



6 Blocks or 60 Miles—The NEWS Gets There on Time!

THE INDIANAPOLIS NEWS has one of the most efficient and orderly systems of distribution of any newspaper in America.

93% of The NEWS city circulation is home-delivered by carriers, who usually have their entire routes delivered within 180 minutes after the actual press-time of the paper. . . . At the same time, fleets of motor trucks are

speeded to the various cities and towns of The Indianapolis Radius, delivering their papers promptly to the carriers in those towns and to motorized carriers who cover the rural districts.

The NEWS performs a distinct service to its readers in giving them the latest and most complete news within the shortest possible time after the actual press-run. . . . No wonder The NEWS is the dominant paper of The Indianapolis Radius!

The INDIANAPOLIS NEWS

sells The Indianapolis Radius

FRANK T. CARROLL, *Advertising Director*

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

Chicago: J. E. LUTZ
The Tower Bldg.



Everybody's Business

By Floyd W. Parsons

How Long Prosperity?

THERE is no possible way for us to tear aside the curtain of uncertainty that hides the future. It is the essence of folly for one to speak with absolute confidence about the business of tomorrow. Although we are far better informed today concerning the trends in hundreds of fields of enterprise than we ever were in the past, this immense supply of vital statistics is not sufficient to insure us against the effects of unforeseen and unexpected happenings.

Years ago I formed the habit of carefully filing away the predictions of eminent leaders in industry who were bold enough to express their opinions. Subsequent events proved beyond doubt that we are living in an age of loose talk.

There is something inherent in human nature that makes us want to engage in prophecies even in this day of kaleidoscopic change. We would not be so quick to gratify this desire to exhibit our wisdom if all expressions of opinion were hung up for the public to see and read later on when final judgment might be passed.

We have come again to an era when confidence is deep-rooted. Folks who were skeptical of prosperity a year or two ago have lost their timidity. We are told that conditions have changed completely and industrial depressions banished for all time. The disciples of sunshine explain to us that there can be no serious state of unemployment or important slackening of trade when money is so abundant, shelves so bare and labor efficiency so high.

When we examine the situation carefully it becomes apparent at once that our recent rise to higher planes of living and working has resulted chiefly from our having been supplied with better tools and more effective methods. On every side are devices doing the work once performed by human hands. When we buy a steak from the butcher, the scale used to do the weighing also tells the exact price of the article. So accurate are such devices today that we no longer have to waste time in calculating or counting. Even the tickets collected by conductors of trolley and subway systems are totaled by delicate weighing mechanisms. The manufacturer of paper employs a scale that will indicate a deficiency of one sheet in a package that should contain a thousand letterheads.

On every side are automatic devices designed to eliminate human effort. A few years ago the telephone companies used laborers to dig the holes for the

poles. Now the electric earth drill bores a pole hole in less than a minute, and a swinging derrick raises the pole and drops it into the hole in a few seconds. Electric pumps have made possible the introduction of high pressure hydrants that permit water to be thrown

to a height of 250 feet, thereby doing away with the more expensive fire engine. Electric compressors reduce the volume of a bale of cotton two-thirds making it possible to load more bales in a car. In many places lights are being turned on and later turned off by nothing more tangible than the break of dawn or the coming of dusk. In fact, some of the devices now in practical use are so delicate that the mere shadow of a passing cloud would produce an effect sufficient to turn on the lights of an entire city.



Machines for Men

© Electric Galloway

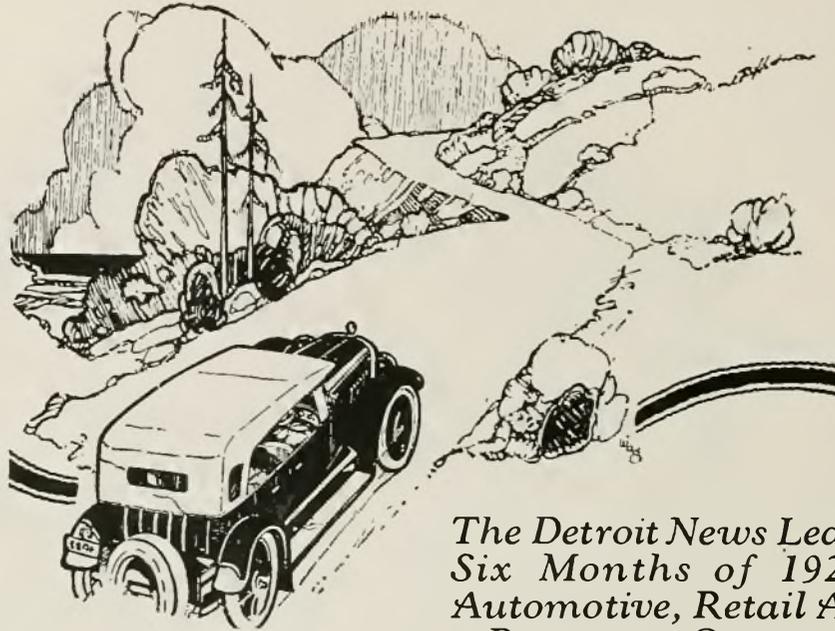
are being brought under control. Automatic signal systems on land and sea have materially reduced the loss of life and property. A panel of light in the cab of the railroad engineer now reproduces the warnings of the wayside block signals even when outside vision is shut off entirely by rain or fog. If the engineer fails to observe the warnings, the train is quickly brought to a stop. New types of magnetic brakes are cutting down the stopping distance of cars by as much as 35 per cent and this not only permits higher speeds, but means fewer front-end accidents.

Even the farmer is being provided with ways and means to save his crops from the blight of pests and the unruly forces of nature. Berry crops having a large percentage of damaged fruit had to be thrown away in years past because it was too expensive to try and separate the decayed berries from the sound ones by hand. Now in many places machines perform this work at small cost in a satisfactory manner. We think the prices of eggs are high. But this common food would be out of the reach of many people if it were not for the mammoth hatcheries equipped with incubators. Even in making hay it is now possible to use mechanical means to cure the grass, so it is not so necessary any longer to "make hay while the sun shines."

Electric lights now get the hens up earlier on winter mornings and this results in more eggs and more revenue. Electric pumping and heating apparatus installed by dairymen supplies the cows with drinking water at a higher temperature in the cold months and this means that the animals drink more water and give more milk. Better methods of flooding the cranberry

[CONTINUED ON PAGE 62]

Preferred by Every Type of Automotive Advertiser



The Detroit News Leads for First Six Months of 1927 in Total Automotive, Retail Automotive, Passenger Car and General Automotive Advertising

Not only does the six months' record show The News leading both other local newspapers, but it also shows The News with an increasing lead over the next newspaper. Each succeeding year since 1923 The News showed increasing leadership in automotive advertising, and during the first six months of 1927 The News led the second newspaper by 221,018 lines—a greater lead by 38,908 lines over the same period of a year ago.

Nothing But Tested Results Would Bring This Preference

Space in agate lines—Daily and Sunday Combined
Retail Merchants' Automotive Advertising

	First 6 Mos. 1927	News Lead
NEWS	183,904	
Second Paper	43,050	140,854
Third Paper	78,988	104,916

Passenger Car Advertising

NEWS	587,622	
Second Paper	538,328	49,294
Third Paper	363,818	223,804

Other General Automotive Advertising

NEWS	188,370	
Second Paper	157,500	30,870
Third Paper	81,060	107,310

Total Automotive Advertising

NEWS	959,896	
Second Paper	738,878	221,018
Third Paper	523,866	436,030

The Detroit News

The HOME newspaper

354,000 Sunday Circulation

325,000 Weekday Circulation



COMPLETE DIRECTORY OF COUNTRY NEWSPAPER RATES JUST PUBLISHED!

FULFILLING what James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, has called "an urgent need in national advertising," the American Press Association announces the publication of the first annual edition of *The Complete Directory of Country Newspaper Rates*.

The *Complete Directory of Country Newspaper Rates* offers advertisers and agencies the first complete compilation of Country Newspaper data, both as to rates and market facts.

More than 11,500 Country Newspapers are listed, of which

6773 are represented by the American Press Association.

Rates, circulation (town and rural), day of publication, rates per inch for various kinds of advertising, size of page, mechanical requirements are presented. In addition, market information and the service and co-operative functions of the American Press Association are thoroughly covered.

The *Complete Directory of Country Newspaper Rates* is a volume of facts which necessarily belongs to the active library of every national advertiser and advertising agency.

Copies may be obtained by applying to the Rate Book Department. \$3 is the price.

AMERICAN PRESS ASSOCIATION

122 So. Michigan Avenue
CHICAGO

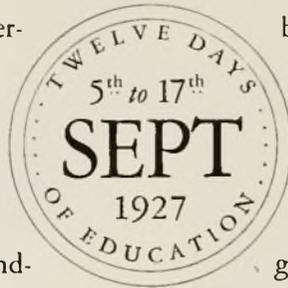
225 West 39th Street
New York City

2111 Woodward Avenue
DETROIT

THE BIG SHOW

FOURTH EDUCATIONAL
GRAPHIC ARTS EXPOSITION
GRAND CENTRAL PALACE - NEW YORK

This is the great event to which all Printerdom is looking forward. The progressive spirit is abroad in printing just as it is in architecture and fashion. After many years of conservatism, printing buildings carefully planned from engineering standpoints and fine environment are today in keeping with the most advanced ideas. Of equal economic importance is the great extent to which old equipment is being replaced with labor-saving and greater production facilities. ¶ This new status of printing and its allied industries will be demonstrated in a most remarkable way at the coming Graphic Arts Exposition. Many of those who are most active in the great organizations which hold their annual conventions during the period of the Exposition will profit by the demonstrations of new composing room, photo-engraving, electrotyping, pressroom,



binding and other equipment, and material and processes employed in present-day craftsmanship. ¶ Still more stimulating to progressive plants will be exhibits of finished products in comprehensive groupings of advertising typography, processes of illustration, printing and binding which will comprise a department to be known as The Graphic Arts Gallery. No one should miss this very important feature. ¶ There will be no other great event of this kind for the next five years. This Exposition will be the starting point for new equipment and better printing. Owners of plants, executives, salesmen and craftsmen may well be planning now to have the advantages to be derived from attending this Exposition. ¶ If you require any information about Convention programs, space in Exposition, hotel or other reservations, write for particulars.

National Graphic Arts Expositions, Inc.

461 Eighth Avenue Room 1916

NEW YORK

A. E. GIEGENGACK,
Vice-President and Exposition Manager

Telephone LACKAWANNA 5831-2

Cease *the* Vacillation

"Father dear, what is that red-hot object darting back and forth between the Sales and Advertising Departments?"

"That, Oswald, is the buck."

"But, father dear, in this contest, why does not one department ultimately retain the buck?"

"Because, my lad, the object of the game is to pass the buck."

"And what is a buck, father?"

"In this case, son, the buck is the blame for insufficient sales and high selling costs."

"But, father, shouldn't the factory be awarded permanent possession of the buck for overproduction?"

"No, my child; they tried that but the buck wouldn't pass. The problem here is one of distribution."

Buck passing is not listed in the records of economics as the cause for failure; but it undoubtedly is. And when the contest is waged between Sales and Advertising Departments, it is particularly pathetic, because *both sides are right*. The hitch

is in the fact that each side expects the other to perform an impossible function.

The usual conception is that selling is one thing and advertising is another. Coordination between the two so that maximum sales result from minimum advertising expense, and advertising reduces selling expense, *is a third function* which neither department shoulders. Yet each department feels its need.

Our experience in handling marketing problems has provided the balance for many clients—nationally known organizations with competent advertising departments, excellent advertising agency connections, and well directed sales forces.

Their satisfaction is a matter of history available to you if you are seeking to economize on distribution costs by making distribution methods more profitable.

• • •

JAMES F. NEWCOMB & Co. INC.

Direct Advertising :: *Merchandising Counsel*

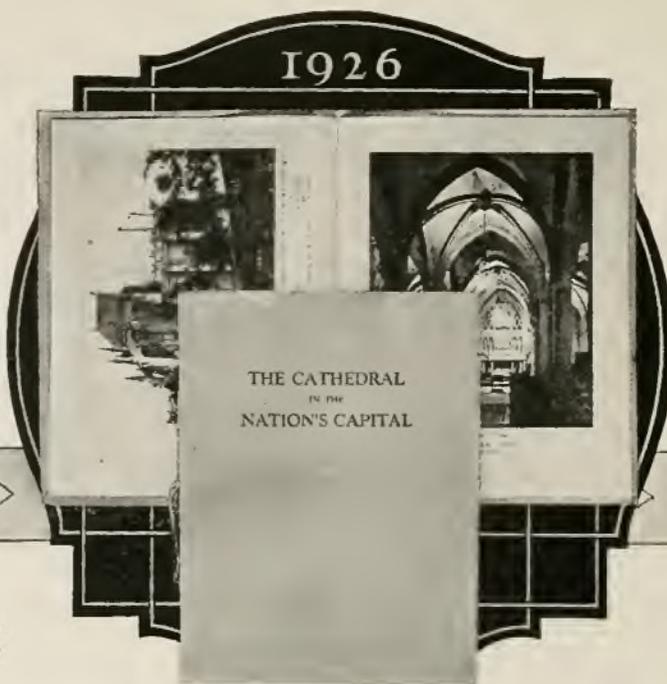
330 SEVENTH AVENUE, NEW YORK, N. Y.

Telephone PENnsylvania 7200

1913



1926



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It's the same D & C Superb

DILL & COLLINS Co's. Distributors

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

“YESTERDAY”—When the Woolworth Building was new, Rogers & Company produced on D & C Superb for the Atlantic Terra Cotta Company a booklet as striking and as excellent as its subject, this building.

“Today” an equally unusual structure, the Cathedral on Mount St. Albans above the national capital, has also been commemorated in book form. And again the printer, this time the Select Printing Company, of New York City, has chosen D & C Superb.

Achievements like the Woolworth Building and the Cathedral are doubtless their own best records. But many whom distance keeps from enjoying them on the spot will truly treasure these books. D & C Superb and the rest of the D & C line are papers made to carry not only the actual ink impression, but also the very spirit, of fine workmanship. That is why the printers in each instance found D & C Superb so appropriate for these two books.

There is a D & C paper for every printing need.

DILL & COLLINS

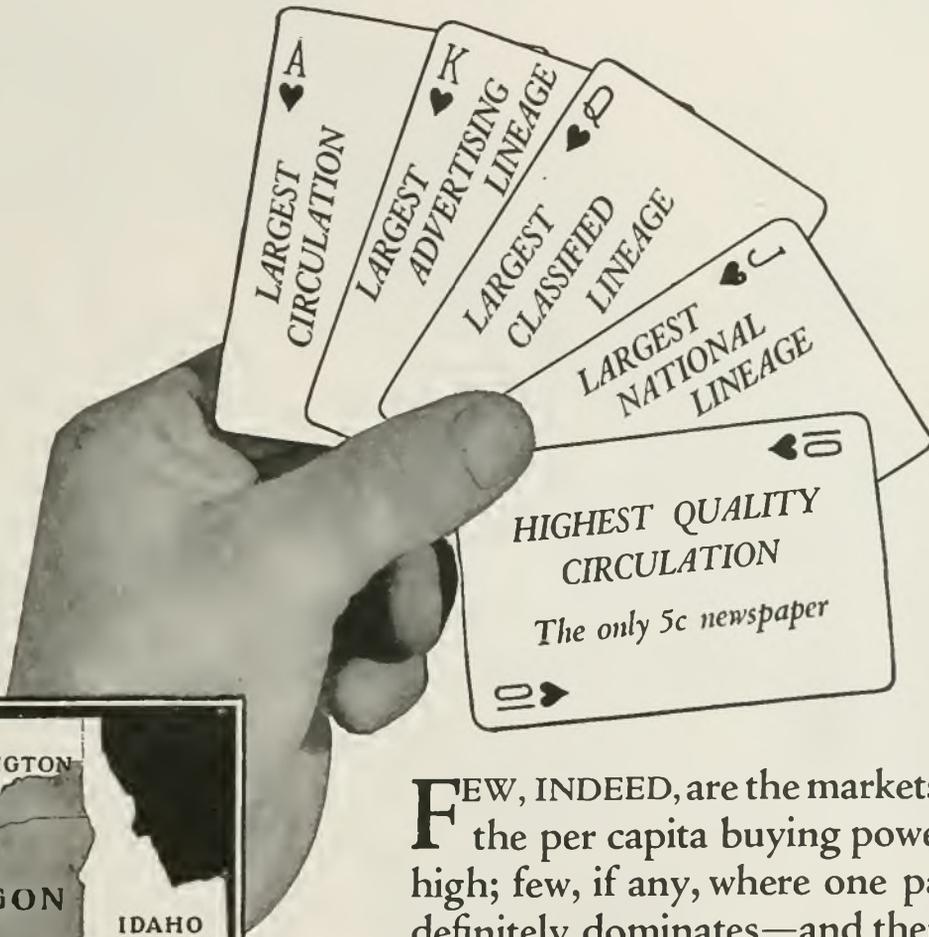
Master Makers  of Printing Papers

PHILADELPHIA

The Sure Hand

for any advertiser to play

in the Oregon Market



The Oregonian is a ROYAL FLUSH in the Oregon Market

FEW, INDEED, are the markets where the per capita buying power is so high; few, if any, where one paper so definitely dominates—and there is *no* other market, to our knowledge, where one newspaper has maintained an unbroken dominance for 76 years....in advertising, in circulation, in influence.

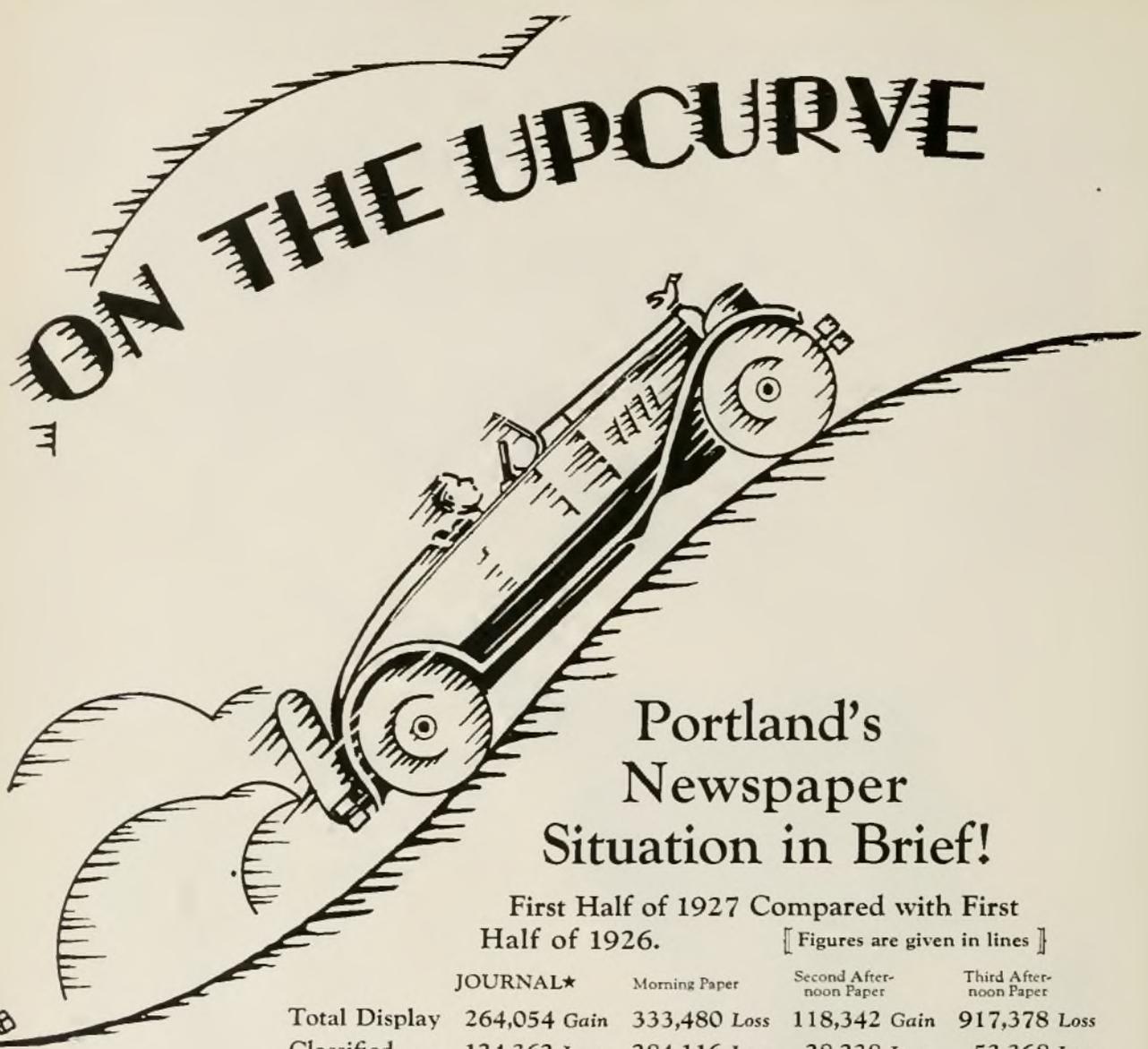
The Oregonian

PORTLAND, OREGON — Circulation over 104,000 daily; over 154,000 Sunday

Traditionally . . . and TODAY . . . The Great Newspaper of the Pacific Northwest

Nationally Represented by VERREE & CONKLIN

New York — 285 Madison Ave. Chicago — Steger Building Detroit — Free Press Building San Francisco — Monadnock Building



Portland's Newspaper Situation in Brief!

First Half of 1927 Compared with First
Half of 1926. [Figures are given in lines]

	JOURNAL*	Morning Paper	Second Afternoon Paper	Third Afternoon Paper
Total Display	264,054 Gain	333,480 Loss	118,342 Gain	917,378 Loss
Classified	124,362 Loss	284,116 Loss	28,238 Loss	53,368 Loss
Total Paid . . .	133,994 Gain	621,628 Loss	99,372 Gain	955,178 Loss

During the first six months of 1927 there were 1,340,920 lines less advertising placed in Portland newspapers than during the first six months of 1926.

In the face of this tremendous total loss in advertising linage, The Journal showed this phenomenal record of GAINS:

- *Local Display . . . 140,574 Lines Gain
- National Display 123,480 Lines Gain
- Total Paid 133,944 Lines Gain

The JOURNAL

Portland, Oregon

BENJAMIN & KENTNOR COMPANY Special Representatives

CHICAGO Lake State B'k Bldg.	NEW YORK 2 W. 45th Street	LOS ANGELES 401 Van Nuys Bldg.	SAN FRANCISCO 58 Sutter Street	PHILADELPHIA 1524 Chestnut Street
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MEMBER

-[LITTLE DRAMAS IN THE LIFE OF A GREAT NEWSPAPER SYSTEM]-

“There’s the man who wrote that story and we all know *he writes the truth*”



FOR several days, the minority leader of the Senate had been demanding an investigation of alleged corrupt practices in the Senatorial elections. But the resolution calling for an investigating committee seemed doomed to defeat.

And then, in its noon edition, a SCRIPPS-HOWARD Newspaper published an exclusive story that bore the headlines:

“Millions Spent in Pennsylvania Elections.”

The story, when read into the Senatorial record, was immediately challenged by the opposition, and ridiculed with these words:

“It’s only a newspaper story.”

But the minority leader was sure of his ground. Pointing to the SCRIPPS-HOWARD correspondent in the press gallery, he cried:

“It *is* a newspaper story. But there’s the man who wrote it, and we all know *he writes the truth.*”

The resolution was passed, the famous Reed committee created, and the wholesome work of cleansing the election system started.

Like the senator, you, too, can be sure that what you read in a SCRIPPS-HOWARD Newspaper is true. Facts are never distorted to make a sensation, nor concealed to curry favor with any individual or party, because SCRIPPS-HOWARD editors value too highly the faith of the public whose confidence they have won.



PAINTED BY KARI GODWIN

NEW YORK . . . <i>Telegram</i>	SAN FRANCISCO . . . <i>News</i>	DENVER . . . <i>Rocky Mt. News</i>
CLEVELAND . . . <i>Press</i>	WASHINGTON . . . <i>News</i>	DENVER . . . <i>Evening News</i>
BALTIMORE . . . <i>Post</i>	CINCINNATI . . . <i>Post</i>	TOLEDO . . . <i>News-Be</i>
PITTSBURGH . . . <i>Press</i>	INDIANAPOLIS . . . <i>Times</i>	COLUMBUS . . . <i>Citizen</i>
COVINGTON . . . <i>Kentucky Post—Kentucky Edition of Cincinnati Post</i>		



AKRON . . . <i>Times-Press</i>	YOUNGSTOWN . . . <i>Telegram</i>	KNOXVILLE . . . <i>News-Sentinel</i>
BIRMINGHAM . . . <i>Post</i>	FORT WORTH . . . <i>Press</i>	EL PASO . . . <i>Post</i>
MEMPHIS . . . <i>Press-Scimitar</i>	OKLAHOMA CITY . . . <i>News</i>	SAN DIEGO . . . <i>Sun</i>
HOUSTON . . . <i>Press</i>	EVANSVILLE . . . <i>Press</i>	TERRE HAUTE . . . <i>Post</i>
	ALBUQUERQUE . . . <i>New Mexico State Tribune</i>	

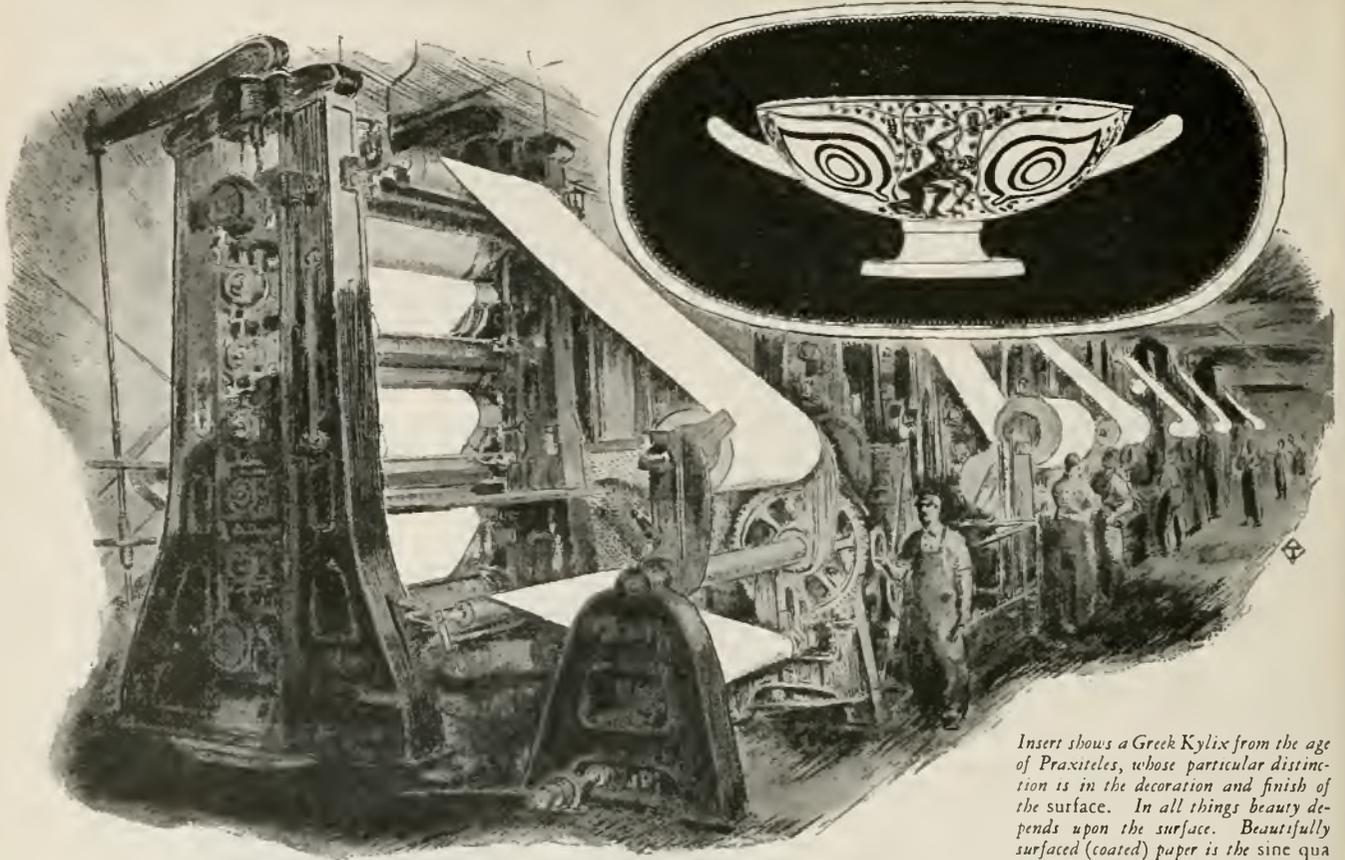
SCRIPPS-HOWARD

MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS

NEWSPAPERS

AND MEMBERS OF THE UNITED PRESS

ALLIED NEWSPAPERS, INC., *National Representatives*
250 PARK AVENUE, NEW YORK • CHICAGO • SEATTLE • SAN FRANCISCO
CLEVELAND • DETROIT • LOS ANGELES



Insert shows a Greek Kylix from the age of Praxiteles, whose particular distinction is in the decoration and finish of the surface. In all things beauty depends upon the surface. Beautifully surfaced (coated) paper is the sine qua non of successful printing.

BEAUTIFUL SURFACES

THERE are papers you love to touch. The surfaces are smooth, polished, finished. They make halftones look like studio prints. They make typography inviting. You like to see what is printed on them. You find these surfaced papers in magazines and trade papers that are published with pride; in catalogs of really fine merchandise; in the booklets and mailing pieces of concerns who think enough of themselves and of you to dress up the printed messages they send to call upon you.

Headquarters for such papers are the Cantine Mills, which for nearly forty years have been devoted exclusively to the coating of papers for good printing and lithography. Any printer can get Cantine Coated Papers through a nearby paper distributor. Catalog on request.

How Skillful are you? Send us samples of all work that you produce on any Cantine Paper. We will enter them without charge in our contests for skill in advertising and printing. Address: Martin Cantine Company, Saugerties, N. Y. Dept. 341.

The MARTIN CANTINE COMPANY, Saugerties, N. Y.
New York Office, 501 Fifth Avenue

Cantine's

COATED PAPERS

CANFOLD
SUPREME FOLDING
AND PRINTING QUALITY

ASHOKAN
NO 1 ENAMEL BOOK

ESOPUS
REGULAR
NO 2 ENAMEL BOOK

VELVETONE
SEMI GULL - Easy to Print

LITHO C.I.S.
COATED ONE SIDE

What a retail map of Boston shows

WHAT is the real measure of a trading area? Not square miles or population alone, but the *buying power* of the people who live in those square miles.

A business map of Boston reveals valuable facts for the sales manager and advertiser. It shows that Boston's great buying territory is a concentrated market located within a 12-mile radius from City Hall. In this area live 1,567,000 people—the greatest concentration in New England. And these are the people who support the greatest concentration of retail stores.

The Globe leads in this Key Market

You can cover this rich market through the Boston Globe. The Globe's Sunday circulation in this territory is the largest of any newspaper. And the daily circulation exceeds that of the Sunday. Here is a uniform 7-day coverage concentrated right in the heart of the Boston market.

Boston's own retail merchants—the department stores appreciate the value of this circulation by placing more advertising in the Globe—both daily and Sunday than in any other paper.

