

In Two Sections—Section One

Advertising & Selling

PUBLISHED FORTNIGHTLY



Drawn by Guido and Lawrence Rosa

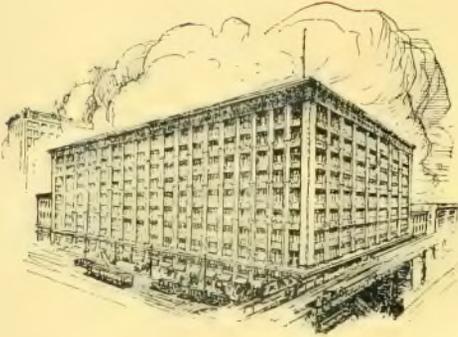
APRIL 20, 1927

15 CENTS A COPY

In this issue:

"Tomorrow's Business and the Stream of Life" By ROBERT R. UPDEGRAFF;
"How Black Is Mr. Borsodi's Devil?" By KENNETH M. GOODE; "Random
Recollections of a Publisher" By JOHN ADAMS THAYER; "A Catalogue of
Contest Ideas" By EDGAR PAUL HERMANN; "The News Digest" on Page 82

The greatest volume of advertising ever placed by a Chicago store in ONE NEWSPAPER



IT IS frequently said in merchandising circles that The Davis Company is the fastest growing store in Chicago.

In the year 1926 The Davis Company placed 1,254,028 agate lines of advertising in The Daily News—the greatest amount ever placed in one newspaper, in a like period, by any single Chicago advertiser. This amount was greater than the total advertising of The Davis Company in all other Chicago newspapers in the year 1926.

The accompanying letter from The Davis Company tells how they have made use of space in The Daily News to achieve a most remarkable success in department store operation.

It offers guidance to all who are interested in promoting the rapid growth of business through efficient advertising in Chicago.

THE DAVIS COMPANY
Chicago

Mr. L. M. Barton,
Advertising Manager, The Chicago Daily News,
Chicago, Illinois.

Dear Sir:

It is hardly necessary to say that we are exceedingly gratified by the growth of our business during the past year. This development has been marked not only by sales figures but by a great increase in the number of people coming into the store.

There are, of course, many factors in this success. We can not minimize the importance of our "Bottom Prices Guaranteed" policy. It is becoming more and more widely known that quality for quality we will not be undersold. We have made many improvements in our organization and facilities. We have added substantially to our store space and have greatly improved our service.

The Daily News has been the principal medium for our advertising. Our opinion of the efficiency of The Daily News as a business builder is best indicated by the amount of its space we have used.

Yours very truly,

Arthur Davis

President

In 1926 38.39% of all the department store lineage used in Chicago papers, daily and Sunday, appeared in The Daily News—more than twice the volume any other daily or Sunday paper carried.

THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

Member of The 100,000 Group of American Cities

Advertising
Representatives:

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

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward & Kelly
Fine Arts Building

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

Average Daily Net Paid Circulation for March, 1927, 440,448

Published every other Wednesday by Advertising Fortnightly, Inc., 9 East 38th St., New York, N. Y. Subscription price \$3.00 per year. Volume 8, No. 12. Entered as second class matter May 7, 1923 at Post Office at New York under Act of March 3, 1879.



Sweet Alkaline

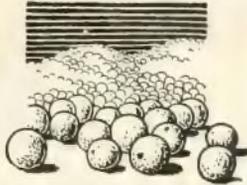
¶ That disagreeable thing called "acidosis" hasn't much chance in New York where thousands of wise New Yorkers have learned to combat it with Nedick's famous orange drink.

¶ Sweet, tree-ripened oranges give Nedick's a definite alkaline reaction which helps to rout the most persistent acidity.

N. B.—To keep the family healthy and happy, take home a container of Nedick's now and then.

Nedick's
THIRST-STATIONS

© 1927 NEDICK'S



20,000,000 gold mines

¶ 20,000,000 oranges give their fragrant juice to Nedick's famous drink each year. Turned to gold by tropic suns, each orange is a rich mine of health-building minerals—iron, potassium and calcium; silicon, sulphur and sodium—as well as vitamins and valuable fruit salts.

