows freely and an "up on their toes" attitude on the part of the employees which makes many an old-timer gasp.

The Western Union is out for business, nowadays. Only this morning, I received a leaflet, bearing its imprint, which is as sound an argument for the use of the wire, as against the mail, as you can imagine.

It gives details of costs, tells how to send money by telegraph and in other ways, shows you how to utilize the facilities which the company is able to offer.

JAMOC.

Food-stores Galore

A phase of New York life which always interests me is the number of stores in which food, in one form or another, is on sale.

I do not recall, at the moment, how many grocery and delicatessen stores New York has, though I believe the number is around 15,000. Nor can I tell you how many restaurants there are. I do know that, along the streets which are given over to retail trade, there seem to be at least five food-stores to a block—ten to a block, if you count both sides of the street.

How they all live is a mystery. It is a fact, however, as any manufacturer of food-stuffs will tell you, that the chances of success—in the "food business"—are greater than in almost any other.

Sampling

The National Broadcasting Corporation made its debut, Monday, Nov. 15 by giving a four hours' program which, I read in one of the New York papers, cost \$50,000.

I believe it was worth it. For, doubtless, millions of men and women who listened in, that evening, were so impressed by what they heard that they decided, there and then, to buy a radio.

It was the most ambitious bit of "sampling" that has ever been undertaken.

Women Do, Too

After a lapse of nearly ten years, I recently renewed acquaintance with two women, whom I knew very well when they were girls.

One—I'll call her Jane—used to be as careless and care-free as air; intent only on having a good time and entirely indifferent as to what kind of a good time it was, as long as it was "good"; i. e. exciting. But now, she is prim and precise; an exceptionally conscientious mother, a competent housekeeper, happiest in her own home and vastly interested in music, literature, lectures and things of that sort.

The other woman was, as a girl, the primmest and properest young person you can imagine. "Hands off—no familiarities" was written all over her. You should see her now—she is a thirty-third degree flapper—smokes, drinks, wears daring clothes and lends a willing ear to stories that aren't quite what they should be.

Man in his time plays many parts, wrote Shakespeare. Women do, too.

Here is the BEST place in the United States to sell Automobiles through ONE newspaper



Here is a quick summary of the Cleveland Market's Automobile Buying Power: how to cover it thoroughly—how to sell it quickly.

There are 3,567,433 people living in 794,310 families in this market.

They have \$1,453,376,000 in Bank deposits, as of December 1st, 1926.

There are 633,260 workers in 5,561 industries receiving

\$889,960,143 in wages—or \$1,406 per worker.

Seven-in-every-ten families own a car—794,310 families—553,076 cars!

This is the market automobile advertisers can sell through the Cleveland Plain Dealer—ALONE—and there are MORE Plain Dealer readers NOW than ever before—

Over 40,000 MORE Sunday circulation than any other newspaper in this Market!

Automobile Show Issue, Sunday, January 23
Forms close January 18th

***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
360 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Building, Los Angeles, Cal.

R. J. BIDWELL CO.
White Henry Stuart Bldg.
Seattle, Wash.

*As advertised
in the*

BOOT and SHOE RECORDER

B O S T O N

Among the sales mediums used by the Nunn, Bush & Welton Shoe Company of Milwaukee, makers of finely-constructed and styled shoes for men, is the Boot and Shoe Recorder.

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



Chicago New York Philadelphia BOSTON Rochester Cincinnati St. Louis

Why Freight Rates Are Important

[CONTINUED FROM PAGE 24]

and that fifty cents isn't anything compared with what the manufacturer is wasting in advertising. If he knew his business he would cut off those words in fine print at the bottom and absorb the freight differential, if necessary. It will not be necessary, because our merchants expect to stand for high freights; they are in the habit of meeting nationally-advertised consumer prices without squalling on fifty cents on a hundred dollar sale."

RADIO copy is here specified. Let not that illustration, for one moment, single out the radio makers as the sole offenders. For fellow culprits scan the advertising copy of the first periodical coming to your hand!

From this danger the automobile makers slipped out cleverly.

It must be apparent that the excess freight on a radio or an enameled kitchen sink is of slight consequence, whereas for a passenger automobile the item may run anywhere from \$100 to \$350. The same high ratio of freight to factory-price obtains with refrigerators, with heating radiators and boilers, with the new oil-burner heaters, with farm lighting plants, with a host of articles. Yet the maker, the national advertiser, feels the need of naming the price.

Neatly has automobile copy done this from the beginning. Following the price runs the inconspicuous line: "F.o.b. Detroit." "Eminently fair," is the reader's first thought, if ever he so much as gives a thought to it. "What could be sounder reasoning than that—as herein implied—the automobile local dealer should be reimbursed for the freight charges?" Automatically, too—so runs the unconscious inference—freight costs will vary with distance from the Detroit territory.

Now if the advertiser who reads these lines is willing to face facts, let him try the following test. Take the noon hour of one day and interview a few automobile dealers; take the same hour of the next day and talk to some radio dealers. Should radio dealers not be to his liking, for them substitute dealers of washing machines, or furniture, or anything that strikes the fancy. Talk, however, with owners of the business. Clerks will do no good. Get at the man whose interests lie in the profits. With automobile dealers, the interviewer will be an adroit questioner indeed if he elicits any real information. Nowhere—and this is a noteworthy signpost—will an automobile dealer voice a complaint.

To understand the bearings of freight to retailing would be well worth a day or two, rather than a noon-time hour, for any advertising man. "Valuable answers," you know, "from wise questioning flow." It is

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

BAKERS' HELPER CHICAGO

A.B.P. and A.B.C.
Published
Twice-a-month

Bakers' Helper has been of practical service to bakery owners for nearly 40 years. Over 75% of its readers renew their subscriptions by mail.

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



The Only Denne in
Canadian Advertising

The Canadian Market demands specialized advertising counsel and service—which is our job. Let us tell you how we can help.

A.J. DENNE & COMPANY Ltd.
Reford Bldg. TORONTO.

A Week's Reading Is too Much!

Mr. Hall wants to know who can Spare all that Time!

"It takes about a week to read through carefully some of our popular magazines and Sunday newspapers, and who, in these busy days, can spare that time? Certainly not the active man or woman, whose attention, as a general thing, we seek to attract."

In these words there is enunciated one of the best arguments for The Country Newspaper that could possibly be made.

They were spoken by Mr. Edward T. Hall, President of the Association of National Advertisers, at the recent convention of that body.

The Country Newspaper is small and compact. It can be read through carefully in an hour. It IS read carefully because it is a faithful reflection of every aspect of the life of the community it represents. It is read by every member of every family it reaches—and it reaches every family in the territory it covers.

It will not bury your advertisement—it will *insure* its reading. It will sell goods for you because it is read, and because its readers have the money to spend for worthy merchandise, and the desire to buy worthy merchandise.

Through The Country Newspaper you can cover the entire small town and rural fields—or any section or part of it you may desire.

Give this ideal medium a chance to prove its merits. It will pay—and pay well!

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

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

pertinent to reprint a quotation already used in this series of articles, in the words of an important shipper at one of the Distribution Conferences:

"The most wasteful of all our American extravagances is the custom of f.o.b. shipping. Eighty per cent of commercial merchandise goes to people who have not the facilities to check the freight bill. If the factory, or the distributor, had assumed the transportation cost, his traffic manager would watch the rate."

As witness, the reader may summon himself.

YOU have bought an automobile, possibly several. The advertisement of the maker, also his beautiful catalog, named the price. Your dealer said glibly to you: "That's the f.o.b.; the delivery price is ...; the freight and the tax make up the difference." That latter, and larger, price was the figure you wrote into your check. In all probability you accepted the quotation as final, firm in your belief that motor cars are not a "cut-price" commodity.

You did not verify the sum by asking to see the "paid expense bill"—the commercial name for freight invoices. You did not inquire of your local railroad agent what is the rate for shipping a car from Detroit to your home, nor did you ask the dealer whether the automobile had ever been inside a freight car! The chances are that no railroad employee had ever touched it!

The automobile dealer, as you will quickly discover, makes no complaint about freight rates. The reason is patent, once you inject logic into the situation. Says one passenger car distributor: "The used-car mess will never be cleared up as long as we can keep the f.o.b. The final profit, the real net, is pretty much what the dealer makes in the freight."

An exaggeration, this, in all probability. But that remark hints at the condition.

Have you ever passed, on the road, a string of cars traveling together with factory labels on their windshields? You have remarked: "Another lot of drive-aways." Did you think the thing through? Why do dealers send crews of men to Detroit to drive cars through to the sales room? You know the only right answer: "It pays; it costs less than freight." The dealer in Monroe (barely outside of Detroit) does it; likewise does the dealer of Miami and Galveston, Bangor and Spokane. Should you wish verification, add half a day to your next trip to Detroit and ask some "wise questionings." Ask your friends whose capital is in automobile selling; but question them warily, because no man hastens to lay bare the secret profits of his business.

"The "drive-away" margin has recently been exactly doubled by an ingenious device perfected by one maker. Its use enables one man to drive two cars with safety. The second car is controlled by a rigid yoking to the first

ALLENTOWN PA.