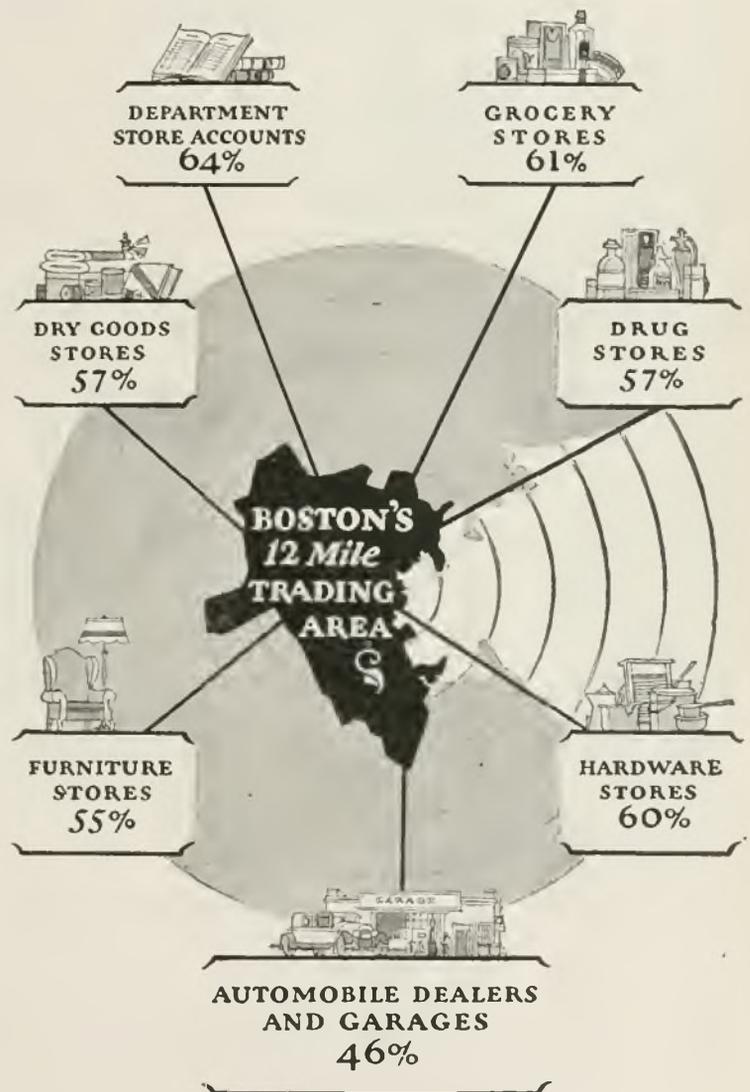
Why is it that the Globe is the choice of the people who know Boston best?

Because the Globe appeals to *all classes* of Boston people without regard to race, creed or political affiliation.

Freedom from bias and favoritism in general news, editorials and sports—this is the secret of the Globe's popularity with men. Its widely known Household Department and other women's features, make the Globe the daily counselor of New England women.

Merchants who know Boston have found that the Globe's readers constitute the strongest buying group in this territory. That is why the Globe is the backbone of successful advertising efforts directed at the Boston market.

BOSTON'S KEY MARKET



The Boston Globe

The Globe sells Boston's Buying Group

12 POINTS OF DISTINCTION IN THE ATLANTIC MONTHLY

News Today— History Tomorrow!

Swiftly moving days these, yet the record is written as we run, forming the current history of contemporary times reflected each month in

VII. THE ATLANTIC

This magazine mirrors those important events and their human reactions which have an influential bearing on American progress.

PROGRESSIVE READERS

PROGRESSIVE ADVERTISERS

PROGRESSIVE CIRCULATION

Buy On A Rising Tide

THE ATLANTIC MONTHLY

A Quality Group Magazine

8 ARLINGTON STREET

BOSTON, MASS.

RATES BASED ON NET PAID CIRCULATION OF 110,000
(ABC) BUT INCLUDE A VERY SUBSTANTIAL BONUS

Advertising & Selling

VOLUME NINE - NUMBER EIGHT

August 10, 1927

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THE salesman of today, in the more progressive and far-sighted companies, is more than a mere seller of certain merchandise. From the increased tribulations engendered by the distribution problem, there has arisen a new conception of salesmanship. Here the stress is laid as much upon moving merchandise from the dealer's shelf as upon placing it there. In his article, "Things a Salesman Can Do Besides Selling," De Leslie Jones discusses with examples this new phase of modern business.

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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There is good reading matter in the advertising pages

There is good reading matter in the advertising columns of Pictorial Review for August; for instance on the pages listed below, which show examples of advertising prepared by The H. K. McCann Company for its clients:

Page 30 Hawaiian Sliced and Crushed Pineapple

Page 34 Cannery League of California

Page 43 Del Monte Peaches

Page 68 Twenty Mule Team Borax

Page 71 Zonite

Page 93 "Vaseline" Petroleum Jelly

THE H. K. McCANN COMPANY

Advertising

NEW YORK CLEVELAND
CHICAGO LOS ANGELES



SEATTLE DENVER
MONTREAL TORONTO

SAN FRANCISCO

AUGUST 10, 1927

Advertising & Selling

FREDERICK C. KENDALL, *Editor*

Contributing Editors: EARNEST ELMO CALKINS ROBERT R. UPDEGRAFF MARSH K. POWERS
CHARLES AUSTIN BATES FLOYD W. PARSONS KENNETH M. GOODE G. LYNN SUMNER
RAY GILES N. S. GREENSFELDER JAMES M. CAMPBELL FRANK HOUGH, *Associate Editor*

Things a Salesman Can Do Besides Selling

By De Leslie Jones

SOME years ago, a Western manufacturer of farm machinery discovered that he was entirely wrong in his conception of what his salesmen's duties should be. For decades this manufacturer had been in the habit of securing salesmen from his factory. His standard of judgment regarding a salesman's ability was to a large extent based on how well he knew the mechanics of the firm's machinery. It had always seemed to him and to his directors that it was absolutely basic, that the salesman should be an expert in the goods the firm made, and be ready to take off his coat and fix any machine under any circumstances.

The discovery he made was that while expert mechanical salesmen were very convenient indeed for farmers in need of mechanical help and advice and for dealers who were mechanically curious, the fact was that from a selling point of view the scheme was not a

success and probably would never be. Accordingly he made some experiments. He took on a few men who knew practically nothing about mechanics or even about farming, except what a farm-bred boy will

remember. But they were very well trained in salesmanship and particularly in advertising. They were familiar with small town merchandising conditions, and they understood the problems of a small town retailer. These men were put on the job and made unusually good records almost immediately. Then at one stroke this manufacturer engaged a complete corps of representatives who were primarily advertising counselors and salesmen. The factory-trained handy-men who had been traveling with dealers and doing the selling were called in. Some of them went back to the factory where they really belonged. The new salesmen occupied themselves with a whole new round of duties never before touched by the old ones. They put the greater part of their energy and time when visiting a dealer upon such questions as:

"How is your store arranged?"



THESE Postum Cereal Company light trucks are manned by highly organized crews who travel about continuously rendering service of nearly every conceivable kind to Postum dealers throughout the country. They do practically no out-and-out selling, but rather attempt to build up the retailer's capacity to make greater sales. This is but one example of the new trend in salesmanship which Mr. Jones discusses herewith

"What are the shopping habits of the farmers in this vicinity?"

"What is your situation in relation to neighboring towns?"

"Just how are you handling the various booklets you get from manufacturers?"

"What kind of books are you keeping?"

"What local advertising are you doing?"

"What signs have you on the outside of your store?"

"What percentage of your total business is in agricultural equipment?"

"What are the soil conditions around here, and are the farmers raising the crops best suited for this type of soil?"

There was much more. In one instance a salesman spent a half day with one dealer writing for him a series of ads and arranging for their proper display in the local newspaper. With another dealer he argued a long time entirely on the subject of the compiling of a local mailing list, and then, not satisfied

with the dealer's own resources, he went out and did some of the work himself. The mechanical details of the machine he was selling were absolutely in the background; in fact the whole subject of his goods was in the background for the moment. He was trying to teach that retailer how to be an up-to-date advertiser. This concern has ever since been a big factor in its field.

THIS is some hint of the general evolution of selling which has taken place in a great many lines of business in the last decade or more. Salesmen seem to be changing into merchandising counselors. They are forgetting the old tricks of catchword salesmanship. They know that no matter how great is their success in selling to a dealer, what really counts in getting repeat orders and larger volume is whether that dealer is a merchant using the full battery of modern selling helps, and whether he understands retailing economics.

The change has been constantly in

the direction of other things for salesmen to do besides selling. Your old-time salesman had all the time in the world to do the old-fashioned job of selling, and he did it in the old-time manner with all the old-time trimmings of stories, entertainments, drink and palaver. The new salesman spends just as much time, if not more, on his prospects; but instead of "playing" his man as a wily fisherman plays trout, he is doing practical auxiliary selling work.

A friend of mine, sales manager for a fountain pen company, once put it to me in this way:

"Why should I expect a busy retailer to give me an hour or two of his time frequently, when the cold-blooded facts are that fountain pens constitute less than one per cent of the total volume of business of an average store selling them? The better a merchant he is, and the clearer his knowledge of mathematics, the surer he will be to figure it out that he can give me a very

[CONTINUED ON PAGE 46]

Double-Barrelled Guns

By Albert Leffingwell

Vice-president, Olmstead, Perrin and Leffingwell, Inc.

THE jurymen's faces might have been cut out of stone as the old lawyer got slowly to his feet.

Neither side had found a grain of comfort in trying to read those twelve impassive masks.

"Gentlemen of the jury," began the old man, "I will be perfectly frank with you. I am going to present my summing up in three parts.

"First, I shall give you the facts in the case.

"Then I shall give you the law in the case.

"And finally, gentlemen, I shall make a desperate lunge at your passions."

More and more we realize that advertising—good advertising—must be much like that today. It fires—to mix the metaphor—with more than one barrel.

Definite, tangible facts ("average 43.28 miles per gallon in 3559-mile trip"—"27 per cent more milk than any other loaf we know") on the one hand; sincerely emotional interpretation of such facts ("The man you left behind you"—"One Boy-Power—Just how much is it") on the other.

No longer is "reason-why" copy a mere dull cataloguing.

No longer dare "emotional" copy be a sickish-sweet blurb.

The iron fist in the velvet glove—the kernel of fact held up between the finger-tips of imagination—the flower of fancy on the branch of reason—or it's not good copy today.

It has become a truism that glittering generalities bounce back from the modern reader's hardened cranium.

But it is becoming equally true that the Approach Analytical is also about to fall down. You can prove with mathematical precision that you are the One and Only—but your audience has seen that trick before.

The red balloons of sheer enthusiasm may have pleased ingenuous youth, and a statistical summary often impresses the buyer of plant machinery, but the consumer today is both sophisticated and a trifle bored.

Fire with both barrels. The facts in the case—yes, now and always; but these or similar facts are all too often public property. Given the facts it is, more and more, the desperate lunge at your passions which decides the verdict.

Always provided, of course, that it is a skillful lunge. For it is in lunging, of all forms of exercise, that the foot is most apt to slip.

The New Milline Tables

By Benjamin Jefferson

THE interest shown when I first introduced the Milline, some seven years ago, and the very general opinion that such exact methods of computation would be of lasting value, have inspired me to carry these computations out somewhat further, and to add to the original scope of the work by advancing a method of gauging the reader-attention presented by a given newspaper or magazine.

As the Milline system now stands, it presents the following tabulations, which supplement the ordinary columns devoted to circulation and rate per agate line:

MILLINRATE
MILLINDEX
MILLINPAGE

The first of these, the Millinrate, is destined to end the loose designation of the Milline. Thus many publications have been talking about their Milline, when what they really meant was their rate per Milline, or as it will be known henceforth, as their Millinrate.

Here I wish to advise a very simple manner of finding the Millinrate. Originally I gave three ways of ascertaining the Milline. But all three involved working in decimals. Now I find, after further experience, that it is not necessary to bother with the decimal point. All that is needed is to have a clear understanding of the starting point. Simply remember that if a publication has a circulation of 1,000,000 its Millinrate is the same as its agate line rate, and you can find the Millinrate of any publication by dividing the agate line rate by the circulation.

Suppose a magazine has a circulation of 1,000,000 and an agate line rate of \$5. As I have just pointed out, its Millinrate is also \$5. Let us say this magazine has only 500,000 circulation, but that its agate line rate remains at \$5. Dividing the first two figures of the agate line rate by the first figure of the circulation we have 10. Therefore the Millinrate is \$10. It is obvious



BENJAMIN JEFFERSON'S connection with advertising has been a long and active one. As vice-president of Lyon & Healy, Chicago musical instrument manufacturers, his experience was varied and eminently successful. But his principal claim to enduring fame was earned when he devised the milline rule for lineage computation, which has been universally adopted by publications. In the accompanying article he describes various ramifications of the milline and propounds a simpler method of computing the actual figures by means of simple elementary arithmetic

that as the Millinrate is the cost of one agate line circulated 1,000,000, in a publication with half a million the Millinrate will be twice the agate line rate.

Let us apply this method to a couple of examples from life. The *Philadelphia Bulletin* has a circulation of 535,096 and an agate line rate of 65 cents. To find the Millinrate we divide 65 (first adding three ciphers for convenience) by the first three figures of the circulation, i.e., 535. The answer is 121. So our Millinrate is \$1.21. Next let us look at the *Country Gentleman*. Its circulation is 1,356,415; its agate line rate is \$6.50. Dividing 650 by 135 (the first three figures of the circulation) after adding two figures to 650 (thus making it 65,000),

we have as a result 481. Therefore, the Millinrate of the *Country Gentleman* is \$4.81.

The next term, Millindex, is a combination of Milline and Index. By the simple expedient of amplifying the space from one agate line to 100 agate lines, I show at a single glance the Milline weight of an advertisement. Therefore the Millindex is always to be found by pointing off four figures of the circulation.

A magazine having a circulation of 1,000,000 would have a Millindex of 100, and a magazine with a circulation of 500,000 would have a Millindex of 50. That is to say, an advertisement of 100 agate lines inserted once in the first magazine would weigh 100 Millines, and in the second magazine would weigh 50 Millines.

Let us list a few magazines from current reports:

MAGAZINE	CIRCULATION	MILLINDEX
<i>American</i>	2,130,343	213.0
<i>Collier's</i>	1,281,590	128.1
<i>Harper's</i>	103,969	10.3
<i>Pictorial Review</i>	2,302,504	230.2
<i>Review of Reviews</i>	160,045	16.0
<i>Time</i>	128,775	12.8

The convenient size of this unit will be apparent at once. Campaigns based upon a certain aggregate number of agate lines—as say a total of 1000 lines in each of a given list of magazines—have but to multiply the Millindex by 10 (as the Millindex is 100 lines) to find the weight of the message, and of course to find the cost they have only to multiply the Milline weight by the cost per Milline. The Millindex will make possible the sort of information that space-buyers welcome without recourse to paper and pencil.

IHAVE been urged by so many to simplify the Milline as much as possible that I feel that the new tables will fit in with a popular need. Only last week one of the largest sellers of space in the West said: "We get most of our business through the Milline. But when I want Milline figures, I have to wait for one certain clerk we have to make them. He is the only one in

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My Life in Advertising—VI

Bringing Liquozone to Success From Bankruptcy

By Claude C. Hopkins

MY years in Racine gave me unique experience in advertising proprietaries. My methods were new. Testimonials had been almost universal in those lines. I published none. Reckless claims were common. My ads said in effect: "Try this cough remedy; watch the benefits it brings. It cannot harm, for no opiates are in it. If it succeeds, the cough will stop; if it fails, it is free. Your own druggist signs the warrant."

The appeal was overwhelming. Ever since then my chief study has been to create appeals like that. When we make an offer one cannot reasonably refuse, it is pretty sure to gain acceptance. And, however generous the offer, however open to imposition, experience proves that very few will cheat those who offer a square deal. Try to hedge or protect yourself, and human nature likes to circumvent you. But remove all restrictions and say, "We trust you," and human nature likes to justify that trust. All my experience in advertising has shown that people in general are honest.

A certain man in Chicago had made a small fortune out of the Oliver typewriter, but the line was not to his liking. He was a natural advertiser, and had long been searching for the product.

While he was building a factory in Montreal, a number of men came to tell him of a germicide made in Toronto. It was called "Powley's Liquefied Ozone." Many institutions in Canada were endorsing and employing it. And, without any advertising, countless people had learned of it and used it with remarkable results.

Finally this man was induced to go to Toronto to investigate the product. He found a gas-made germicide, harmless for internal use. He interviewed hundreds who had tried it, including hospitals and Catholic institutions, and became very enthusiastic.

He bought the product for \$100,

000 and changed the name to Liquozone. Then he started to advertise and market it. He sought out an advertising man and made a year's contract with him. The next year he selected another man. In four years he tried out four advertising men who had convinced him of their ability, but the result was utter failure. All the money invested in the business had been dissipated. The company was heavily in debt. Its balance sheet showed a net value of some \$45,000 less than nothing. Which demonstrates eloquently how rare is the experience and the ability to advertise successfully a proprietary product.

Still this determined advertiser remained undiscouraged. He believed in his product, and he felt that some man, somewhere, knew how to make it win. "We will try it one year more," he said, "and this time we'll find the man."

ON the last day of the fourth year he called on all the leading advertising agents of Chicago. And he asked each one to name the best man he knew of for a product of that kind. His last call was on J. L. Stack, and here he propounded the same question. Just then a telegram came in from me, accepting an invitation to dine with Mr. Stack on New Year's Eve. Mr. Stack showed the telegram and said, "That is the man, of course. No doubt others have told you. But his employer is my client. I can do nothing to harm his interests. Hopkins is my friend, and I never could advise him to consider your hopeless proposition."

The advertiser replied, "If Hopkins is the man you say, he can probably take care of himself. Let me dine with you tonight and meet him."

That was my first contact with Liquozone. Its promoter was a charming man. His powers of persuasion were almost resistless. So, against my wishes, he induced me to stay over and meet him the next day.

That was New Year's Day. I wanted to be at home. The Liquozone office where we met was a very dingy affair. The floors and the desks were rough pine. The heat came from a rusty, round, wood-burning stove. The surroundings were disheartening; the company was bankrupt. I resented being kept in Chicago for New Year's Day on such a proposition, so our interview was neither pleasant nor encouraging.

But the man who could smile and start over, after four years of failure, was not to be blocked by my attitude. In a few days he followed me to Racine. Then he asked me to accompany him on a three-day trip to Toronto. I accepted for the pleasure of his company and because I wanted a vacation.

In Toronto he placed at my disposal a vehicle and a guide. For three days I visited institutions and people who had seen the results of Liquozone. I had never heard such stories as they told. At the end of the third day I said: "I have found here a still greater reason why I cannot join with you. I am not a big enough man to tell the world about that product. I cannot do it justice. So I beg you again to forget me."

But the man was not to be denied. In a few days he came again to Racine, and we discussed the project all night. At four o'clock in the morning, worn out by importunity, impressed by the argument, I accepted his meager proposals.

I WAS to be given no salary, because there was no money to pay salaries. In lieu of that I was to have a one-fourth interest in a bankrupt concern. I was to leave my beautiful offices and take a pine desk on Kinzie Street. I was to leave my friends and go out among strangers. I was to exchange my apartments in a hotel on Lake Michigan for a dingy, forty-five-dollar-a-month flat in Chicago where the wife had to do

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Local Conditions That Influence Trade Wants

Traditions and Climate in the Southwest Exert a Powerful Influence Upon Sales

By H. A. Haring

"IF it were possible to find a perfect index to buying power, it would still leave something to be desired; for a human equation would still remain as an unknown but important factor." That sentence is quoted from the Sales Quota study of The Curtis Publishing Company, finding, too, a counterpart in the statement by Paul T. Cherington:

"In some ways the United States is a unified market, but notwithstanding its unity in the matter of language . . . and commercial customs, it presents wide variations in

detail and enormous diversity in buying power as well as in the nature of the people. . . ."

The more detailed a market research in its coverage the more likely is the manufacturer to unearth disconcerting facts. As the study is projected into trading centers, one at a time, the more certain does it become that plans for national distribution should be, and must be, modified locally throughout the country. Only recently a maker of household heating equipment made a painstaking selection of nine states for an intensive market survey, extending from Massachusetts to Texas. Within each of these states, three counties were picked; the ones standing highest, lowest and closest to average sales. It was thought thus to sample the country for his product, and, from the resultant exhibit, to obtain a fair cross-section of their market.

The outcome was quite unexpected. The survey produced, instead of single composite results, twenty-seven differing pictures, nearly every

one of them clashing with accepted indices of population, income, automobile registrations, circulations, etc. Even the injection of climate as a factor failed to reconcile the variations. The facts could only be explained by further studies (1) into the kind and cost of fuel locally available, and (2) into the racial antecedents of the people now living in the twenty-seven counties. Thus, for a particular product, "the nature of the people" and local conditions (in this instance, fuel) showed the United States to be far from "a unified market."

Some such breaking-down of the country into trading areas is, however, a requisite step for any product whose makers covet distribution to the saturation point. New York is a rather homogeneous market of ten million people. Other metropolitan centers exist, with several millions apiece. Yet the fact remains that other tens of millions of our people dwell in sections less known to the man with New York horizon, sections obscured too often from the survey's coverage because the metropolitan markets bulk so large in concentrated consuming ca-



Photos © Ewing Galloway

THE hot, dry climate of the southwestern states gives rise to local needs such as are found in no other section of the country. Certain products will never find a market here, while certain others will sell more readily than anywhere else. Such cases are glaring examples of the danger of too much generalizing in national merchandising



capacity. The hinterlands are, it is undeniable, less concentrated. They must, especially beyond the Mississippi, many times be "discovered" anew for each product.

Out of a recent opportunity to study the semi-arid country, centering about the state of New Mexico, have come to attention once more the contrasts that enter marketing. Some of these human equations shed an alluring sidelight on the romance of merchandising over this vast country.

Within that state it is possible, even in this year of 1927, to see wheat threshed by treading of the feet of sheep and goats, with the winnowing done over large pans or blankets, in the fashion of centuries now almost forgotten. "Some Pueblo Indian living in a cave!" may

be your reaction. To which the facts reply: "One such farmer, whom I interviewed, owns a 1926 Cadillac and his home has a Heatrola." And, further, the manager of a nearby farmers' cooperative elevator states: "No; it's just the custom here; probably one-fourth of our wheat is threshed that way."

One's first fortnight in New Mexico, outside the four or five cities, is a series of startling observations, chief of which relate to sanitation. Fresh food is handled through the marketing stages, and later kept within the homes, with a disregard to accepted principles that is to city eyes positively shocking. Protection from dogs, thieves and bandits is, apparently, the only end sought.

Hotels—not construction-gang

shanties but modern places for fifty or a hundred guests with "rooms and bath"—hotels with refrigeration plants, too, keep their meat and milk and butter and cheese in the "air cooler." This consists of a small detached building, thoroughly screened against flies and padlocked against pilferers. Within this inclosure, fresh meat keeps perfectly for weeks, even for months. Such hotels, and tens of thousands of individuals with similar air coolers, refuse to purchase "Chicago meat" for the reason that "it spoils too soon." They buy, rather, from local slaughter houses that "know how to dress it right." Most astonishing, perhaps, of all these hotel experiences was the encounter with the owner of one particularly fine house,

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How Full Is an Empty Barrel?

By *Kenneth M. Goode*

AN empty barrel tosses in the high seas. Whitecaps burst into foam. Towering crests topple into terrifying troughs and sweep endlessly, irresistibly, over the horizon.

But the barrel just bobs up and down!

That barrel is in closest contact with colossal forces. All around it is magnificent action. Millions of tons of water toss it to and fro. But what does the barrel itself accomplish?

Substitute now for our empty barrel some notably impressive but not very compelling advertisement in any armful of Sunday newspaper or bulging magazine. Take practically at random from a leading publication copy that reads:

"The larger pocketbook demands the economy of quality—to the limited purse it is essential."

Or, a few pages further on,

"In these facts, too, is found justification of the painstaking methods employed by — in perpetuation of — quality."

These are entirely good sentences from excellent living advertisements. Make your own most generous allowance for their unquestioned loss through removal from context. Then try and figure out just what impression a statement of

this sort will at best make on the minds of a million people.

Suppose, for example, the man in the street car seat next to you looked up from his newspaper and said earnestly:

"The larger pocketbook demands economy of quality."

Would you answer:

"To the limited purse it is essential."

Or suppose your wife, speaking kindly of the superintendent of the apartment building for fixing her refrigerator, told you:

"In these facts is found justification of the painstaking methods employed by Mr. Petersen in perpetuation of this building's quality."

Would you rush the maid down to Petersen with a \$5 bill?

Printed by the millions, words such as these—good words in well arranged sentences—fill fast mail trains. They sweep by the ton across 3,000,000 miles of territory. Like a swarm of locusts they search out 15,000 towns and cities. They are carried through snow and dust of 45,000 far-flung R. F. D.'s. They pile and flash on innumerable city newsstands. They search out subscribers in scattered cottages and towering apartments.

Amid all this magnificent activity, what do these words do?

Advertising gentlemen have al-

ways bought wide circulation for messages they wouldn't, by any chance, themselves deliver at their own bridge or dinner table. One wonders what effect they imagine their investment is having on the public mind. And why? Are they satisfied to contribute blindly to advertising as a great economic force? Or do they expect advertising in some unseen way to reinforce the dullness of their messages with some supernatural power they can't even attempt to calculate?

If this seems unreasonable to any advertiser, let him make his own tests. Let him learn by heart a dozen lines of copy from his own last advertisement. Then try them on his wife, his partner, or even his office boy.

Let him repeat those lines in a quiet conversational tone.

Let him try to detect any quick glint of response in his listener's eye, an attentive flash of the ear, an exclamation:

"That's certainly true! I'm mighty glad you mentioned it to me!"

Why does any one spend thousands of dollars distributing among millions of miscellaneous strangers a bunch of words that he can, in five minutes, prove definitely won't hold the interest of the first three friends he meets on the street?

"Vice-Presidents and Adding Machines"

Are Our Large Insurance Companies to Be Condemned for Their Apparent Lack of Commercial Imagination?

By An Insurance Advertising Man

WHEN Earnest Elmo Calkins rose to address a recent joint luncheon meeting of the Hartford Advertising Club and the Insurance Advertising Conference, the insurance men present presumably sat back in anticipation of a complimentary speech, full of commendation of their efforts in spreading the gospel of insurance before the benighted heathen of these United States. But Mr. Calkins proceeded right at the start to let the wind out of their sails in vigorous fashion. His definition of any large insurance company as being a "big building full of vice-presidents and adding machines" is so painfully near the truth that it ought to find its way into the standard dictionary.

There is no business in the world that concerns itself so intimately with human welfare; no enterprise of a commercial nature that is made up so completely of the age-old drama of life, death, and the protection of hard-earned wealth. Yet, composed as it is of the very essence of human existence, insurance is less human in its contacts with humanity than the veriest quack patent medicine that ever was refused advertising space in a reputable journal. It is almost inconceivable that a business which is so vitally essential to the daily bread and butter of practically everyone could be so shrouded in austere mystery that not one average person in a hundred has the remotest idea of what it is, what it does or what it stands for.

The first thought of most enterprises when public education is necessary, is to advertise widely and consistently. If the public is to

Editor's Note

THIS article will undoubtedly arouse a storm of criticism, but we believe that the thoughtful reader will agree with us that underlying its apparently destructive criticism there is a certain hard fundamental truth. The problems of the insurance company are far different externally than those of the average manufacturer, but each has the one basic problem of winning public good will. If it is true, as this writer declares, that the insurance men have fallen far behind their merchandising contemporaries in this respect, it can harm little but a few men's feelings to look into the matter at some length.

The writer of this article knows intimately both the insurance field and the advertising field. Here he tries to point out some of the problems which appear the most vexing, but he does so with every effort at least to hint at possible solutions. ADVERTISING & SELLING does not necessarily subscribe to his theories, but it does feel that they are worthy of publication *per se*. If anyone desires to take exception to them, he is perfectly welcome to do so. Our columns are always open for frank discussion of any subject pertaining to sales or advertising, and we stand ready to welcome any constructive contributions which may be aroused by the accompanying article.

grasp the significance of an industry, the story of the industry must be told, over and over again, until it becomes thoroughly impregnated in the fibers of human understanding.

What has insurance done to make an impression on the public which furnishes the consuming market for its ware?

It has maintained a lofty silence, except for the annual purchase of page space in newspapers, whereon it blazons its annual statements and the names of the officers and directors. It has furnished its agents with slick brass cartridge pencils, paper cutters, folders con-

taining reduced reproductions of their sample policy forms by way of exciting reading; any number of cutting little vest pocket memorandum books. And it charges off these trinkets to "advertising expense" in the annual budget, and shakes its head pensively at the terrific cost of obtaining the public's good will.

In examining the subject of insurance advertising, it is necessary to make a partition between fire insurance and life insurance. Life insurance and fire insurance face two different problems of distribution. The life companies, generally speaking, control their market to a much greater degree than is possible for the fire companies. Many of the life companies operate under the branch office system, in which the selling agent is an employee of the home office, and his efforts are consequently centered upon the sale of his own company's policies.

The fire companies are represented by independent agents, who are unlimited in the matter of company representation. These agents are free to have one or fifty companies in their agencies. An agent's placing of fire insurance business is purely a matter of choice. He owns the market and distributes the sales according to his own notions of fitness. And he resents any attempt on the part of the fire companies to go over his head with consumer advertising and tamper with his own private market. Moreover, fire insurance advertising could easily flood the advertiser with business that he wouldn't touch with a ten foot pole. So when the fire companies skate around the edges and advertise fire

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As after dark tell another story, so, of course daytime makeup is out of order. What more natural than a new lighter shade lipstick for evening? Decorative in any case especially so in the new silver-finish metal holder

GUERLAIN

NEW YORK 376 MADISON AVENUE • PARIS 66 AVENUE DES CHAMPS ELYSEES
 GUERLAIN PERFUMES ARE BLENDED AND BOTTLED IN PARIS AND SOLD ONLY IN THE ORIGINAL BOTTLES



NBODY CAN POSSIBLY FEEL FRIVOLOUS WITHOUT A LIPSTICK AND NO FRIVOLITY IS SUCCESSFUL UNLESS IT IS CHIC. THE ANSWER IS OBVIOUS:

GUERLAIN

NEW YORK 376 MADISON AVENUE

IN THE CHIC RED LEATHER CASE FAMILIAR TO THE FASTIDIOUS

PARIS 66 CHAMPS ELYSEES



GUERLAIN

NEW YORK 376 MADISON AVE.

NOT THE MOST COSTLY PERFUME IN THE WORLD, NOR YET THE GREATEST BARGAIN. MERELY THE BEST. FOR, TO THE INGREDIENTS COMMON TO ALL GOOD PERFUMERS, WE MAKE THE TRIFLING ADDITION OF A CENTURY'S EXPERIENCE IN PLEASING THE FASTIDIOUS.



PARIS 66 AVENUE DES CHAMPS ELYSEES



CANDIDE EFFLVE, GUERLINADE, A TRAVERS CHAMPS Guerlain's Trinity of chic and loveliness. First nighters and others with a flair for the new, the rare and the accepted will accord them a welcome as gracious and ecstatic as greeted. SHALIMAR & L'HEURE BLEUE

GUERLAIN

NEW YORK 376 MADISON AVE • PARIS 66 AVE DES CHAMPS ELYSEES
 Guerlain Perfumes are blended and bottled in Paris and sold only in the original bottles.

TODAY when numerous brands of cosmetics are being advertised in more or less the same way, to achieve originality in copy and layout is no easy task. Guerlain, however, has struck a new note and has maintained it. Designed to appeal to the ultra-sophisticated, these advertisements are bizarre and exotic. Leonard is the artist and with his discriminating use of heavy black and white he produces a highly compelling effect

Have You a Sales Opportunity in the Small Towns?

By *F. G. Hubbard*

Barton, Durstine & Osborn, Inc., New York

CUSTOMS, as well as times, have changed in the small towns of the United States. With the advent of the automobile and radio, Main Street in the small towns offers greater sales opportunities than the side streets of the cities.

Our lady country cousins know the styles as soon as we do. Skirts are as short and heels are as high, hair is bobbed, and the local drug store or the mail order houses do a good

volume on cosmetics and lip sticks. The male of the younger generation doesn't walk a mile, but he smokes them. And his haberdashery is on a par, as far as style is concerned, with the college sophomores.

What do these changes mean to the advertiser?

They mean that in many lines the same merchandise and the same volume per capita can now be sold in these communities as is being sold in the cities.

True, this does not apply to every industry, but the opportunities are so numerous that it is worth an advertiser's time to give this field some real study.

If you are selling gas stoves, the chances are you would waste your money unless you are selling a complete gas outfit such as that produced by the J. B. Colt Company.

On the other hand, if you sell electrical appliances, consider these figures as offering an opportunity to sell electric ranges, toasters, irons, vacuum cleaners, oil burners, electric refrigeration, etc.:

There are in the United States 10,603 cities and towns in which a newspaper is published. Seven thousand four hundred and fifty-three of these towns have a population of

COMPARISON OF MAGAZINE VS. NEWSPAPER CIRCULATION BY POPULATION GROUPS (NEBRASKA)

	Number of Families	Com- bined Circulation Leading Local Newspapers	Addi- tional Newspaper Circulation from Outside Sources	Total Newspaper Circulation	Magazine Circulation*			
					Group 1	Group 2	Group 3	Group 4
State total	303,436	486,282	72,490	81,944	115,629	175,794
Two cities over 50,000	59,375	70,867	489	71,356	31,972	43,258	37,777	16,493
Three cities 10,000-50,000	8,551	8,723	3,035	11,758	3,567	4,085	4,634	5,054
Nine cities 5,000-10,000	16,268	17,117	6,490	23,607	7,131	7,259	9,403	10,406
Sixteen cities 2,500-5,000	13,516	17,128	7,029	24,157	5,075	5,436	7,928	11,470
Under 2,500 and rural	205,626	260,093	95,311	355,404	24,745	21,859	55,887	132,871

*Group 1—Four national weeklies; Group 2—Four general monthlies; Group 3—Four women's magazines; Group 4—Six small town magazines.