¶ That explains, perhaps, why chronic health-seekers make Nedick's a daily habit.

Nedick's
THIRST-STATIONS

© 1927 NEDICK'S



aged in the woods

¶ Because the oranges used are allowed to ripen in their native groves, each glass of Nedick's contains the maximum of health-giving vitamins and fruit salts.

¶ And because Nedick's famous Orange Drink is made daily, each glass boasts the fragrant flavor that has yet to be equaled for uniformity among all fresh-fruit drinks.

Nedick's
THIRST-STATIONS

© 1927 NEDICK'S

Facts need never be dull

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

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

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

* Trade Mark Reg.

JOSEPH RICHARDS COMPANY, INC., 253 Park Ave., New York

RICHARDS

FACTS FIRST — THEN ADVERTISING

Confidence

And The Lost 500,000

More than half a million lines of advertising could have been added to The News' total of 18,272,586 lines for 1926 (six issues a week) if we had been willing to relax the censorship that has protected News readers and News advertisers for 57 years.

We might have gained a million and a third lines of national advertising last year instead of 901,419—for most of the half million lines ruled out or rejected were in the national classification.

But that half million lines, available but not accepted, was not lost. It does not show in the total, but it was not lost.

The News has never been willing to take today's dollar and forfeit the good will upon which tomorrow's hundreds will be based.

The News holds the confidence of its readers as something priceless.

Advertisers get remarkable results from The News, for an advertisement in The News goes into the home with much of the character of the spoken recommendation of a friend.



The Indianapolis Radius

is Indianapolis and Central Indiana, a territory extending 75 miles in all directions and dominated by the circulation of the Indianapolis News—Population 2,000,000—Unexcelled transportation facilities—High standards of buying and living.

The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York Office, Dan A. Carroll
110 E. 42d Street

Chicago Office, J. E. Lutz
The Tower Bldg.

Everybody's Business

By Floyd W. Parsons

The Materialism Outcry—

WHY all of this furore about the evils of materialism? Life is like an automobile coasting downhill with the brakes out of commission. Stopping is out of the question, so all one can do is sit tight and try to guide the runaway. Materialism is here to stay and it is far better than the superstitions and half-baked theories of yesterday. Because it emanates from the head is no reason it is lacking in heart. In fact, we would be quite lost today if it were not for this great force which demands that we give first consideration to life's realities.

It reminds me of the class in arithmetic in a rural school. The young teacher from the city propounded this question to the tow-headed daughter of a farmer: "If there are 10 sheep on one side of a wall, and one jumps over, how many sheep will be left?"

"No sheep, teacher; no sheep."

"Oh, but you're wrong!" said the teacher. "I'm sure you are not so stupid as that. Think again. If there were ten sheep on one side of the wall, and one jumped over, certainly nine sheep would be left. Don't you see that?"

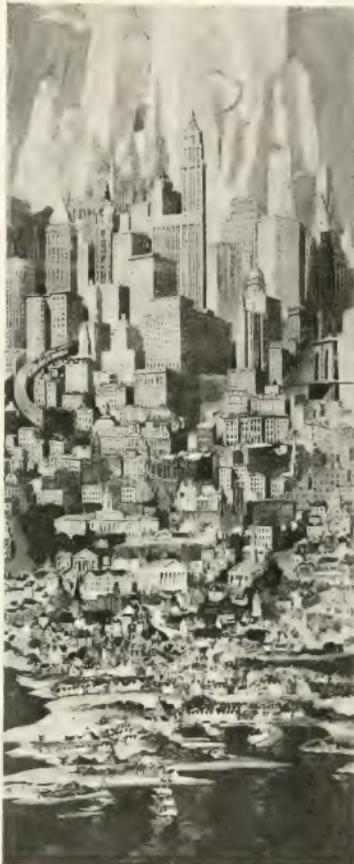
"No, no!" persisted the child.

"If one sheep jumped over, all the others would jump after. My father keeps sheep."

Then, seeing the puzzled look on the teacher's face, the little girl explained apologetically: "You know 'rithmetic, but I know sheep."