Where Wages Are High
and
Everybody's Prosperous

90% of its 100,000
People
Read The
Allentown Morning
Call

Story, Brooks & Finley
National Representatives

"Ask Us About
Advertisers Cooperation"

DEPTH
The Third Dimension
for
Display Advertising
Old King Cole,
601
Canton, Ohio.

Send for this Catalog

OLD KING COLE
Incorporated
CANTON, OHIO

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

THE JOHN IGLSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

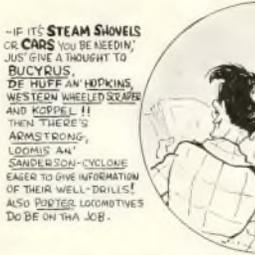


HELLO, WILYUM, HAPPY NEW YEAR TO YOU — THOUGHT I'D STEP IN AN' SLIP YOU A GREETIN' AN' TO ASK YOU FOR A LIT' ADVICE — IN ON MY WAY TO BUY EQUIPMENT, SO, I SAYS, WILYUM, CAN TELL ME TH' BEST WAY TO FIND WHAT I WANT AN' WHERE T' BUY IT —

PUT 'ER THAR, BILL, GLAD I BE TO SEE THEE, AN' RIGHT BACK AT THEE WI' TH' AP'Y WISHES! — AS FOR A TIP ON MACHINERY AN' SU'W LIKE, WHY DON'T EE 'ME A LOOK AT TH' ADVERTISIN' PAGES O' TH' INDUSTRIAL MAGAZINES? THERE BE NO BETTER PLACE TO GO FOR IDEAS



MAYHAP YOU BE WANTIN' SOME **AIR DRILLS** OR **ELECTRIC DRILLS** — WIAL, LOOKIT — ERE BE TH' EXPLOSIVES ENGINEER WI' A WHOLE LIST O' COMPANIES WOT SELL 'EM. **CHICAGO PNEUMATIC, DENVER ROCK DRILL, POWELLS, INGERSOLL RAND AN' SULLIVAN** — THEY DO BE BROADCASTIN' ALL TH' TIME ABOUT TH' LATEST IN DRILL DEVELOPMENT.



—IF IT'S **STEAM HOVS** OR **CARS** YOU BE NEEDIN', JUS' GIVE A THOUGHT TO **BUCYDUS, DE HUFF AN' HODKINS, WESTERN WHEELED GRABER AND KOPPEL** !! THEN THERE'S **ADMIRALSONS, LOMMIS AN' SANDERSON-CYCLONE** EAGER TO GIVE INFORMATION OF THEIR WELL-DRILLS! ALSO **PUTER** LOCOMOTIVES DO BE ON TH' JOB.

THE ELL'VE TO GET **HOSE AN' HOSE COUPLINGS** FOR TH' DRILLS — ERE THEY BE, RIGHT ERE, **GOODYEAR AN' KNOX** — !! **MINE SAFETY APPLIANCES** CAN ELD THEE WIN TH' SENTINELS O' SAFETY TROPHY, AN' **JACK RYAN** CAN TELL 'EE ALL ABOUT THEM — I BE THEE GON' TO **ROCK DUST** TH' MINE? WIAL, ASK TH' **AMERICAN & NEWCASTLE CO.** ABOUT THEIR PURE PULVERIZED LIME STONE.



—AN' SAY ON TH' ST'LE THATCH, THEE MUS NOT BE FORGETTIN' ABOUT **EXPLOSIVES AN' BLASTING SUPPLIES!** **LOWEE** ERE — **CALIFORNIA CAP, ENSIGN-BICKFORD AN' HERCULES**, ANY ONE O' THEM BE RELIABLE! **LITTLE FORD** TELLS ALL ABOUT THINGS PERTAININ' TO **STORAGE MAGAZINES** AN' WHEN YOU GIVE A THOUGHT TO **ROOFING**, JUS' THINK O' **JOHNS — MANVILLE!** AN' SO IT GOES, THESE PAGES TELL TH' STORY!



SO LONG, BILL, — AN' GOOD LUCK, 'ERE'S OPIN' I'V ELDED THEE GET A BETTER HT'DEE O' TH' VALUE O' MAGAZINE ADS

RIGHTO — I'LL CALL ON A LOT O' THESE GENTS AN' WRITE FOR INFORMATION TO TH' OTHERS — AN' YOU'LL BE SAFE IN ENGRAVIN' OUR NAME ON THAT EXPLOSIVES ENGINEER SAFETY TROPHY NOW.

WILYUM JAN ON ADVERTISING



VERY mining camp in the world knows Wilyum Jan, the Cornish mining man. Readers of the Explosives Engineer delight in the quaint philosophy of this character, who appears in every issue to discuss mining problems with Blaster Bill, portrayed by the inimitable pen of Mr. Chapin. In the cartoon herewith, Wilyum Jan gives some thoughts on advertising, of interest to Explosives Engineer advertisers and prospective advertisers. Space in the Explosives Engineer is sold on a non-competitive basis. This paper does not encroach upon the field of other worthy publications, because there are no other publications devoted ex-

clusively to promoting safety, economy, and efficiency in moving materials with explosives. For this reason it is an unusually responsive medium for those who sell to the mining, quarrying, and construction industries. Application accepted for A. B. C. Membership.

THE EXPLOSIVES ENGINEER,
1000 Delaware Trust Building,
Wilmington, Delaware.

Please send me a sample copy of "The Explosives Engineer",
analysis of your circulation, and advertising rates.

Name Position

Company

Address

What happens when that new issue comes fresh from the press?

Is your organization thrown into a turmoil when it comes time to ship? Is your bookkeeping staff tied into knots in its wild effort to bill—and COLLECT?

* * * * *

Buck-passing is a favorite business pastime. Why not pass along the headaches, too?

* * * * *

The Eastern Distributing Organization is a national one—equipped to ship, bill and collect for you, and ably skilled in BUILDING NEWSSTAND CIRCULATIONS.

Eastern regulates press runs by counting returns accurately. It minimizes returns by regulating distribution to its 70,000 newsstands. 7 traveling promotion men see that the magazines of Eastern clients are properly displayed and merchandised.

In addition you are paid one bill instead of 70,000 and also, 880 wholesalers are maintaining constant contact for Eastern clients to see that Eastern's magazines keep growing.

Interested? Write!

EASTERN DISTRIBUTING CORPORATION
45 West 45th Street, New York City
Bryant 1444

instead of the usual flexible tow-line, this yoking being interlocked with the steering tie-rod of the second car; the engine of the second car is also run by its own power (thus eliminating the strain on the engine of the first one) in much the manner that a motorman through a single lever has control over each car of an electric train.

For another matter, even when cars are received by freight—as of course thousands are—how are they packed? Flat on the floor, ready to "take the road"?

Not a bit of it. No German glass manufacturer can "nest" his product in a shipping case to equal the skill of our automobile makers in suspending automobiles in freight cars, double tiering them, "knocking down" the tops and fenders and hoods.

The freight rate, so calmly named by the salesman who solicits your order, is the old rate—the rate for shipping a single car, completely assembled and packed in the methods of 1910 or so. Now that six are shipped in a freight car that formerly transported but two, it would be reasonable to expect that the ultimate purchaser would benefit. He does not, in most cases, any more than he does from the economies of "drive-away" delivery. At any rate, the few instances where he does are so rare as to be overlooked for our present purpose.

You have now borne testimony to the proposition that "the most wasteful of all our American extravagances is the custom of f.o.b. shipping . . . merchandise goes to people who have not the facilities to check the freight bill."

For the advertiser, therefore, freight rates are an important angle of information. In a superficial view, freight rates have "nothing to do with advertising." But in a more fundamental manner, they constitute one of those "knottiest advertising problems that don't look like advertising problems," at all.

This Matter of the Cash Discount

[CONTINUED FROM PAGE 36]

add that the abolishing of cash discounts as a means of increasing the cost of advertising is one more of the forces which is making advertising too costly, and obliges the buyer of advertising to scrutinize his purchases with constantly greater care.

I have observed also a growing practice on the part of others than publishers to abolish the cash discount; namely, photo engravers, and other production people. I believe this whole movement is something which should be watched carefully.

It should be brought home to the publishers and others that they are undertaking a dangerous procedure and that their goose is going to lay its

Sales Data

Every fact and figure, every kind of information and every facility for making market studies are here in abundance. 17 years of experience.