2500 or less, and of these 7453 towns, 93 per cent receive current direct from a larger community or tap a nearby line.

Does this mean that if you manufacture any of the above articles that there is a market for you?

That is a question for each advertiser to answer for himself. Each product requires a study applied to it specifically. Each state requires close analysis from this standpoint, that if it offers opportunities these must be located as to towns as nearly as possible so that it will be necessary to purchase a minimum of waste circulation.

WE recently had an opportunity to make a study of the small-town market for a national advertiser, and it took over eight months to make a complete analysis of the whole United States.

But it developed that there were over 4000 of these small towns that offered sales possibilities that were not being reached effectively by the advertising the company was already doing and that it could advertise to this market economically through the local newspapers.

A study of the whole United States would require a year of

preparation. And even then it would probably have a limited value, as it would have to apply to some specific advertiser, taking into account his present distribution and sales program, his current advertising program and sales potentialities.

Therefore, I have taken the State of Nebraska, divided the towns into classes based on population by families, and shown the coverage of a list of magazines

and newspapers selected arbitrarily.

Your own picture in Nebraska will change as your list of magazines and newspapers differs from those shown in the charts. However, the list I have chosen is of good size, so that most advertising lists will show a coverage less in intensity than mine.

A Study of Magazine and Newspaper Coverage in Nebraska

In this analysis of magazine and newspaper circulation in the state of Nebraska, certain classes of magazines have been grouped together with four to each group, excepting in the small-town group, where six magazines have been considered. Seldom does one advertiser use all the magazines given in this study, nor will he be apt to confine his advertising to a single group. The study, however, presents a fairly typical choice of media which will tell a definite story.

Unfortunately, the farm journals do not give the detailed circulation figures for specific cities and towns, so it has been impossible to include them in this study.

The leading newspaper in each city, based on quantity of circulation, has been used. Actual circulation figures were obtained so that

Hidden Values of Advertising

By Theodore F. MacManus

THERE is a hidden element of value in advertising of which few take note. It operates especially in the case of products which seem incapable of advertising. This hidden element is the formation of a habit of thought; the habit of unconsciously giving a product or a name first place in the mental processes.

Products sold on a strictly competitive basis are usually presumed to be beyond the reach of benefit by advertising. This is not so. Even though the prices be the same in the case of several similar products; even though superiority be indistinguishable or incapable of demonstration—the man who enters a buyer's office representing a product which instinctively and automatically enters first into the public mind—that man enters with an intangible but very real advantage.

It matters little how the public has formed the habit of thinking first of this steel or this electrical equipment or this glass or this automobile body, or whatever it may be. There is registered in the buyer's mind an innocent and probably unconscious tribute to the priority of the institution or its product.

This habit of mental deference may come from the size or wealth of the beneficiary. It may come from the eminence of the man or men at the head of the preferred institution. It may come from the patient suggestive reiteration of advertising. But it is very real.

It does not always win in competition, but it always carries a little or a great deal of weight in the processes of competition and selling. No preferential thought which lodges itself in the public mind is ever entirely without value, even though nine-tenths of the public never has occasion to use or buy the product in question.

When generated slowly but persistently by advertising—which is, or should be, nothing more nor less than the infiltration of the public intelligence by information or propa-



MR. MacMANUS is president of the advertising agency (Detroit) which bears his name, and is the author of "The Sword-Arm of Business," published last spring by The Devin-Adair Company

ganda—it has a special effect on public conception of the value and desirability of the stocks, bonds or other securities which the institution issues.

It is no slight thing to have the average man say or think of a business institution that is as solid as the rock of Gibraltar; or as honest as the day is long; or as good as gold.

These seemingly casual thoughts, aggregated, have a hard, definite value monetary as well as moral.

Many an advertiser of some product remote from individual or public consumption has doubtless wondered at times whether he was doing wisely in advertising.

There is no occasion for such misgivings as a rule. Precedence, priority, success, high repute, recognition of superior skill; all of these things have an asset value. They filter up through the mass to the minds of the few who actually do the buying. The "hard boiled" contractor or manufacturer or builder

or architect who specifies those "remote" products is not nearly so hard boiled as he thinks he is.

He is human, and his susceptibility to greatness or pre-eminence or success is precisely the same as that of any other human. He knows as well as the next man that institutions do not win the instinctive award of first place in the public mind without in some way deserving it.

They may deserve it through size or facilities or financial strength or integrity or any one of a dozen factors. But if they hold it they deserve it, and that implies an advantage in doing business with the organization.

Perhaps it is only a mental advantage; the assurance that "everything will be all right" if the favored concern is dealt with. But it is none the less a real advantage.

Millions of dollars' worth of specifications and orders are placed almost exclusively on this basis every year as a recognition of size or strength or fitness, and all that they imply.

Why then are these not invaluable business assets? Why should they not be subserved and cultivated as precious possessions?

And how better subserve and cultivate and extend and expand them than by a suggestive advertising process which goes straight to the individual and public mind and proceeds forthwith to build the desired mental structure?

Advertising in this respect is still at the dawning and the cock-crow of its possibilities. It has looked in the glass and failed to recognize itself and its powers and capacities. Its real name is propaganda. Its real goal is public esteem.

And because this is a commercial age and we are a commercial nation, it is the one dominant and trusted literature of the day.

Its field is limitless—as soon as it finds itself. When it will find itself, we do not know, for this depends only on how soon it wakes up to its reality.

THE · EDITORIAL · PAGE

Paid \$1000 for Being "Too Busy to Read"

THE competition for the business man's hearing time has become so acute that many men have let themselves almost get out of the habit of reading. Even the journals of their industry or profession are wont to pile up on their desks because they are "too busy" to read them.

The result is that today hundreds of executives are busily making mistakes and overlooking opportunities because they are denying their minds and their businesses the benefit of the experience and stimulus of other men's ideas and findings.

This train of thought comes to us as the result of an experience of a New York executive last week. This man called in a well-known business counsel to advise with him on a certain problem in his business. The "expert" told him a story of another business in a similar line which had worked out the particular problem that faced this business. That was all.

The bill was \$1,000, and it was paid cheerfully, for it unquestionably pointed the right cause.

That executive does not know that the story he paid \$1,000 to hear was told in a business magazine that lay unopened on his desk even while he was talking with the "expert." And he probably never will discover it, for he is "too busy to read."



Some Chain Store Gymnastics

WE do not always seem to appreciate the remarkable gymnastics of success which the live chain stores are performing nowadays. They give a new meaning to retail store operation. No wonder the chain store is the most rapidly growing distribution factor of the day.

Take, for instance, the facts about the Kress stores. Ten years ago, with 130 stores, a volume of business of about fifteen millions was done, with an average profit of about \$10,000 per store. Today the average profit per store is \$27,650, or nearly three times that of a decade ago. Thus by adding only thirty-nine stores in ten years, the volume was raised from fifteen to fifty-one millions; from \$115,000 to \$306,919 per store. The volume and the profits per store were almost trebled.

The earnings per share were raised in these ten years from \$8.95 to \$37.23, and the good will, carried first at twelve million, was written down to one dollar.

These are some of the typical chain store performances of recent years. The J. C. Penney Co. recently made a complete *volte-face* on its old policy of manager-partners—the company having grown too large for such a plan; and now this concern, always heretofore in small towns, is to invade the cities.

Keep your eye on the chain stores; they are the astounding adventurers of modern distribution, and are not yet at their peak of development.

Another interesting chain store fact that has just come out is that 8 per cent, or 272 millions out of the \$3,400,000,000 business done by the chain stores of the

country, was sold at an actual loss; while 26 per cent, or 884 millions, was sold at cost. Most of this non-profit business was in the grocery field, where 58,000 stores sold 812 millions at bare cost; getting their profit in 1 1/2 billions of sales in meats, dairy products, coffee, tea and baking goods.



The Farmer Is the Biggest Truck Buyer

THE average city dweller sees thousands of trucks of corporations and business houses, and fleets of several hundred owned by one company. Naturally, he has the idea that the city is the great stamping ground of the truck. If he were a truck manufacturer he would immediately think of the city market as the greatest.

This city-bred man is due for a jolt in regard to his truck ideas. The Automobile Chamber of Commerce has now made a study of trucks and finds that *the farmer* leads, by a wide margin, all other truck buyers. There are 248,298 trucks on farms, and the next largest group (grocers and food handlers) is 100,000 less. And this check-up is only of farmers living along R.F.D. routes!

The day of the horse seems thus to be passing, even on the farm. What with trucks and tractors, it is proved that gasoline instead of hay is the stuff that makes the farm go 'round.

This item of statistical news should do something to readjust the perspective of some folk who have imagined that the farmer was once more back in the days when he traded his eggs for sugar and salt at the village store and never spent anything.



Advertising Is Paying Its Way

BUSINESS is going right on, undisturbed by disastrous floods, peak brokers' loans, high money and adverse railroad decisions, says the *Wall Street Journal*. Good times have continued in the face of a sharp falling off in steel production, textile depression, a break in oil prices and not too good a rubber situation.

And this journal of finance goes on to point out that this new stabilization is the result largely of new industries that did not exist a quarter of a century ago, or were merely infants at the opening of the present century.

This is an interesting fact, and true. Furthermore, it is worthy of note that had there been no such force as advertising, these infant industries would not yet be out of the adolescent stage and we should not be enjoying our present prosperity. For it is advertising that has "put over" the automobile, advanced the electrical industry to its present standing, created a market for the phonograph, the radio, and the mechanical refrigerator, and a dozen other products that have grown into industries.

Let those who will criticise advertising as being wasteful and uneconomic; nevertheless, our present economic security would hardly be possible without its broad influence in American life.



Courtesy Visagraphic Company

How the Motion Picture Helps the Salesman

By *A. L. White*

A NEW help has been found during the past few years for the salesman on a hard job. This is the industrial motion picture to be used with a small portable projector which can easily be carried about by the salesman. Certain commodities by their very nature can hardly be demonstrated, or are too heavy for a salesman to take around. A stick of dynamite is just a bit dangerous for use as an illustration of the efficacy of dynamite, but a reel of film can set forth clearly and truthfully how useful dynamite can be in many lines of construction work, in mining and in clearing land. It is not always feasible for a salesman to take around a tractor to the farming districts, but a movie of a tractor can show that useful farm drudge in action, doing drawbar work, pulling stumps, threshing, and working on the roads.

So many companies now have equipped their salesmen with motion picture projectors and reels of film illustrating the various points con-

cerning a product which a salesman would naturally want to get over to a prospect. In a flivver and with a projector and a reel of film, a salesman may press his way into the most remote parts of the country with the assurance that he can properly and interestingly present to a prospect the uses and action of the most complicated piece of heavy machinery or the most dangerous type of explosive.

A salesman might talk himself hoarse and never be able to convince a group of politicians and city officials of the efficiency of a snow loader as thoroughly as can the picture of a snow loader at work which the Barber-Greene Company uses for demonstration purposes. The picture is one reel, which can be used with a portable machine and easily projected onto a clear space on a wall or against a good-sized sheet of white paper. The story begins by showing the old methods of removing snow from city streets by the use of hand shovels. Then, contrast-

ing with these slow methods, the operations of the Barber-Greene snow loader are shown.

Shots have been taken of actual operations in various cities after heavy snow storms, and include views of the machine pushing into great banks of snow and automatically lifting the snow and dumping it into the trailers which come up one by one for rapid loading. The views are supplemented by captions which explain the good points of the apparatus as illustrated by each operation. The reel takes from twelve to fifteen minutes to run and is a most convincing proof of the efficiency and possibilities of the machine, for it is shown in actual operation. No salesman's arguments could be so convincing. Nor is it always possible to find a snowstorm all ready for demonstration purposes.

Another of the Barber-Greene films shows the work of a ditcher. In fact, this company has films showing at work respectively each one of its various large pieces of big

[CONTINUED ON PAGE 49]

BRUCE BARTON

ROY S. DURSTINE



ALEX F. OSBORN

BARTON, DURSTINE & OSBORN

INCORPORATED

AN ADVERTISING AGENCY

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

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

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

The Voice In the Sky That Talks to Millions

By Edgar H. Felix

JUDGING from the rapidity with which new means, mediums and methods of urging the innocent consumer to buy are evolved, it will soon become impossible, either sleeping or waking, to escape the ubiquitous advertiser. So long as attention to advertising is voluntary, there can be no objection to the increase of mediums, but if there is no escaping except by suicide, fainting or deafness, we may pause to wonder whether advertising is remaining uniformly pleasing and effective.

Advertisers will soon be offered a new means of impressing themselves upon the public—the combination of an airplane and a super-power public address system. “The Voice in the Sky” will hover over crowded cities and shout down with millions of lung power to the crowds below. This aero-advertising venture is being sponsored by Charles Lawrance, vice-president of the Wright Aeronautical Corporation, and C. D. Ludington of Philadelphia. A three-motored Fokker plane at Teterboro Field, near New York City, is being equipped with a microphone, a powerful amplifier system, and two huge loud speakers, which will focus voice and song from

the plane above to attentive multitudes below.

Unlike most existing mediums, there is no escaping the attention-compelling power of this device. You cannot concentrate on the pursuit of life, liberty and happiness, while this loud-voiced plane entertains you. When you read a magazine, you may enjoy its text and disregard the advertisements; with your radio, you may shut off a station or tune to another, if a goodwill program bores you. But, when the “Voice in the Sky” is doing its stuff, there is but one thing humanly possible—extend your chin some seven inches above the collar line and listen.

Tests have already proved the undeniable effectiveness of this new creation for the advertiser. Flying two thousand feet above a city, an area of five square miles is flooded by its voice radiations. Only the deaf, or those possessing sound-proof rooms to which they may retreat when the vocal bombardment is under way, can escape.

Perhaps this is an unfair estimate of the possibilities of the medium. The test, after all, lies in how it is used. The amplifying system is designed to transmit music as well as speech with fidelity. The

automobile-towed calliope is not such a serious embarrassment as to be considered a dangerous nuisance; the aerial singer may be entertaining to millions. The “Voice in the Sky” may be used judiciously with magnificent effectiveness. Sky writing, just as effective a neck stretcher and gaze winner as the voice-plane, did not send any trucks into the Woolworth Building, threatening to level it in a heap of ruins. The advertiser who uses the voice of the sky may win tremendous attention and, so long as the broadcast material is judiciously selected and the plane used with moderation, he may overcome any objections brought to discourage its use.

During the World War experiments were made to develop just such an equipment as a means of directing troops on the ground in operations covering a large area. The town crier of the Middle Ages is humbly dwarfed by this new monster of the air. Perhaps it may serve in a new and welcome capacity, haranguing millions with melodies and slogans. And perhaps it may be condemned as a noise making nuisance. It all depends upon how the new advertising means will be used by its sponsors.



This is the type of plane which is being equipped with loud speaking apparatus for advertising purposes



The Electrical Market in the Steam Railway Industry

ELECTRICAL energy is used in practically every branch of railway service and the steam railway industry represents not only a big market at the present time, but a rapidly growing market for electrical equipment and materials.

The electrical officers are responsible for specifying, installing and maintaining Shop Electrical Equipment, Locomotive Headlights and Turbine Generators, Heavy Electric Traction, Car Lighting, Flood Lighting for Classification Yards and Terminals, and general illumination throughout buildings and other railway facilities.

As one of the five Simmons-Boardman departmental railway publications, the *Railway Electrical Engineer* is devoted exclusively to the electrical problems of the steam railway industry.

Simmons-Boardman Publishing Company

"The House of Transportation"

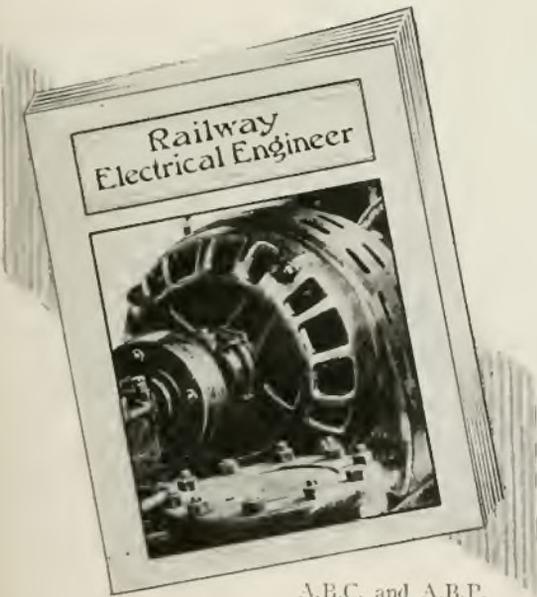
30 Church Street

New York, N. Y.

105 W. Adams St., Chicago
Mandeville, La.

San Francisco

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



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

One of the Five Simmons-Boardman Departmental Railway Publications
That Comprise the Railway Service Unit

Wanted—A New Kind of Annual Report

By James M. Campbell

ABOUT this time of year annual reports are menacing. They troop in with almost every mail. Some of them are noteworthy for what they say; others for what they do not say. But, with surprisingly few exceptions, they are alike in this respect: they make little effort to "sell" the company to its stockholders.

They may, or may not, contain views of the plant. They may, or may not, include a certificate to the effect that the books and accounts have been examined by a firm of accountants and auditors. They may—and almost always do—show the names of the directors and executive officers. You are pretty sure to find in them information regarding the location of the factories, branch offices and warehouses. A balance sheet, which is supposed to show the company's financial condition, is invariably prepared so only about one person in ten can make head or tail of it.

But most annual reports are weak, mainly, in the president's letter "to the stockholders." Here is an aggravated instance of what I refer to:

February 14, 1927.

To the Stockholders of the Company:
The audited and certified accounts of your company covering operations for the fiscal year ended December 31, 1926, and showing the financial position as of that date, are hereto attached.

Net sales for the year, of the parent company and its subsidiaries, amounted to 000,000,000, as compared with 00,000,000 for the corresponding period of 1925.

After making full provision for depreciation, bad and doubtful debts, and all other known losses, and after deducting interest on borrowed money, there remained net profits of 0,000,000. Our earnings for 1926 were adversely affected because of the rapid decline in the prices of crude doodle-daddles during the early part of the year, necessitating downward revisions in selling prices. This condition was general throughout our industry.

Your company is adequately covered for its raw material requirements at prices approximating current market quotations.

In accordance with the provisions of the company's charter, the directors

have voted, subject to your approval, at a meeting called for that purpose, to retire 00,000 shares of its preferred stock, 0,000 shares of which were in the treasury as at the close of the year, the balance of 0,000 shares having been purchased since January 1, 1927.

For the Directors,
A. DINGUS, President.

Now, I happen to own fifty shares of the preferred stock of the company this letter concerns. They cost me \$5,000, or thereabouts. Regularly every quarter, I get my dividend check. On that score, I have no ground for complaint. But I should feel much more kindly toward the company and more inclined to buy its products if, in his letter to stockholders, the president took me into his confidence to a greater extent than he does. He may not realize it—he probably does not—but I am just as much interested in the problems of his company as he is. Or, rather, I would be, if his attitude were not so damned impersonal. It is a curious fact that not once, in this company's annual report for 1926, is any reference made to any of its products. What do they manufacture? One would never learn from the annual reports.

THE General Motors Corporation does not err in this respect. Its president recognizes that there is a community of interest between the company and the men and women who own stock in it. He speaks of the corporation's employees as "partners." as "members of the General Motors family." Several times a year, stockholders receive communications which keep them informed as to the company's plans and policies. All this tends to cement the relationship which should exist between the company, the stockholder and the employee. From a recent letter to stockholders, I make this extract: "You have shared in this prosperity through dividends amounting to more than has ever been paid in any one year by any corporation on its common stock in the entire history of industrial enterprise." This seems to indicate

that frankness with stockholders and a high degree of prosperity are not incompatible. . . . Rather the contrary.

The annual report of the American Sugar Refining Company is pretty nearly perfect—as an annual report. It gives the stockholder a conception of the sugar industry as a whole. In the president's letter to stockholders, detailed reference is made to the company's problems and, under the heading "Conclusion," recognition is made of the fact that "the stockholders, bondholders and active organization constitute a powerful force of over 40,000 people, capable of advancing in their own interest the merchandising efforts of the Company." Furthermore, the balance sheet is presented in a way which makes it understandable to the layman.

THE year 1926 was unprofitable for the American Woolen Co., and I have no desire to say anything that might make a bad situation worse. But I would be more friendly toward the company if President Pierce, in his letter to stockholders, had gone into greater detail regarding some of the organization's difficulties. Now, if ever, he needs the support of the men and women who have put money into his enterprise. "Hand-to-mouth" buying, which is supposed to be the bugbear of the textile industry, is referred to, in the annual report of the American Woolen Co. to the extent of three lines. Surely the stockholders are entitled to more information than that! Doubtless, it would be given if one specifically asked for it. But why not volunteer it? If hand-to-mouth buying is to be the rule rather than the exception hereafter, the stockholders have a right, it seems to me, to expect the company to adjust itself to meet that condition. The annual report throws no light on the subject.

The annual report of the National Lead Co. is no triumph of the printer's art. It does not go into detail to anything like the extent that the report of the American

[CONTINUED ON PAGE 65]



There is a difference between this and the usual run of advertising photographs. If there were not, you wouldn't be reading this copy. *Good taste*, alone, is sufficiently rare to be *interrupting*. *Good taste* is the basis of the national advertising of Golflex Clothes, prepared for Wilkin & Adler, Inc. by the Federal Advertising Agency, Inc., of 6 East 39th Street, New York.

Let's Plug Leak Number One

How One Form of Advertising Waste Can Be Lessened

By S. E. Kiser

MR. CLAYTON APTHORPE, advertising director, was looking over an assortment of layouts.

"Some of these are good," he said, addressing Berwin, the agency's account manager. "The ones you have numbered 2, 3, 5, and 8 are the best. I think. You can go to a finish with those. Here's something else I want to talk to you about. We've just gone into production on a new safety lock.

I wish you'd get up a campaign on it for general magazines."

Berwin's interest was aroused immediately.

"Can you give me any dope on it?" he asked.

Apthorpe had a description of the lock, and some blue prints.

"It will be a good idea," he said, "to get busy on it right away."

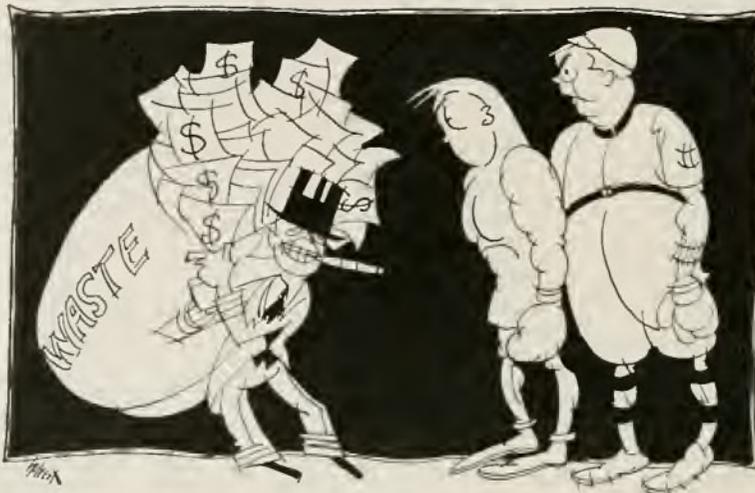
"What about space? It will probably be best to start with pages to get the lock introduced."

"No; I think we'd better have some good smashing half-pages. Suppose you have your contract department work out an introductory campaign, using half-pages, and we'll see how it shapes up."

Berwin's report caused a flurry at the agency. Conferences were called, and there was much discussion concerning the manner in which the new lock ought to be announced. That being agreed upon, a careful statement was prepared for Mr. Apthorpe's consideration.

The advertising director thought the agency's plan was "all right in a general way," and he asked to see about a dozen pieces of copy with roughs.

When the copy and layouts were ready, Berwin, accompanied by the president of the agency, the head of the art department, and a copy man, called on Apthorpe, supposing that his superiors would be present,



the material for a brisk newspaper campaign, or for a try-out in class publications.

The agency man starts things going, and when he is ready to submit the material that has been produced, Hooper has changed his mind, or has learned from his superiors that they are not in favor of his proposition. The agency has gone to a lot of trouble, done a lot of extra work, and

probably spent money for nothing.

I daresay that every agency of any consequence has had experiences of this kind.

On almost every big account there is likely to be a lot of wasted effort. Much of this waste is unavoidable. Advertisers are compelled sometimes to change their plans. Campaigns that are undertaken in good faith have to be abandoned. There are always plenty of legitimate reasons for changes in advertising programs, and the losses sustained by agencies, because of such changes, must be assumed without complaint. There is no help for them, no way in which they can be obviated, for neither the seers nor prophets in advertising can map out a course six months in advance and be sure that no deviation from it will be necessary.

I believe I am conservative, however, in estimating that 75 per cent of the superfluous advertising matter prepared by agencies is a result of poor judgment, lack of consideration, and carelessly given orders for which clients and their representatives are accountable. In many instances advertising managers and their subordinates have an unfortunate tendency to order "stuff" without having any well-grounded reasons for believing that it will ever be used, or, at least, without having assured themselves that it

and that arrangements for the launching of the new campaign could be closed. They found the director of advertising alone in his office, and he asked them to leave their material with him for future disposal.

It developed later that Apthorpe had not been authorized to do anything about advertising the new lock, and that he had merely tossed an idea of his own to Berwin. Nothing more ever came of it, and the time and money that had been spent by the agency were wasted. But that probably didn't cause Mr. Apthorpe to lose any sleep. As far as he was concerned, the agency had merely done something toward earning its commission.

There are directors of advertising, or advertising managers, who give serious thought to the manner in which their agencies are asked to render service. They know what they want, why they want it, and are sure before they ask for it that producing it will not be simply a matter of going through the motions. Such men can usually have the benefit of sincere and enthusiastic agency cooperation.

On the other hand, there are many advertising managers who have the Apthorpe idea, if it can be called an idea. Mr. Hooper announces to Mr. Jones, the agency man, that he thinks it would be well to get up

[CONTINUED ON PAGE 60]

"We All Made Money"

I am privileged to conclude that the business press for us as manufacturers and advertisers is all-powerful.

I can best illustrate from the pages of experience the high spots as well as the depressions that have been my experience in the administration of this business since 1914—a period ripe with experiences likened unto which there has been no precedent in our line.

When I came to New York from the Pacific Coast in 1912, as a junior I spent a year trying to adjust myself and to definitely plan an advertising policy that would be of substantial benefit.

I saw the Business Press as a medium.

I saw some of the opportunities.

I saw with apprehension that it cost real money, and at that time because of my limited experience, I was led to believe that there was a considerable element of hazard in the undertaking of an advertising campaign, but I was convinced that the Business Press could be made a profitable medium for us.

In 1914 we undertook a contract for four one-quarter pages in the Dry Goods Economist, a total of \$160 expenditure.

At that time this expenditure caused me some anxiety because of its magnitude.

We prepared our copy, we launched our campaign (as we, with expanded chests called this venture into advertising) and the remarkable thing was that immediately after the appearance of our small ad we got results.

Our experience with the Business Press carried on and on and on. Each issue was being prepared with most meticulous care.

The years 1915, 1916 and 1917 were banner years

Portions of an address delivered at the annual meeting of the Associated Business Papers, Inc.

for us. Our campaign and our success grew and grew and grew. The results were in like proportion to the expenditure and the Business Press as we saw it was certainly a vision most delightful to behold.

We all made money.

Then came the difficulties, coal strikes, labor troubles, transportation strikes.

The year 1920 was the warmest winter in the Weather Bureau's history.

Cancellation after cancellation came in to us.

The Glove Business probably suffered more severely than any other line of regular merchandise. What could turn the tide? No one could carry on unless there was a complete rehabilitation. How could this be brought to pass? Style, style, style, kept ringing in our ears. Induce people to come back. Take interest again. Create new styles, etc. But how to put it over—and the answer was the Business Press.

We were all in the same Boat, irrespective of whether we were manufacturers or retailers. Anxiety was very wearing, but out of the anxiety came the answer.

Fortunately we commenced to see favorable possibilities again, and we saw the Business Press, not with the same fear and trepidation as we viewed it in 1914, but saw it through the eyes of experience, and in August, 1925, we inaugurated a campaign with greater investment and more fixity of purpose.

The year 1925 closed showing us ahead in sales considerably out of proportion to the amount of expenditure involved.

We inaugurated on December 29, 1925, a selling campaign for delivery Fall 1926. Our record goes down in the annals of glove experience as one almost incredible.

We inaugurated on December 29, 1925, a selling campaign for delivery Fall 1926. Our record goes down in the annals of glove experience as one almost incredible.

The Business Press has taken our business, and has placed us in a position where we are at peace.

TRUE TALK

*by the General Manager of
one of the largest
Glove Manufacturers*

Read this interesting story of glove marketing—and remember that where "Business Press" is mentioned Dry Goods Economist is meant—since the Economist has carried 90 to 100% of this manufacturer's trade advertising every year for the last twelve years.

ECONOMIST GROUP

Dry Goods Economist
Dry Goods Reporter
Drygoodsman

Offices in Principal Cities

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.

Merchandising Turpentine Through the Jobber

By C. S. Landis

Advertising Department, Hercules Powder Company

PRIOR to 1925 when the Hercules Powder Company worked out its merchandising plan, turpentine distributors who sold the jobbers were quoting the dealers only 3c to 4c higher than they quoted the jobbers. No national advertising or dealer helps came from the turpentine producers. There were few, if any, tie-ups between the individual producer, the jobber, the dealer and the consumer. A customer merely bought turpentine. Yet, in spite of this situation the jobbers managed to sell about 60 per cent of the turpentine placed in the hands of the dealer. The reason was largely that of personal acquaintance and the fact that the jobbers' salesmen handled many other products in addition to turpentine and rendered the dealer a variety of service which it was not possible for the turpentine distributor to match.

Recognizing these conditions, the Hercules Powder Company started to advertise turpentine to consumers throughout the country, and established a price differential which gave the jobber a flat profit of 10 cents a gallon in drums and 15 cents a gallon in cans. Instead of maintaining the usual daily market change, we made a firm price which continued unchanged from Monday through Saturday each week. This removed the necessity of speculation in the handling of turpentine, gave the jobbers an opportunity to figure their actual cost and selling price for a week, established firm prices on steam-distilled wood turpentine, and so eliminated most of the unattractive selling conditions associated with the marketing of this product.

To compete successfully in other ways, the Hercules Powder Company established stock or shipping points at the various recognized turpentine distributing centers. The jobber, therefore, could obtain Hercules turpentine from the usual shipping points at a definite price and at a known gross profit. In addition, we cooperated with the jobbers and their salesmen by giving them a complete sales plan and copies of our advertising material, such as the guarantee, leaflets and window trims.

Our motion picture, "The Doings of Turp and Tine" has been made avail-

vertising material."

We let both the jobber and dealer know that we are actively interested in pushing the sale of turpentine through them, and we also

keep them informed on how we are advertising turpentine.

Our merchandising plan has made it easier and more profitable for the jobber to sell our product. And when the jobber knows that he can make a satisfactory profit on a product used in the paint trade, it is natural for him to push this in conjunction with paint, instead of carrying it merely as a necessary side line.



Hercules Turpentine Store Display

able to jobbers. Hercules salesmen show this motion picture to the members of the jobbing firm and to their traveling forces, explain the production of turpentine and the magnitude of Hercules operations, and make their listeners more familiar with the company's ability to supply turpentine of uniform quality. When they so request, jobbers' salesmen are supplied with prints of the turpentine film to show to dealers. Sometimes Hercules salesmen visit dealers with the jobber's salesmen. Another merchandising aid is the motion picture projector which shows the turpentine motion picture continuously in the dealer's window or inside his store. This is a sure way to attract crowds of people.

Each Thursday we mail a post card to the jobbers, giving them our prices on Hercules turpentine for the following week. The salesmen see these cards on Friday or Saturday when they call at their home office. When the jobber has a differential sheet to add to his base cost, the jobbers salesmen have a standard and reliable basic sales figure. This eliminates the cut price idea and prevents one salesman from cutting prices in another salesman's territory.