The trouble with most of us is that we are trying to make life fit into the molds of yesterday rather than set ourselves earnestly to the task of shaping new patterns and making new rules to fit life as it is today. It is necessary that we face the startling truth that man is coming rapidly to the end of his present civilization. As nature measures the ticks of the clock of time it was just a little while ago when the ice retreated for the fourth time from our valleys leaving only the big trees of California and a type of human known as the Neanderthal man to bridge the era separating the past from the present.

This early kinsman succeeded in discovering fire, and passed his knowledge on to the Cro-Magnon man who struggled on for more than a hundred generations, finishing his work with the coming of the new stone age that ended 1500 years before the birth of Christ.



Courtesy John Wanamaker

In these early times man did not average one revolutionary discovery a century. He learned to count to ten and ages passed before he advanced any farther.

The coming of Christianity added impulse to the progress of civilization. Six centuries later, Mahomet was born, and the religion he established would probably have overrun the world had it not been for the defeat of the Saracens in the Battle of Tours in 732 A. D. Popular education started with Charlemagne early in the ninth century. A little later King Alfred first established schools in England. Then the hardy Norsemen discovered Greenland and probably sailed down along the eastern shore of America. Next came the Crusades which began in 1096, and this union of peoples in a common cause brought about an exchange of ideas for the first time among the nations of Europe.

While the introduction of metal type in 1450 made possible the wider dissemination of knowledge, there was still a pronounced reluctance on the part of humankind to take up with new thought and new customs. The theories of Copernicus with regard to planetary movements, and even Newton's presentation of the law of gravitation did not shake man out of his prolonged stupor. The fallacious ideas of Galen, who first carried on experiments in the dissection of apes and lower animals, were accepted without question for nearly 1300 years. Everyone was content to rely on the expressed beliefs handed down through the ages. The world practically stood still because it had not yet given birth to that most destructive and at the same time, constructive person, the scientific doubter.

It was Harvey who really brought about the declaration of independence on the part of human thought. He doubted the conclusions that man had accepted thoughtlessly for more than a thousand years and this resulted in his discovery of the circulation of the blood. A little later another great doubter appeared and Darwin gave us his "Origin of Species," a book which influenced human thought to a greater extent than any other except the Bible. So careful was Darwin in the exposition of his theory that it has become not only the working hypothesis of practically all biologists, but is accepted generally by the scientific world.

[CONTINUED ON PAGE 70]



Pay Attention to Matters of Importance

GOOD advice for up-and-coming young men in the day of Diogenes. An obvious but necessary business maxim for every successful man today.

Three thousand successful business men will meet on the second of May in Washington for a 4-day conference to consider *matters of importance*. President Coolidge and Secretary Hoover will head the program. Authorities will discuss manufacturing, merchandising, banking, distribution, civic development, agriculture, foreign commerce, in-

surance, natural resources, communication, transportation.

Matters of importance, these. In the Thirteenth Issue of *Nation's Business*, out May 15, they will be reported and interpreted. In addition to the 250,000 alert business men who regularly keep in touch with matters of importance through *Nation's Business*, an additional 50,000 will buy the Thirteenth Issue. Advertisers can get this bonus circulation at the regular rates if they act promptly.

Call or wire Washington or the nearest branch office.

NEW YORK
1400 Woolworth Bldg.

CHICAGO
1020 Metropolitan Bldg.

CLEVELAND
900 Keith Building

NATION'S BUSINESS

DETROIT
3-141 General Motors Bldg.

ATLANTA
704 Walton Building

SAN FRANCISCO
710 Hearst Building

MERLE THORPE, *Editor*

Published Monthly at Washington by the United States Chamber of Commerce

But - it is WORTH the EXPENSE



EVERY year manufacturers spend thousands of dollars to place Good Housekeeping "Tested and Approved" Seals on their products. Millions are used in label form as on the bottle shown here. Millions more are imprinted directly on cartons and wrappings. One manufacturer alone uses the Seal on fifty million (50,000,000) packages yearly.

It is the *acceptance* of Good Housekeeping's endorsement that makes this Seal so valuable to manufacturers.



"THERE is no doubt that you have several million women in this country sold on the Good Housekeeping Seal, and we are willing to continue, at quite a little expense, to put it on every package of "Jergens' Lotion."

—H. M. MANSS,
The Andrew Jergens Co.