The Business Bourse

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

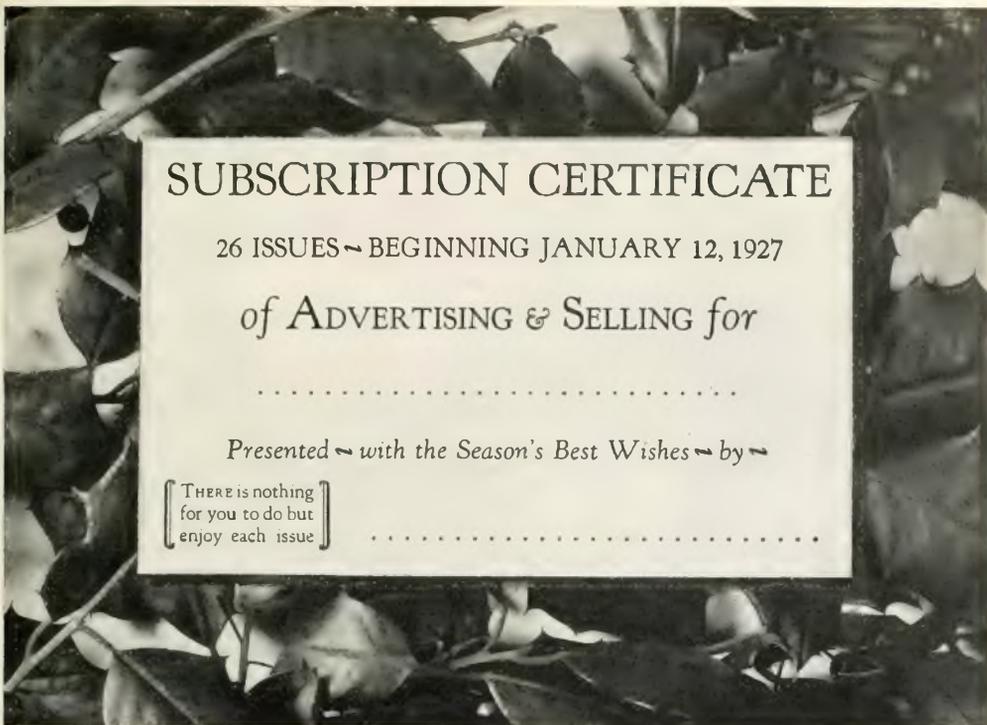
LAUNDRIES

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

1927 Power Laundry Directory listing 7600 plants with street addresses and names of owners in most cases, Ready Dec. 15. \$15.

The STARCHROOM LAUNDRY JOURNAL—monthly trade journal—over 200 pages, covers this industry.

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



SUBSCRIPTION CERTIFICATE

26 ISSUES ~ BEGINNING JANUARY 12, 1927

of *ADVERTISING & SELLING* for

Presented ~ with the Season's Best Wishes ~ by ~

⌈ THERE is nothing
for you to do but
enjoy each issue ⌋

Give Someone ¹⁵⁶ Ideas for CHRISTMAS

Send your business friends an A. & S. subscription ~ 26 times next year they'll be reminded of your thoughtfulness

"LAST CHRISTMAS," declares one of our subscribers, "I was at my wits' end to find a suitable gift to send to a list of business acquaintances.

"Finally, it occurred to me to send them a year's subscription to Advertising & Selling. I felt sure that if these men found it half as interesting as I do, my gift would be a ten-strike.

"It was. My friends expressed more real gratitude than for all my other remembrances put together. Every two weeks during the year, as they received each issue, they have been reminded of the man who made them subscribers. I never made a better investment—and what's more—it is one gift I can repeat year after year with full confidence that it will always be appreciated."

As you yourself have probably realized, Advertising & Selling contains much that is interesting to all kinds of business men—whether they be in financial, production, sales or advertising positions. This magazine is a veritable mine of ideas. If there were only six an issue (and that is a low figure; it may be 20 or 50 depending on the reader), a year's subscription would be a gift of 156 ideas.

Advertising & Selling has had some Gift Cards printed. The illustration gives you a rough idea of what they look like. There is a place on each one for you to fill in the name of the person you wish to remember. Simply ask us to send you one or more Gift Cards, present them to your friends and then give us a list of their names, or if you

prefer send the names to us and we shall mail the cards. Their subscriptions will start with the January 12 issue.

Sending for Gift Cards puts you under no obligation to order subscriptions. Christmas is only 10 days off—mail the coupon at once.

ADVERTISING AND SELLING
9 East 38th Street
New York

Please send me _____ Gift Cards. It is understood that the request of these cards involves me in no obligation

Name

Address

City

State



Power Plant Equipment for plants like these

TWENTY-THREE thousand power plant men who influence or dictate orders for machinery, equipment and supplies for the large plants of the country depend on Power Plant Engineering as their buying and operating guide.

These men are looking forward now to the January 15, 1927, "Power Plant Equipment Number" to obtain the

latest and most authoritative information on the various types of equipment used in modern plants.

Show the particular advantages of your products in this number which will editorially feature modern designs of equipment.

Send cuts and copy as early as possible. Write immediately if further information is desired.

January 15, 1927

POWER PLANT EQUIPMENT NUMBER of POWER PLANT ENGINEERING

A.B.P. 53 W. Jackson Blvd., Chicago, Ill. A.B.C.

Letters that TALK face to face!

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

SELF-SAME RULES AND FORMULAS the shorthand correspondents follow.

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

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

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

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

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

LETTERS THAT TALK face to face with your customers.

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

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

*****Examine FREE*****

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

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

AS-1215

Name _____

Street and No. _____

City and State _____

Firm _____

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



You'd Like Returns Like These:

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

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

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

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

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

—A 2% return, cash with order.

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

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

836 pages. Size 5 1/4 x 8 1/4 inches. Illustrated.

golden eggs more carefully and perhaps also a little smaller hereafter.

You emphasize the great danger in this situation. That is extremely important; in fact, vital. We should also realize that it is increasing the cost of advertising, and that this abolishment of cash discounts merely means a few more bricks are being thrown at the advertiser, who after all pays for and supports this whole business.

An Unearned Rate Increase

By Cy Norton

Advertising Manager, Strathmore Paper Co.

THE abolishment of the cash discount has been pretty thoroughly covered in your December 1 issue of ADVERTISING AND SELLING.

However, there's one other pretty self-evident thought that has had somewhat general discussion; namely, that the abolishment of the discount is equivalent to an advance in advertising rates, said advance not being earned, however, by an increased circulation.

This is the only angle that occurs to me which was not covered in your first article.

The Small Agency Speaks

By S. Roland Hall

ALL I can say on the subject of the cash discount is that I think publishers are making a serious mistake to abolish it.

The cash discount is not only a fine barometer, but it enables an advertising agent with relatively small capital to make a quick turnover. Maybe it doesn't make any difference for the advertising agents who have several million dollars on hand and no particular use for the money. Unfortunately, there are not many in that class.

Sportsmanship As Well As Self-Interest

By James Albert Wales

President, Wales Advertising Company.

THE few newspaper publishers who first abolished the cash discount evidently gave little if any thought to the consequences and, if they thought of them at all, probably imagined that so many other newspapers would continue to allow the discount that their own action would have practically no effect.

But the consequences now bid fair to prove unfortunate for the newspaper publishers themselves. The absence of an incentive for the client to pay promptly naturally leads to a slowing up of payments and a more or less dangerous increase in doubtful accounts.

And there is another angle which

The Scripps-Howard newspapers allow a 2% cash discount on national advertising bills and believe that the custom of the cash discount should be retained. The cash discount is an American institution approved by experience. To abolish it might impair the great structure of national advertising.

400 Million Dollars For Building Materials

The architects who report their contracts to ARTS & DECORATION every month specified over 400 Million Dollars worth of building materials last year, and this year's total will exceed that figure.

This 400 Million Dollars is a distinct and worthwhile market in itself, yet it is only a by-product of what the building material advertiser receives from ARTS & DECORATION.

Special Building Numbers

Every issue of ARTS & DECORATION is in effect a special building number. The practice of encouraging the construction of better and more beautiful homes and providing practical information in every phase of the work is not incidental, but a fundamental part of every issue.

Let us show you the extraordinary relationship which exists between architects, home builders and this magazine—unique in magazine history.

Arts & Decoration

45 West 45th Street

New York City, N. Y.

seems to have been overlooked generally, and that is the principle of fair play and sportsmanship. Is it fair and sportsmanlike for the publisher to hold a weapon over the agency—to tell the agency that it is not entitled to deduct the agency commission unless payment is received by a certain date and at the same time to deprive the agency of the only effective weapon, the cash discount, for enforcing payment on the part of the client?

The publishers have always shown themselves to be fair and honorable in the past, when such questions have been presented to them. Let the publishers who first abolished the cash discount now lead the way to its restoration. Others will follow.

It is certain that the present situation, if allowed to continue and develop, will lead only to disaster to publishers as well as agencies.

Why Should Advertisers Pay Promptly?

By S. E. Conybear

Assistant Sales Manager, Armstrong Cork Co.—
Linoleum Division.

IT looks to me as if newspaper publishers are abolishing the tried and true practice of allowing a cash discount for prompt payment of space bills in order to play Santa Claus to their stockholders. Apparently these newspaper publishers are gambling on the fact that most of the larger advertisers have fallen into the habit of paying their space bills promptly in order to take a cash discount, and they expect these advertisers to continue to pay their bills in the same manner, regardless of the fact that a cash discount is no longer allowed.

The writer is willing to bet a perfectly good Stetson hat that, if a considerable number of advertisers were to forget to pay their bills promptly to those publishers who will not allow cash discounts, in short order we would see these publishers putting the cash discount into effect again.

We have already asked our advertising agency to give us a list of those publishers who no longer make an allowance for cash, and while we do not want our advertising agency to hold the bag, there is no particular reason so far as we can see in our being as prompt in payment of these space bills as we have been previously under the cash discount system.

As the writer sees it, the moment a publisher needs cash in his business he will be very glad indeed to offer a cash discount to any of his advertisers.

Is the Space Profitable?

By Robert F. Wood

Advertising Manager, The Autocar Co.