One method of cooperating with jobbers which has proved quite popular has been to ask the jobbers to send us the names and addresses of dealers to whom they have recently sold Hercules turpentine. We then write to these dealers saying, "To help you sell the Hercules turpentine you recently purchased from _____, we shall be very glad to send our 5 piece turpentine window display and other Hercules ad-

Some Reasons for Being

Most of the men in this organization are, and have been trying to help themselves through various other and worthy clubs and associations. It was difficult however, scattered as we were, to pull together toward the fulfillment of a common purpose.

Simply to improve methods of selling and advertising is a very general object. The purpose of this association is more specific. It is to improve present methods of selling and advertising engineering products by trying to bring the truth to bear on our own problems; by each one laying down his own methods and submitting to friendly criticism; by co-operating in various active efforts, and by the interchange of ideas and experiences.

From the recently issued revised Constitution and By-Laws of the Engineering Advertisers Association.

Henry von Phul-Thomas

BORN in St. Louis while Grover Cleveland was still on the Democratic throne. After completing a high school education studied chemical engineering at St. Louis University and the Massachusetts Institute of Technology. In 1914 plunged into the business world with no money but great aspirations.



At this time the chemical industries



THE Printing Exposition and Craftsmen Number of the American Printer comes out September 1st. Advertising in this issue, at this opportune time, will be uncommonly effective. We should be notified immediately—before August 18th. ¶ Incidentally, in the last few months, over five hundred more printers and craftsmen have become readers of the American Printer.

THE AMERICAN PRINTER, INC.
9 EAST 38TH STREET, NEW YORK

around St. Louis were flat on their backs. The Great War had not yet come along to resuscitate them. Finding nothing in the chemical engineering line available for one with my presumed great ability, I decided I would leave engineering and go into business.

Believing that a little knowledge is a dangerous thing I decided to start at the bottom of business and took a job as a stock boy at the Shapleigh Hardware Company. After about a year and a half of this during which time I worked many jobs and received some promotion, I decided that, I knew enough of the inside working of a distributor's business. Having made this decision I severed that connection.

Knowing of my engineering training the Killark Electric Manufacturing Company offered me the position of assistant manager. The salary they offered was to me in those days a wonderful one and made me feel very important and independent. My duties with this company were to assist in the actual management of the factory and to do the purchasing. The experience I gained with them in two years' time has been some of the most valuable that I have ever had.

After the war I decided that selling was a more remunerative field than buying, so took a position as salesman for the Gereke Allen Carton Company of St. Louis. For three and a half years I worked with this company handling local business and also all the correspondence on out-of-town accounts. As one of my main endeavors was the selling of display material, it seemed that I should know something of advertising. I joined the Advertising Club of St. Louis and began to study the themes and methods of advertising. Finally I reached the point with this company where it did not seem to me that there was much chance for further advancement, so again I severed my connection in a most friendly way.

About this time the Bussmann Manufacturing Company was looking for an advertising man. They happened to mention this to Mr. Gereke, who immediately suggested that they get in touch with me. And they did. That was some four and a half years ago. I am still with them, in the capacity of merchandising manager.

The National Industrial Advertising Association's Work

By J. R. Hopkins
President, N. I. A. A.

Seven years ago sales and advertising executives looking for guidance in the industrial field found that they had to work out their problems as best they might with but little assistance from outside of their own organizations.

They found that industrial selling had problems of its own—markets of

its own—separate and distinct from the other fields. They had but little knowledge of what might be accomplished with advertising, of how to go about it, how much to expend, how to avoid waste—what to expect from their efforts, etc.

Today, through the work of the strong district groups that comprise the industrial advertising associations, assisted by the national body, any industrial manufacturer finds the trail blazed, the roads built; has a wealth of successful precedent to draw on, a wealth of knowledge of how others have worked out problems similar to his own; has guidance and expert ad-



J. R. Hopkins

vice on how much to spend for advertising, how to tie up this expenditure with his selling efforts, how to handle his sales promotion, advertising and sales with the least waste, and has a reference literature of experience and research available whenever he wants it, with a consulting body of experts to advise him.

The above is the briefly sketched outline of the work to date of the National Industrial Advertising Association.

The Association was organized in 1922 and is made up of district industrial advertising associations in New York, Philadelphia, Cleveland, Pittsburgh, Cincinnati, St. Louis, Chicago and Milwaukee, of which St. Louis, Cincinnati and Pittsburgh are the most recent additions. There is also a large and rapidly growing number of members-at-large who are members of the national body without being members of any district group. The total membership is now over 800 and will probably be over 1000 by this time next year.

The Association holds a national convention once a year together with an exhibit of industrial advertising so that members can meet and study the best work being done in the industrial field.

The talks, addresses and discussions at the annual convention are printed in what is called the "Book of Proceedings." This annual volume has long been considered as the standard text book of industrial selling and advertising and is available to all who desire a copy upon payment of a small fee.

Of the new undertakings of the Association the most noteworthy are as follows:

1. The formation of a committee to study space buying contracts of members and to suggest a standard contract that will permit of as much flexibility as is required.
2. A committee to study and survey industrial advertising and selling departmental cost accounting systems and suggest a standard master system that can be adapted to the problems of individual manufacturers. This survey to result in an exhibit of existing forms to be passed around and shown at the monthly meetings of the district associations. The work of this committee also includes a survey of selling costs in the industrial field which we hope will result in a better understanding of what constitutes sales and advertising costs and their inter-relation.
3. A committee to study what surveys are most essential and required in the industrial field so that we may supply the Department of Commerce with information as to statistics and information needed the most to further the lowering of distribution costs in our field. Probably will work with a similar committee appointed by the A. E. P.
4. The educational committee which last year—through the initiative of its chairman, Mr. Ezra Clark—fathered and fostered the present educational program adopted by the International Advertising Association, continues to be an important committee with broad scope and undertaking a large work. The different district associations have perfected plans for assisting colleges and universities in their advertising studies—and are working out some very interesting plans.

Of the former committees being continued the Harvard Award Committee and Shaw Award Committee assist members desiring to compete for these important awards and foster an ever growing number of contestants.

The committee on standardization also has a large and important work, and during the year to come will probably have some noteworthy reports to make.

The Postal Committee is assisting in the work of securing a fair and equitable rate on business postage.

The Association is co-operating with the A. N. A. in their research into costs of magazine space in the industrial field—a survey which it is hoped will be a constructive work and productive of considerable good.

In all of the work of the N. I. A. A. the small as well as the large industrial advertiser receives careful consideration. A small company with a product of merit can now find its market and build a successful, reasonably-wasteless sales and advertising plan through the work of the N. I. A. A. and its district member associations. A great deal is being accomplished in this direction each year and the standards of successful sales practice for small industrial advertisers (relatively small I mean, as appropriations under \$30,000.00 to \$40,000.00 come in this class) are being augmented and bettered steadily.

The major portion of the active, constructive work of the national association is done by the local groups, where considerable more than is indicated by this brief resume is being accomplished.

Records of results prevented a false economy program!

JOHNNY WARREN dropped his hat on the agency chief's desk with the announcement: "They sure liked our new copy and sampling ideas but when the magazine list came up for an O. K.———."

"They balked?"

"Yes, somebody threw the proverbial monkey wrench by starting a false economy program. When Smart Set fell under the blue pencil, I opened up—told them just how carefully that list had been made up, just why each magazine had been selected. On Smart Set, I showed them how one advertisement of a similar product to theirs brought 1298 inquiries with 20c. each—more than paying for the cost of the advertisement. They finally O. K.'d the entire schedule."

* * * * *

Think of it—returns exceeded the advertising cost. Enthusiastic testimonials and increased schedules both tell us that SMART SET produces sales at the lowest cost. It should, for SMART SET, published "for the 4,000,000—not the 400," reaches the younger, buying element before preference becomes prejudice.



SMART SET

Stories from Life
119 West 40th St., New York
Chicago Office, 360 N. Michigan Ave.

The 8 pt. Page

by

Odds Bodkins



ABOUT this book, "Your Money's Worth," which the Book of the Month Club has just put on the map; it reminds me of a scene in "The Round-Up," which held the stage for several seasons a few years back. You will remember, if you saw "The Round-Up," that the curtain went up on one act disclosing a camp scene at dawn, with the cowboys rolled up in their blankets. One by one they stretch and yawn and get up as the sun rises over the mountain. All but Buck McKee (or whatever his name was); he slept on.

"Guess I'll wake Buck," says one of the company.

"Never mind," advises another, "leave him snore. In a few minutes he'll wake himself up."

And sure enough, presently Buck rips off a perfectly awful snore and startles himself awake.

If Messrs. Chase and Schlink continue to slumber on in this vein long enough they will presently wake themselves up. They may even make the awful discovery that, whereas their book sells regularly at retail at \$2.00, it costs something less than 31c. to produce. And that it is being put over by salesmanship (and what salesmanship it must have taken to "sell" to the Book of the Month Club a book so ill matched to the expectations of its subscribers!), to say nothing of that force with which the authors find so much fault, but on which their royalties are so largely dependent—advertising.

Would it not, after all, be wiser to have all our books written and printed by the Bureau of Standards, and sent out numbered instead of named, perhaps distributed exclusively by the Book of the Month Club, and paid for out of the Income Tax?

—8-pt—

Anent the goat picture from T. J. McManis' office which graced this page recently, Grosvenor K. Glenn, of the Glenn group of headwear publications, writes:

Dear Odds:
In reference—goat and treadmill—wrong? The grade is too easy. Set at that grade, the darned thing would not work and, besides, no self-respecting goat unleashed would stay put.

The same mail brings a letter from Irvin F. Paschall, of Chicago, inclosing a carbon of a letter to T. J. McM.:
Dear Mr. McManis:

I perceive that you are a goat. Down in Philadelphia there was once an advertising convention. To run the convention there was a com-

mittee of approximately thirty. After doing all the hard work preliminary to the convention, we organized the Goats Club on the basis that there were two classes of animals at all conventions—goats, to do the work, and badgers who wore the badges and had a good time.

The Goats Club has been kept alive more in a spirit of fellowship than anything else. It has come to be quite an organization and once in a while it turns to and does a job for Philadelphia or the community or for some worthy enterprise.

Judging by the picture in ADVERTISING & SELLING you certainly have the goat idea, so I think this note about the Philadelphia situation may be interesting and informative to you.

I publish this letter because I think every community might well take up with this Philadelphia idea of separating the goats from the badgers.

- 8-pt. -

There isn't any advertising or sales moral to this picture. It is inserted



PUNISHMENT of a
frothblower in 1666 who
ignored the motto—

"Lubrication in
Moderation"

Truman's Beer

has made friends since 1666

The A.O.F.B. is a charitable organisation to
benefit the WEE WAIF CHARITIES

JDD.

merely as optical refreshment for hot weather.

Study it and froth!

- 8-pt. -

It was inevitable, I suppose that *Time* should have a house organ in time, and doubly inevitable that it should be called *Tide*.

"Dedicated to the Flow of Business,"

it is edited in the style of its parent publication, which likewise was inevitable.

But that is as far as the inevitability goes. In content it is fresh and informative and unlike anything else published, so far as my reading goes. Personally I'd like it better if it were printed on a dull coated paper and kept down to four pages.

—8-pt.—

"Why hasn't some magazine done this before?" I asked myself, when I came upon the page in *Liberty*, showing the progressive steps in color printing.

The mystery of process color printing interests almost everybody, and I think the editor of *Liberty* is to be congratulated on his perspicacity in taking his readers behind the scenes and showing them the magic of yellow, red and blue. The American public is mechanically minded and likes this sort of thing.

—8-pt—

There is good vacation philosophy in this sentence from one of Walter Prichard Eaton's books: "We see our forebears at their amusements, which, as everybody comes in time to learn, are the important things of life."

- 8-pt. -

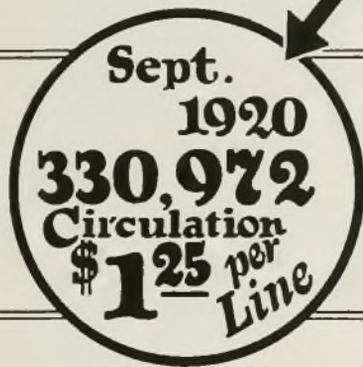
One of my correspondents, in a vacation letter, quotes the following picturesque phrase: "Mix your blood with sunshine and take the wind into your pulses—conductive to pellucid thought."

Having quoted it, he wants (unreasonably, I think) to know where he got it. Well, I've tried Bartlett and I can't find it. Can any reader come to the rescue?

- 8-pt. -

At the Jewel Tea Company's Branch Managers' Convention at Grand Beach, Michigan, last month, Charles Henry MacIntosh coined a phrase that I shall never be able to keep house without in the future. He referred to much selling talk as little more than "the loose steam of words." That describes much advertising copy, too!

**Rate based
on this
Circulation**



**Same
Old
Rate**

**This
Circulation
actually delivered**



163,753 circulation free

SEPTEMBER 1, 1920, The Weekly Kansas City Star established its advertising rate of \$1.25 per agate line, basing the rate on its circulation of 330,972.

Today The Weekly Kansas City Star has a circulation of 494,725, yet the same old rate of \$1.25 per line is still in effect. An additional 163,753 circulation! No increase in rates! This extra circulation alone would be a sizable circulation for a farmers' newspaper. Yet it comprised *less than a third* of The Weekly Kansas City Star's present circulation.

The Weekly Kansas City Star's advertising rate, based on circulation, is the lowest of any farmers' publication in America. This fact would still be true even if The Weekly Star today had only the circulation it had in 1920. But it has 163,753 *more!*

In short, Weekly Star advertisers *pay* for 330,972 circulation and The Weekly Star *delivers* them 494,725 circulation. A pretty good buy for advertisers, don't you think? "The best advertising buy in the world," you'll say, particularly when you consider that over 90% of The Weekly Star's total circulation reaches the rural two-thirds of the Southwest not covered by daily newspapers.

\$1.25 is mighty cheap for nearly half a million of this kind of circulation.

And an Additional 25% DISCOUNT

Not only does The Weekly Kansas City Star give advertisers 163,753 circulation free. It gives them an additional 25% DISCOUNT from the regular rates providing they use an equal or greater amount of space in The Daily or Sunday Kansas City Star.

The Daily-Weekly combination provides nearly a million circulation at a rate scaling down to \$1.35 a line. The Sunday-Weekly combination provides nearly 800,000 circulation at a rate scaling down to \$1.17 a line.

Largest Farmers' Weekly in the World

The Weekly Kansas City Star.

Chicago Office:

1418 Century Bldg. Wabash 1067

New York Office:

15 East 40th St. Lexington 10122.

Vice-Presidents and Adding Machines

[CONTINUED FROM PAGE 25]

way are not enough to take care of prevention and the fury of fire as an avenging demon, they are doing it with their eyes open. The fire companies problem is a problem of public enlightenment through other channels than paid advertising space.

THE situation with regard to life insurance advertising can stand considerable renovation. A few of the life companies have approached the public through national advertising; two notable examples of genuine educational or institutional advertising have made themselves felt to a considerable degree. But as yet not a life company in this country has used a tithe of the wealth of human material that forms the pattern of its daily business. They have portrayed the advantages of an income in old age; of an assured college education for Young Hopeful; they have shown how a man can create an estate by a stroke of the pen. All of which is lifting the log by the heavy end.

The advertising that has been done is the best that could be done, because the advertising cannot be greater than the advertiser if it is to be sincere. And genuine human feeling cannot issue from an institution which is so submerged in its own processes that it views its market only in the abstract. The reason why both life and fire insurance are outside the ken of ordinary people is this: The public is not insurance conscious, because insurance is not conscious of the public.

Strange as it may seem, the business that is closest to human welfare is at the same time most remote from it. Human welfare is only a laboratory accessory in the great experiment which insurance is carrying on. Fire insurance and life insurance have different problems of distribution which affect the possibilities of their advertising; but they are alike in their aloofness from their supporting public.

No doubt this is because the insurance companies have never been compelled to keep an alert watch on shifting markets or fickle public taste. They have had no need to maintain an ambassador at the Court of The People. Style changes, shifts in buying habits, temporary business depressions—these bugbears of the commodity manufacturers cannot penetrate the cloistered calm of the home office. Insurance has withdrawn into its contemplative self, and only a sparse handful of the many companies in the country feel any need to cultivate the good will of the people who buy their wares.

Cold, formal, precise—yes, and inhuman in the sense of detached indifference. That is the average man's conception of the insurance companies. He thinks of insurance companies as huge machines, vacuum cleaners, sucking in fabulous torrents of gold, and reluctantly dribbling out coppers when there is no escape possible. Even the newspapers help further this misconception. Let an insurance company make a false move, and the story makes the front page, spread across eight col-

umns in 72 point italic caps: "Commissioner So-and-so Flays Insurance Company," and all the scandalous details are retailed with gusto. Yet day in and day out human tragedy is averted by the insurance companies, hundreds and hundreds of times, and nothing is ever said about it. The steady old wheel horses of insurance, who drag an incredible proportion of the economic load of the country, are lucky to make a corner of the financial page when they settle a three million dollar claim twenty-four hours after receipt of proof.

Can insurance advertising as it is practiced overcome this poisonous state of affairs? I don't believe it can. Advertising that would reach the heart strings of people—advertising that has the genuine touch of human understanding and human sympathy—could you expect it from an institution that revolves around actuarial tables and financial statements? The man who actually sells the insurance is the one who really sees the human side of the business, but he is playing the game against the stacked cards of official indifference and apathy.

He stands in the shadow of an institution as impersonal as the Pyramids and as stubbornly silent as the Sphinx.

EVER if the insurance companies were suddenly confronted by a panicky situation which would make imperative the need of sustained public education, it is doubtful whether the present condition would permit a real job to be accomplished. The man who controls the publicity policies of his company is likely to be an officer well up in the ranks. And in reaching an official position in a big insurance company, a man would have to be more than human to resist the atmosphere of statistics, risks, hazards, claims, and what not, together with all the multifarious ramifications of investments, agency relations, legal snarls and the like. When he is finally in position to wield his influence toward bringing about a better public understanding of the humanity of insurance, he has lost the essence of it himself. His elucidation of what insurance means would take the form of financial statements and the dollars paid out in claims in the last fifty years.

Would he listen to a rank outsider who ventured to recommend a course of action in reaching out toward the public? Can't you just imagine him smiling in a pitying way and saying: "Why my dear man, this business takes a lifetime to absorb! I've been in it thirty-five years and haven't learned half of it. How can you expect to interpret it accurately?" The men in insurance companies who have power to control public education find it hard to think of the business in any other terms than the business itself. As they see it, the prime requisite for teaching the public the meaning of insurance is a lifetime spent in the business; and that course of study is the most certain method of removing any existing ability to reach into human understanding.

Another fatal obstacle is the ever present influence of traditions which have been handed down on velvet cushions for generations. Most of these are the kind of tradition that is put on an easel and set in the parlor along with the haircloth sofa and Grandpa's crayon portrait. Traditions? Hush! There are so many of these sacred traditional cows in the insurance pasture that no one could shy a brickbat in any direction without making a carom off the flank of one of these sacrosanct cattle. Suppose a gripping human story were to be evolved and made ready for public consumption. What would it be like when it emerged from the far end of Officers' Row? Let us pass over the comments that would be speared into its writhing sides. It is enough to say that when it had received the accolade of the final O. K. it would be a cross between a Mid-Victorian temperance tract and a financial statement as of January 1st.

The composite obstacle made up of all the little and big taboos in insurance can probably be best described by the term "an underwriting state of mind." The first step of the insurance companies toward direct warmth of contact with people is to become reckless and devil-may-care. To throw overboard some of their stifling traditions and import some impractical dreamers who can tell the difference between a heart beat and the click of a tabulating machine. And then, painful as it would be, the next step is to let these dreamers have their own way without too much supervision by the underwriting departments. When the public finds the story of insurance brought home to it as enthusiastically as the baseball scores are published, and when people begin to realize the significance of insurance as a force that does more than any other individual influence to keep our national progress on the upgrade—then advertising will mean something.

THERE is such a Golconda of human drama in insurance that it is a crying shame to see it go to waste. The business is made up of human joy, human grief—tragedy averted, and sometimes tragedy unaverted.

Every twenty-four hours brings its new and manifold contribution to the kaleidoscopic pattern. Poignant human stories that pour in by the hundred . . . these are turned to cold jelly and put in the ice box for laboratory analysis by the actuarial department.

As long as human beings and their misfortunes are "claims," to be filed and classified like carbon copies of letters; as long as the dissemination of insurance education and the promotion of public relations is governed by tradition and underwriting principles, just so long will insurance as an institution be compelled to get along with the crumbs under the table instead of taking its rightful place in a seat of honor. The crumbs are pretty succulent, I'll admit, and there seem to be enough of them to make insurance a prodigious financial power in the nation. But



Ask Calumet, Kellogg, or Quaker

They will tell you that as a food market
Iowa is right up to par

TIMES have changed since the days when Iowans raised what they ate. Today the grocery store is as vital to the 220,000 families on Iowa farms as to the 350,000 families in Iowa cities.

Business men, whose mental picture of Iowa is largely agricultural, should remember that the latest figures show Iowa's annual factory output as more than \$80,000,000.00 above the annual farm output.

And employes of the average Iowa industrial plant enjoy a standard of living far higher than that of most industrial markets. They have their own homes, their own cars. They have kitchens, not kitchenettes. On their kitchen shelves you will find the same food products that you and your family enjoy.

Calumet, Kellogg, Quaker and other leaders in the food product field are consistent users of newspaper advertising in Iowa's twenty-one trading centers.

They have found that such advertising is necessary in getting their full volume of business from the rich Iowa market.



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

IOWA DAILY PRESS ASSOCIATION

Davenport, Iowa

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette &
Republican
Centerville Iowegian &
Citizen
Council Bluffs Nonpareil
Davenport Democrat &
Leader
Davenport Times

Dubuque Telegraph-
Herald and Times
Journal
Fort Dodge Messenger
& Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times
Republican
Mason City Globe-
Gazette & Times

Muscatine Journal &
News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

Following the customer home

As excellent as you know your product to be, don't you wish that you could be with the customer when he unwraps or puts your product to use for the first time?

You would sum up the story that induced the customer to buy and you would show him how to use and how to care for it. You would make him a customer absolutely satisfied and then, perhaps, you would sell him some of your other products.

You can do just such things with a form of direct advertising that is attached to the product or inserted in the package. You can follow the customer home and make him a better customer. Let's discuss this kind of customer advertising.

EVANS-WINTER-HEBB Inc. Detroit

822 Hancock Avenue West



The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving • Letterpress and Offset Printing • Binding • Mailing

there are other things to eat on the table: public good will, for one thing; genuinely sympathetic understanding; yes, and a real affection for this institution, that will inevitably come about when its functions are really spread out in the open for everyone to look at.

Here is the great need of genuine educational advertising of insurance, and a campaign of public relations promotion that will reach and convince everyone. In one year more than 2500 pieces of legislation adverse to insurance were submitted to State legislatures in this country. When a political St. George seeks for a dragon to slay to win the fair haired princess of public approval, he couches his lance and rides atilt at the "insurance interests." It is a great dragon, with golden scales; a fierce, gluttonous beast in appearance. Yet before the might of public opinion it writhes impotently as the darts of spite and malice crunch through its defensive armor.

Give insurance a human personality like the American Red Cross (and it deserves to be called one of the greatest "Mothers of Humanity") and the atmosphere of public spite and suspicion will melt away. When insurance unbars the sacred portals and invites the public to come in and see; when insurance is regarded in its true light as a great, strong, kindly hand, supporting, strengthening and protecting, instead of a miserly fist that grasps and clutches with calloused fingers; then insurance itself will be amazed to see how many of its present irritating and costly handicaps will disappear like magic.

But mark this: Insurance will never wear the robes of a gracious and benevolent mother-of-mankind as long as the cold marble of its material buildings is outchilled by the cold marble of its own personality. The public will never venture to enter the portals of the insurance temple as a guest until it is welcomed by a human hand clasp and a genuine smile of friendship, instead of being greeted by the cool hauteur of Kelvinated statistics and the sepulchral odor of mortality tables.

What Salesmen Can Do

[CONTINUED FROM PAGE 20]

small amount of time, commensurate with the very small part fountain pens play in his stock.

"But suppose that instead of coming to him to discuss the less than one per cent of his interest which fountain pens represent, I came equipped to discuss the entire one hundred per cent circle of his interests—knowledge of better store salesmanship in general, better advertising, better window display, etc. Is it not apparent that I have then a right to expect, and will usually get, a greater amount of attention and interest?"

Here then is the definite philosophy of the whole matter. Those who are complaining of the great waste represented by the considerable number of salesmen who call upon a retailer each day, fail to take into account this new development. It is quite true that if all the salesmen who enter a dealer's store were mere order-takers, or even if they were merely good salesmen selling only their own product and

All-Fiction Field

16
MAGAZINES
of
CLEAN
FICTION



You will find one of these ALL-FICTION FIELD Magazines on the Library table of millions of representative homes throughout the country.

BUTTERICK PUBLISHING Co.—DOUBLEDAY, PAGE & Co.

FRANK A. MUNSEY COMPANY—STREET & SMITH CORPORATION

Just Out!



Is Radio a Good Medium?

No advertising man or sales promotion expert can afford to disregard radio broadcasting; he must be prepared to decide whether or not his product lends itself to successful use of the radio medium and, if it does so, how that medium may be used effectively to achieve the desired goodwill.

Using Radio in Sales Promotion

By Edgar H. Felix

Broadcasting and Merchandising Consultant
Contributing Editor, Radio Broadcast; Member,
Institute of Radio Engineers.

386 Pages, 6x9, 43 Illustrations—
\$5.00 net, postpaid

Here is a book that gives you the "How and Why" of up-to-the-minute practice in commercial radio broadcasting. It is the first book to cover this new field. The subject is discussed from every possible angle, from a consideration of who should use the radio medium, to the relation of broadcasting to advertising and publicity.

Some of the Chapters

- I.—Logical Users of the Radio Medium;
- III.—Qualities of Successful Good Will Programs;
- VIII.—Formulating the Program Policy;
- X.—Directing the Broadcasting Effort;
- XI.—Opening and Closing Announcements.

EXAMINE THE BOOK FOR 10 DAYS FREE

Send for this new book for 10 days' free examination. This does not place you under any obligation to purchase. You merely agree to return the book, postage prepaid, in 10 days, or to send us \$5 as payment in full at that time. Mail the coupon NOW!

FREE EXAMINATION COUPON

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

You may send me for 10 days' examination
Felix's USING RADIO IN SALES PROMOTION,
\$5.00.

I agree to return the book, postpaid, within
10 days of receipt or to remit for it.

Name

Address

Official Position

Name of Company.....

A.F. 9-10-27

sticking entirely to the job of selling, the pressure on the retailer would be rather unbearable. He would sicken, as he often does now, when the salesmen who see him are not up to the new standard, and give them very little time. But when salesmen come in to do other things than merely selling, the retailer is a distinct gainer.

WHETHER he is a small town or a large city merchant this remains true, for the large city retailer gets the best-trained and most informative of the salesmen to call on him. I do not think there can be any question but that thousands of small retailers, in large and small towns, could not stay in business were it not for the things besides selling which salesmen do for them. The salesmen represent the ideas of high-powered merchandising departments at their home offices, which in many cases spend thousands of dollars merely to help work out the retailer's general problems.

Many decades ago such policies became necessary in the fields where the merchants were especially backward. For instance, the Standard Sanitary Manufacturing Company, which did a great job in making modern bath tubs standard American home equipment, was obliged to conduct a school of training for the plumbing and plumbing supply dealers in order that bath fixtures might be properly understood, displayed, installed and merchandised. Then things happened. Sales spurted. There are other backward types of retailers today, and if a manufacturer is aiming to sell through them or to depend entirely on selling alone, very little would happen.

Another source of extra duties for salesmen is the increased analytical work piled on salesmen by headquarters. In modern times, with our far greater analytical approach to selling, the salesmen are called upon for much greater detail than ever before. Such detail often includes:

- Studying credit information
- Making surveys
- Making collections
- Making out detailed records
- Checking advertising
- Checking up competition

Less and less, however, are salesmen called upon to do survey and market research work. It has long been recognized that this is one job that they should not be given, because there is too much opportunity for local bias; also too much effort is required which must be subtracted from selling energy.

At one time when the new duties for salesmen were developing particularly fast, there was considerable agitation for extra pay for salesmen who were doing work besides selling. This was naturally most noticeable in the field where salesmen were being paid on commission only. In the task and bonus system worked out by an engineer for a typewriting company, this situation was definitely noticed and provided for. Salesmen were paid so much for a demonstration, so much for a new prospect, so much for various other items of service and non-selling activities.

A definite tendency is noticeable to specialize selling work in such a way that one man will do a certain type of work in the field, and another man will do still another type. The field of missionary effort in selling has been



SENTINELS OF SAFETY

The Explosives Engineer trophy. Designed and executed by the celebrated sculptor, Begni del Piatta. A bronze cast is awarded each year to the bituminous coal mine, the anthracite mine, the metal mine, the non-metallic mine, and the quarry adjudged the winners in the National Safety Competition.

THERE is probably no other common activity in which coal mines, metal mines, non-metallic mines and quarries throughout the United States are engaged that holds the interest of as high a percentage of the management and men in these industries, as does the Annual National Safety Competition for The Explosives Engineer trophy illustrated above.

This competition, conceived by The Explosives Engineer, is conducted under the auspices of the United States Bureau of Mines. In 1926 it involved the tabulation of all accidents occurring during the course of 95,000,000 man hours of labor.

Herbert Hoover wrote a personal letter of congratulation to each of the winners, and every employee of the winning plants received a certificate of honor signed by the Director of the United States Bureau of Mines.

A story by Scott Turner, Director of the United States Bureau of Mines, in our July number, describes the purposes and scope of this great industrial safety contest and the encouraging results it has already accomplished.

The
Explosives Engineer
Member of the A.B.C.
1000 Delaware Trust Bldg.
Wilmington, Delaware

considerably enlarged in recent years. The Postum Company, for instance, has very finely organized crews, using light trucks, who travel about rendering service and advice of many kinds, and do practically no selling whatever. They are out to build up the capacity of the retailer to make sales. The Thermos Bottle Company at one period traveled specialists around the country who concentrated entirely on training retail salespeople in salesmanship.

It is quite conceivable that this tendency toward specialization will continue its rapid growth, since the field of selling is adding so many new tasks to the primary task of securing the order. It is now a familiar phrase that selling is a fifty-fifty proposition: one-half selling of goods and one-half a miscellany of service. This probably approximates the actual situation for most up-to-date concerns. Whether this proportion of half and half will be changed, or whether selling will occupy a still smaller part of the picture, is not at all improbable. The development by several large concerns which have worked out inventory systems whereby dealers are kept automatically stocked with a certain pre-arranged proportion of various items, has proved itself thoroughly efficient for certain lines, and it has put selling alone upon a mere 10 per cent ratio, leaving the other 90 per cent to represent service.

It is becoming more and more plain that the real job of a manufacturer is to develop consumption broadly and strengthen the hands of dealers for the creative work which must be done locally in order to bring this about. This means increasingly important tasks for the salesman aside from his selling function.

Motion Picture Selling

[CONTINUED FROM PAGE 30]

machinery which it would be impossible to demonstrate clearly in any other way without great expense and time. The branch offices of the Barber-Greene Company throughout this country and in many foreign countries are equipped with prints of these films and with portable projectors for the use of salesmen. The company has found this method of demonstration a splendid time saver and a convincing argument in regard to the efficiency of its machines.

In many cases the use of the movie by salesmen is such a new departure that the companies are not yet fully convinced of its efficacy. One large boiler company which for some time has successfully used a movie to be shown before technical schools and clubs, has just recently tried the experiment of equipping its salesmen with projectors and a reel showing the use and action of the boilers. Some of the company's branch offices have taken up the plan with more or less enthusiasm, but many of the salesmen say that they do not want to be bothered with carrying the projector around with them, and prefer the old methods of presentation.

On the other hand, the Dorr Company, engineers, who have just recently adopted this method, are pleased with results so far obtained and enthusiastic in their belief that the motion



Postmaster Charles C. Kellogg in reply to questions regarding the growth of Detroit says:

“We now have in the Detroit Post Office 1045 carriers as compared to 550 in 1920. Each carrier will average 1742 people or a total of 1,806,454. There are approximately 405,501 families receiving mail from the Detroit Post Office.”

Are they receiving your advertising message? Detroit has had its greatest growth in the last seven years--- so has the *Times*.

	1920	1927
DETROIT TIMES	5,025	241,834*
(City Circulation)		
DETROIT NEWS	205,911	249,036
(City Circulation)		

*EVENINGS EXCEPT SATURDAY

The Times Is Growing With Detroit



Entire block
fronting Central Park

Advertising Men Find—

superlative comfort, convenience and pleasant surroundings at the Hotel Majestic—favorite stopping-place for traveled people. They know.