The faith women have in Good Housekeeping is the basis of the Good Will, years and years in the building, that is given so freely to products advertised in its pages.

If you doubt, merely ask any woman whose opinion you respect: "What does Good Housekeeping mean to you?" Then you will know better why there are more products advertised in Good Housekeeping—more pages of advertising used—than in any other leading woman's magazine.

GOOD HOUSEKEEPING

BOSTON

CHICAGO

NEW YORK

SAN FRANCISCO

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

*If you want to know about our work,
watch the advertising of the following:*

BON AMI
 CONGOLEUM RUGS
 VALSPAR VARNISH
 GRINNELL SPRINKLERS
 McCUTCHEON LINENS
 PETER SCHUYLER CIGARS
 ANSCO CAMERAS AND FILM
 COLUMBIA WINDOW SHADES
 ARCADIAN SULPHATE OF AMMONIA
 TARVIA
 DUZ
 WOODTONE
 HAVOLINE OIL
 WALLACE SILVER
 THE DICTAPHONE
 BARRETT ROOFINGS
 NAIRN INLAID LINOLEUM
 COOPER HEWITT WORK-LIGHT
 McKESSON & ROBBINS PHARMACEUTICALS
 NEWSPAPER INSTITUTE OF AMERICA
 PLYMOUTH BINDER TWINE
 SEMET-SOLVAY COKE
 TAVANNES WATCHES
 INDIAN GASOLINE
 BONDED FLOORS
 NEW-SKIN

What we've done for others we can do for you.

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

Typical Subscribers to The American Printer

The Roycrofters, East Aurora, N. Y.



When Elbert the first in 1915 bade farewell to the men and women of the Roycroft Shops he said: "Elbert Hubbard II will be your chief while I am away." The Fra went down on the Lusitania. The younger Hubbard took up the great work his father had started back in 1895, and the shops in East Aurora, together with the printing office, have never been so successfully managed and operated.

Says Elbert Hubbard II:

"Do I read THE AMERICAN PRINTER? Well, I not only read it myself but the whole gang makes good use of it. A copy comes to my desk and another one goes to the library in the Printing Department and is on display so that all of the boys can read it whenever they have the opportunity or urge. Every copy is well thumbed.

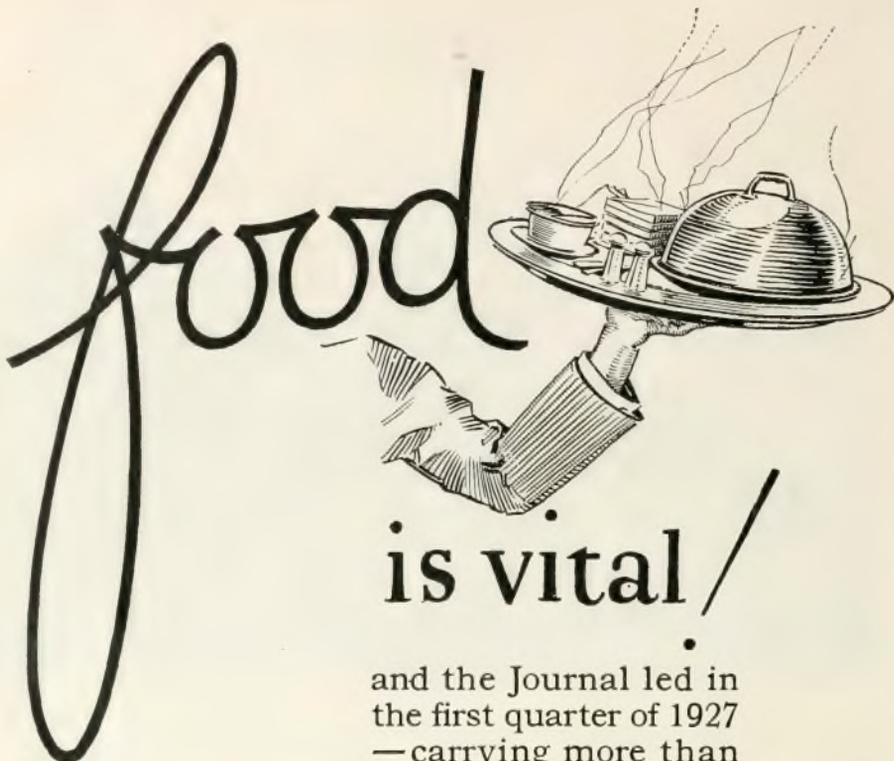
"I find THE AMERICAN PRINTER a great help in keeping in touch with what is going on in the printing world. Not only that, but it continually refreshes my mind on the history of printing. It helps us in the selection of materials, machinery, and every other aspect of the printing business.