IF the newspapers are generally abolishing their cash discount to advertisers, it is probably because they are willing to take the risk of what-

1927 APPROPRIATIONS



include Mechanical window displays.

Mechanical Advertising Books

Attractive, Authoritative, Compelling, Selling.

Write for descriptive circular and quotations

CHESTER MECHANICAL CO., Inc.

430 West 43rd St. New York, N. Y.

Designers and Builders of Displays Mechanical

THE JEWELERS' CIRCULAR, New York, has for many years published more advertising than have seven other jewelry journals combined.

The Standard Advertising Register

is the best in its field. Ask any user. Supplies valuable information on more than 8,000 advertisers. Write for date and price.

National Register Publishing Co.
Incorporated

15 Moore St., New York City

R. W. Ferrol, Manager

ever unfavorable developments might follow such a policy. If a national advertiser has found newspaper space profitable with the cash discount, he probably will continue to find it profitable and will, therefore, continue to buy it without the cash discount. If he comes to the conclusion that he cannot afford to buy it without the cash discount, the chances are that he ought to have stopped buying it any way.

A Boon to Mere Man

[CONTINUED FROM PAGE 25]

breeds in her a feeling for the specific as opposed to the general, which is usually more appealing to her self-proclaimed "hard-headed" husband. It is an old story but not always heeded. A. S. Hinds and Company have remembered it.

When they want to sell their lotion, they tell how it can be used and in their telling they make a point hitherto ignored in advertising—and one that confers, if it is followed, a boon upon mere man in general. No advertiser—so far as research has disclosed—has pointed out the obvious fact that most escorts are incessantly annoyed by the constant nervous and unnecessary powdering and repowdering of their charges at all inappropriate times and places. Only tailors and the habitués of stag lines know the expensive havoc worked on immaculate evening clothes by the face powder nuisance; only laundresses can tell how often second-hand rouge stains are to be found unaccountably on masculine handkerchiefs. From her behavior everywhere it can be safely deduced that the famous American girl, so much admired by foreign notabilities as they approach Fire Island, has never discovered those important facts for herself. Too much of our "educational" advertising is contented with the general; too little makes the effort to be specific. The series from which three are reproduced has made a move in the indubitably right direction.

Winter Golf League of Advertising Interests to Hold Tournament

THE title winners of a year ago will defend their championships in the annual tournament of the Winter Golf League of Advertising Interests, to be held over the St. Augustine Links, St. Augustine, Fla., from January 10 to 15.

The Winter Golf League of Advertising Interests is the pioneer among organizations making annual golf trips. This will be their twenty-fifth journey to a winter resort.

The members of the party will go to St. Augustine in special trains. The majority of these will leave New York on Friday, Jan. 7. The western contingent will go direct from Chicago.

Five Million Bales of Cotton —Plus!

All Texas records for cotton production will be shattered by this year's five million-bale crop.

Even in the face of price declines this means unchecked buying power in the Dallas area—America's foremost cotton center.

Yet cotton this year plays the smallest part it has ever played in the affairs of Texans.

* * *

Texas' total of crop values this year will exceed those of 1925 by more than \$100,000,000.

The splendid weather conditions that brought over-production of cotton, with consequent decline in price, brought such a huge harvest of other crops as has rarely been seen before in this greatest of all states. Four times as much corn as last year; FIVE times as

much wheat; SIX times as much oats. And a million bales more cotton.

Here is Texas' agricultural income, based upon U. S. Government (Census Bureau) estimates of production:

1925	\$490,766,000
1926	606,604,000

* * *

Production along other lines, of which live stock and petroleum are the biggest, will also show substantial gains. Industry in Dallas is active; retail sales are ahead of last year, and the bank and financial statistics are all favorable to aggressive enterprise.

The volume of national advertising in Dallas papers—especially The News and The Journal—shows steady increase and will total well over a half million lines increase for these two papers by the end of the year.

The Dallas Morning News The Dallas Journal

An Optional Combination

Place Your Problems on the Shoulders of This Advertising Manager

He is open for an opportunity with a manufacturer who insists on continual improvement in his advertising as he does in other departments of his business.

He will successfully contact your advertising agency because he was an agency representative.

He knows merchandising, because he was advertising and sales promotion manager of a large national retail organization. This retail experience has proven invaluable in the development of profitable advertising and sales promotion ideas.

He knows copy. In his present capacity, in charge of advertising for a large national advertiser, he has planned and produced a large proportion of the magazine and newspaper advertising, in addition to dealer helps, direct-mail and sales promotional material.

He has a university education, is a Christian and married.

Address Box 433, ADVERTISING & SELLING



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.

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

Help Wanted—Salesmen

If you can SELL—here's your big chance!

The Middishade Company, Inc., world's largest "sergical specialists, operating on blue serge suits only" need a capable representative for open territory. We want to turn this territory over to a man who thinks enough of it to live in it. It matters not what he sold before—battleships or beans—just so he can SELL. If he can, the opportunity is important enough to tempt a man who can earn real money. Give age, territory covered, and anything else that will allow us to size you up. All information will be held in strict confidence.

THE MIDDISHADE COMPANY, INC.
MIDDISHADE BLOCK—DICKINSON,
SOUTH 30th, REED & SOUTH 31st STS.,
PHILADELPHIA, PA.

ADVERTISING SOLICITOR wanted by trade paper published in New England. We desire a young man of good personality. Give full details, including age, education, experience and present earnings. All replies treated confidentially. Address: Box 432, Advertising and Selling, 9 East 38th St., New York City.

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Installment Purchasing

[CONTINUED FROM PAGE 28]

years, but today represent 49½ per cent of the total banking power of the country as against 49 per cent ten years ago. In view of these data it is hard to escape the conclusion that payments are met through the increased earning ability of the purchaser, which, in the last analysis, means that he is performing a greater amount of work than would be the case if he did not have to meet payment of his obligations each month.

IN short, the desire to have and ability to purchase motor cars provides an incentive to work that results in converting idle hours into the energy necessary to produce our motor cars at little or no economic cost whatever.

To me it seems the record established in the prudent extension of consumers' credit in the purchase of homes, automobiles, sewing and washing machines, furniture and pianos, is its best defense. Many may feel quite nervous about consumers' credit and where it may lead because they do not enjoy the sense of security that has come to us in its use during the past seven years. But who among you is willing to assume the responsibility of prohibiting its use with the almost certain result of driving people to mortgage their homes, draw down their savings, borrow on life insurance policies and to the extent that this will not supply money to purchase their requirements, have our factories reduce production, with consequent idle labor.

It used to be charged that the desire for automobiles led people to mortgage their homes to secure them. This is not so. Installment credit enables the purchaser who owns his home and has an income to budget that income to accommodate the automobile. This training to budget and spend for a good purpose is a worthy one and tends to make property owners of those who would otherwise fritter away their incomes.

The best estimates obtainable indicate that 75 per cent of automobiles purchased are purchased under the installment plan, so this great industry can definitely be said to have been built up through the use of consumers' credit. Suppose the use of consumers' credit were denied with the result that its sales were cut in half, what would happen to our prosperity? Very few people realize how important a factor the automobile industry has been in the prosperity of this country. Yet if we stop to think of it, it is obvious that without the stimulation which the rapid growth of this industry has given to numerous other industries and to business in general, the country could not have enjoyed so great a degree of prosperity as it has enjoyed in recent

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years, and that there would have been less employment of labor, a smaller aggregate consumer purchasing power, and a lower standard of living. It is certainly significant that the greatest automobile producing and using country in the world is also the richest country and has the highest standard of living.

Of all the automobiles in the world (some 25,000,000), the United States has more than four-fifths.

The far-reaching beneficial effect of the automobile industry upon general business in the United States becomes more concretely evident when we consider that this industry in 1925 used one-eighth of all the iron and steel produced in the country, nearly one-seventh of the lead, a like proportion of the hardwood lumber, over one-fourth of the nickel and aluminum, more than half of the plate glass, and over two-thirds of the upholstery leather; that nearly one-eighth of the copper and more than one-seventh of the tin consumed in this country went into automobiles; while automobile production and use accounted for four-fifths of our gasoline consumption and for more than four-fifths of our consumption of rubber.

The automobile has been responsible for the rapid increase of good roads during the past few years, with the attendant improvement of conditions of rural life and stimulation of business in many sections. In rural highway improvement approximately a billion dollars a year has been expended during the past few years, all of which means employment and spells purchasing power.

The automobile industry now stands first among the manufacturing industries of the United States in value of products, the wholesale value of its output in the year 1925 being \$3,373,000,000.

The growth of the industry to its present size has unquestionably been made possible by the granting of consumers' credit. Without the development of installment buying no such expansion of the automobile industry, with its attendant increase in general prosperity, could have taken place. Since seventy-five per cent of the automobiles are bought on the installment plan, it is perfectly clear what an enormous difference would have been made had no cars been sold except to persons who were financially able to pay cash down.

BUT although 75 per cent of the cars sold are sold on the basis of consumers' credits, the fact is frequently overlooked that consumers' income has been quite sufficient to enable them to meet their payments and that at least four-fifths of all the cars now in use have been fully paid for. Thus the cars which are in process of being paid for at present out of current income represent not more than one-fifth of the country's total cars, and these are more than half paid for.