Whether alone or with family, the location is ideal—only a step from theatre and shopping districts and a few minutes to all business centers.

With a “front yard” of 843 acres, the big, cheery rooms at the Majestic are exceptionally attractive. The cuisine is unsurpassed, and good music, comfortable lounge and other features combine to make you glad you came.

Try it when next in New York

Opeland Townsend

Proprietor

Majestic Hotel and RESTAURANTS

Two West 72nd Street
Entire block fronting Central Park
NEW YORK
Telephone Endicott 1900

THE HOTEL MAJESTIC
Central Park West at 72nd Street
New York City

Without obligating me, please send me booklet and information as to arrangements for a party of.....people

Name

Address

Adv. & Selling 7-27-27

PRACTICAL BUSINESS FORECASTING

by DAVID F. JORDAN

Associate Professor of Finance, New York University; Investment Consultant, Halsey, Stuart & Co.; formerly Economist, General Electric Company. Author of "Investments."

Sent on Approval

Prentice-Hall, Inc.
NEW YORK

This book gives a concise survey of accepted principles as distinguished from debatable theories. It is a composite answer to

"How may American business plan intelligently for the future?"

Here, for the first time, is revealed how numerous companies plan ahead so that their businesses continue growing, regardless of local or national depressions. The material used in the preparation of this work was gathered from many sources including hundreds of representative American business houses.

285 pages 6 x 9 inches \$5

----- FREE EXAMINATION COUPON -----

PRENTICE-HALL, Inc.,
70 Fifth Ave., New York, N. Y.

Without cost or obligation, you may send me PRACTICAL BUSINESS FORECASTING for examination. After five days I will either remit \$4 in full payment or return the book.

Name

Firm

Address

PG-503

picture is an exceedingly efficacious aid to their sales engineers. They have been using the motion picture particularly to demonstrate the application of their sewage disposal apparatus and, like the Barber Greene people, have taken views of actual operations. The Dorr Company always “services” installations of their equipment and while their engineers are supervising the initial operation of a new installation, movie shots are taken of the work.

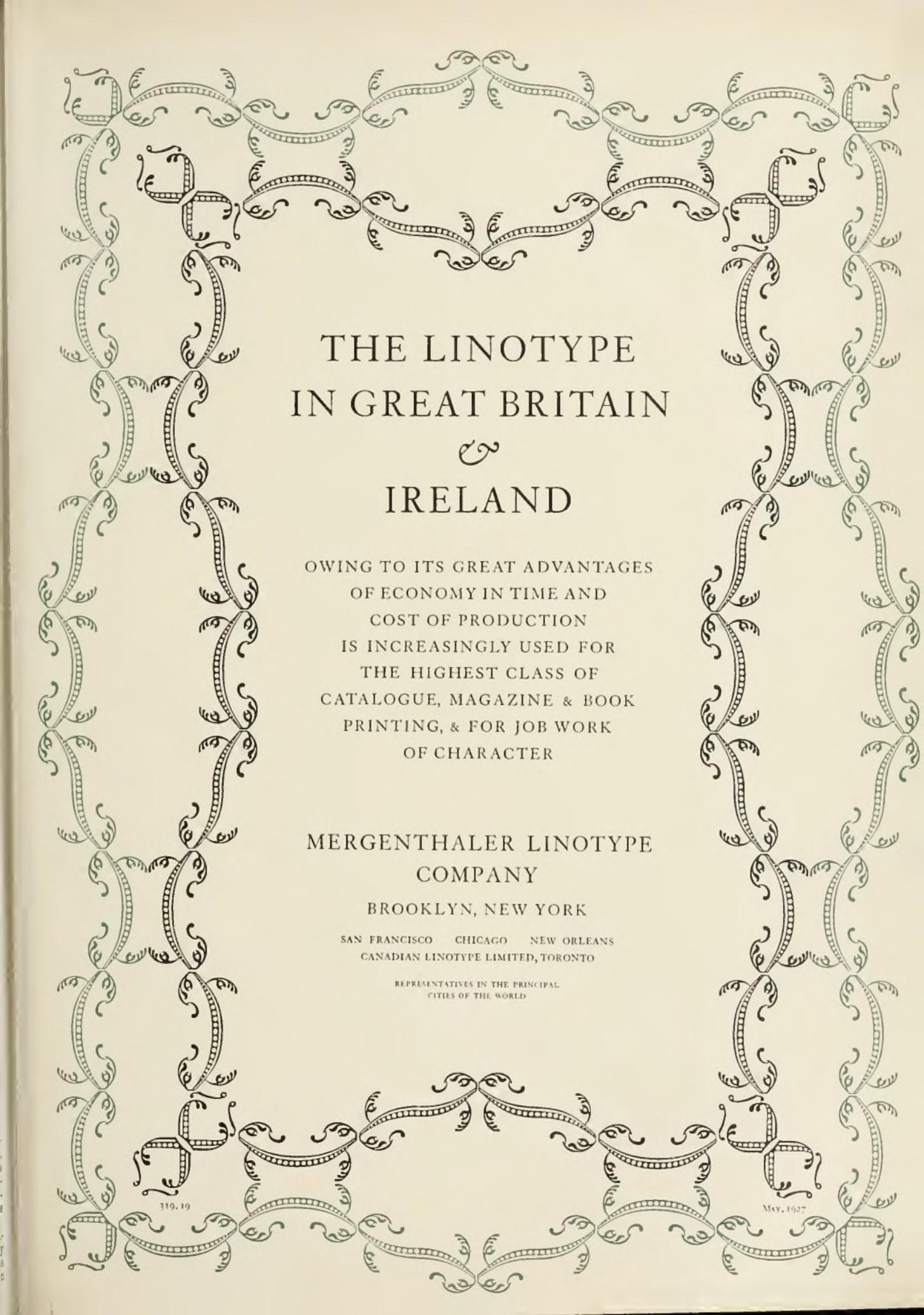
WHILE the motion picture is useful in the demonstration of large machinery, it is also used extensively for the explanation of technical points which might be talked by a salesman but could only be proved by a clear illustration. The Pocahontas Fuel Company found that their customers and prospects did not appreciate what the company’s processes meant and what a vast difference is made by careful grading and washings of coal. Consequently the company had made a motion picture which is a fine example of a well-constructed sales film. It secured an equipment of thirty-two portable projectors, and now, equipped with a projector and the reel, each salesman of the company can give his prospects a pictorial visit to the mine, and let them see for themselves in less than twenty minutes the whole process of mining and producing clean coal.

Not only for big machinery or for technical processes has the motion picture proved a good sales aid. The Kraft Cheese Company has a very interesting picture which portrays cheese-making from earliest times down through the present factory methods of the company. While the views were taken in the Kraft Cheese factories, the company is mentioned only incidentally; consequently, the picture is suitable for public showings to general audiences as well as for straight advertising and selling purposes. Inasmuch as Kraft Cheese Company sells through jobbers, it does not use the picture for direct selling to the individual, but shows it before groups of distributors and their salesmen, as well as using it within its own ranks to instruct its own salesmen.

Besides these showings for direct business purposes, the picture has an educational value which makes it in constant demand for showings before schools and other general public gatherings. The company is proud of its movie, as well it might be, and with its equipment of prints and portable projectors, it has been showing the picture to good-sized groups three and four times a week.

Several companies which began by having a motion picture for showing before large audiences have had such success with them that they have developed other pictures suitable for use by their salesmen. The Westinghouse Electric Company has two wonderful films, “White Coal” and “Transportation,” which have carried the story of electricity all over the world. These two are not primarily advertising films, except in an indirect way, but are educational contributions from the electrical industry showing the advances of electricity and merely incidentally, the part that Westinghouse has played in that advance.

Besides these two big films, the company has others designed for use by the company’s salesmen. These films show the construction and the main



THE LINOTYPE
IN GREAT BRITAIN
&
IRELAND

OWING TO ITS GREAT ADVANTAGES
OF ECONOMY IN TIME AND
COST OF PRODUCTION
IS INCREASINGLY USED FOR
THE HIGHEST CLASS OF
CATALOGUE, MAGAZINE & BOOK
PRINTING, & FOR JOB WORK
OF CHARACTER

MERGENTHALER LINOTYPE
COMPANY

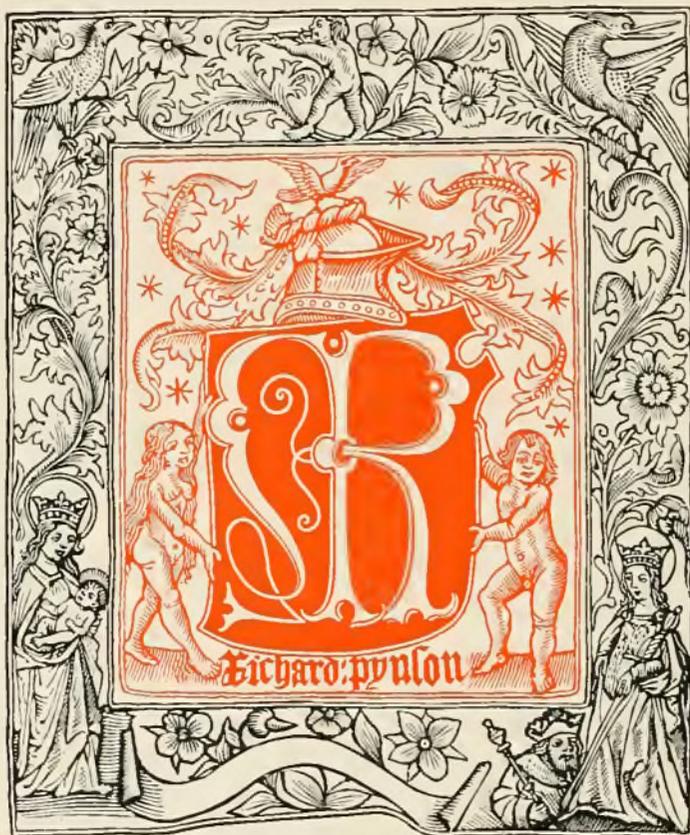
BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

REPRESENTATIVES IN THE PRINCIPAL
CITIES OF THE WORLD

THE FIRST CENTURY OF TYPOGRAPHY

IN THE
WARD OF FARRINGDON WITHOUT
IN THE CITY OF LONDON



PYNSON'S DEVICE, RECUT ON WOOD, FROM PIERRE GRINGORE'S
"CASTELL OF LABOURE," 1505

BY A MEMBER OF THE COMMON COUNCIL OF THE
CORPORATION OF THE CITY OF LONDON



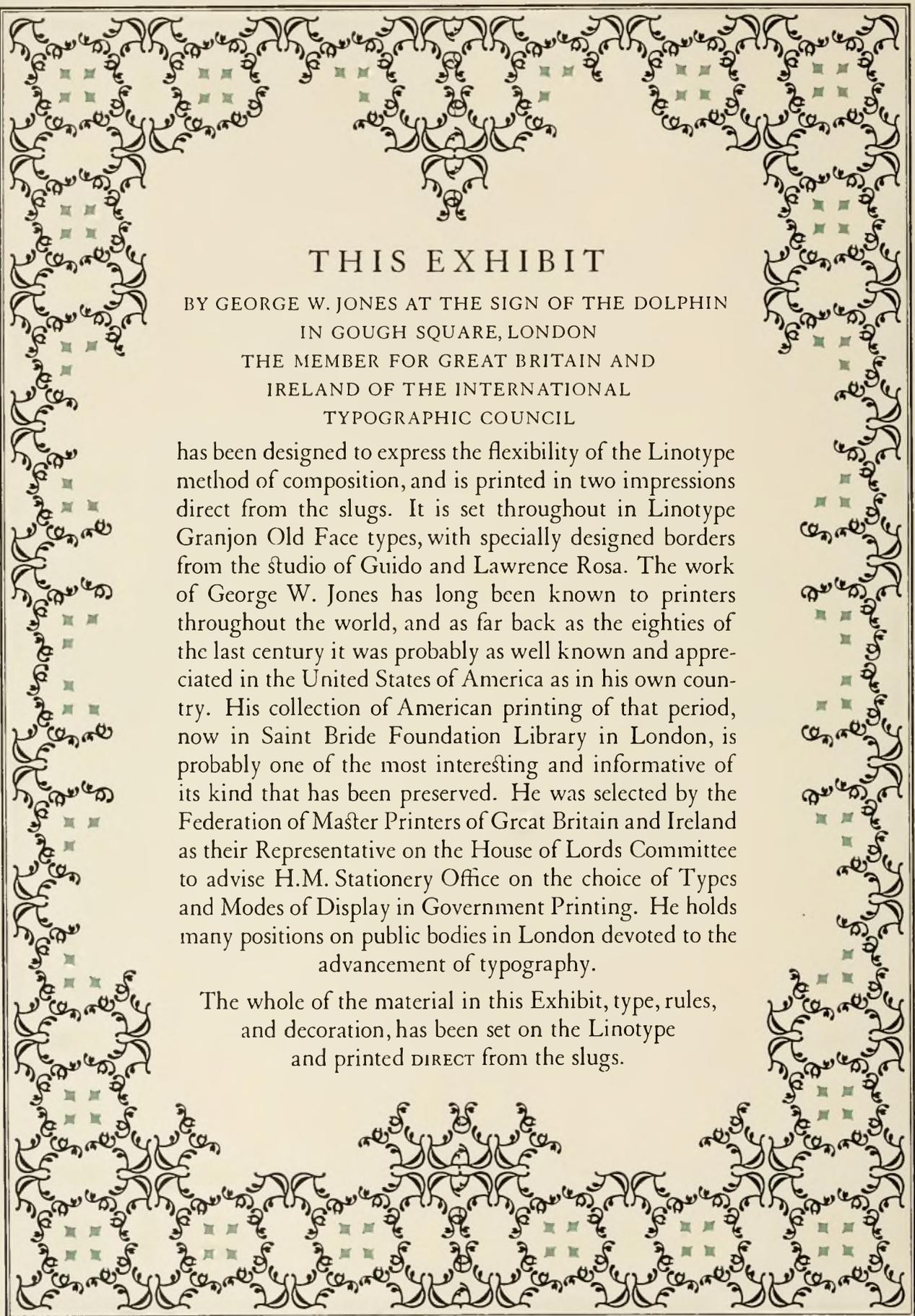
OF ALL PUBLISHERS AND
BOOKSELLERS

“ this is a book face worthy to rank with Caslon for usefulness, with Centaur for beauty; sharp enough for publicity, clear enough for a dictionary. For some reason the face is called ‘Granjon.’ It would seem that Garamont’s name having so long been used on a design he never cut is now by stern justice left off the face which is undoubtedly his.”

—From “The ‘Garamond’ Types” by Paul Beaujon, in *The Fleuron*, 1926



THE Editor of *The Fleuron*, in a Notice of *The Linotype & Printing Machinery Record* for July, 1926: “We await with interest a definitive specimen, worthily printed, of all the sizes of the ‘Granjon’ face of the Linotype & Machinery Ltd. designed by Mr. George William Jones. As Mr. Beaujon has pointed out in this number the importance of this roman for contemporary book-work, it only remains here to report on the sizes now available to composing-rooms, and shewn in the July *Linotype Record*. The fourteen-point, being nearest in size to the face which served as a model (a roman used by Jean Poupy in Bouchier’s *Historia Ecclesiastica*, Paris 1582), is the most successful, although there has been no unwise attempt to produce a facsimile. The lightness and condensation of the lower-case gives the authentic spirit of the sixteenth-century letter; only an instructed designer, working from personal convictions, could so successfully have avoided the heaviness of most revivals from inked impressions. The capitals have been subdued by narrowing, and so improved.”



THIS EXHIBIT

BY GEORGE W. JONES AT THE SIGN OF THE DOLPHIN
IN GOUGH SQUARE, LONDON
THE MEMBER FOR GREAT BRITAIN AND
IRELAND OF THE INTERNATIONAL
TYPOGRAPHIC COUNCIL

has been designed to express the flexibility of the Linotype method of composition, and is printed in two impressions direct from the slugs. It is set throughout in Linotype Granjon Old Face types, with specially designed borders from the studio of Guido and Lawrence Rosa. The work of George W. Jones has long been known to printers throughout the world, and as far back as the eighties of the last century it was probably as well known and appreciated in the United States of America as in his own country. His collection of American printing of that period, now in Saint Bride Foundation Library in London, is probably one of the most interesting and informative of its kind that has been preserved. He was selected by the Federation of Master Printers of Great Britain and Ireland as their Representative on the House of Lords Committee to advise H.M. Stationery Office on the choice of Types and Modes of Display in Government Printing. He holds many positions on public bodies in London devoted to the advancement of typography.

The whole of the material in this Exhibit, type, rules, and decoration, has been set on the Linotype and printed DIRECT from the slugs.

points of advantage of the Westinghouse apparatus. The distribution of the pictures is handled entirely by the salesman with individual customers or groups of customer's engineers. Here the company has concrete evidence of actual results in sales which can be attributed to the use of the films.

Many companies have their own cameras, but others have pictures made by regular industrial motion picture companies which are equipped with powerful and expensive lighting apparatus which is necessary for the taking of interiors, and the standard sized motion picture cameras with which is used 35 millimeter film. From the original picture as many copies as desired may be made, either in the standard size to be used with a regular-sized motion picture projector, or by reduction for use in a small projector. The cost of having a picture made by one of these companies ranges from \$1,000 to \$5,000 per reel, according to the technical difficulties involved in taking the picture. For the original price many of the motion picture companies make one negative and one positive print. Additional prints may be obtained at a cost of around seven cents a foot or about \$70 a reel.

There are several makes of motion picture projectors. The larger sized projectors which take 35 millimeter film range in price from around \$195 to \$365. The highest priced machines have a stereopticon attachment. Smaller projectors which take 16 millimeter film do very efficient work. The price of some of these runs as low as \$125. One of these smaller machines, which is very handy for the use of salesmen and is popular with several of the big companies, weighs around nine pounds and retails at \$190. Still smaller projectors sell as low as \$60, but these are generally not considered so suitable for industrial use. Constant effort is being made to improve the small projectors so as to make them efficient aids to salesmen with the least possible expenditure of energy.

Liquozone Success

[CONTINUED FROM PAGE 22]

her own work. I was to walk to the office to save street-car fare so that my savings might be conserved. I had a steam automobile, the first in Racine, and the joy of my leisure. I had to leave that.

Friends gave me farewell parties, but the conversation at all of them centered on my foolishness. A delegation was sent to ride with me to Chicago, and to argue against my folly all the way. My closest friend repudiated me entirely. He said that good sense was a prime requisite in a friend.

I am sure that few men ever entered a business adventure under darker skies. But I want to say here that every great accomplishment of my life has been won against such opposition. I have always had to meet emergencies alone. I have had to decide for myself, and always against tremendous opposition. Every great move I have made in life has been ridiculed and opposed by my friends. The greatest winnings I have made, in happiness or in money,

Pyramid Sales
Portfolio

"—credit to
Pyramid for opening
new Accounts?"



DUTCHES TROUSERS, a large national advertiser with dealers in all parts of the world, is finding the "Pyramid Sales Portfolio" a distinct help in opening new accounts as well as a method for getting attention and holding prospects' interest. The Pyramid will do the same for you. May we send you our 16 page booklet describing both the single and double visual Pyramid Sales Portfolio?

"Ask the Man Who Uses One"

Michigan Book Binding Co.

Schmidt Power Bldg., Detroit, Mich.
FACTORIES

Detroit, Mich. Walkerville, Ont.

27
letters
for Dr. Niles



Dr. John G. Niles of Somerville, Mass., had a little article in April Oral Hygiene.

On the day Dr. Niles' own copy of the issue arrived at his office the letter carrier also brought 27 letters from readers commenting on the article and asking for more information.

This is no uncommon experience for an Oral Hygiene contributor.

Is it necessary to analyze the incident for advertising men?

ORAL HYGIENE

Every Dentist Every Month

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

CHICAGO: W. B. Conant, Peoples Gas Bldg., Harrison 8448.
NEW YORK: Stuart M. Stanley, 82 West 45th St., Vanderbilt 3758.
ST. LOUIS: A. D. McKinney, Syndicate Trust Bldg., Olive 43.
SAN FRANCISCO: Roger A. Johnstone, 155 Montgomery St., Kearny 8086.

M. C. Eaton Wins Prize in Cost-Reducing Contest



M. C. EATON

M. C. EATON, Vice-President in Charge of Production of the Norwich Pharmacal Company, wins the August prize in MANUFACTURING INDUSTRIES' monthly contest for brief articles on cost-reducing ideas and methods. His article describes methods that are saving \$200,000 per year in payroll for his company and have reduced inventories by a million dollars.

Five other contributions to this contest are also published in August. They describe methods that save from \$7,500 to \$540,000 per year for the Bendorf Company, The Pollak Steel Company, Fayette R. Plumb, Inc., the Beckman Company, and the Hydraulic Steel Company.

MANUFACTURING INDUSTRIES goes to important executives in the big plants of the country—men who are always studying manufacturing economies and reduction of costs. If you sell equipment on this basis, let them know about it.

MANUFACTURING INDUSTRIES

Publication of The Ronald Press Company, 15 E. 26th St., New York
Member A. B. C.—A. B. P.

A WORLD WIDE



N. Y. Building
of U. P. C.
239 West 39th St.



A. C. PEARSON
Chairman of the Board of
the U. P. C.
President of the Textile
Publishing Co., N. Y. C.

FRITZ J. FRANK
President of the U. P. C.
President of the Iron Age
Publishing Co., N. Y. C.

C. A. MUSSELMAN
Vice-President of the
U. P. C.
President of the Chilton
Class Journal Co., Phila.

F. C. STEVENS
Treasurer of the U. P. C.
President of the Federal
Printing Co., N. Y. C.



Philadelphia Plant of U. P. C.
N. W. Cor. Chestnut and 56th Sts.
Headquarters Chilton Class Journal Co.

SERVICE

Through a Staff of 655 Editors and Correspondents

IT is difficult for the layman to comprehend the workings of an organization such as the United Publishers Corporation, for the details of business-paper publishing are multitudinous.

For example, there are over 600 editors and correspondents in all parts of the world regularly contributing to the reading pages of the group of publications owned by the United Publishers Corporation.

This vast army of news-gatherers accounts for the great reader interest of the U. P. C. journals, which are leaders in their respective fields.

The United Publishers Corporation is made up of many different units which deal thoroughly with all phases of the publishing business.

This type of organization has the advantage of the individual initiative of the units and the advisory direction of the parent corporation.



UNITED PUBLISHERS CORPORATION

Who Buys Artists' Material?

THE readers of THE POSTER offer a compact, fertile field to those who sell art materials. Besides commercial artists, student artists, teachers and supervisors of art, THE POSTER is used in art school class work by thousands of students who are building up a knowledge of and a preference for certain brands. It is also in constant use in art departments of advertisers, advertising agencies and poster plants, a profitable market for the sale of art supplies.

THE POSTER

Published monthly at 307 South Green Street, Chicago

Special Notice

The Architectural Record with its enlarged page and its many improvements in format and presentation—all effective January, 1928—is going to attract a degree of attention never before accorded to any architectural journal.

To its present advantages of dominating circulation and intimate contact with the field will be added this very real and important factor of exceptional news and attention value.

On request—full information on The Architectural Record for 1928—latest A.E.C. Auditor's Report—new enlarged and revised edition of "Selling the Architect" booklet—latest statistics on building activity—and sample copy.

(Average net paid 6 months ending December, 1926, 11,409)

The ARCHITECTURAL RECORD
119 West Fortieth Street, New York, N. Y.
Member A. B. C. Member A. B. P., Inc.

have been accomplished amid almost universal scorn.

But I have reasoned in this way: The average man is not successful. We meet very few who attain their goal; very few who are really happy or even content. Then why should we let the majority rule in matters affecting our lives?

I went into Liquozone under the circumstances stated. I was playing a desperate game. Four men in four years had failed utterly. Yet on this dubious venture I was staking all I had. Night after night I paced Lincoln Park trying to evolve a plan. I held to my old conceptions. Serve better than others, offer more than others, and you are pretty sure to win in the long run.

ONE morning I came to my office with the winning idea. "Let us buy the first 50-cent bottle," I said. "Then, to all who accept, let us offer a guarantee on six dollar bottles. We pay for the first bottle. If that test leads the prospect to continue, we take the risk on the rest."

My associate was appalled. "We are bankrupt now," he said. "Your proposition will throw us into chaos!"

But I obtained his permission to try my plan in a dozen small Illinois cities. We offered a 50-cent bottle free. To each inquirer we sent an order on a certain local druggist for the bottle, and said, "We will pay you the entire price."

Then we sent to each inquirer a guarantee, offering six dollar-bottles for five dollars. The druggist would sign the warrant. If results from those six bottles proved unsatisfactory, every penny would be returned.

Consider how resistless was such a proposition. A fifty-cent bottle free. Then a five-dollar lot under warrant. "Just say to your druggist that you are dissatisfied, and your money will be returned without argument."

I had a proposition which no reasonable person could refuse. As most people are reasonable, I knew that most of those in need would accept it without hesitation.

We found in those test cities that our inquiries for free bottles cost us 18 cents each. We waited thirty days, and we found that our sale was 90 cents per inquirer. The profit on our sales far more than paid the advertising before the bills were due. And the claims made under our guarantee amounted to less than two per cent on our sales.

I secured statements from the druggists advertised, citing those results. Then I sent those statements to other leading druggists, one in each city. I also recited the results I had obtained for them in other proprietary lines. With each letter I enclosed a contract. It specified the advertising to be done. It promised that all inquiries for the free bottle would be referred to one certain store. The condition was an order, the amount of which would more than cover that advertising. The order was a definite order for a product they had never seen. But we secured those orders from leading druggists—all by letter—to an amount exceeding \$100,000.

Then we took the orders to our advertising agent. "We have no money," we said. "We owe you \$16,000 which we cannot pay. But here are orders

from good druggists for \$100,000. Let us assign them to you for that amount of advertising. That is the only way, and a sure way, to get back what we owe you."

The agency accepted that proposition, because they had no alternative. They had too little conception of proved advertising to realize our position. They ran the advertising, and the results came from everywhere, just as they did in our test towns. We received in the next year over 1,500,000 requests for the free bottle. The average cost per request was 18 cents, just as it was in our test cities. The average sale per request was 91 cents, or just a trifle more than it had been in our test cities.

I CAME with Liquozone in February. We had no money, save enough to pay our rent. In our first fiscal year, commencing July 1, our net profits were \$1,800,000. The next year we invaded Europe. We established a London office where we employed 306 people. We built a factory in France and fitted out one of the finest offices in Paris. In two years we were advertising in 17 languages and were selling Liquozone in nearly every country of the entire world.

Germicides are uncertain propositions. New ones come to supplant the old. We recognized that, so we moved rapidly. In three years we bought for people nearly five million 50-cent bottles. We made hay while the sun shone. But that Liquozone business still exists, and it still is very profitable.

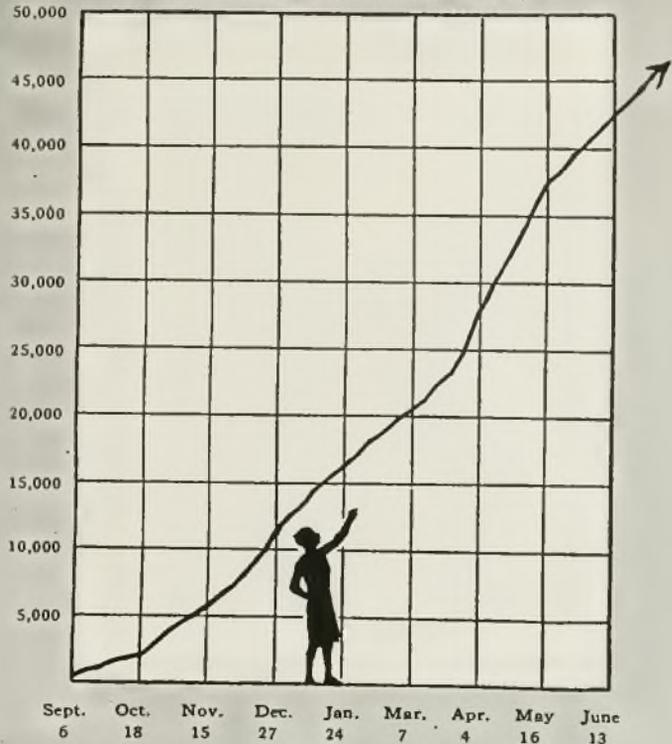
What was the secret of that success? Just the very daring which led me to abandon safety for uncertainty. Then to buy a 50-cent bottle for everyone who sent a coupon. Then to guarantee results. We had confidence in our product; we had confidence in people. All the way along, every man consulted told us we were reckless. Every director, every adviser quit us in deep disgust.

There are other ways, I know, to win in selling and in advertising. But they are slow and uncertain. Ask a person to take a chance on you, and you have a fight. Offer to take a chance on him, and the way is easy for you.

I have been robbed in plenty, but the robbery cost me ten times less than if I had tried to enforce a safe proposition. Now most leading merchants have come to the same conclusion. Anything bought in a leading store is subject to return. So with goods ordered by mail. And countless advertisers send out goods to strangers on approval. They say, "Try for ten days," or "Examine these books," or "Smoke ten of these cigars at our risk." The man who tries to play safe against this almost universal trend finds himself handicapped. And the cost of his sales is doubled or trebled, with the best that he can do.

The seventh installment of Mr. Hopkins' autobiography will appear in the August 24 issue of *ADVERTISING & SELLING*. In that chapter he describes how he was induced to join Lord & Thomas, Chicago advertising agency, although his mind had been fully made up to retire from active business. His seventeen years association with that company began auspiciously with the securing of the Van Camp Packing Company account, the handling of which he describes in some detail.

NEW SUBSCRIPTIONS TO "CHILDREN"
(Not including Newsstand Sales)



Showing the Steady and Rapid Growth in Subscriptions to *CHILDREN, The Magazine for Parents* . . .

The first issue of *CHILDREN* was the October, 1926, number, and from the beginning there has been a steady pouring-in of subscriptions. Never before, we venture to say, has so highly specialized a magazine met with so immediate and enthusiastic a response.

The above chart is only

a record of new subscriptions received each week, and does not include newsstand sales. Just now we are guaranteeing 60,000 net paid, 12 months average, *A. B. C. CHILDREN, The Magazine for Parents*, 353 Fourth Avenue, New York. Chicago representative: Straud B. Galey, 111 West Monroe Street.

DISPLAY advertising forms of *Advertising and Selling* close 7 days preceding the date of issue.

Classified advertising forms are held open until the Saturday before the publication date.

Thus, space reservations and copy for display advertisements to appear in the August 24 issue must reach us not later than August 17. Classified advertisements will be accepted up to Saturday, August 20.

The OPEN FORUM

Individual Views Frankly Expressed

Universal Demand and Perpetual Competition

MR. JOHN CLEARY'S inquiry into automotive advertising appropriations in the July 13 issue was certainly accepted in the spirit in which it was written, but the point is that the challenge was directed toward an industry which enjoys the keenest vigilance in space buying practice. It is well to consider any huge outlay of money with a questioning attitude whether or not it is spent for advertising, and it seems that Mr. Cleary's query is answered by automotive account executives, sales managers and space buyers each time money is spent for space in the various media.

The whole answer to the large automotive appropriations is one of coverage. The automobile, being a universally demanded product, must be advertised in all possible markets. Since competition appears to be perpetually alive and fast-moving, the message must be heralded along the entire front of battle.

The automotive budget for several automobile companies has become more than a lump sum set aside to do an advertising job. It has become more or less of a flexible quantity arrived at by taking into consideration all the sales outlets it is expedient to cover. All this is done with the idea in mind of using only those media which give promise of producing results more economically than all others. In no case does the urgent necessity of competition prevent the constant use of judgment to obtain the desired representation at the lowest cost of sales.

H. C. ROTH,
Foreign Language Newspaper Service,
Inc., Detroit, Mich.

Introducing a New Method for Lineage Computation

PROPOS the discussion in your pages on the valuation of lineage figures, let me suggest, the *circu-line*—and the buying power of the advertiser's dollar in terms of it, as a new yardstick of lineage.

To an advertiser faced with the need of giving some meaning to a maze of lineage figures before him, I believe it will prove a more exact measure of lineage significance than he has had

To define it, the *circu-line* is the advertiser's agate line, circulated once.

(The circulated line.) That is simple enough. Further, the single *circu-line*, times the medium's circulation, is the total number of *circu-lines* the medium delivers to an advertiser at the cost of one agate line.

And reducing this to a common basis of cost comparison for all agate-line media, the total number of *circu-lines* delivered by a medium of one-agate-line cost, divided by the line rate actually charged, multiplied by 100—is the exact number of *circu-lines* of advertising force the advertiser's dollar buys in a given medium at a given time.