"I consider that it is just about as essential to have THE AMERICAN PRINTER in our possession each month as it is to get a copy of cost sheets. Not only do I feel that way, but Cy Rosen, the Boss Printer of The Roycroft Shops, and his assistants, are equally enthusiastic."

Because of the high quality of its circulation and the recognized buying power of its subscribers, THE AMERICAN PRINTER is the logical medium for manufacturers who want to reach the printing industry.

The American Printer, Inc.

9 East Thirty-eighth Street, New York



First . . . !

IN LOCAL, NATIONAL
AND TOTAL LINAGE,
IN THIS MAJOR CLASSIFICATION.

and the Journal led in
the first quarter of 1927
— carrying more than
forty-four per cent of the
*total food, grocery and
beverage advertising* in
all of Portland's newspapers!

Food, Groceries and Beverages
Linage First Quarter, 1927

JOURNAL . . .	225,554
News	115,150
Oregonian	114,422
Telegram	47,194

The JOURNAL

Portland, Oregon

BENJAMIN & KENTNOR COMPANY "Special Representatives

Lake State B'k Bldg.
CHICAGO

NEW YORK
2 W. 45th Street

LOS ANGELES
401 Van Nuys Bldg.

SAN FRANCISCO
58 Sutter Street

PHILADELPHIA
1524 Chestnut Street



Reach the Buying Power in Michigan With These Booth Newspapers

MEASURED in terms of industry, agriculture, normality of business, living conditions or by any other standard, The Michigan Market is outstanding. Seventy-three per cent of the income taxpayers in the cities outside of the Detroit Area live in the Booth Newspaper territory.

With a combined net paid circulation of over 260,000 concentrated in these eight important centers, The Booth Newspapers offer a complete coverage of the buying power in this important market. Here is a market with ready money to buy and one that can be covered economically with one group of metropolitan newspapers.



Write any Booth newspaper for a copy of "The Michigan Market"

- | | | | |
|---------------------|----------------------|-------------------------|----------------------|
| Grand Rapids Press | Saginaw News Courier | Jackson Citizen Patriot | Muskegon Chronicle |
| Flint Daily Journal | Kalamazoo Gazette | Bay City Times Tribune | Ann Arbor Times News |

I. A. KLEIN, Eastern Representative, 50 East 42nd St., NEW YORK.

THE BOOTH PUBLISHING CO.

J. E. LUTZ, Western Representative, 6 North Michigan Ave., CHICAGO.



Newspaper Advertising is *Market* Advertising

IT used to be the idea that advertising in a newspaper would cover only the city in which the newspaper is published.

Today, the newspaper serves not only its own city, but a vast outside territory which is tributary to the city itself, and which is accessible and closely related, principally because of good roads, bus lines and the almost universal ownership of automobiles.

Thus an entire market is covered by daily newspaper advertising rather than a city alone.

No advertising medium reaches as regularly and as effectively the homes of an individual market as the newspaper.

Hence, a market study, analysis and survey is always important and interesting in order that the fullest benefits may be derived from a newspaper campaign.

We are the national advertising representatives of twenty-four progressive newspapers located in prosperous and responsive markets.

We are at all times prepared—in conjunction with their respective service departments—to provide valuable and useful merchandising service and market reports that will assist the manufacturer of any commodity either in opening up the market or in extending distribution already under way.



THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

New York

Chicago

St. Louis

Atlanta

San Francisco

Los Angeles

Portland

New Times—
New Conditions—
New Needs—and a
New
American Druggist

¶ *To manufacturers selling the drug trade*

¶ *To all buyers of space in media reaching the drug trade field*

AMERICAN DRUGGIST

The Pharmaceutical Business Paper

has been purchased by INTERNATIONAL PUBLICATIONS, INC.*

A new editorial policy to meet
 modern conditions with
 emphasis on reader interest.