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Department Stores of Detroit Spend
The Bulk of Their Appropriations In

The Detroit News

FOR an absolute check on advertising results, no business has ever equalled the department store. Each line of advertising space is set to meet a quota. Each advertisement is checked by the cash register. Each medium is carefully keyed from time to time and appropriations are distributed accordingly.

Hence, the department stores offer the best guide to a medium's value. In the Detroit field the department stores have unqualifiedly indorsed the superior effectiveness of The Detroit News with their advertising appropriations. The News, for example, during the first 10 months of 1926 carried three times as much department store advertising weekdays as the second medium, and nearly five times that of the third medium.

How the Department Stores Employ Detroit Newspapers

Weekdays

NEWS	4,842,964 Lines
2nd Medium	1,617,560 Lines
3d Medium	1,008,728 Lines

Sundays

NEWS	732,970 Lines
2nd Medium	584,276 Lines
3d Medium	39,228 Lines

A remarkable tribute is this to the wonderful result-bringing quality of Detroit News advertising space. Nor is Detroit News effectiveness employed in such overwhelming proportions by department stores, only. The Detroit News carries more advertising than all other Detroit newspapers combined in all the selling classifications of advertising. Great circulation, concentrated in the homes of the local trading area, is responsible for this preference among advertisers—a preference worthy of your study.

The Detroit News

350,000 Circulation Sundays

The HOME newspaper

320,000 Circulation Weekdays

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
R. C. Hay	American Radiator Co., New York. <i>Mgr., Sales Pro & Sales Training</i>	May Oil Burner Corp., Baltimore, Md.	<i>Dir. of Sales & Adv.</i>
C. P. Culbert	May Oil Burner Corp., Baltimore. <i>Eastern District Mgr.</i>	Same Company	<i>Field Sales Mgr.</i>
D. W. Stotter	Mason Warner Co., Chicago. <i>Adv. Mgr., Copy Dept.</i>	Johnson, Read & Co., Chicago	<i>Copy Staff</i>
Gaylord P. Kurtz	The Powers-House Co., Cleveland. <i>Acc't Executive</i>	Same Company	<i>Mgr. of Pro.</i>
B. C. Budd	A. McKim Ltd., Hamilton, Ohio	The Powers-House Co., Cleveland	<i>Creative Dept.</i>
H. C. Chase	Dearborn Adv. Agcy., Chicago. <i>Acc't Executive</i>	Hurja Johnson-Huwen, Inc., Chicago	<i>Vice-Pres.</i>
V. G. Sanborn	"New York Sun," New York. <i>Financial Dept.</i>	Albert Frank & Co., New York	<i>Publicity Dept.</i>
E. M. Stevenson	M. P. Gould Co., Art Dept.	Kramer Direct Adv., New York	<i>Art. Dir.</i>
Thos. P. Commeford	The Namm Co., Brooklyn, Pub. Dir.	May Co., Cleveland	<i>Sales Dir.</i>
J. Sullivan	May Co., Cleveland, Sales Dir.	Kaufman-Straus Co., Louisville, Ky.	<i>Pres. & Gen. Mgr.</i>
E. Kennedy	Ralph Jones Agcy., Cincinnati, Ohio	Fuller & Smith, Cleveland	<i>Service Dept.</i>
A. P. Afanassieff	The Connoisseur Publications of America, Ltd., New York, "The Connoisseur," New York <i>Adv. Mgr.</i>	Same Company	<i>Vice-Pres.</i>
T. J. Graham	J. P. McKinney & Son, New York	"New York Motor News," New York	<i>Adv. Mgr.</i>
F. F. Stevenson	McLain-Simpers Organization, Phila. <i>Mgr., New Business Dept.</i>	Spool Cotton Co., New York	<i>Adv. Dir.</i>
F. A. Arnold	Frank Seaman, Inc., New York	National Broadcasting Co., Inc., New York	<i>Dir. of Development</i>
James D. Adams	The Corman Co., New York, <i>Vice-Pres.</i>	Barton, Durstine & Osborn, Inc., New York	<i>Acc't Executive</i>
Louis D. Fancher	Erwin Wasey & Co., New York, <i>Art Dept.</i>	Calkins & Holden, Inc.	<i>Art Dept.</i>
W. B. Powell	Tracy-Parry Co., New York, <i>Acc't Executive</i>	Lyddon & Hanford, New York (Effective Jan. 1)	<i>Acc't Executive</i>
J. J. Keith	J. J. Keith Organization, Chicago	Altorf Bros., Co., Peoria, Illinois	<i>Associate Sales Mgr.</i>
O. R. Hardwell	Albert Frank & Co., New York, <i>Acc't Executive</i>	Grace & Holliday, Detroit	<i>Mgr., New York Office</i>
J. W. Johnson	The Ivey Co., Minneapolis	General Outdoor Adv. Co., Minneapolis	<i>Sales Mgr.</i>
B. U. Baker	The Wahl Co., Chicago, <i>Ass't Adv. Mgr.</i>	Same Company	<i>Adv. Mgr.</i>
C. B. Ross	The Wahl Co., <i>Ass't Sales Mgr.</i>	Same Company	<i>Sales Mgr.</i>
K. L. Bridges	American Lithographic Co., New York, <i>Pro. Mgr.</i>	Same Company	<i>Gen. Sales Rep.</i>
G. W. Ellis	American Lithographic Co., New York, <i>Pro. Dept.</i>	Same Company	<i>Pro. Mgr.</i>
F. S. Mygatt	"Woman's World," New York, <i>Eastern Mgr.</i>	"Delineator," New York	<i>Adv. Rep. in Pa. & South</i>
W. S. Fallis	The Sherwin-Williams Co. of Canada, Ltd., Montreal, <i>Vice-Pres.</i>	Same Company	<i>Pres.</i>
R. T. Freeman	General Outdoor Adv. Co., Atlanta, Ga.	"Georgian & American," Atlanta	<i>Adv. Staff</i>
M. C. Taylor	Condé Nast Publications, New York, <i>Merchandise Editor</i>	Lyddon & Hanford, New York	<i>Advisory Counsel</i>
L. J. Graft	"Times," Sanford, Fla., <i>Adv. Mgr.</i>	"Herald-Post," Louisville, Ky.	<i>Adv. Dept.</i>
R. D. Whittmore	The Babson Co., New York <i>Mgr.</i>	The Derby Letter, Machine Co., Inc., N. Y.	<i>Pres.</i>
J. P. Hunting	Pyle-MacLaren Printing Co., New York, <i>Sales Mgr.</i>	The Derby Letter, Machine Co., Inc., N. Y.	<i>Vice-Pres.</i>
E. B. Pyle	Pyle-MacLaren Printing Co., New York, <i>Sales Mgr.</i>	The Derby Letter, Machine Co., Inc., N. Y.	<i>Sec'y-Treas.</i>
C. Hannauer	Chicago Terminal Railroad, Chicago, <i>Vice-Pres.</i>	Boston & Maine Railroad, Boston	<i>Pres. (Effective Jan. 1)</i>
D. S. Schwartz	A. V. Victorius & Co., New York, <i>Sales Pro. Mgr.</i>	Vigoradium Corp., New York	<i>Sales & Adv. Mgr.</i>
G. F. Edwards	"Enterprise," High Point, N. C., <i>Adv. Mgr.</i>	Same Company	<i>Adv. Mgr.</i>
C. W. Fuller	"Photoplay Magazine," New York, <i>Adv. Mgr.</i>	Resigned	
E. S. Fink	The Fink Co., Phila.	Spector & Goldensky, Phila.	<i>Partner in Charge of Merchandising Dept.</i>

Make easy your entrance
into Small Town Homes by
associating your products
with the helpful service
material of this Editorial
Staff. ~



Katharine Clayberger, *Editor*

Mary B. Charlton, *Managing Editor*

Marion M. Mayer, *Service Editor*

Josephine Nelson, *Art Editor*

Frederic W. Howe, *Director of the School of Household Science & Arts of Pratt Institute*

Emma F. Holloway, *Supervisor of Institutional Courses, School of Household Science & Arts of Pratt Institute*

Elizabeth C. Condit, *Supervisor of Home Making Courses, School of Household Science & Arts of Pratt Institute*

Marjorie Kinney, *Supervisor of Clothing Courses, School of Household Science & Arts of Pratt Institute*

Eve Kittleson—*in charge of the Fashion and Dressmaking Dept. of the Home-Makers' Bureau of People's Home Journal*

Helen Hathaway—*in charge of the Etiquette Dept. of the Home-Makers' Bureau of People's Home Journal*

Marianna Wheeler—*in charge of the Baby Service of the Home-Makers' Bureau of People's Home Journal*

Katharine Lee—*in charge of the Beauty Service of the Home-Makers' Bureau of People's Home Journal*

Roger B. Whitman—*in charge of "Old Homes Made New" Dept. of the Home-Makers' Bureau of People's Home Journal*

Dorothy Haldane—*in charge of the Needlework Dept. of the Home-Makers' Bureau of People's Home Journal*

Thornton W. Burgess—*author of the Green Meadow Club Nature Study Stories for children*

Irene H. Burnham—*Chairman of the Division of Home Making, in the Department of the American Home, General Federation of Women's Clubs*

Favorite authors: Norma Patterson, Chart Pitt, Agnes Louise Provošt, Nelia Gardner White.