Or in a formula:

(a) Advertiser's agate line $\times 1 =$ one *circu-line*; (b) One *circu-line* \times circulation of the medium = number of *circu-lines* delivered by the medium at the cost of one agate line; (c) Total *circu-lines* at one agate line cost (line rate charge) = exact number of *circu-lines* an advertiser in a given medium may buy for a dollar.

Armed with this gage of lineage, and equipped with a proper knowledge of the character and buying temperaments of those who read the medium, as well as of the extent to which these compose the market which he desires to reach, the advertiser will have at his disposal a true measure of lineage sales-force—the energy component of lineage reckoning.

Without incurring additional expenditures for the A. B. C. (as someone suggested), the use of *circu-lines per dollar* as a standard term of comparison for all media, will give to advertisers, publishers and agencies alike a measure not of space alone, or of rates and lineage figures only, but actually a unit of dynamic sales force, of agate line voltage. And all other factors being equal, all will be in a position to tell at any one time exactly which medium, line for line, and rate for rate, represents the most effective space buy.

RICHARD BARRON, *Publicity Dept.*
The News, New York.

EDITOR'S NOTE: Elsewhere in this issue will be found a detailed discussion of milline computation, containing several new ramifications of this yearly universal lineage measuring unit. Benjamin Jefferson, the author, was the originator of the milline and hence is in a position to speak with some authority on the vexing subject of lineage computation.

Improving Direct Mail

THE letter on Direct Mail Inefficiency, appearing in your July 27 issue, over the signature of E. P. Blanchard, advertising and assistant sales manager, the Bullard Machine Tool Company, Bridgeport, Conn., arouses interest.

There is no question that the magnitude and degree of inefficiency in the field of direct advertising is sufficiently great to warrant Mr. Blanchard in pointing the finger at it. Whether he really believes, however, that increasing postal rates would ameliorate the condition is open to conjecture.

The probability is that responsible parties, to whom the inefficiency of the bulk of printed salesmanship may be traced, are entirely unaware that their mailing is ineffective. And, as long as they are not conscious of its lack of quality and value, there is no reason to suppose that an increased postage will inhibit their putting the material into the mail any more than it would so inhibit producers of the most effective mail that can be planned and produced.

It seems that some other method of improving the general run of direct mail advertising needs to be found. The advancing importance of this method of selling, the yearly increasing total of expenditures in this direction, are probably factors that operate as an influence toward raising printed salesmanship to a position where the proper regard for merchandising in the sales plan and degree of perfection of material will greatly improve the conditions which Mr. Blanchard criticizes.

EMORY L. KING,
E. G. Yerg Printing Co., Inc.
New York.

Regarding Media Analysis

LET'S not get *tools* confused with the use of them. C. B. Donovan, in your issue June 29, is 100 per cent right in his theorem that standardized information won't do away with the need for media analysis on the agency's part. I never said it would. Quite the reverse. Acquisition and handy arrangement of data are two steps—general analysis, a third—specific review in a given situation, a fourth. My whole point was that simplifying the first two would afford more time for the third and fourth, which I allowed was devoutly to be wished. When we do get to the later steps, which were quite outside the scope of my article, all Mr. Donovan says is sound as can be—but that's another story.

LYNN ELLIS,
Lynn Ellis, Inc.,
New York.

[CONTINUED ON PAGE 72]

Three quarters of a billion in new wealth.



--read the heading again

*three quarters of a billion of new wealth--that's what Iowa's fertile soil plus sunshine and rain will create this year.

And in addition Iowa's factories will manufacture products valued at another †three quarters of a billion.

An inviting market for good merchandise. No advertising medium problem here. Des Moines is Iowa's market center. And The Des Moines Register and Tribune-Capital with a circulation of 224,000 reaches better than one out of every three homes in Iowa. By far the most thorough market coverage of any middle-western newspaper.

Ask for folder showing circulation by counties, cities and towns in Iowa.

*Wealth produced by Iowa farms in 1926, \$772,279,000.00
†Value of Iowa manufactures 1925, \$757,771,000.00

The Des Moines Register and Tribune-Capital

REPRESENTATIVES:

I. A. Klein, New York; Guy S. Osborn, Chicago; Jos. R. Scolaro, Detroit; C. A. Cour, St. Louis;
R. J. Bidwell Company, San Francisco, Los Angeles, Seattle.

Beauty and Permanence for the Parts Catalogue



STUDEBAKER has found the way to insure long life for the Parts Catalogue! This Molloy Made Cover carries a worth while suggestion for every manufacturer of mechanical merchandise.

Shop mechanics must refer often to such a book—they may be in a hurry, and more accustomed to handling a wrench than a book. But here they have a cover which will withstand any amount of shop treatment, holding the leaves intact until this catalogue is superseded by the next.

Your next book will do its work better—and longer—if bound in a Molloy Made Cover. Beneath the beauty of your embossed design will be the stern, wear-resisting ruggedness of Molloy Made leather cloth, combining good looks with good service as no other cover can. Write for samples and suggestions!

The

DAVID J. MOLLOY
COMPANY



2863 North Western Avenue
CHICAGO

Branches in Principal Cities
*Commercial Covers
for Every Purpose*

Standardization of Four Colors

By Joseph Farrell
The Blackman Company

IT is a matter of record that the American Photo-Engravers Association is for the standardization of process inks. You understand what the agents are up against and we understand fully the problems confronting the engraver and the publication. Standardization of colors is the only way out.

Just as an example, let us take a situation of the present time between us, the advertising agency and you, the engraver.

The agency works with the photo-engraver for days trying to get the best possible reproduction of a piece of copy for a four-color advertisement. Several re-proofs are ordered. Then there are many comments, both good and bad, from both sides.

After a certain amount of "aches" all around, we finally arrive at a compromise that we agree upon as fair. Much time and no small amount of money have been put into this set of plates. Having in mind the individual colors used by the magazine, the engraver has selected the color best adapted to the copy.

Now, after all our efforts, what happens after this advertisement is sent to the publisher? Several other advertisements, from just as many agencies made by different engravers are also delivered to the publisher. All hope that their progressive proofs will be followed.

The publisher then starts to compromise and dopes his inks—with the result that the appearance of the advertisement is different from what the agency, the engraver or the advertiser expected.

Then alibis start from all sides—and everyone knows that they are alibis, and alibis only. Now the agency ordering a number of duplicate sets of plates from the one piece of copy is up against this. Some, perhaps it may be but a few, of the duplicate plates will not reproduce as well as some of the others. They are not nearly uniform and sometimes far from the original copy. We are forced to release them because the publisher says we must use his colors. The engraver then proceeds to use the publication colors whether they are good or bad. The result is an advertisement that may be good in one publication is poor in several others. There can be no uniformity of reproduction because of the variety of colors used.

In the practical working out of this problem, we are confronted with such facts as this. Suppose the idea behind a campaign is clean, spotless clothes. When the advertisement appears printed in the various publications the consumer often receives six or seven

IT isn't the southern farm paper of largest circulation, but how it is read by 200,000 plus who subscribe! Few advertisements escape them.

This is a delightful peculiarity of the Southern Planter, a distinguishing characteristic.

An advertising agent recently commented that in 1914 it led 17 of the most representative national sectional and class farm papers in low sales cost of a \$750 machine and again in 1927 led 10 of the best farm papers in low inquiry cost on feed stuffs.

The past 87 years have brought to the Southern Planter ever-growing prestige and manifested unto it none of the infirmities of age. 70% of the farmers in its territory own their own farms, and their crop values average \$41.00 per acre. The Southern Planter, Richmond, Va., Established 1840.



Home of the Southern Planter

THE PAGEANT OF ADVERTISING



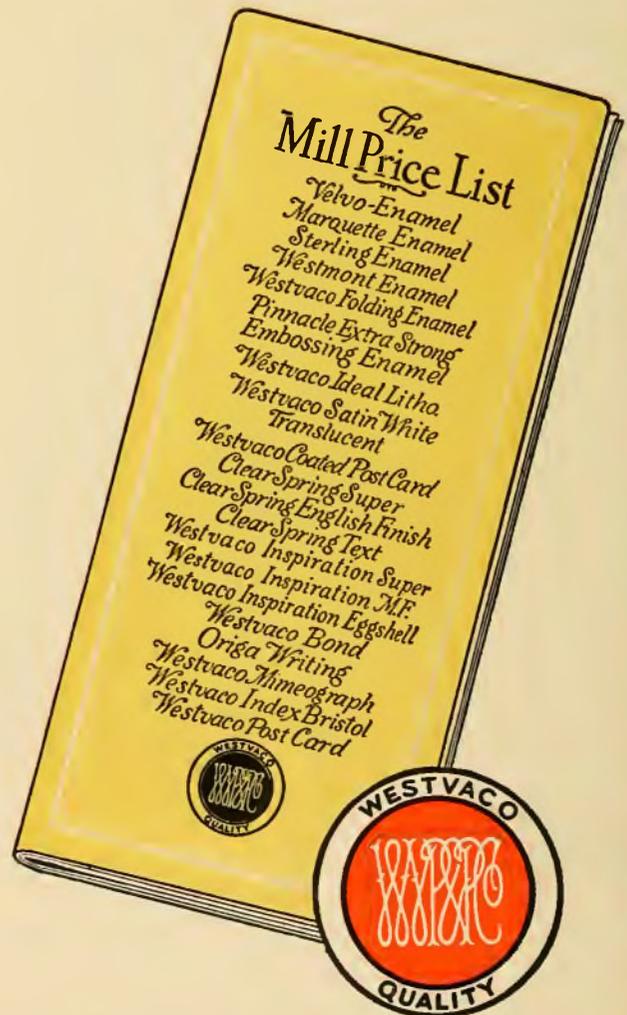
EARLY POMPEIAN WALL INSCRIPTIONS

In the year 79 A. D. the eruption of Vesuvius buried Pompeii. Today in the excavated city its advertising is still visible; wall inscriptions depicting gladiatorial combats, shows, sales, and houses to let. Here perhaps began our bill boards.

A WESTVACO SURFACE FOR EVERY PRINTING NEED

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

ATLANTA, GA.	The Chatfield & Woods Co. 731 S. W. Glenn Street	RICHMOND, VA.	Richmond Paper Co., Inc. 201 Governor Street
AUGUSTA, ME.	The Arnold-Roberts Co.	ROCHESTER, N. Y.	The Union Paper & Twine Co. 25 Spencer Street
BALTIMORE, MD.	Bradley-Reese Company 308 W. Pratt Street	ST. LOUIS, MO.	Graham Paper Company 1014 Spruce Street
BIRMINGHAM, ALA.	Graham Paper Company 1726 Avenue B	ST. PAUL, MINN.	Graham Paper Company 16 East Fourth Street
BOSTON, MASS.	The Arnold-Roberts Co. 180 Congress Street	SAN ANTONIO, TEX.	Graham Paper Company 1432-1434 South Alamo Street
BUFFALO, N. Y.	The Union Paper & Twine Co. Larkin Terminal Building	SAN FRANCISCO, CAL.	West Virginia Pulp & Paper Co. 503 Market Street
CHICAGO, ILL.	Bradner Smith & Company 333 S. Desplaines Street	WASHINGTON, D. C.	R. P. Andrews Paper Co. 804 First Street, S. E.
CHICAGO, ILL.	West Virginia Pulp & Paper Co. 732 Sherman Street	YORK, PA.	R. P. Andrews Paper Co. 33 North Pershing Avenue
CINCINNATI, O.	The Chatfield & Woods Co. 3rd, Plum & Pearl Streets		
CLEVELAND, O.	The Union Paper & Twine Co. 116-128 St. Clair Avenue, N. W.		
DALLAS, TEXAS	Graham Paper Company 1001-1007 Broom Street		
DES MOINES, IA.	Carpenter Paper Co. of Iowa 106-112 Seventh Street Viaduct		
DETROIT, MICH.	The Union Paper & Twine Co. 551 East Fort Street		
EL PASO, TEXAS	Graham Paper Company 201 Anthony Street		
HOUSTON, TEXAS	Graham Paper Company 1002-1008 Washington Avenue		
KANSAS CITY MO.	Graham Paper Company 332-336 W. 6th Street, Traffic Way		
LOS ANGELES, CAL.	West Virginia Pulp & Paper Co. 122 East Seventh Street		
MILWAUKEE, WIS.	The E. A. Bouer Company 175-185 Hanover Street		
MINNEAPOLIS, MINN.	Graham Paper Company 607 Washington Avenue, South		
NASHVILLE, TENN.	Graham Paper Company 222 Second Avenue, North		
NEW HAVEN, CONN.	The Arnold-Roberts Co. 15 Orange Street		
NEW ORLEANS, LA.	Graham Paper Company S. Peters, Gravier & Fulton Sts.		
NEW YORK, N. Y.	West Virginia Pulp & Paper Co. 200 Fifth Avenue		
OMAHA, NEB.	Carpenter Paper Company Ninth & Harney Streets		
PHILADELPHIA, PA.	West Virginia Pulp & Paper Co. Public Ledger Building		
PITTSBURGH, PA.	The Chatfield & Woods Co. Second & Liberty Avenues		
PROVIDENCE, R. I.	The Arnold-Roberts Co. 86 Weybosset Street		



Manufactured by
**WEST VIRGINIA PULP
& PAPER COMPANY**

ideas of our interpretation of how clean, spotless clothes should look.

Thus the basic thought behind an advertising campaign can easily be destroyed by the various and varying printed results.

Where the publisher has many advertisements of different colors in his forms—he certainly compromises.

Now if all engravers making publication plates would use the standard colors, the publishers would be spared the present grief of which they, and we, and the engravers complain.

The publisher certainly would be benefited because he would save money in the matter of increased production and would have less explaining to do as to why he could not follow our progressives.

The advantages for all of us to use uniform colors seem to be so obvious as to require no argument.

Get selfish for a moment. Think of yourselves and not us, or the publisher. You would increase your production with one set of standard colors—and thereby make more money. In addition you should be able to turn out several sets of plates from one piece of copy—insuring better and more uniform reproduction of this copy. No doubt, you must realize that after you receive an okay on one set of proofs it would be much easier for you to make the duplicate plates when you know that the same colors are going to be used for all duplicate plates. This should overcome some of our problems of the present time with duplicate plates. We are not claiming standard colors as a cure-all for all of our difficulties, but they most certainly will be a step forward.

WE know for the present at least, that the colors suggested are entirely practical. In my own every-day experience with the engravers with whom we do business, we have improved some of our color advertisements by using standard colors wherever the publisher has permitted us.

A few of our engravers are always asking us to try to get permission to use the standard colors.

We feel it is practical for all of us to use the same shade of yellow, red and blue. You and the publisher have problems. So have we. It is no easy task for the production department of any agency to try to keep the four-color advertisements at a high standard, especially when we have to be continually explaining why there is such a vast difference in the printing of the same advertisement in several magazines.

We must always be trying to find ways to secure better results and we feel that the standardization of four-colors will give us better results.

When I was appointed national chairman of the Mechanical Production Committee of the American Association of Advertising Agencies, we thought the way to start activity among the publishers was to get the opinion of the individual publisher. With this in mind a letter was mailed to 165

An Interpretation of

The Smokers Companion

The National Monthly for Men and Women

Editorially—a new idea in publishing. All types of people compose a family—here is a magazine for all of them. A cross section of ten leading (in circulation in their fields) magazines.

"THE SMOKERS COMPANION" takes one typical article from each. From High-Brow to Low-Brow and from Finance to Baseball, etc. From Edwin Markham's articles on "What to Read" to popular short stories. Combining all the elements necessary to run the circulation into millions. Combining the best features of these magazines with some original features of its own.

CIRCULATION 19 MILLIONS

PRIMARILY FOUNDED FOR
Principle and Progress, for Rights and Righteousness
for Tolerance and Temperance and for Love of Liberty

EXCLUSIVE TRADE MARK CAMPAIGN

The only magazine in America featuring the pictorial Trade Mark Syndicate drawings—George Ingraham Copyrighted 1927—a service that actually sells to the readers at a glance the various fundamentals involved in proving the value of the best-known Trade Mark Products—through pictures, parables, similes and logic. Advertise your trade mark products to readers that we have already prepared for the reception of your message. This is an invaluable aid to advertising.

Circulation figures of first issue (March): Print 100,000; Net Sales 70,000; remaining copies given away in Doctors and Dentists Offices, Barber Shops and Factory Buildings.
A frank confession but good circulation.

GEORGE INGRAHAM, Business Manager
Murray Hill 5798—441 Lexington Ave., New York City—Vanderbilt 5456

AMERICA'S MOST POPULAR HOME MAGAZINE

Publishers—The Companion Publishing Company, Inc., New York City
Western Office—A. T. SEARS & SON, 122 South Michigan Ave., Chicago. Harrison 8362.

SELLING YOUR SERVICES?

9000 POTENTIAL BUYERS

IN

THE MARKET PLACE

Bona Fide Security Owners

constitute our complete subscription list which is the largest of its kind in existence. The value of this stock and bondholder appeal to the advertiser is obvious and it is proven to us in the content of our intimate editorial mail.

Manufacturers use our columns to mould favorable public opinion through inducing public ownership of their securities.

V. E. GRAHAM

Advertising Director.

The MAGAZINE of WALL STREET

Member A. B. C.

42 BROADWAY

NEW YORK

No. 6 of a Series

publishers of general magazines and to more than 200 publishers of trade papers, asking them to adopt the four standard colors, and also asking them how long it would take them to put the new colors into operation. A very large number of replies have been received.

Out of 165 letters mailed to general magazines 157 have replied in favor of adopting the standard colors, 7 have not answered. More than 150 trade papers are in favor of the standard colors. There are over 50 from which we have not heard, and most of them do not use four-color work.

A second letter was sent out a few days ago—requesting a reply to our original letter. Up to the present time only one publisher out of 165 publishers of general magazines has refused to adopt the four standard colors.

We hope to come to an understanding with this particular publisher. Perhaps when we sit down and talk things over—this one publisher will also be in favor of our standard colors. I feel, personally, that if we can not have 100 per cent standardization, then we all ought to be in favor of 99 per cent standardization.

Portions of an address delivered before the annual convention of the American Photo-Engravers Association held recently at Atlantic City, N. J.

Plug Leak No. One

[CONTINUED FROM PAGE 36]

ought to be prepared on any such basis.

If even 50 per cent of the matter that is worked up by agencies were published, the total volume of advertising would doubtless be multiplied many times. The files of the agencies are clogged with material that will never be utilized. Tons of it are scrapped every year.

Let no one make the mistake of supposing that the waste involved in the preparation of all this unused matter is inconsequential. Added to the efforts that are spent upon it by copy writers, layout men, and artists, there is the work of clerks and bookkeepers, not to mention the time that has been devoted to it in conferences at which executives have found it necessary to participate.

If I could collect the cost of the paper for copy and drawings and the price paid for typing all the unused advertising matter that goes into the discard every year, I'd cease to envy ball players and prize fighters.

It may be assumed by advertising managers and others who heap needless work upon agency people that the expense can easily come out of the commissions on such matter as finally is published. Does it? One might speculate at length upon the part agency employees are compelled to contribute toward the price that is paid for work upon which there are no returns. Owing to increased expenses due to the preparation of unused material Smith may not get the raise he expected, and to which he is entitled, or it may be necessary to dispense with the services of Williams or Coakley, and even the office boy's promotion may be retarded. The agency cannot be expected to hold the bag for everybody. It must take up

The Only "Denne" in Canadian Advertising

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

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

Established 1887 BAKERS' HELPER Chicago

A.B.P. and A.B.C.
Published
Twice-a-month

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

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

Jewish Daily Forward, New York

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

SELLING AID

Send 10c for proofs 500 cuts and plans for making your ads pay better.

SELLING AID
616 N. Michigan Ave., Chicago

slack somewhere. Charging up the waste to overhead doesn't dispose of it.

The agencies and the people they employ are not, however, the only ones who are affected by ill-considered demands upon the part of clients or their representatives. Asking for the preparation of matter that is not likely to be used is pretty sure, if it becomes a habit, to cost the client something in the end. It upsets confidence, causes indifference to supplant enthusiasm, and finally becomes expensive all around.

What Advertising Has Done in America

By S. E. Conybeare

TODAY the whole business world is aghast at the cost of moving merchandise from factory to user. The heads of our production departments have gone a long way toward employing machinery and methods that will produce goods at cheaper cost. Ideas of efficient engineers promoted only a few years ago as startling innovations are now put into everyday practice. We make and deliver our goods to the warehouse at increasingly lower cost. But what it costs to sell!

Fundamentally the successful business or the successful advertiser is one who is able to use advertising in his selling effort to benefit both the public and himself. Broadly speaking, advertising is used to create increased demand for products, wider distribution, development of new business and enlarging the volume so that production costs may be still further lowered. When advertising is so used it does benefit the public because the public in the long run gets a better product at less money.

So we may say that advertising in a general way accomplishes several important results:

1. It decreases the cost of selling
2. It lowers the cost of production because of increased volume
3. It makes the product available at a lower price to the consumer and thereby raises the standard of living
4. And this is not to be lightly considered—advertising aids in the education of the general public, creates new desires, makes people want to do better work to earn more money to buy better things.

Anyone who has made a study of industrial conditions in European countries as contrasted with those of this country realizes the enormous difference that exists between the so-called middle and lower classes in comparison with conditions that prevail among American people. In Europe the great mass of the consuming public has not been educated to higher standards of living and to want material benefits in housing, clothes, and all of those things that combine together to make life more interesting and worth while. Of course, our country is rich in resources, but we are also a country of quick response to new ideas, new merchandise. As a result, the general level of prosperity continues at a pace that was undreamed of by economists a few years ago.

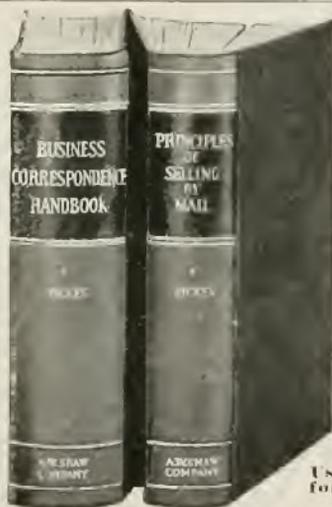
Extracted from an address delivered before the convention of the American Photo-Engravers Association, Washington, D. C.

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

HARPER'S BAZAR

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

Ask for our Portfolio of Inspirational Prints
 The BAUER TYPE FOUNDRY inc
 New York · 230 W. 43^d Street



Make Your Letters Do MORE!

—Scores of Firms are Getting 50% to 100% Greater Returns Through Using the Methods in the

MAIL SALES MANUALS

RECENTLY a map manufacturer received \$7,500 worth of business from 15,000 names; a sales organization received 7% returns to an inquiry letter for leads for salesmen; a wholesaler reopened 50% of inactive accounts by a single letter; a bank obtained 1,723 new savings accounts in a brief letter campaign; a retailer substantially enlarged his customer list—these are but representative results of the application of James H. Picken's rules for building business by mail which are now set down in these *Mail Sales Manuals*.

Use the 2341 Tested Plans in these Sales Manuals for securing leads, opening new accounts, collecting money or adjusting complaints.

WHETHER you mail one letter or a million, you will need these remarkable books. As you turn over their pages you will find Picken's own methods for writing letters—formulas for "story," "testimonial," "conversational," "repetition," and "announcement" letters; letters to salesmen—for every business use. You are shown the steps to take in building effective sales letters, collection letters, adjustment letters. There are guides for sizing up the work your letters must do. There are rules for market, customer and product surveys. There are rules for openers, closers, and bodies of letters. On page after page they show—with hundreds of examples of actual letters that paid—the facts you want

and need when mail problems puzzle you. You will find scores of charts and diagrams that will help crystallize your ideas—on the use and preparation of catalogs, premiums, letterheads, broadsides, novelties, and so on. Reasons why letters differ in response, sources of ideas for letters, tests for a projected campaign, the various possible appeals, letter costs, and don'ts for adjustment correspondents.

With mail sales strategy such as this, by James H. Picken, consultant in direct mail advertising and member of the faculty of the School of Commerce, Northwestern University—you don't need to try so many costly experiments. They have been made.

1210 pages, 124 tables, charts and forms, 297 letters reproduced, 2341 mail sales ideas.

----- Spend 2c to see these books -----
 A. W. SHAW COMPANY, Cass, Huron and Erie Streets, Chicago
 Please send me, on approval, James H. Picken's "Mail Sales Manuals," green buckram binding, professional stamping, gold, black and crimson. Within five days after receipt, I'll send you \$3.50, plus a few cents for postage and packing, and \$5 a month for 2 months—\$13.50 in all. Otherwise, I'll return the books and end the matter then and there. AS-15
 Name,
 Street and No.
 City and State,
 (Canada \$15 prepaid, same terms; U. S. Territories and Colonies, \$13.50 cash with order; all other countries, \$15 cash with order).

\$157,864,523 for Florida's Farm Products



ALTHOUGH less than one-tenth of Florida's tillable land is yet in cultivation, Florida farmers last year received for their crops a total of \$157,864,523.

This production, moreover, represents a greater yield per acre than was received in any other state. According to the Blue Book of Southern progress, the average value of Florida's farm production

per acre was \$107.00.

No wonder Florida farmers are building new homes, buying new farm equipment, new motor cars, in fact, every sort of

manufactured product.

The farm wealth of Florida is just one indication of the high buying power of this great, fast-growing market which you can cover completely and economically by advertising in—

The ASSOCIATED DAILIES of Florida



De Land Daily News
Fort Myers Press
Port Myers Tropical News
Jacksonville Journal
Lakeland Star-Telegram
Miami Herald
New Smyrna News
Orlando Sentinel
Palm Beach News

Palm Beach Post
Pensacola News-Journal
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg Times
Sanford Times
Tampa Times
Tampa Tribune

Everybody's Business

[CONTINUED FROM PAGE 5]

bogs, watering crops and spraying orchards have increased yields in hundreds of places. Refrigerating and storing processes enable us to preserve perishable foodstuffs for safe marketing months after the articles were first produced. New knowledge concerning the advantages of rapid freezing made it possible for the residents of Kansas and Colorado to eat fish that are quite as palatable as those served on tables in coast cities.

What were once waste products in thousands of American plants have now been converted into merchantable articles that are a source of profit instead of expense. For instance, that which was sawmill refuse is now steamed and cooked, then shot out in the form of pulp and finally pressed into boards for use in building and manufacturing. The utilization of by-products in many places has become a more lucrative business that the initial processes originally established with only a single purpose in view.

All of which indicates the why and wherefore of our present prosperity. The corporations that have reached the highest pinnacles of success have accomplished their aims by taking advantage of every art of science and invention. Recognizing that producing capacity has already outstripped consumption, wise managers have devoted practically all of their time recently to cost reduction. New machines and new methods have taken the place of those that were old.

Typical of this policy is the case of a large cement corporation. Two million dollars were spent for harbor improvements to reduce the charges incurred in receiving raw materials and shipping cement. The new ships that were purchased are self-unloading, and these dump their cargoes onto a belt conveyor almost a mile long. A change in trucks brought a ten per cent increase in trucking efficiency. New dust collectors at a single plant not only save \$25,000 worth of cement a year, but protect valuable machinery from damage by dust. A new installation of coal grinding machinery has brought a saving of 20,000 tons of fuel annually. And all of these things were done solely to cut costs, not to increase output.

NOW when we inquire concerning the permanence of our present era of good times, we must not only take into consideration the revolutionary character of recent developments, but we must form a reasonably definite opinion with reference to the likelihood of there being a continuance of radical changes of no less importance. How far can we go with cost reduction? Can we accomplish as much in the next few years in eliminating accidents and cutting out industrial waste as we did in the decade that has past?

It is perfectly clear that the age of marvels is not at an end. The future will disclose types of apparatus that will perform astounding feats. Comparatively little things such as the introduction of roller-bearing trains and trolleys will still further reduce friction, conserve fuel, increase speed and cut down maintenance costs. Accomplishments in the field of chemistry

LIKE many other customers, you will not judge Diamant typography by the amount of the bill. The quality of the craftsmanship speaks for itself—
and it costs no more!

Write for booklet

E. M.

Diamant
Typographic Service

195 Lex. Ave. CALedonia 6741

**EASTERN
REPRESENTATION**
for
Publications of Merit

John Schaefer
Publishers' Representative

55 WEST 42 St.
New York

THE pictorial capacity of rotogravure for merchandise is illustrated by two scenes here in which you can see a dozen products — fabric, leather, wood, pottery and silver.

(Men's Clothing courtesy of Capper & Capper)

ROTOGRAVURE

Prints *Perfect Pictures* - the Universal Language





OTOGRAVURE sections are published every week in fifty-two cities of North America by these eighty-one newspapers

- | | | |
|-------------------------------------|--|--|
| *Albany Knickerbocker Press | *Louisville Sunday Herald Post | *New York Times |
| *Atlanta Constitution | *Memphis Commercial Appeal | *New York Sunday News |
| *Atlanta Journal | Mexico City, | *New York World |
| *Baltimore Sun | El Excelsior | *Omaha Sunday Bee |
| *Birmingham News | *Mexico City, | *Peoria Journal Transcript |
| *Boston Herald | El Universal | *Philadelphia L'Opinion |
| *Boston Traveler | *Miami Daily News | *Philadelphia Inquirer |
| *Buffalo Courier Express | *Milwaukee Journal | *Philadelphia Public Ledger & North American |
| *Buffalo Sunday Times | *Minneapolis Journal | *Providence Sunday Journal |
| Chicago Daily News | *Minneapolis Tribune | *Richmond, Va., Times-Dispatch |
| *Chicago Sunday Tribune | *Montreal La Patrie | *Rochester Democrat Chronicle |
| *Cincinnati Enquirer | Montreal La Presse | *St. Louis Globe-Democrat |
| *Cleveland News | *Montreal Standard | *St. Louis Post Dispatch |
| *Cleveland Plain Dealer | *Nashville Banner | *St. Paul Daily News |
| *Denver Rocky Mountain News | *Newark Sunday Call | *St. Paul Sunday Pioneer Press |
| *Des Moines Sunday Register | *New Bedford Sunday Standard | *San Francisco Chronicle |
| *Detroit Free Press | *New Orleans Times Picayune | *Seattle Daily Times |
| *Detroit News | New York Bollettino Della Sera | *South Bend News Times |
| *Fort Wayne News-Sentinel | *New York Corriere D'America | *Springfield, Mass., Union-Republican |
| *Fresno Bee | *New York Evening Graphic | *Syracuse Herald |
| *Habana, Cuba, Diario De La Marina | *New York and Chicago Jewish Daily Forward | *Syracuse Post Standard |
| *Hartford Courant | *New York Morning Telegraph | *Toledo Sunday Times |
| *Houston Chronicle | New York Il Progresso Italo Americano | *Toronto Star Weekly |
| *Houston Post-Dispatch | *New York Evening Post | *Washington Post |
| *Indianapolis Sunday Star | New York Herald Tribune | *Washington Sunday Star |
| *Kansas City Journal Post | | *Waterbury Sunday Republican |
| *Kansas City Star | | *Wichita Sunday Eagle |
| *Long Beach, Calif., Press Telegram | | *Youngstown, O., Vindicator |

Reg. U. S. PAT. OFF. **ROTOPLATE**

the perfect paper for rotogravure printing is supplied by Kimberly-Clark Company to above papers marked with a star

Kimberly-Clark Company

Established 1872

Neenah, Wis.

NEW YORK
51 Chambers Street

CHICAGO
208 S. La Salle Street

LOS ANGELES
716 Sun Finance Building



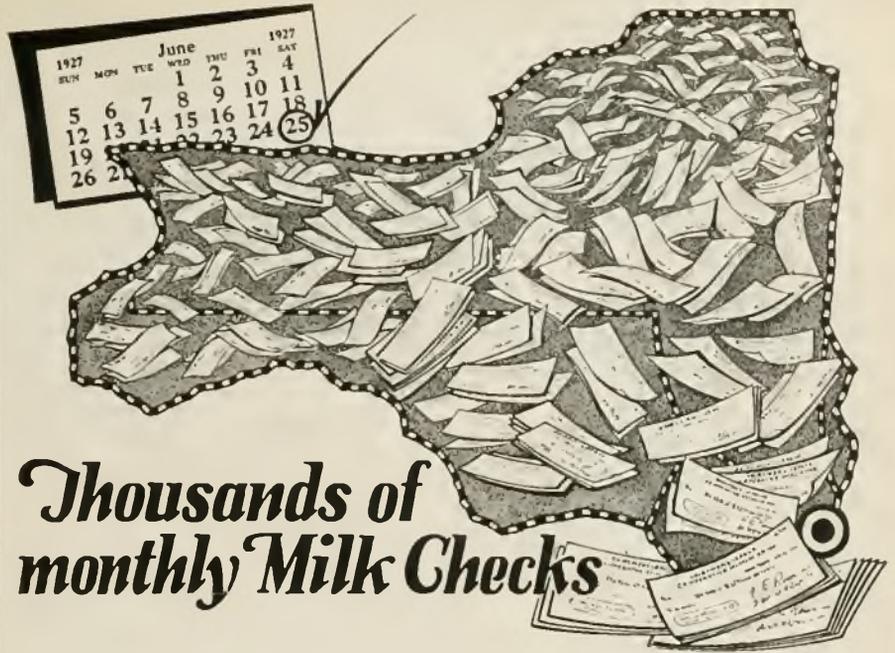
will bring far-reaching results, one of them probably being the liquefaction of coal on a commercial scale. No one can predict the ultimate end of such developments. Coal oil at five or six cents a gallon would mean the complete overhauling of industries.