A high standard of art work.
 National paid circulation.

A large type page for display
 advertising.

New advertising rates are ef-
 fective with the July issue.

The first issue under the new management will be July.

Full details from

AMERICAN DRUGGIST

119 West 40th Street, New York, N. Y.

*This organization is affiliated with the company which publishes such magazines as *MoToR*, *Town and Country*, *Harper's Bazar*, *Cosmopolitan*, *Good Housekeeping*.

POWER

Fred R. Low

Editor in Chief, Past President A.S.M.E., Past Member American Engineering Council, Chairman A.S.M.E., Boiler Code Committee, Chairman A.S.M.E. Power Test Code Committee, Author of several Engineering works, Member Nat. Assoc. Stationary Engineers—an outstanding figure in the industry. Editor of POWER for 37 years.

A. D. Blake

Associate Editor of POWER for 15 years. Graduate Mechanical Engineer, 3 years power plant construction experience—Member A.S.M.E., N.A.S.E., Member A.S.M.E., Sub-committee on Industrial Power.

C. H. Berry

Associate Editor. Formerly Assistant Professor Steam Engineering at Cornell, then Technical Engineer of Power Plants, Detroit Edison Company. Member A.S.M.E. Power Test Codes Committee, Chairman A.S.M.E. Sub-committee on Steam Turbines, Member American Refractories Institute

F. A. Annett

Electrical Editor. Five years instructor in Electrical Engineering, five years in the design, construction and operation of electrical machinery and eleven years on POWER Editorial staff. Member A.I.E.E., N.A.S.E. and Association Iron and Steel Elec. Engineers.

L. H. Morrison

Oil Engine Editor. Graduate Mechanical Engineer, 15 years experience in design, erection and operation of oil engines. Sec. Gas Power Section of A.S.M.E. Member N.A.S.E. Author authoritative works on oil engines.

P. W. Swain

Associate Editor. Graduate of both Yale and Syracuse. Instructor in Power Engineering at Yale for two years. Chairman Papers Committee of American Welding Society. Chairman Sub-committee on bibliography of feed water investigation, A.S.M.E. and N.E.L.A. Member N.A.S.E.

A. L. Cole

Three years of design experience, 8 years as chief engineer of a 15,000 kw station. Specializes on boilers and powdered fuel. Member A.S.M.E.

Thomas Wilson

Western Editor. Graduate engineer, 20 years practical experience. Member A.S.M.E. and Western Soc. of Engineers. Member Executive Committee of Chicago Section A.S.M.E. Member N.A.S.E.

F. L. Beers

Copy Editor. Member of POWER Staff for 25 years to whose hands all copy must go for final check and approval.

These Men Make
POWER

Published
at 10th Ave. and

36th St.,
New York

Devoted to the Power Problems
of All Industries

“we have purchased—”

“I have purchased and installed a refrigerating plant, two water heaters, a deep well pump and these of course, all need valves, fittings, thermostats and other operating plant devices. The writer used POWER for considerable information in the purchase of this equipment.”

The chief engineer of a large department store in Pittsburgh shows you, in this little note, how he uses POWER to help him in his work.

A.B.C.

If you are seeking to cultivate the Buying Power in the power field, let us show you how POWER can help you—to analyze the market—to reach the influential men in that market.

POWER

A McGraw-Hill Publication

Out of Boston's total trading territory this 12-mile area contains:

- 74% of all department store package deliveries
- 61% of all grocery stores
- 60% of all hardware stores
- 57% of all drug stores
- 57% of all dry goods stores
- 55% of all furniture stores
- 46% of all auto dealers and garages



Draw a 12 mile circle

AROUND BOSTON -

Within this area lies Boston's key market, made up of over 1½ millions of people. Here is where successful retailers concentrate their advertising

HOW do you define the Boston market? On your New England sales map draw around Boston a circle with a radius of 12 miles.

In this area Boston department stores make 74 per cent of all their package deliveries. And the Clearing House Parcel Delivery, jointly employed by these stores, confines its operations entirely within this 12-mile area. Here a leading department store obtains 64 per cent of all its charge accounts.