[*A Magazine Devoted to the Interests of the
Younger Women Living in Small Towns
and Rural Communities*]

PEOPLE'S HOME JOURNAL

Advertising
& Selling**The NEWS DIGEST**Issue of
Dec. 15, 1926**CHANGES IN PERSONNEL (Continued)**

Name	Former Company and Position	Now Associated With	Position
William J. Griffin	Charles W. Hoyt Co., New York	James Butler Grocery Co., Long Island City	Adv. Mgr.
W. S. Stapleton	"Journal Courier," New Haven, Conn.	"Union," New Haven	Adv. Mgr.
E. R. Dibrell	Lord & Taylor, New York, Vice-Pres.	R. H. Macy & Co., New York	Vice-Pres. & Dir. of Pub.
F. Keyler	"Radio Merchandising," New York, Adv. Mgr.	L. H. Waldron Adv. Agency, New York	Sales Staff
Robert S. Ghiselin	Wayne Knitting Mills, Ft. Wayne, Ind. Ass't to Pres.	George J. Kirkgasser & Co., Chicago	Vice-Pres.
R. K. Kind	Jos. Schlitz Beverage Co., Gen. Mgr.	Thorens, Inc., Milwaukee	Gen. Mgr.
Truman G. Brooke	Burges-Brooke, Inc., Minneapolis, Minn. Vice-Pres.	Truman G. Brooke, Minneapolis, Minn.	Owner
J. A. Snyder	J. A. Snyder Adv. Service, Chicago	Sehl Adv. Agency, Chicago	Member of Staff
D. Kerston	Carl Zeiss, Inc., New York, Adv. Mgr.	Clarence S. Nathan, Inc.	Merchandising Mgr.
William B. Tanner	Moss-Chase Co., Buffalo, N. Y.	E. P. Remington Adv. Agency, Buffalo	Prod. Mgr.
John Clayton	D. C. Paper Mfg. Co., Washington, D. C. Adv. Mgr.	Printers, Ltd., Sydney, Australia	Dept. of Printed Salesmanship
Page Brown	Curtis Pub. Co., Boston Office, Adv. & Sales Pro. Dept.	H. B. Humphrey Co., Boston	Sales & Distribution
W. Arthur Cole	The Corman Co., New York, Vice-Pres. & Prod. Mgr.	Resigned	
J. R. Busk	Pantasote Co., Inc., Sales & Adv. Mgr.	Frank Seaman, Inc., New York	Acc't Executive
Joseph D. Sullivan	"Times-Union," Albany, N. Y. Gen. Mgr.	"World" & "Evening World," New York	Ass't Business Mgr.
F. J. Maxted	"Collier's" Chicago Staff	Same Company	Western Mgr.
J. J. Kenny	Wm. R. Rankin Co., New York, Art Dir.	Young & Rubicam, New York	Ass't Art Dir.
Bernice Fitz-Gibbon	R. H. Macy & Co., New York, Copy	Young & Rubicam, New York	Copy
John B. Smiley	Remington Arms Co., New York	Same Company	Pres.
H. H. Kroh	H. E. Lesan Adv. Agency, New York	E. G. Sellings Co., Wilmington, N. C.	Member of Staff
J. H. Mack	Dodge Bros., Inc., Detroit, Eastern Sales Rep.	Same Company	Dir. of Nat'l Business Sales
P. M. Fahrendorf	Fisher-Brown Adv. Agency, St. Louis, Mo.	Boot & Shoe Recorder, Pub. Co., Boston	Member of Staff
C. L. Reiersen	Remington Arms Co., New York, Pres.	Resigned	
William E. Warwick	Standard Oil Co. of Indiana, Vice-Pres. & Gen. Mgr., Mfg. Dept.	Resigned (Effective Jan. 1)	
A. W. Page	Doubleday, Page & Co., New York, Vice-Pres.	American Tel & Tel. Co., New York	Vice-Pres. (Effective Jan. 1)
H. B. Hankinson	The Star Rubber Co., Inc., Akron, Ohio, Ass't to Gen. Mgr.	Same Company	Gen. Sales Mgr.
R. E. Smith	Witte Engine Works, Kansas City, Mo., Adv. Mgr.	J. O. Young Adv. Agency, Kansas City	Acc't Executive
L. A. Weary	"Liberty," Western Staff, Detroit	Same Company	Ass't Western Mgr., Detroit
E. T. Strong	Buick Motor Co., Flint, Mich., Gen. Sales Mgr.	Same Company	Pres. & Gen. Mgr.
D. A. Grubb	The Star Rubber Co., Inc., Akron, Ohio, Gen. Sales Mgr.	Resigned	
C. B. Durham	Buick Motor Co., Flint, Mich., Ass't Gen. Mgr.	Same Company	Vice-Pres.
Walter M. Sackett	Karl's Lithographic Co., Rochester, N. Y., Sales Mgr.	Same Company	Vice-Pres. in Charge Sales & Adv.
E. G. Norwich	Fuller & Smith, Cleveland, Prod. Mgr.	"Time," Cleveland	Prod. Mgr.
L. W. James	Federal Radio Corp., Buffalo, N. Y., Ass't Sales Mgr.	Same Company	Ass't to Pres.
J. S. Wilkinson	Carnation Milk Products Co., Oconomowoc, Wis., Ass't to Sales Mgr.	Same Company	Sales Mgr.

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
* H. J. Heinz Co.	Pittsburgh, Pa.	"Heinz Rice Flakes"	Federal Adv. Agency, New York
United Radio & Electric Corp.	Newark, N. J.	"Ureco" Radio Tubes	Street & Finney, New York
The Sebring Pottery Co.	Sebring, Ohio	"Ivory Porcelain"	Edwards, Ewing & Jones, Inc., New York
Tolley Cake Corp.	New York	Cakes	C. S. Hallowell, Inc., New York
Stuart Products Corp.	Chicago	Radio Batteries	The Conover-Mooney Co., Chicago
The Francon Shop	New York	Women's Clothing	The Sacks Co., Inc., New York City
Caille Motor Co.	Detroit	Outboard Motors	Felheimer, Frank & Spedden, Inc., Detroit

*Calkins & Holden, Inc., New York, will continue to handle the advertising for the other Heinz products.

line for line,
dollar for dollar,
copy for copy—

the most productive ad-
vertising medium in the
richest market in the world.

ADVERTISING LEADER in volume, character and trustworthiness of announcements—27,423,489 lines in eleven months, 1926, 10,174,151 more than the second New York newspaper. *CIRCULATION LEADER* in number of readers average daily and Sunday of all New York standard size morning newspapers, and in high quality of readers, of all newspapers. Daily net paid sale in excess of 370,000 copies. Sundays in excess of 625,000.

The New York Times

Advertisers who wish to know the distribution of the highest quality newspaper circulation in the New York market should write for The New York Times sixteen-page book embracing the exclusive data covering the New York market which appeared in the volume "A Study of 81 Principal American Markets." The work comprehensively analyzes the New York market. The pages of statistical matter give complete, for the first time in simplified form, data which include population, number of families, dwellings, male and female buyers fifteen years of age and over, number of automobiles, retail outlets and wholesale firms in New York City and the 300 towns within the boundaries of the metropolitan area. This pamphlet will be sent without charge to any advertiser or agent upon written request. Address Advertising Department, The New York Times.

Advertising
& Selling**The NEWS DIGEST**Issue of
Dec. 15, 1926**CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)**