The utilization of the electrical energy of the atmosphere in the fertilization of crops will turn the farmer into a technician and transform cultivated acres into queer looking areas spiked with thousands of antenna poles and networks of wire. The fact is that our advance has been so fast that we are quite unable to see the ultimate end in a practical sense of such departures in practice as the electrolytic method in the manufacture of articles from rubber, and the substitution of the electric arc for the noisy riveter, which change will eliminate the necessity of drilling thousands of holes and will make the steel skeleton of the future building a single welded unit.

BUT while the main trend of business and industry must continue upward, there are many reasons for believing that we will again be compelled to pass through short periods of readjustment that will allow us to catch our breath, take stock of our surroundings and straighten out the front of our advance. Prosperity is not uniform in its distribution. Many have not participated in the benefits of five years of high wages and record activity. A part of the public has commenced to show signs of discontent over the present tendency of capital and the power that goes with it to gravitate into the hands of great centralized groups, such as are represented by chain-store and other systems that make the going very hard for the small dealers.

Let us not be caught in the whirlpool of over-confidence. The business millennium has not yet been reached. Competition in nearly all lines of trade is becoming keener and more destructive each succeeding day. Two or three years ago the electrical industry was adding new customers to its lines at the rate of two million yearly. Now only a half million are added annually and it becomes necessary for the electrical companies to make up this loss by developing new loads like that of refrigeration, which will practically double the consumption of current in several million homes. The automobile industry is in the same fix so far as new customers are concerned and is now engaged in converting the American nation into a country of two-car households.

There is much that can be set down on the favorable side of our national business ledger at the present moment. Bank clearings, the consumption of power and general building all continue at a high rate. Labor disturbances are nil and workmen do less soldiering on the job than ever before. But not far off on many of the roads ahead are breaking points and saturation limits. No exercise of Yankee ingenuity will enable us to avoid a day of reckoning that will correct excesses, clean up the business structure and restore the body industrial to robust health. The present day is a time to pay off debts and proceed with caution. Wonderful days lie ahead, but thoughtless people who disregard the lessons of history will pass through anxious moments before such a time is realized.



Thousands of monthly Milk Checks

THE 25th of the month is pay day for the tens of thousands of dairy farmers who make up the membership of the Dairymen's League Co-operative Association. These milk checks are mailed from the New York office of the League so as to reach the farmers on the 25th—a red letter day for country merchants and bankers as well as for the farmers. For the month of June these checks amounted to \$5,982,477.40.

Formerly, farmers suffered heavy losses through the frequent failures of small individual milk companies. Such losses are unknown to League members, who can count upon their milk checks with absolute certainty.

Consider that every member of the League is a subscriber to the Dairymen's League News and you will understand the sustained buying power of our subscribers.

Sample Copy and Rate Card sent on request

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



DAIRYMEN'S League NEWS

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

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

"Impressive Facts About the Gas Industry"



With an investment of \$4,000,000,000, the gas industry stands high among the country's leading industries. To familiarize advertisers with the enormous market which this business affords, we have prepared an attractive little booklet entitled "Impressive Facts about the Gas Industry." You are invited to send for a copy.

Robbins Publishing Co., Inc.
9 East 38th Street New York

GAS ENGINEERING AND APPLIANCE CATALOGUE

Company

AN old adage runs "A man is known by the company he keeps."

A modification of this is applicable to magazines: "A magazine is known by the companies that advertise in it."

Of late months, prospective customers of ours have commented on the large (and growing larger) number of America's best concerns that consistently advertise in "Industrial Power." As more than one man has expressed it, the list of advertisers in "Industrial Power" is literally a section out of "Who's Who" in American industry.

Subjoined are the names of just one-half of the advertisers using the August issue of "Industrial Power." They are arranged in the order in which their advertisements appear:

The Bristol Company
SKF Industries, Inc.
Detroit Stoker Company
Peerless Unit Ventilation Co.
Combustion Engineering Corp.
Skinner Engine Company
The Lunkenheimer Co.
The Texas Company
CoKal Stoker Corporation
Skinner Bros. Mfg. Co., Inc.
Edwin L. Wiegand Co.
The Spencer Turbine Co.
Heine Boiler Company
L. Sonneborn Sons, Inc.
Walsh & Weidner Boiler Co.
Magnolia Metal Co.
F. L. Smidth & Co., Inc.
The Nitrose Company
The United States Electrical Tool Co.
Century Electric Company
The Cutter Company
Neemes Foundry, Inc.
Johnson Fan & Blower Co.
Marion Machine, Foundry & Supply Co.
General Coal Company
The Griscom-Russell Co.
The Moto Meter Co., Inc.
Jenkins Bros.
Reliance Electric & Engineering Co.
Builders Iron Foundry
The Babcock & Wilcox Co.
Irving Iron Works Co.
Stone & Webster
The Permutit Company
Oxweld Acetylene Company
Johns-Manville Corporation
Jas. Clark, Jr., Electric Co.
Sarco Co., Inc.
Bethlehem Steel Company
Plibrico Jointless Firebrick Co.
Warren Webster & Co.
Wayne Company
Hyatt Roller Bearing Co.
Clipper Belt Lacer Company
Foote Bros. Gear & Machine Co.
Geo. M. Stowe, Jr.
Arco Vacuum Corporation
The Toledo Pipe Threading Machine Co.
Power Plant Equipment Co.
W. N. Best Corporation
The S. Obermayer Company
The Engineer Company
Riley Stoker Corporation



"Your Money's Worth"

In "Mr. Chase Broadcasts the Beans," which appeared in a recent issue of ADVERTISING & SELLING, Kenneth Goode reviews "Your Money's Worth" in a way which meets with my whole-hearted approval.

May I add this: Messrs. Chase and Schlink know, as almost everybody else does, that there is something wrong with certain phases of business. They see fit to lay a very large share of the blame for this at the door of advertising. They would have us believe that advertising is the black sheep of the modern business world; that it is responsible for high prices, a low standard of ethics and I do not know what else.

I admit, without discussion, that it is advertising and nothing else that enables the patent medicine man to sell his nostrums for fifty times what they cost to make—and a hundred times what they are worth. I admit, again without discussion, that the price at which every advertised article is sold includes—or is supposed to include—its proportion of the money the advertiser spends for advertising. But that the price which the buyer pays is increased thereby, is something which has not yet been proved to my satisfaction. None of the scores of would-be competitors of Ivory Soap sells for less than it does, in spite of the fact that their makers assure us that they "do not spend millions for advertising." Nor will you find any other non-advertised product, equalling in quality the advertised product which sells for less. That is the test.

The biggest advertisers in the United States are not, as one might think from reading "Your Money's Worth," those who make and sell articles of dubious—or no—value. The expenditures of such advertisers are negligible. The really big advertisers are those whose reputations for fair dealing are second to none. They employ advertising, not to mislead or deceive, but to help reduce selling cost. Right there—the high cost of selling—is the weak spot in the modern method of doing business. And if the authors of "Your Money's Worth" will prescribe a remedy for it, they will put business under everlasting obligation to them.

Prices are what they are because most of us insist on getting what we want, when we want it and where we want it—that is, in small quantities, at all hours and in the nearest store.

Wake Up, Brethren!

In a recent advertising contest, the first prize—\$2,500—was won by a woman; the second prize—\$1,000—was won by a woman who had collaborated with a man; the third prize—\$500—was also won by a woman. The hundred dollar prizes—there were ten of them—went to men. But the outstanding fact remains that four-fifths of the total prize-money went to "lodies."

What makes this all the more extraordinary is that the concern which engineered the contest is in the business of financing industrial organizations and managing public utilities. You would think that women would not know enough about such things to write about them with authority and conviction. They do, they do.

Lewis' Next Book

Sinclair Lewis' next book—so the papers say—will deal with advertising. For Lewis' sake, as well as for the sake of advertising, I hope he will do a better job than he did when he wrote Elmer Gantry.

Main Street and Babbitt were books which any writing man would be proud to father, and though, I imagine, it was not so widely read, Arrowsmith was quite as good. But Gantry—!

A Floating City

I was one of the fifteen or twenty thousand New Yorkers who visited the Ile De France, the latest addition to the French Line, when she made her maiden voyage to this city.

Though not by any means the largest vessel in the north Atlantic, the Ile De France is, I am inclined to believe, the most beautiful. She is not merely a floating hotel, she is a floating city—a city with shops, a chapel, a theater, swimming pools, restaurants. There is even a merry-go-round for the little folks—and a Punch-and-Judy show!

More than one of the public rooms look as though they had been lifted bodily from a king's palace. In fact, I am not at all sure that one can find anything finer in any palace than these splendid halls which the genius of France has provided for the pleasure and use of everyday Americans.

JAMOC.

A New Kind of Annual Report

[CONTINUED FROM PAGE 34]

Sugar Refining Company does. Yet it ranks high as a builder of good-will between company and stockholder. There is an intimacy, a kindness, a personal touch to it which is unusual in a document of this kind. In it one finds a tribute to four of the company's employees who died during the year covered by the report. Last but not least, is the fact that recognition is made of the services rendered by O. C. Harn, ex-advertising manager. The balance sheet is understandable. And the company's products are listed. I'd call the National Lead Company's annual report nearly if not quite perfect.

The annual report of the General Electric Company also approaches perfection. To a surprising extent, it concerns itself with the human side of industry—employees' earnings, home ownership plan, savings plan for employees, the Charles A. Coffin Foundation, etc. No owner of stock in the General Electric Company can read the annual report of that company for 1926 without feeling proud of the fact that he is identified with it. For not only is the report a record of growth, it is also a record of the activities of a sanely-managed and humane organization. And the balance sheet is decipherable. And that, I take it, is about all that one has a right to ask.

Some extracts from the annual report of Endicott-Johnson follow:

"Our national advertising campaign has been under way for one and one-half years and has cost approximately \$1,000,000. The consumer is asking for Endicott-Johnson shoes and the better merchants are supplying this demand.

"Rapid changes in style shoes and 'hand-to-mouth' buying are increasing, necessitating several of our large plants, originally organized for mass production, being divided into smaller units, resulting in quicker turnover and better service.

"We accept the situation of 'hand-to-mouth' buying (so-called) as a fact that must be reckoned with. Mass production can only be considered practical in a few 'style shoes' sold at low prices, which do not change in style from season to season. Retailers can buy such freely. Manufacturers who supply them should feel safe in carrying such in stock. Style shoes demanded by the women folks, with frequent and expensive changes, limit production and increase cost, to both manufacturers and distributors. My opinion is—had as this situation is, it must be met and answered. I would not expect any change. Manufacturers will have to invent new methods that will permit them to move quickly in style changes. The manufacturer who can move quickest—produce and deliver what is wanted—will be most successful."

It is precisely this sort of thing that I have in mind when I suggest that a new type of annual report is wanted—one which really informs the stockholder regarding the problems of the industry of which he is a part-owner. I believe he is entitled to this information. It happens that in the majority of cases herein referred to, it is given; but for one instance where that occurs, there are two others where the very natural desire of the stockholder for facts is ignored. That policy does not make for understanding, for good-will.

Balance sheets, too, should be simplified. It can be done. One of the New York banks has proved that. It has

A Brand New Boy Scout Handbook

37 Consecutive Editions since 1910.

Almost 3,000,000 copies sold.

Average life of each copy 3 years.

Official guide of 637,000 Scout members.

An accepted authority on outdoor-life.

Complete coverage of the Scout field.

TODAY there are more than 637,000 active members in the Boy Scout ranks, the largest definitely organized group of its kind in the world, and a market every far-seeing manufacturer must eventually cultivate.

The Boy Scout Handbook is the textbook of Scouting, the close companion of every scout on his journey from Tenderfoot to Eagle rank. Further than this, the Handbook is unquestionably the most popular of outdoor publications. You will find it on the book shelf of the naturalist, with the greenhorn in camp, with the explorer in the outlands and sometimes in the housewife's kitchen drawer. It has the broadest appeal imaginable in a single book and there is *nothing else like it.*

The present edition will see the last of the Handbook as it has appeared for thirty-seven consecutive editions. A new Handbook, revised and rewritten from cover to cover, is to supplant the old. Combining the best features of the old with new illustrations and new editorial content, the Handbook is now right in step with the latest developments of the Boy Scout Organization.

The Handbook has not been merely revised; it has been re-made. Fundamental changes have been embodied in the new book such as better paper and improved printing. A high grade fabricoid cover, illustrated by Norman Rockwell, insures an even longer life for each copy than heretofore, and a vastly improved appearance. The Handbook is built for permanency. Editorially, the Handbook is up-to-date, entirely new in treatment and illustration, and strictly in accord with the latest Scouting program.

Advertising values in the Handbook will increase tremendously, especially during the first editions in its new form. New editorial features will effect an even higher degree of reader interest than previously.

Advertising rates will remain the same, based upon a guaranteed circulation of 100,000 copies for each Spring and Fall edition, and may we call your attention to the new page, type size.

FIRST NEW EDITION CLOSSES SEPT. 10th

PAGE—(3 $\frac{1}{8}$ x 6 inches).....	\$200
HALF PAGE—(size 1 $\frac{3}{8}$ x 6 inches or 3 $\frac{1}{8}$ x 3 inches).....	\$110
QUARTER PAGE—(size 1 $\frac{3}{8}$ x 3 inches or 3 $\frac{1}{8}$ x 1 $\frac{3}{8}$ inches).....	\$60
SECOND OR THIRD COVER, OR PAGE FACING COVER (one color)	\$500
BACK COVER (four colors).....	\$1,000

A. N. A. B. C. PUBLICATION

Boy Scouts of America

200 Fifth Avenue, New York

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

The Hamilton-Brown Shoe Co. of St. Louis, "Quality Makers" of American Lady, American Gentleman and Twinkies for children, advertises dominately and consistently in color in the Boot and Shoe Recorder.



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



Chicago New York Philadelphia BOSTON Rochester Cincinnati St. Louis

eliminated all the complexities which are so dear to the heart of chartered accountants and has produced a "statement" which a child can understand. A few words to the advertising manager might help. For instance: "We have forty—or fifty—or sixty thousand men and women on our list of stockholders. Surely, many of them are purchasers of goods such as we make. Say something in a paragraph of two hundred words that will make them want to buy our products."

New Milline Tables

[CONTINUED FROM PAGE 21]

the office who can do the figuring."

The Millinpage is a term made up from Milline and Page, and as must be obvious, gives the Milline weight of a page. This table will present at a glance the strength of a page message, and as it is found by multiplying the size of the page by the circulation, and then reducing the product to Millines, it will be a time-saver. For example, a publication with a page containing 1000 agate lines and with a circulation of 1,000,000, would have a Millinpage of 1000. If the page were only half the size, the Millinpage would be 500. Or if the page were the same size and the circulation only half, then the Millinpage would be 500. It is when we reduce this to practice in the form of tables, that the advantage of this measurement becomes fully apparent. I will quote a few well known farm papers:

FARM PAPERS	MILLINPAGE
<i>Successful Farming</i>	459
<i>Farm Journal</i>	616
<i>Prairie Farmer</i>	145
<i>Farm & Ranch</i>	105
<i>Iowa Farmstead</i>	120
<i>Rural New Yorker</i>	176

The Millinpage, in connection with the price per page, lends itself admirably to the analysis of a medium. The price per page, of course, divided by the Millinpage, gives the rate per Milline; or as it will now be known, the Millinrate.

Small Town Sales Opportunities

[CONTINUED FROM PAGE 27]

the story might present an unbiased picture of newspaper versus magazine coverage in small towns and communities.

City circulation only has been applied to that city in which the paper is published, circulation outside applied to the cities in which the newspaper has distribution. Some suburban circulation undoubtedly is lost in this process, as well as out-of-city circulation of papers where the breakdown could not be obtained. There is also a slight loss for distribution in towns not represented in this study because they have no newspaper. We have roughly estimated this loss of newspaper circulation at 30,000 and believe that this figure represents almost entirely small town circulation and does

The American Handbook of Printing

Here is a remarkable opportunity to obtain a complete knowledge of the uses and relations of the various printing arts. The American Handbook of Printing is indispensable to the workman desirous of extending his knowledge of the other branches of printing and to the advertising man interested in this important branch of his activities.

Size 5 $\frac{1}{4}$ x 7 $\frac{1}{2}$ inches, cloth boards, \$2.50; 20 cents extra for postage and packing.

The American Printer, Inc., 9 East 38th St., New York, N. Y.

not greatly affect the story since it would simply further increase the figure of newspaper circulation in towns of 2500 and under and the rural sections.

The out-of-city breakdown of newspaper distribution was obtained on all newspapers in towns of 5000 and over, with the exception of Beatrice and Nebraska City.

This article was not prepared with the idea that it advocates any change in the list of magazines or newspapers now being used by any advertiser.

There are already agents and advertisers who have studied this field and are using it profitably, so the thought is not a new one. But it is so easy to follow precedent when preparing a list that it is well to inject new interpretations of old ideas such as this from time to time.

Most lists are carefully prepared through experience and study, and the only question to ask yourself is "Can the present list be extended to include these small town newspapers; and should they reasonably be expected to produce a volume of new business that would show a profit on the additional expenditure?"

Local Conditions

[CONTINUED FROM PAGE 24]

with previous experience in Chicago, who delights to exhibit to easterners his air cooler with its shelves of tule grass for dairy products. Ice cubes he has for his table, steam heat for his guest rooms, but "clean, dry air for keeping things fresh"!

For explanation one must look to the wonderful climate. "Jerked meat" suggests to the inexperienced beef, smoked and tough, hung on the pole of an Indian teepee; "jerked meat," in the Southwest of today, is meat, air dried in that land where all moisture evaporates before decomposition can possibly set in and where bacteria are retarded by the dry atmosphere to the same extent that zero temperatures accomplish in Chicago.

The dry sunshine has induced another custom which is, at first, repulsive to easterners. When a dog is killed in town, it is thrown over the fence. When a mule ends life on the farm, the owner drags the carcass to some convenient gully. When a steer is run over by a train, the body is rolled down the embankment. To give burial, ever so slight, to a beast is almost unknown. The town's garbage dump has no odor.

Under that dry sunshine, twelve months unfaillingly, without moisture always, animal matter will desiccate before it putrefies. "It took me months," declares a government sanitary agent of the Indian Bureau, "to unlearn my medical training. Care of refuse and manners of personal sanitation that would start an epidemic in Baltimore are perfectly safe in Santa Fe."

Bacteria, we know, breed in moisture. Dry heat kills them. Climates such as that of the Southwest, accordingly, create poor markets for disinfectant makers, for plumbing equipment, for preservatives. Nature does the job unaided.

Life in such a climate brings forth, however, other demands. Electric fans are sold out of all proportion to quotas

Gains★

June143%

July49%

August . .109%

September 85%

★ *In advertising lineage over the same issues in 1926*

THE SHRINE MAGAZINE

1440 Broadway • New York

Phone: Pennsylvania 7827

Tribune Tower
CHICAGO

Little Building
BOSTON

LAUNDRIES

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

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

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

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

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

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

Sweater News
and
Knitted Outerwear
May, 1926

The Underwear & Hosiery Review
May, 1926

Tie-up

Your Consumer Campaign
with Trade Publicity

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



REVISED THIRD EDITION
OF

"SALES CONTESTS"

Every Sales Executive Needs
This New Book

IT CONTAINS a wealth of accurate information. . . . Analyzes Contests. . . . Relates rules and "stunts." . . . Discusses Quota Plans. . . . Rewards. . . . Cash or Merchandise. . . . Contest Costs. . . . Discounts. . . . Service. . . . In fact you will find this small volume quite thoroughly exhausts the entire subject of sales stimulation by Sales Contests.

The new edition is greatly enlarged to include detailed instructions for the successful developments of contests. Like the second edition it epitomizes the experiences of Sales Managers who are pre-eminent in their field. It will prove of invaluable assistance to any executive interested in Sales. . . . It is yours for the asking—without obligation.

UPSCO, Inc.

Chicago

RIGHT NOW—

is the time to use
this book for 1927
programs.

MAIL THIS
COUPON
TODAY

UPSCO, Inc.
307 N. Michigan Ave., Chicago

Please send me one copy of "Sales Contests," gratis and without obligation.

Name

Address

elsewhere. Outside the towns, even on the endless wastes of the pitiless sand, the greatest boon to life is a gasoline pump at the well. The pump, with a section of garden hose terminating in a spray nozzle, plus a few yards of canvas or burlap, becomes the symbol for bodily comfort. The cloth is hung on wires on the windward exposure of the porch, or in some shaded outdoor spot. The spray serves to play the water over the surface, and the resultant evaporation tempers the air to a fair degree of comfort. When the thermometer stands at 116, men will shiver as they sit, understanding then, as none can until he has tried it, how milk and butter may be kept in the desert by a similar spray over the burlap that covers the crude box or frame of shelves. Burlap and hose play a prominent part in household economy in rural sections. Gasoline pumps have an unlimited market.

COLD creams and lotions find, in these sections, a surprising market. Two manufacturers of such products have each reported that their highest ratio of sales to population lies in the semi-arid southwest, not in Hollywood but "in the sandy desolations of the interior." Income, as a buying motive, fades into nothingness before climate. Circulation, as a measure of purchasing ability, is no weather vane under such circumstances.

Continued living under unbroken sunlight seems, moreover, to evaporate out of the blood some of its fluidity, with the result that blood remedies, "bit- ters," and the like show a demand that seems insatiable. In the realm of food products, for another matter, the market for condiments is great; while a leading cannery corporation states that ordinary canned foods yield in popularity to dried products. Canned peaches are far from popular, but evaporated ones are; fish in tins moves less readily into trade than fish smoked or dried. Here, again, custom rules: the climate has so deeply ingrained the habit for things dried that food preserved in sirup or oil fails to appeal.

During the 1925 season, one Oregon concern put up an immense pack of dried apples, designed primarily for the baking trades. Conditions were such that it proved impossible to market the pack. The concern failed. Meanwhile, however, the dried apples had been warehoused and loans negotiated against the stock. The outcome was that, as the 1926 pack approached, the merchandise of dried apples was abandoned to the banker. He, too, found disposition difficult, but as the result of persistent inquiries finally met a man who knows the Southwest and who suggested the popularity of dried fruits in parts of six states. Within four or five months the bank loan was entirely liquidated and some \$41,000 handed over to the defunct horrorer. The thinnest market in the whole United States, as measured by all the usual criteria, proved to be the best in its consuming capacity for dried apples.

Another group of food products faces peculiar marketing in five of these states. Coffee and tea! Consumption of these is low. The cause lies, in this instance, not in the climate, but it is hidden in the history and religious background of the people. For, among the tenets of Joseph Smith and Brigham Young, was a "revelation" that

\$29,159

You can buy a full page in every issue of the 107 most important college humorous magazines for \$29,159 per year.

Many advertisers spend this amount in college papers every year.



Established 1913

Collegiate Special Advertising Agency, Inc.

503 Fifth Ave., New York
612 North Michigan Ave., Chicago

Every Child! A Booster!

GET the kids, old and young, boosting for you. Every child loves balloons — they bring their parents to your dealers' stores to get them.

National advertisers are using millions every month — reacting to their dealers for use in sales promotion campaigns of all kinds.

Write us for list of big national advertisers using "Perfect" balloons. We furnish literature and plans for promoting their sale to your dealers.

PERFECT RUBBER CO.
62 Wayne St., Mansfield, O.

followers of Mormon should touch neither of these beverages. Although, in recent decades, strict abstinence has slipped from the high ideals of eighty years ago, observance of the edict is yet sufficiently general to upset sales quotas for these two products wherever those quotas are based on the ordinary factors of population, income, etc.

Probably nowhere else in this country will one find leaves of the desert quinine-bush and Mormon tea offered for sale by grocers, as also it is starting to find chicory in packages. Corn and barley, both roasted and "green," are everywhere on sale. Coffee substitutes find, correspondingly, a ready market, although the word "coffee" on the package as a part of the name militates against certain products of this class.

In some places of this Southwest a peculiar prejudice exists against photography, especially of the amateur sort. I have been in three towns, each over a thousand in population, wherein local regulation prevails against "kodaking." Other towns have been reported with a similar attitude.

In these three towns not a camera is to be found for sale, and the familiar supplies are lacking. The mayor of one warned me to leave mine in his care or incur the risk of having it "smashed on the streets"; in another, we were searched as we might have been for pistols or bottles. Nor are these towns unknown in the outside world. One (Taos) is famed for a near-by artists' colony, and another (Acoma) is the site of the great battle for Spanish possession of New Mexico. Another town that forbids photography does not boast, according to its mavor, a single bath tub or toilet; naturally it has no circulation of either the Curtis or the Crowell group; it has not a movie place. But seven income-tax payers live in it; radio antennae are conspicuous, tire dealers flourish, and, on the single day of my visit, two electric refrigerators were being installed.

These are contrasts in marketing, with much of the human equation to explain the wide variations in detail from the unified market of the United States.

Things I Shouldn't Tell

By Dwight Power

BIG Business was apparently unaffected by Valentino's death last year. And yet his funeral should certainly have been attended by representatives of every well-known firm selling to women. Or better, all advertising agencies should have had professional observers with telescopes, amplifiers and note books, stationed in windows overlooking Campbell's Funeral Parlors, muttering "So that's what little girls are made of."

Motion picture cameras and phonographs should have recorded the hullabaloo so that records might have been taken back to the laboratories to make a thorough analysis of this phase of that strange marketing problem—"woman."

An ingenious engineer listening to the mighty volume of sighs might have thought merely of the compressed air drills now put-putting up and down Park Avenue and dreamed of the great

First in Circulation in Indiana

THE INDIANAPOLIS SUNDAY STAR

First in Circulation in Terre Haute

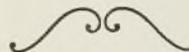
THE TERRE HAUTE STAR DAILY AND SUNDAY

First in Circulation in Muncie

THE MUNCIE STAR DAILY AND SUNDAY

USE ALL 3

Save 4 Cents



SPECIAL REPRESENTATIVE

KELLY SMITH COMPANY

New York Chicago Boston Philadelphia

Alco-Gravure Incorporated (Indianapolis Only) New York—Chicago

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

THE JOHN IGGLESTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

Bakers Weekly **A.B.C. - A.B.P.**
NEW YORK OFFICE—45 West 45th St. New York City
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.

PHOTOSTAT SERVICE

RAPID—ECONOMICAL
FACSIMILES - ENLARGEMENTS - REDUCTIONS

Commerce Photo-Print Corporation
42 BROADWAY TO MAIDEN LANE
HAWKER 8933 JOHN 3697

FREE A SALES AID Book on



Your salesmen should show skeptical prospects the testimonial letters and orders received from satisfied customers—they supply proof and get the orders. Don't leave testimonial letters lying idle in your files—give them to your men and increase sales through their use. Send for a copy of booklet today.

AJAX PHOTO-PRINT CO., 31 W. Adams Street, Chicago

The Dallas Morning News

The Dallas Journal

The Semi-Weekly Farm News

*Announce the appointment as
National Advertising Representatives*

OF

THE JOHN BUDD COMPANY

New York Chicago St. Louis Atlanta
San Francisco Los Angeles Portland

engineering feats made possible by collecting the sighs exuded whenever a hero dies.

But to copy writers who dig deeper, there was exposed a great female yearning. Any advertising man must have stood transfixed wondering "What the dickens do they want, who manufactures it, and how can I get the account?"

Every new slant on woman's complex make-up (and I don't mean anything to do with toilet goods) is fresh material for the old meanies who persuade women to spend more than they intend. And if women are not to be persuaded to spend the money, who is? This outburst of emotion showed, I believe, a weak point in the enemy on which we have not turned our big guns sufficiently.

To claim that women respond to sex appeal in men is a very bald way of putting it. Men are cogs in the wheels of business. Women are the things that live in homes and carry easter lilies in their arms and rock cradles. "It" has no place in commerce.

Mr. Snodgrass, who manufactures beans, says my job as a copy writer is to think about his beans, analyze the soil they are grown in, learn the temperature of the ovens in which they are baked, and count the calories of the tomato sauce which is stewed up with them and report on these facts to women.

It is undoubtedly a waste of breath, but every so often it seems necessary to say, "Mr. Snodgrass, nobody really cares about you and your beans. Your factory could burn down tomorrow and all your beans be baked to a fare-you-well and not a tear would be shed by any woman in America." And until advertisers do learn what women shed tears about, this will continue to be true.

The place for the advertisers of Mr. S's beans is not in Mr. S's factory. That is, not exclusively. Let them watch the women in the audience when John Barrymore uncoils his lovely long legs or turns his profile to the moon. Colonel Lindbergh I leave out of this, because that was something else again. It was a romance that lifted people out of themselves. We want the emotions that turn in.

If I were buying the covers for any woman's magazine I would run what seems to me the obvious appeal—men. Attractive, well groomed men, many of them holding children in their arms.

Does it not seem extraordinary that men should feed themselves pretty girl covers ad nauseam, and never offer the women so much as a taste of a similar treat?

It may be argued that all of this applies to young girls and to many products the market is largely older women, the home makers. And it stands to reason middle aged women are not subject to attacks of inflammatory romanticism, any more than middle aged men. Surely no one over thirty went to Valentino's funeral armed with an onion. Maybe not, I know, but I won't tell. There are limits to treachery.

Least this all be taken too seriously and advertising managers rush to the photographers and coy gentlemen flash their smiles from every advertising page, it should be explained that this is very subtle business and can be handled adequately only by the ladies themselves.



"The Red Book"

The Standard Advertising Register
aims to furnish

Accurate and Timely Information

about National Advertisers and Agencies

IT HITS THE MARK

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

*Put the Register in Your
Reference Library*

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

Can Use the Register to Create Business

National Register Pub. Co.

R. W. FERREL, Manager

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

**Sell
COLUMBUS**

and the G. C. O. M.

29 Rich Counties More than a million people

The G. C. O. M. (Great Central Ohio Market), with Columbus its trading center and Capital, is one of the most attractive fields in America for the sale of all kinds of Merchandise. The wealth of this territory is more than 2½ billion dollars.

One newspaper . . . The Columbus Dispatch, can give you the key to sales in this fertile territory.

During 1926 The Dispatch carried more agate lines of paid advertising than any other Ohio newspaper.

The Dispatch, with a circulation of 113,678, reaches practically all of the worthwhile homes in Columbus and covers the great Central Ohio Market as no other newspaper even claims to do.

Dispatch
OHIO'S GREATEST HOME DAILY

"Combating Rising Cost of Selling" Direct Mail Keynote

The following is the list of addresses scheduled to be made at the tenth International Direct Mail Advertising Association convention and exposition at the Stevens Hotel in Chicago on Oct. 19, 20 and 21.

"The Call to the Conflict—The Battleground—and the Strategy of Direct Mail." E. St. Elmo Lewis, National Services, Inc., Detroit, Mich.

"Selling in a Hand to Mouth Market." Merle Thorpe, *Nation's Business*, Washington, D. C.

"What's the Matter with Us?" Tim Thrift, American Sales Book Co., Elmira, N. Y. (A talk in which the skeleton is dragged out of the closet and his bones well rattled.)

"How We Tie Direct Mail into Our Advertising and Sales Campaign." Dave Darrah, Hart-Parr Co., Charles City, Iowa.

"How to Plan a Direct Mail Program." James H. Picken, Northwestern University, Chicago, Ill.

"Getting Orders from Small Towns That Are Too Costly to Cover with Salesmen." Dan Gerber, Fremont Canning Co., Fremont, Mich.

"Advertising a Big Business in a Little Town." Robert J. Murray, Murray Co., Honesdale, Pa.

"How to Convince Star Salesmen That Mail Help Is as Valuable as Male Help." Charles Henry Mackintosh, Mackintosh Advertising Service, Chicago, Ill.

Subject to be announced. J. L. Frazier, The Seng Co., Chicago, Ill.

"Copy—The Priceless Ingredient." G. Lynn Sumner Advertising Agency, New York City, N. Y.