Name	Address	Product	Now Advertising Through
Johnson & Johnson	New Brunswick, N. J.	Baby Powder, Baby Cream and Baby Soap	George Baiten Co., Inc., New York
The Enid Mfg. Co.	New York	"Maiden Form" Undergarments	Arthur Rosenberg Co., New York
Maltop, Inc.	Buffalo, N. Y.	"Toddy" Malt Chocolate	Barton, Durstine & Osborn, Inc., New York
Leiby Candy Co.	Los Angeles, Cal.	Candies	Lord and Thomas & Logan, Los Angeles
Ranier Brewing Co.	San Francisco, Cal.	Beverages	Lord and Thomas & Logan, Los Angeles
Lancaster Mills	Clinton, Mass.	Lancaster Drapery Fabrics	Frank Seaman, Inc., New York
The International Paper Co.	New York	Paper	N. W. Ayer & Son, New York
The Hassler Mfg. Co.	Indianapolis, Ind.	Shock Absorbers	J. Walter Thompson Co., Chicago
The Artistic Lighting Equipment Ass'n	Cleveland	Lighting Equipment	N. W. Ayer & Son, New York
Prometheus Electric Corp.	New York	"Prometheus" Sterilizers	Fred'k A. Spolane Co., New York
Steiner Mfg. Co.	St. Louis	Electric Coffee Mills & Meat Grinders	Britt-Gibbs, St. Louis
Whiting Leather & Belting Co.	Long Island City	Leather Belting	Wightman-Hicks, Inc., New York
Marf Machine & Die Casting Co.	Brooklyn, N. Y.	Die Castings	Wightman-Hicks, Inc., New York
Hartol Products Co.	Newark, N. J.	Oil Products	Wightman-Hicks, Inc., New York
Concrete Surface Co.	New York City	Treatment for Concrete	Wightman-Hicks, Inc., New York
Jerslid Knitting Co.	Neenah, Wis.	Knitted Underwear	Olson & Enzinger, Inc., Milwaukee
First Trust & Savings Bank	Akron, Ohio	Finance	Eddy & Clark, Inc., Akron
Production Equipment Co.	Findlay, Ohio	Metal Working Machinery	Nichols-Evans Co., Cleveland
Chipman Chemical Engineering Co.	Bound Brook, N. J.	"Atlas" Weed Killers	Wilson & Bristol, New York
The Irish & Scottish Linen Damask Guild, Inc.	New York	Table Linen Damask	The Paul Cornell Co., Inc., New York
Smith Bros. & McCormick	Phila.	Finance	Charles C. Green Adv. Agcy., Inc., Phila.
The Brooklyn Metal Stamping Corp.	Brooklyn, N. Y.	Mechanical Stampings & Radio Accessories	Albert Frank & Co., New York
H. R. Grant Co.	Chicago	"Vertifile" Filing System for Cuts & Electros	Hurja-Johnson-Huwen, Inc., Chicago
Anchor Electric Co.	Chicago	Shock Absorbers	Hurja-Johnson-Huwen, Inc.
The Sesame Co.	Hartford, Conn.	"Sesame" Keyless Locks	Lyddon & Hanford Co., New York
Freed-Eisemann Radio Corp.	Brooklyn, N. Y.	Radios	The Paul Cornell Co., Inc., New York
De Miracle Chemical Co.	New York	"De Miracle" Liquid Depilatory	M. P. Gould Co., New York City
Superior Sheet Steel Co.	Canton, Ohio	Sheet Steel	The Robbins & Pearson Co., Columbus, O.
The Lever Bros. Co.	Cambridge, Mass.	"Lifebuoy Soap"	Ruthrauff & Ryan, Inc., New York City
Missouri State Life Insurance Co.	St. Louis, Mo.	Life Insurance	H. W. Kaster & Sons, Inc., St. Louis
Detroit Testing Laboratory	Detroit	Industrial Engineering	Philip C. Pack, Ann Arbor, Mich.
Smokers Products, Inc.	Newark, N. J.	"One-Up" Tobacco Case	The Sacks Co., Inc., New York
The Moline Implement Co.	Moline, Ill.	Farm Machines	Charles Daniel Frey Adv., Inc., Chicago
Illinois Cosmetic Co.	Chicago	"Il Cosmet" Toilet Requisites	A. R. Johnson Organization, Chicago
J. S. & J. F. String, Inc.	Newark, N. J.	Oil Heating Systems	A. Engene Michel & Staff, New York
Nassau Radio Co.	Brooklyn, N. Y.	Radios	The Gorman Co., New York
B. Fisher & Co.	New York	"Hotel Astor Coffee"	Picard, Bradner & Brown, Inc., New York
The Cornell Wood Products Co.	Chicago	"Cornell" Wall Board	Rick & Gilman Co., Chicago
J. D. Shepard Shoe Co.	Chicago	Shoes	Frederick-Eljis Co., Inc., Chicago
The Airkool Sparkplug Corp.	Miami, Fla.	Sparkplugs	Campbell Adv. Agcy., Ft. Lauderdale, Fla.
The Hanley Co.	Bradford, Pa.	Building Brick	Lyddon & Hanford Co., New York
The Capitol Furniture Co.	New York	Furniture	The Artwil Co., New York
Hydro-Centrifugals, Inc.	New York	Laundry Equipment	Evans, Kip & Hackett, Inc., New York
E. A. Zatarain & Sons, Inc.	New Orleans	"Pa-Poose" Cordials	Martin-Gessner Adv., Inc., New Orleans
Thurston-Helme, Inc.	New York	"Thurston's Hand Cream"	M. P. Gould Co., New York
Iron Mountain Mfg. Co.	Chicago	"Zero-Zone" Refrigerators	J. Walter Thompson Co.
The Erie Malleable Iron Co. (Van Metal Wheel Div.)	Erie, Pa.	Truck Wheels	Paul Teas, Inc., Cleveland
Swartout Co.	Cleveland	Steam Specialties	Paul Teas, Inc., Cleveland
France Mfg. Co.	Cleveland	Radio & Automobile Battery Chargers	The Richardson-Briggs Co., Cleveland
Pilot Life Insurance Co.	Greensboro, N. C.	Insurance	Charles W. Hoyt Co., Inc., New York

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

The York Advertising Corp.	512 Fifth Ave., New York	Advertising	H. H. Creske, Pres.; H. Everett, Vice-Pres.; M. Freund, Sec'y and D. Davidson, Treas.
Fawn-Art Studios	Cleveland, Ohio	Commercial Art	Richard E. Fawn, Norman V. Wagner & John J. Engeman

COLUMBIA

The Largest Catholic Magazine in the World

416,593

or 55% of the Knights of Columbus
Families Own Their Homes

454,465

of 60% of the Knights of Columbus
Families Own Automobiles

HOME
DELIVERED
AND
WHOLE
FAMILY
INFLUENCE



Returns from a questionnaire mailed to subscribers show that COLUMBIA has more than two and one-half million readers, grouped thus:—

Men	1,197,288
Women	1,047,627
Boys under 18	189,076
Girls under 18	185,077
TOTAL	2,619,068

The Knights of Columbus

Publish, print and circulate COLUMBIA from their own printing plant at New Haven, Connecticut

Net Paid **748,305** Member
Circulation **A.B.C.**

Twelve months average, ended June 30th, 1926

Eastern Office
D. J. Gillespie, Adv. Dir.
25 W. 43rd St.
New York

Western Office
J. F. Jenkins, Western Mgr.
134 S. La Salle St.
Chicago

Advertising & Selling
The NEWS DIGEST
Issue of Dec. 15, 1926

NEW ADVERTISING AGENCIES AND SERVICES, ETC. (Continued)

<p>Chute-Winberg-Johnson, Inc. Chicago</p> <p>The Tri-City Letter Service, Davenport, Iowa</p> <p>The Paul Cornell Co., Inc., 28 W. 44th St., New York</p> <p>Truman G. Brooke, 724 Baker Bldg., Minneapolis, Minn.</p>	<p><i>Direct Mail Service</i> L. E. Chute, Pres.; P. A. Johnson, Vice-Pres. & S. Winberg, Treas.</p> <p><i>Letter Service</i> T. E. Hoagland</p> <p><i>Advertising</i> Paul Cornell, Pres.; N. M. Markwell, Vice-Pres.; A. B. Stamford, Sec'y; M. R. Goldsmith, Treas.</p> <p><i>Advertising Service</i> Truman G. Brooke</p>
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PUBLICATION CHANGES AND APPOINTMENTS

"Film Fun," New York	Has been sold to George T. Delacorte, Jr., owner of the Dell Fiction Group and "Famous Story Magazine."
"Mail," Charleroi, Pa.	Has appointed Lindenstein-Kimball, Inc., Pittsburgh and New York, as its National Advertising Representative.
"Long Island Press," Jamaica, L. I.	Has been purchased from B. Marvin by the owners of the "Staats-Zeitung und Herold," New York, and W. Hoffmann, former business manager.
"Daily Journal," Kirksville, Mo.	Has suspended publication.
"News" and the "Journal," Daytona Beach, Fla.	Have consolidated. They will continue publication under their own names as afternoon and morning papers respectively. The Sunday edition will be known as the "News-Journal."
"Popular Radio," New York	Will take over the management of its own advertising department (Effective February issue). The eastern advertising department will be located at its publication office, 627 West 43d St., New York, and the western advertising department continues at 225 N. Michigan Ave.
The "Iowa Homestead," Des Moines, and the "Wisconsin Farmer," Madison	Have appointed C. A. Cour, as their St. Louis Advertising Representative.
"News," San Jose, Cal.	Appoints Conger & Moody, San Francisco and Los Angeles, as its National Advertising Representative.
"Telegram" and "Herald," Chippewa Falls, Wis.	Have consolidated into the "Herald-Telegram."
"Morning Herald," Clearwater, Fla.	Has been purchased by Frank Pulver, president of the "Daily News," St. Petersburg.
"Morning News," Savannah, Ga.	Has been sold to H. J. Jenkins, who has purchased the stock of the late Frank G. Bell.

MISCELLANEOUS

Grace & Holliday, Detroit	Will open a New York office with O. R. Hardwell in charge
"Journal of Electricity," San Francisco	Name changed to "Electrical West." (Effective Jan. 1)
The Honig-Cooper Co., San Francisco	Has opened a Los Angeles office, with A. R. Pearson in charge.
Outdoor Advertising Agcy. of America, Inc., New York	Has opened a Cleveland office with A. Friedman in charge.
Onyx Hosiery Co., New York and the Gotham Silk Hosiery Co., New York	Will merge; the latter company purchasing the assets of the former.
"Salida Record," Salida, Colorado	Mentioned in last issue as having suspended publication. This was an error, as it has been in continuous circulation since its inception in 1882.
"Keystone Catalog, Coal Edition," (McGraw-Hill publication)	Name changed to the "Keystone Coal Mining Catalog."
"The Coal Catalog" (McGraw-Hill publication)	Name changed to the "Keystone Coal Buyers Catalog."
The Acme Motor Truck Co., Cadillac, Mich.	Has purchased the United Motors Products Co., Grand Rapids.
The Commerce Motor Truck Co., Ypsilanti, Mich.	Has acquired the capital stock of Service Motors, Inc., Wabash, Ind.
"Rod & Gun," Woodstock, Ont.	Name changed to "Rod & Gun and Canadian Silver Fox News."
The Aetna Foundry & Machine Co., Ohio, and the Standard Engineering Co., Ellwood, Pa.	Have been merged into the Aetna Standard Engineering Company.
The India Alkali Works, Boston	Name changed to The Savogran Company.
The Harris Automatic Press Co., Cleveland, Ohio	Has purchased the Seybold Machine Company, Dayton, and the Premier & Potter Press Co., Inc., New York. The new concern will be known as the Harris-Seybold-Potter Co. This purchase does not affect the sales and service policies of the three companies or the design and equipment of their machines.
E. Laurence & Co., Chicago	Name changed to "Gets-It," Inc.