"Reducing Selling Costs Through a Properly Managed Sales Promotion Department." P. A. Johnston, sales promotion manager, The Philip Carey Co., Cincinnati, Ohio.

In addition to the general program, there will be seven departmentals, including Financial Advertising, Industrial Advertising, House Organs (sales and employees), Better Letters, Advertising Production and Retail Advertising.

Carl Hunt Dies

Carl Hunt, former manager of the International Advertising Association, died at his home in Orlando, Fla., on Aug. 6. Mr. Hunt came to Orlando two years ago to act as vice-president of the Orlando Chamber of Commerce. After a year's work with this organization he organized the Florida Liquid Fruit Company and served as its president.

Mr. Hunt was born 47 years ago near Indianapolis. When he was twenty-one years old he entered the newspaper business but retired to open his own advertising agency some years later. He continued in the agency business until he joined the Associated Advertising Clubs of the World (now International Advertising Association), where he spent eleven years, serving as general manager during this time.

New England's Second Largest Market

An Optional Combination Rate

The Providence Journal and The Evening Bulletin are published by the same company in the same building. This is sane business and an economical saving. Advertisers benefit by this economy.

The circulation of these newspapers is sold separately and not in a forced combination, so there is comparatively little duplication between them.

For illustration, the combined daily net paid circulation of these papers for June, 1927, was 112,884, while the net paid circulation of the July 4th issue of The Providence Journal (The Evening Bulletin was not published on this date) was in excess of 102,000.

Display advertising in these newspapers is sold separately but local and national advertisers are given an opportunity to buy the combined circulation at a decided saving—a matter of economy.

The Providence Journal-Bulletin optional combination rate represents the best advertising buy in the concentrated Rhode Island market and enables advertisers to reach a very great majority of the English speaking homes in this state at a minimum cost.

Providence Journal Company

Providence, R. I.

Representatives

Chas. H. Eddy Company
Boston New York
Chicago

R. J. Bidwell Company
San Francisco Los Angeles
Seattle



Rate for advertisements inserted in this department is \$3.00 per inch. Minimum charge \$1.50. Forms close Saturday noon before date of issue.

Help Wanted

MAN to solicit SCHOOL ADVERTISING. College graduate with some advertising experience preferred (although not required). Sales ability and intelligence essential. Box 474, Advertising & Selling, 9 E. 38th St., New York City.

ADVERTISING—JUNIOR SALESMAN
On trade publication well known in specialized field. State age, experience and salary expected. Box No. 473, Advertising & Selling, 9 E. 38th St., New York City.

ADVERTISING MANAGER—Experienced in preparing trade paper ads, catalogs, direct-by-mail advertising, making lay-outs, writing copy, buying art work, printing and engraving. Must be familiar with advertising in the industrial field. Location near New York. Opportunity for rapid advancement. Give complete experience, age, salary expected. Address Box 472, Advertising and Selling, 9 East 38th St., New York City.

ADVERTISING MANAGER

A high grade pharmaceutical house requires the services of an advertising manager.

- (a) He must be a graduate of medicine.
- (b) He must be able to do creative work, prepare booklets for distribution to physicians and write copy for medical journals and direct by mail campaigns.
- (c) He must be fond of reading current medical literature.
- (d) He should be able to translate French and German medical articles into English.
- (e) He must be an executive in every sense of the word.
- (f) He should possess a pleasing personality and be able to cooperate in an agreeable manner with other executives.
- (g) His ideas must be broad and his experience must be such that his judgment is mature.

Application must give medical college graduated from and the year, how employed since graduation, time as interne in and name of hospital, nationality, religion, whether married, age, height, weight, references and salary expected.

If you prefer to enclose samples of advertisements you have written, you are at liberty to do so.

Absolute confidence will be maintained. All of our executives know of this advertisement.

Address Box 467, Advertising and Selling, 9 East 38th Street, New York City.

Business Opportunities

I want to sell an automobile publication founded over fifteen years ago. Published monthly, circulation over 20,000 per month, principally among automobile owners in New York State. Publication is printed by outside printing concern, so there is no printing plant to bother with. Excellent opportunity for a live man with reasonable capital to pick a good business investment. Address P. O. Box 619, Hornell, N. Y.

Press Clippings

FRANK G. WHISTON AND ASSOCIATES

offer reliable National or regional press clipping service. Branch offices Everywhere. General offices, One Terrace, Buffalo, N. Y.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filing In, Folding, Etc.

DEHAAN CIRCULAR LETTER CO., INC.
120 W. 42nd St., New York City
Telephone Wis. 5483

Miscellaneous

BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York City.

BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 E. 38th St., New York City.

Open Forum

[CONTINUED FROM PAGE 56]

Concerning Mr. Goode's Article

KENNETH GOODE is, as you say in your note, vehement in his article discussing "Your Money's Worth." That the article is characteristically thorough I question; that it is even adequate I seriously doubt. Mr. Goode won't mind, I hope.

The present book, "Your Money's Worth," is a sequel to the "Tragedy of Waste." Advertising is raked over the fires in both volumes. In the former book the chief criticism is that advertising is used to sell a lot of wasteful, harmful merchandise. In the latter book the chief point raised is that advertising is being used to obscure the unworthiness of merchandise, and that the consumer who buys by brand is buying in ignorance of the real merit of the goods. As a solution the book recommends that impartial laboratory tests be made of competitive products and that people buy with a knowledge of these tests rather than "by brand," as advertised at present.

Mr. Goode allows the former book, with its tirade against waste, to take him off the track. One reads paragraph after paragraph asking, "Well, Kenneth, how about this question of the laboratory test method of buying, rather than the acceptance of the advertisers' competing claims?" But the answer just isn't there.

The fault is not all with Mr. Goode, but with the authors who confuse the issue. The chief fault which the laboratory seeks to correct is that the confused buyer does not know which way to turn in choosing one of several competing brands of goods. That is a plausible assertion, and if the authors stuck to their last the soundness of their reasoning could easily be gauged. But they do not stick to this question; they go off into the realms of quack medicines on the style of "The Great American Fraud" published by *Collier's* many years ago. As a result the reader is presented with a lot of ills, and with a remedy specifically designed for one of them but hopefully dangled before his eyes as a cure for all of them.

Let's follow through on the one idea which the book sets out to advocate. At the outset we preclude all products bought because of style, fancy, whim or vanity. We apply ourselves strictly to articles bought because of their absolute utility. (How many articles are bought for this reason alone is not stated. How many can you count? What proportion of the total?)

The government does not buy the brands, says the book. It tests goods and buys by specifications at a much lower price than the brand price. (How much of the reduction is due to

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents
TORONTO MONTREAL WINNIPEG

the quantities in which the government buys?) The consumer should buy the same way.

Let us overlook the stupendous organization which would be necessary to conduct similar tests for the consumers; let us discount the unwieldy character of such an organization. Let us grant that the organization would be able to issue its results quicker than new products appear, containing improvements. We grant that all obstacles in making such tests could be overcome just to see what would be accomplished.

We would simply have a change in the advertising copy. One advertiser would show how, in such and such a test, his product came out first for these qualities. Another advertiser would show how in the selfsame test his product came out first for another quality. The reader would have the option of taking a dozen such advertisements and making up his mind which product would best serve his purpose despite all these tests. Advertisers would have to spend as much energy as they do now to convince the public of the importance of these tests and their significance. Conversely, the public would have as much "competitive" advertising to "combat." Advertisers would have to spend as much space as they do now in the pioneering work to get people to appreciate the usefulness of the products that were tested.

But the people, having been properly informed of these points, would merely remember the brand name of the product they chose and continue buying by brand name very much the way they do now.

OTTO KLEPPNER, *President*,
The Kleppner Company, Inc.,
New York.

Pittsburgh Papers Merge

PITTSBURGH newspaper properties were involved in a realignment on August 1, when the Pittsburgh Post, the Gazette-Times, the Pittsburgh Sun and the Chronicle-Telegraph changed ownership and were merged into one morning and one afternoon paper. The purchasers were William Randolph Hearst and Paul Block. Mr. Hearst is owner of the Sun and Chronicle-Telegraph, which have merged into one afternoon newspaper to be known as the Pittsburgh Sun-Telegraph. Mr. Block purchased the Post and the Gazette-Times, which papers will be consolidated into the Pittsburgh Post-Gazette. This will be a morning paper.

With the consummation of this deal, Pittsburgh has one morning, two afternoon and one Sunday paper. The other Pittsburgh newspaper, which is published afternoons and Sundays, is the Pittsburgh Press, a Scripps-Howard property.

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The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference. The Editor will be glad to receive items of news for inclusion in this department. Address ADVERTISING AND SELLING, Number Nine East Thirty-eighth Street, New York City

CHANGES IN PERSONNEL—(Advertisers, etc.)

Name	Former Company and Position	Now Associated With	Position
F. W. Nichol	International Business Machines Corp., New York, Asst to Vice-Pres.	Same Company	Pres. Dayton Scale Co., Div.
W. H. McLauthin	Walter Baker & Co., Ltd., Boston, Adv. Mgr.	Resigned	
L. Tomkins	Chickering & Sons, New York, Adv. and Pro. Mgr.	American Piano Co., New York	Adv. Dir.
A. P. Brown	H. B. Humphrey Co., Boston	Waltham Watch Co., Waltham, Mass.	Adv. Mgr.
W. D. Thrane	American Cyanamid Sales Co., New York, Adv. and Sales Pro. Mgr.	Eberhard Faber, Brooklyn, N. Y.	Adv. Mgr.
J. J. Swenson	American Cast Iron Pipe Co. In Charge of Los Angeles Office	Same Company	Gen. Sales Mgr.
P. A. Ivy	American Cast Iron Pipe Co., Birmingham, Ala., Gen. Sales Mgr.	Resigned	
D. P. Hanson	The Great Atlantic & Pacific Tea Co., Jersey City, N. J., Ass't Adv. Dir.	Same Company	Adv. Dir.
P. S. Willis	Comet Rice Co., New York, Gen. Sales Mgr.	Same Company	Vice-Pres. & Mgr.
W. S. Davis	Comet Rice Co., New York, Vice-Pres. & Mgr.	Resigned	
Frank Sawdon	Foreman & Clark, Chicago, Ass't Adv.	Joseph Hilton Co., Chicago	Adv. Mgr.
H. G. Kelbe	American Molasses Co., New York, Adv. Mgr.	Magazine Repeating Razor Co., New York	Sales & Adv. Dept.
K. P. Aschbacher	The Swan Creek Lumber Co., Toledo, Ohio, Vice-Pres. & Gen. Mgr.	Kelsey & Freeman Lumber Co., Toledo, Ohio	Gen. Mgr. Retail Dept.
W. F. Dickson	Endicott-Johnson Corp., Endicott, N. Y., Auditor	Same Company	Treasurer
G. V. Baillard	R. L. Polk & Co., Inc., New York, Adv. Dept.	Lee Bros., Inc., New York	Gen. Mgr.
W. B. Blood	Topics Publishing Co., Mgr. Editor	American Bosch Magneto Co., Springfield, Mass.	Sales Pro. Mgr.

CHANGES IN PERSONNEL—(Agencies, etc.)

Name	Former Company and Position	Now Associated With	Position
Lynn Ellis	Lynn Ellis, Inc., New York	Honig-Cooper Co., San Francisco, Cal.	Management Counsel
C. M. Seymour	F. J. Ross Co., Inc., New York, Secy.-Treas.	Same Company, San Francisco	Vice-Pres. and Secy.
C. P. Pelham	F. J. Ross Co., Inc., New York, Dir. of Service	Same Company	Vice-Pres.
D. Volkmar	F. J. Ross Co., Inc., New York, Comptroller	Same Company	Ass't Secy.
G. DeWolf Wever	F. J. Ross Co., Inc., New York	Same Company	San Francisco Office
Joseph Dillon	Whitaker & Co., St. Louis, Mo.	Chappelow Adv. Co., St. Louis	Copy
Kenneth O'Mara	Hamilton National Bank, New York, Adv. Mgr.	G. Allen Reeder, Inc., New York	Acc't Executive
C. F. Spolen	Reuben H. Donnelley Corp., New York, Prod. Mgr.	G. Allen Reeder, Inc., New York, Acc't Exec.	Acc't Executive
A. G. Peart	Great Atlantic & Pacific Tea Company, Jersey City, N. J., Adv. Mgr.	Paris & Peart, New York	Partner
T. V. Hendricks	Joseph Laronge Co., Cleveland, In Charge of Adv.	Hendricks & Nourse, Cleveland	Partner

Starting *January 1st* 1928

427 advertisers—starting January 1st—have ordered space in Collier's for the first six months of 1928—a greater volume of business than Collier's has ever carried in *any one year*.

Collier's circulation is steadily going up—now well over 1,350,000—over 450,000 newsstand.

NEWSY • PICTORIAL • BRIEF

Collier's

	<i>Advertising & Selling</i>	<h1 style="margin: 0;">The NEWS DIGEST</h1>	<i>Issue of Aug. 10, 1927</i>	
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CHANGES IN PERSONNEL—(Agencies, etc., continued)

<i>Name</i>	<i>Former Company and Position</i>	<i>Now Associated With</i>	<i>Position</i>
Roy Quinlan	Potts-Turnbull Adv. Co., Chicago	The Quinlan Co., Chicago	Pres. & Treas.
John H. Kelly	Henri, Hurst & McDonald, Chicago	The Quinlan Co., Chicago	Sec'y
R. L. Nourse, Jr.	Kangesser Co., Cleveland, Adv. Mgr.	Hendricks & Nourse, Cleveland	Partner
William S. Power	Power, Alexander & Jenkins, Detroit, Partner	Pratt-Moore Adv. Co., Detroit	Vice-Pres.
W. C. Savage	Chicago Better Business Bureau	Fisher-Wilson Adv. Agcy., St. Louis	Contact
W. R. Howell	Dodge Bros., Inc., Detroit	Burton Bigelow Adv. Agcy., Buffalo, N. Y.	Acc't Executive

CHANGES IN PERSONNEL—(Media, etc.)

<i>Name</i>	<i>Former Company and Position</i>	<i>Now Associated With</i>	<i>Position</i>
Frank W. Maas	The Magazine Advertiser, New York, Adv. Mgr.	Resigned	
C. E. Seitman	Evening Graphic, New York	American, New York	Adv. Staff
Perry Githens	Harper's Bazar, New York, Pro. Mgr.	Life, New York	Adv. Dept.
J. R. McDonough	Chicago Herald-Examiner	Thomas F. Clark Co., Inc., Chicago	Chicago Mgr.
B. A. Pincus	Charles A. Fuller Adv. Agcy., Chicago	Thomas F. Clark Co., Inc., Chicago	Ass't to Chicago Mgr.
Frederick Ohm	American Agriculturist, New York	Same Company	Gen. Mgr. of Poughkeepsie Office.
D. B. Hassinger	Robert Gair Co., New York, Art Dir.	Atlantic Lithographic & Printing Co., New York	Vice-Pres. in Charge of Art and Merchandising
F. O. Williams	Courier Journal, Louisville, Ky., Adv. Staff	Yale Alumni Weekly, New Haven, Conn.	Adv. Mgr.
R. W. Read	John M. Sweeney Co., Boston	Read & Wildes, Boston	Partner
N. B. Wildes	John M. Sweeney Co., Boston	Read & Wildes, Boston	Partner
John Cornell	The Magazine Advertiser, New York, Ass't to Adv. Mgr.	Same Company	Adv. Mgr.
J. O. Boyd	Best & Co., New York, Adv. Dept.	Scheerer, Inc., New York	Ass't to Eastern Mgr.

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

<i>Name</i>	<i>Address</i>	<i>Product</i>	<i>Now Advertising Through</i>
John Warren Watson Co.	Philadelphia	Watson Stabilators	George Batten Co., Inc., New York
The Marchant Calculating Machine Co.	Oakland, Cal.	Adding Machines	The H. K. McCann Co., San Francisco
The San-Tabl Tub Co.	Cleveland	Wash Tubs	The Richardson-Briggs Co., Cleveland
Geo. W. Walker Co.	Cleveland	Victoreen	Carpenter Adv. Co., Cleveland
Blake Mfg. Co.	Cleveland	Golf Specialties	Nelson Chesman & Co., Cleveland
Best Lincoln Radio Co.	Cleveland	Radio Products	Nelson Chesman & Co., Cleveland
Massillon Power Shovel Co.	Cleveland	Gasoline and Steam Shovels	Paul Teas, Inc., Cleveland
Swedish State Railways Inc.	New York	Transportation	Husband & Thomas Co., Inc., New York
The Natural Raw Milk Products, Inc.	Seattle	Raw Milk	Tom Jones Parry, Seattle
George D. Roberts & Co.	San Francisco	Stocks and Bonds	Emil Brisacher & Staff, San Francisco
The Le Blond-Schacht Truck Co.	Cincinnati	Trucks	The Keeler & Stites Adv. Agcy., Cin- cinnati

"To rise above mediocrity ~ ~ requires enthusiasm and a determination not to be satisfied with anything short of one's ideals." ~R.R. Updegraff



AT the sixth annual exhibition of advertising art, held by the Art Directors' Club of New York, this poster for the Chicago, South Shore and South Bend Railroad received the Medal Award and the Barron G. Collier Prize. It was painted by Oscar Rabe Hanson (Deceased).

It demonstrates very clearly the relation of the illustration to the copy. The caption reads, "Homeward Bound by South Shore Line" and Mr. Hanson bears this out in his clever portrayal of the wild goose fleetly winging its way southward.

Faithful reproduction brings out every detail of the original—nothing of the artist's technique is lost.

Gotham Photo-Engraving Co.

INCOMPARABLE

229-239 West 28th Street Telephone Longacre 3595-3596 New York, N. Y.


Advertising & Selling • **The NEWS DIGEST** • *Issue of Aug. 10, 1927*


CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

<i>Name</i>	<i>Address</i>	<i>Product</i>	<i>Now Advertising Through</i>
The Gelfand Mfg. Co., Inc.	Baltimore	Mayonnaise	The Joseph Katz Co., Baltimore
The J. B. Williams Co.	Glastonbury, Conn. ..	Shaving Soaps and Toilet Preparations ..	The Manternach Co., Hartford, Conn. Effective, Sept. 1
Pennsylvania Rubber Co.	Jeannette, Pa.	Tires	J. Walter Thompson Co., Inc., New York
The Robeson Rochester Corp. ...	Rochester, N. Y.	Electrical Goods and Cutlery	J. Walter Thompson Co., Inc., New York
The Chelsea Clock Co.	Chelsea, Mass.	Clocks	George Batten Co., Inc., New York
Scott Paper Co.	Chester, Pa.	ScotTissue Products ..	J. Walter Thompson Co., Inc., New York
Union Products Co., Inc.	New Orleans	Old Union Brew	Fitzgerald Adv. Agcy., Inc., New Orleans
General American Tank Car Corp.	Chicago	Glass Lined Milk Tank Cars	Fitzgerald Adv. Agcy., Inc., New Orleans
Standard Fruit & Steamship Co. .	New Orleans	Bananas and Steam- ship Lines	Fitzgerald Adv. Agcy., Inc., New Orleans
Guaranty Development Co.	New Orleans	Hotels	Fitzgerald Adv. Agcy., Inc., New Orleans
Gulf Crushing Co.	Morgan City, La.....	Building Materials and Poultry Feed	Fitzgerald Adv. Agcy., Inc., New Orleans
Union Indemnity Co.	New Orleans	Insurance	Fitzgerald Adv. Agcy., Inc., New Orleans
The Globe Mfg. Co.	Sheboygan, Wis.	Metal Stampings	The Koch Co., Milwaukee
The Spillman Engineering Corp. .	No. Tonawanda, N. Y.	Heat-Rite Hot Water Auto Heaters	J. Jay Fuller, Buffalo
The North American School of Drawing	Buffalo, N. Y.	Correspondence School	J. Jay Fuller, Buffalo
Mary Brooks Picken Fashion & Fabric Studio	New York	Fabric Style Courses	The G. Lynn Sumner Co., Inc., New York
Glenridge Textile Co.	New York	Textiles	Martin Adv. Agcy., New York
Scranton Lackawanna Trust Co. .	Scranton, Pa.	Finance	Edwin Bird Wilson, Inc., New York
First National Bank	Easton, Pa.	Finance	Edwin Bird Wilson, Inc., New York
Curtice Bros. Co.	Rochester, N. Y.	Blue Label Foods ...	Griffin, Johnson & Mann, Inc., New York
E. Frederics, Inc.	New York	Permanent Hair Wav- ing Machines	Erwin, Wasey & Co., New York
Radiart Laboratories Co.	Chicago	Radio Coil and Trans- former Units	Hurja-Johnson-Huwen, Inc., Chicago
Albert Rifkin & Co., Inc.	New York	Coats	Bolland-McNary, Inc., New York
M. Levy, Inc.	New York	Costumes	Bolland-McNary, Inc., New York
John E. Hanifen Co., Inc.	Philadelphia and New York	Sweaters and Knitted Goods	Bolland-McNary, Inc., New York
A. Davis & Sons, Inc.	New York	Coats	Bolland-McNary, Inc., New York
Reger-Gallinger Co., Inc.	New York	Sport and Tailored Dresses	Bolland-McNary, Inc., New York
The Allis-Chalmers Mfg. Co. ...	West Allis, Wis.	Tractor Division	Freeze & Vogel, Inc., Milwaukee
Wm. L. Gilbert Clock Co.	Winsted, Conn.	Clocks	Street & Finney, New York
Clayton & Lambert Mfg. Co.....	Detroit	Gasoline Stoves and Industrial Torches ..	Pratt-Moore Adv. Co., Detroit
The Robert Walker Co.	Detroit	Toilet Preparations ..	Pratt-Moore Adv. Co., Detroit
National Home & School Assn....	Chicago	Books	Hurja-Johnson-Huwen, Inc., Chicago
Standard Varnish Works.....	New York	Paints and Varnishes, Foreign Advertising Only	G. Allen Reeder, Inc., New York
Kraft Cheese Co.	New York	Kraft Cheese, Foreign Advertising Only	G. Allen Reeder, Inc., New York
Fellows Medical Mfg. Co.....	New York	Medicinal Products, Foreign Advertising Only	G. Allen Reeder, Inc., New York
The Keen Waving Co.....	New York	Permanent Waving Machines & Supplies..	The Chambers Agcy., New York

The largest circulation in America daily and Sunday

A great man dies . . .

His clubs and colleagues offer resolutions of sympathy. There are an impressive number of frock coats at his funeral. The press gives him a column. People read about him, wonder a little, and go their daily way.

Another man of eminence dies. The newspapers print pages about him, treasuring every known scrap of information and anecdote. People speak of him in hushed voices, as though the death were in their own family. And on the day of his burial, half a million people line the curbs for weary hours until the flower laden hearse goes by.

Both were great men. Both were eminently and successfully serviceable of their kind and among their fellows. But one had the personality that makes friends, the habit of making friends. There are newspapers like both men. One merely gives excellent service. The other serves well and makes friends in serving.

LAST YEAR, more than a million people wrote letters to The News. They wrote, not as the English write to the London Times, in

pert. In thousands of cases The News has this dual role.

You know how most folks are about going to see a doctor. But last year, 14,560 people wrote to Dr. Evans of The News, asking advice on hygiene and health, diet and exercise, the care and feeding of children.

Do you ever look at yourself in a mirror? Everybody does. So 25,748 women in 1926 wrote to Antoinette Donnelly on matters of health and beauty. Doris Blake answered 12,670 requests for help on personal problems, etiquette and social affairs.

Twenty-two hundred readers bought sets of plans for building new homes; 22,777 automobile owners bought more than 28,000 copies of The News atlas of automobile maps; 23,279 women bought News cook-books; and women readers bought more than 800,000 News patterns at ten or twenty-five cents apiece.

More than 90,000 people contributed to various departments. As for information—The News is library, museum and referee; the Reader's Service Bureau received 18,157 inquiries for data on every-



self expression—but to show their interest, to ask or offer help, to find a solution to their problems.

You bring your problems to either a friend or an ex-

thing under the sun! More than 5,000 people called in person; those who wrote were answered by individual letters.

The baby needs a pair of shoes? A tragedy when true! The Friend in Need column gets such requests and fulfills them; 31,920 letters last year, of which less than one-fifth were requests, and more than four-fifths were offers of assistance. A settlement house asked for an old piano—and got offers of twelve!

THE NEWS is more than a newspaper. It is a friend to its millions of readers. Its friendship is based on service, helpfulness, and a community of interests. Perhaps this fact more than any other explains why forty-five out of every hundred morning newspaper buyers in and around New York City buy The News. They have six papers to select from—but they buy this one.

The News circulation of 1,200,000 copies is a force no advertiser in the New York market can ignore or neglect; but The News friendship, with its millions of readers, and their confidence in it are factors that make a superlative advertising medium as well as the largest circulation in America.

Get all the facts before you make your next New York schedule!

THE  NEWS
New York's Picture Newspaper

Tribune Tower, Chicago
25 Park Place, New York




Advertising & Selling • **The NEWS DIGEST** • *Issue of Aug. 10, 1927*


NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Hendricks & NourseClevelandAdvertising T. V. Hendricks and R. L. Nourse, Jr.
 The Quinlan Company35 East Wacker Drive, ChicagoAdvertising Roy Quinlan, Pres. and Treas.; John H. Kelly, Secy.
 Read & Wildes.....Boston, Mass.....Publishers' Repre-
 sentatives Richard W. Read and N. B. Wildes

PUBLICATION CHANGES AND APPOINTMENTS

Electric Light & Power Magazine Co.,
 Chicago Has been sold by Harry G. Winston and A. E. Gardiner to Ell C. Bennett and Marshall Haywood.
 Winston, Incorporated, Chicago..... Has been purchased by E. C. Bennett and M. Haywood. The name will be changed to Bennett-Watts-Haywood Company.
 Current History, New York Has appointed the John M. Sweeney Company, Boston, as its New England advertising representative.
 The Lenoir News-Topic, Lenoir, No. Caro-
 lina Has changed its page size from a six-column to an eight-column page.
 The Vindicator, Youngstown, Ohio Has appointed Kelley-Smith Company, New York, as its national advertising representative.
 Evening Post, Indianapolis Has appointed Thomas F. Clark Company, Inc., Chicago, as its national advertising representative.
 The Woman's Farm Journal, Columbia City, Has appointed Harry R. Fisher Co., Chicago, as its national advertising rep-
 Inc.resentative.

MISCELLANEOUS

The National Outdoor Adv. Bureau, Inc., Is establishing a new service in outdoor advertising for the benefit of its agency members. This department will be known as the Field Service Department and will have representatives in all parts of the country.
 Engineering and Contracting Publishing
 Co., Chicago Name changed to Gillette Publishing Company.
 B. J. Paris Adv. Agcy., New York..... Name changed to Paris & Peart.
 Shields & Colcord, Inc., Chicago advertis-
 ing agency Name changed to Shields & Vanden, Inc.
 The F. J. Ross Company, New York adver-
 tising agency Has opened a Pacific Coast Office at 405 Montgomery Street, San Francisco. C. M. Seymour is in charge.
 Franklin Press and the Franklin Offset
 Co., Detroit Have consolidated under the name of the Franklin Press and Offset Company.

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

<i>Name</i>	<i>Business</i>	<i>From</i>	<i>To</i>
Electric Light & Power.....	Publication	50 Church St., New York.....	8 West 40th St., New York
G. Allen Reeder, Inc.	Advertising	220 West 42d St., New York ..	Graybar Bldg., 420 Lexington Ave., New York
Blaker Adv. Agcy., Inc.	Advertising	110 West 40th St., New York ..	Graybar Bldg., 420 Lexington Ave., New York
B. J. Paris Adv. Agcy.....	Advertising	1457 Broadway, New York....	Lexington Tower, 41st St. & Lexington Ave. as Paris & Peart
American Agriculturist	Publication	461 Fourth Ave., New York...	North Cherry St., Poughkeepsie, N. Y.
Simmons-Boardman Publish- Co. (Chicago Office).....	Publications	608 So. Dearborn St., Chicago.	105 West Adams St., Chicago

To Select the Proper Advertising Mediums—You Need

STANDARD RATE & DATA SERVICE

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

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

Published Monthly
—supplemented with bulletins—and, covers daily newspapers, farm papers, general



magazines, business papers, religious and foreign language publications.

Confidence

Every great business enterprise, that has endured over a span of time, has been founded upon—and, has prospered through—the confidence of those comprising the market to which it sought to sell its merchandise or service—confidence in honor, intelligence, appreciation and goodwill!

During the short span of eight years STANDARD RATE & DATA SERVICE has done what it has taken other successful institutions many years to accomplish.

USE THIS COUPON

Special 15-Day Approval Order

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

.....192....

GENTLEMEN: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "15 days" use. Unless we return it at the end of fifteen days you may bill us for \$30.00, which is the cost of one year's subscription. The issue we receive is to be considered the initial number to be followed by a revised copy on the first of each month. The Service is to be maintained accurately by bulletins issued every other day.

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

CityState

Individual Signing Order.....Official Position

The VERDICT of the MILLION DOLLAR BELLWETHERS

ADVERTISER	NEWSPAPER receiving most money	AMOUNT SPENT in first paper
<i>Studebaker</i>	Tribune	\$153,713.40
Standard Oil Company <small>(Indiana)</small>	Tribune	\$107,992.30
<i>The American Tobacco Co.</i>	Tribune	\$104,581.60
OAKLAND	Tribune	\$96,215.20
R. J. REYNOLDS TOBACCO COMPANY	Tribune	\$95,819.00
Willys-Overland Motor Co.	Tribune	\$94,304.00
<i>Lambert Pharmacal Company</i>	Tribune	\$82,291.75
P A I G E & Jewett	Tribune	\$76,715.20
DODGE BROTHERS	Tribune	\$76,068.00
Curtis Publishing Co.	Tribune	\$67,100.00
	Tribune	\$65,342.20
OLDSMOBILE	Tribune	\$63,682.60
Frigidaire <small>PRODUCT OF GENERAL MOTORS</small>	Tribune	\$63,471.00
I. LEVER BROS.	American	\$54,783.75
BAYER	Tribune	\$52,976.90
LIGGETT & MYERS TOBACCO CO.	Tribune	\$41,387.00
<i>Maytag</i>	Tribune	\$37,500.90
<i>Kellogg's</i>	Tribune	\$34,418.00
CALUMET	Tribune	\$28,056.85
P. LORILLARD CO.	Tribune	\$20,758.00
WRIGLEYS	Herald-Exam.	\$18,938.37

21 of 23
million dollar
Bellwethers
prefer
The Tribune
above all other Chicago newspapers.

By a vote of 21 to 2, the "million dollar" national advertisers pick The Tribune above all other Chicago newspapers. All but two of 23 manufacturers who spent \$1,000,000 or more for advertising in Newspapers in 1926* gave more of their appropriation to The Tribune than to any other Chicago newspaper.

An overwhelming decision which leaves no doubt as to The Tribune's overwhelming leadership!

Can the man who spends more than a million dollars a year for advertising be far wrong? Could you fool 91% of the largest advertisers in the country? Head the list at the left of big newspaper advertisers and note carefully how they spent their advertising funds in Chicago.

Making It 100%!

All but one advertiser in this list used The Chicago Tribune—and that one, Lever Brothers, is spending approximately \$50,000 for advertising in The Tribune during 1927. The other 22 spent more than \$1,500,000 in The Tribune. The rest of their appropriations were divided among several newspapers.

Can They Afford to Be Wrong?

Follow the lead of those who have made great advertising successes. When you buy The Chicago Tribune you are getting a tangible force.

You get more families in Chicago and suburbs than any other newspaper can give you.

You get more readers in The Chicago Territory outside Chicago than you can get with any other newspaper. You are given exact information on circulation in the city districts of Chicago and in every city, village and hamlet outside Chicago. You can easily check the quality of the circulation.

There are many evidences of the value of Tribune good will built in The Chicago Territory for 80 years. Manufacturers who have made the greatest advertising successes have not placed their money on the strength of theory and intangible claims. They knew they were buying an actual value which no other newspaper could give them.

Increases in sales in The Chicago Territory have so substantiated their judgment that they have continued to use The Tribune each year in increasing measure.

*From the list prepared by the Bureau of Advertising of the American Newspaper Publishers' Association. If there are any "million dollar" newspaper advertisers omitted it is because the Bureau of Advertising was unable to secure estimates of their newspaper expenditures. Two of the 23 manufacturers have asked that their names be not mentioned.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation: 769,645 daily; 1,090,215 Sunday

Above are listed 21 of the 23 million dollar bellwethers. Two who used more advertising in The Tribune than in any other Chicago Newspaper asked that their names be omitted.

SUPREME IN CHICAGO—FIRST IN ADVERTISING—FIRST IN CIRCULATION