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
Harold D. Menken	Advertising	1182 Broadway, New York	67 West 44th St., New York

DEATHS

Name	Position	Company	Date
Robert E. Fithian	General Manager	The Evening News Co., Bridgeton, N. J.	Nov. 25, 1926
Charles W. Allen	Former President	Little, Brown & Co., Boston	Nov. 29, 1926
E. W. Durkee	President	E. R. Durkee & Co., New York	Dec. 9, 1926
Reuben Brooks	Founder	Russia Cement Co., Gloucester, Mass.	Dec. 10, 1926
E. M. Taylor	President	Diamond State Fibre Co., Bridgeport, Pa.	Dec. 10, 1926

\$1,000 A Year—And The Digest

NO fact is of greater interest to us than that 1% of The Digest's total circulation, or 14,050 families, have annual incomes of \$1000 or less!

¶ One thousand dollars which must be made somehow to cover rent, food, clothing, doctor bills—and the numerous other expenditures which make their unheralded appearance during any twelve months of a life-time. Yet from their slender purse these families set aside \$4.00 each year to insure the weekly visits of The Literary Digest to their homes.

¶ Other things may wait. Luxuries may be postponed. But never must be overlooked the necessity of keeping well informed and mentally awake.

¶ The Digest is edited solely for alert people at every income

level. The fact that the largest percentage of its subscribers are men and women in the higher income levels does not mean that it is a magazine for the wealthy.*

¶ In building up a great circulation of 1,400,000 copies per week, we welcome as a subscriber anyone, from any walk in life, for the size of their income is, after all, unimportant.

¶ What *is* of immense importance is that, at *every* income level, the alert form that great cross-section of our population who mold public opinion.

¶ Readers of The Literary Digest have great influence in their own communities, and they and their kind determine what the rest of us will eat, wear and do.

[*The Literary Digest is credited with covering 39.8% of all the families with \$10,000 incomes and over and is credited also with reaching 19% of all the families in the United States having an income of from \$5,000 to \$10,000. In the income class \$2,000 to \$5,000 there are 661,755 families reading The Digest.]

The Literary Digest

Advertising Offices: NEW YORK · BOSTON · DETROIT · CLEVELAND · CHICAGO

BUILDING SUPPLY NEWS

"Edited for the Merchant
of the Building Industry"

Think of any kind of building construction — homes, hotels, or public buildings; highways, viaducts or dams; stadiums, subways or sidewalks—and you think of the field that the building supply dealer serves.

Think of any material or supply that goes into either the construction or maintenance of any such projects and you think of a material or supply that building supply dealers handle.

BUILDING SUPPLY NEWS

"Edited for the Merchant
of the Building Industry"

BUILDING SUPPLY NEWS

"Edited for the Merchant
of the Building Industry"

Think of the receiving yards and the handling equipment—the acres of valuable grounds, railroad sidings, silos, hoppers, bins, cranes and an ever increasing fleet of trucks — and you think of the plant and equipment of a building supply dealer.

Whether you sell something that goes into the construction or maintenance of any kind of building or whether you sell a piece of machinery that can be profitably used in the handling or distribution of building supplies, Building Supply News can help you with your selling problem for it thoroughly covers the field of building supply dealers.

*Write for Merchandising and
Equipment Surveys*

Industrial Publications, Inc.
407 South Dearborn Street

CHICAGO
New York Cleveland

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

BUILDING SUPPLY NEWS

"Edited for the Merchant
of the Building Industry"

NEWS and comment about The Chicago Tribune, zone marketing, advertising, and Chicagoland . . . prepared by the Chicago Tribune Business Survey.

World's Greatest

ANOTHER PRESIDENT ON ADVERTISING

"With public sentiment, nothing can fail; without it, nothing can succeed. Consequently he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions."

ABRAHAM LINCOLN

POETRY AND WHISKERS

SOME day-to-day philosopher remarked that there are no yesterdays in the newspaper business. And added: "And no tomorrows." The city editor cleans the spike on his desk before he starts for home. Today's mail is old stuff when the "dog watch" says good morning to his 8 A. M. relief and good night to the watchman.

But the demise of newspaper effort is not always so sudden. There is a lot of humor and verse in the daily column of Richard Henry Little (officially known as R.H.L.) which refuses sudden death. For years choice bits found only a refuge in readers' scrap books. But now these quips and quirks are published annually in the Line Book (From A Line O' Type Or Two.) Last year 162,000 Tribune readers bought these books in Chicago. This year's Line Book comes out the first week in December. Chicago now associates it with Christmas. The print order is 300,000 copies.

DICK LITTLE is a veteran newspaper writer. The accompanying picture was taken when he was a Japanese prisoner—captured with other

"R. H. L."



war correspondents in the Jap-Russian war. A Jap soldier had charge of the correspondents—about a score of all nationalities. Each day the Jap lined up his prisoners and counted them. After being checked at one end of the line, Dick would duck around in back and get counted again. The Jap, with one too many prisoners, counted the second time, and Dick would slip back to his original position and the Jap would have one too few. Then he called his sergeant, who always found the requisite number and spoke as sergeants sometimes do to their inferiors. Eventually the Jap soldier was removed. It was called a nervous breakdown.

Public Sentiment... Poetry and Whiskers... Experience... Slumber Parties... Growth... Nationalitis Deferred... Mussolini

Newspaper

our merchandise. So far this year our dealers have spent \$18,942 advertising our lines and hooking up their advertising with our campaign in The Chicago Tribune.

"One dealer reports that, hooking up with our Chicago Tribune advertising, he sold 177 springs. A Quincy dealer sold 75 springs in a week. In Jacksonville, our dealer sold 145 springs in a week. Our Duluth dealer sold 204 spring in a week.

"We are wholly sold on The Tribune. We know we are getting reader interest, although our connection with The Tribune is only 8 months old."

The Sunday Tribune was the only publication used

The Union Bed and Spring Company use full pages in the Rotogravure Magazine once a month.

If you want further details of this advertising success, write us.

GROWTH

"Grow with The Chicago Tribune in 1926," we suggested a year ago. Tribune advertising gain for the first ten months of 1926 was nearly 7,000 columns—greater than the gain of any other Chicago newspaper.

NATIONALITIS—Deferred

... A young electrical engineer persuaded the bankers to let him take over the business, which then was doing an annual volume of \$400,000, says Sales Management.

"When I first took charge of this business," the young engineer remarked, "I saw that we were selling paint over a large territory for such a small concern. My plans were to strengthen our business right here in Kansas City first, then gradually to take up the slack in our sales and distribution in an ever-widening territory. Instead of trying to cover more territory, we concentrated on our home market first."

The annual volume has increased from \$400,000 to \$4,500,000. And the company hasn't yet reached the stage where it can profitably sell in a territory as large as when its volume was \$400,000 and the bankers took over the business.

W-G-N, The Tribune's Radio Station, can now put another Feather in its Cap. The voice of Mussolini, Europe's Stormy Petrel, was heard in America for the first time on December 14th. The lads at W-G-N asked the Tribune's Rome correspondent to arrange with Il Duce for an exclusive message to the Americans, the Victor people obliged with a record of the talk and W-G-N put it on the air

Pop Toop.



HERE is the largest crowd ever assembled at a football game—more than 110,000 at the ARMY-NAVY battle at Soldier's Field, Chicago. Multiply this crowd by TEN and you'll have some idea of the Sunday Tribune circulation. SEVEN times this crowd is the Daily Tribune circulation.

In Which a 53 Year-Old Company Increases Sales 77 Per Cent With Half a Campaign



CHICAGO, Tribune advertising, which means it will find success in winning advertisers in The Sunday Tribune.

AFTER 53 years of business without advertising, The Union Bed and Spring Company (Masterpiece Springs) accepted a plan presented by The Chicago Tribune. A. M. Steele, sales manager, tells the story:

"Between April 4th, the first appearance of our advertising, and October 1st, we secured 380 new accounts in The Tribune Territory. (As most dealers are exclusive in a town, it means the opening up of nearly 380 new towns in the territory.) On the

strength of our campaign, we have gone into Nebraska, Ohio and Missouri and opened up 100 new accounts.

"We have increased the business of our spring department 77 per cent. We believe that by the end of the year it will be greater.

"We have run 328 special sales. Last year our dealers spent less than \$500 advertising