Why? Because here in this 12-mile area live 1,567,000 people, the greatest concentration of people in New England. Here, too, is the greatest concentration of grocery stores, hardware stores, drug stores, dry goods stores, furniture stores, auto dealers and garages. This is the real Boston market.

WITHIN this 12-mile Clearing House Parcel Delivery area the Globe has the largest Sunday circulation of any newspaper in Boston. And here its daily circulation exceeds that of Sunday. This is the Globe's market.

Because of the Globe's uniform seven-day concentration in this key market the Sunday Globe carries as much department store lineage as the other three Boston Sunday newspapers combined. And in the daily Globe the

department stores use more space than in any other daily paper.

The Globe has gained this leadership because it appeals to all classes of Boston people without regard to race, creed or politics.

The Globe's appeal to men is based on its freedom from bias or favoritism in general news, editorials or sports. And its Household Department makes the Globe the daily counsellor and guide of New England women.

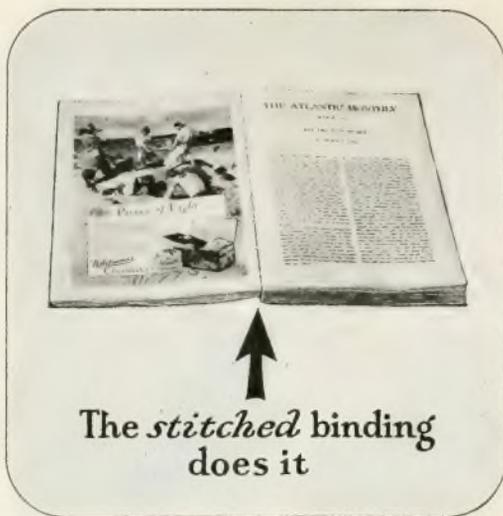
To put your advertising message before the people who make up Boston's Key Market you must use the Globe first.

WE SHALL BE GLAD to send you a detailed study of the Boston market. Write on your business letterhead for the new edition of our booklet, "Looking at New England through the Eyes of the Sales and Advertising Manager."



The Boston Globe

The Globe sells Boston.



The *stitched* binding
does it

12 Points of Distinction in The Atlantic Monthly

OPENS EASILY— STAYS OPEN!

III

No need to jump on The Atlantic before reading, to keep the magazine from snapping shut when each page is turned.

Mere mechanical detail—but important, because it establishes the line of least resistance to each advertising page.

Circulation, 110,000
ABC Net Paid—Rebate-backed,
Guaranteed.

AN ORIGINAL ATLANTIC
FEATURE SINCE 1857

THE ATLANTIC MONTHLY

A Quality Group Magazine

8 Arlington Street

Boston, Mass.

Advertising & Selling

VOLUME EIGHT—NUMBER THIRTEEN

April 20, 1927

Everybody's Business	5
FLOYD W. PARSONS	
Tomorrow's Business and the Stream of Life	19
ROBERT R. UPDEGRAFF	
Mr. Wells' Portrait of an Advertising Agent	20
EARNEST ELMO CALKINS	
He's Good Because He's Bad	21
RALPH MCKINLEY	
How Black is Mr. Borsodi's Devil?	22
KENNETH M. GOODE	
The Bakelite Caravan—A New Idea in Industrial Selling	23
JOHN ALLEN MURPHY	
Advertising is Three-Dimensional	24
O. A. OWEN	
Making the Order Blank Less Hard Boiled	25
"Will It Work?"	27
ROBERT FELLOWS WOOD	
Recollections and Reflections	28
JOHN ADAMS THAYER	
The Editorial Page	29
Ninety-Horsepower Sentences Were Once the Rage	30
R. R. AURNER	
—and Now Concerning Copy	32
Blue Star Seals Protect Gas Customers	34
In the Style of 1827	36
A Catalogue of Contest Ideas	38
EDGAR PAUL HERMANN	
Should the Manufacturer Share the Retailer's Advertising Cost?	40
HUGH STRONG	
The 8-Pt. Page by ODDS BODKINS	42
The Open Forum	60
E. O. W.	68
The News Digest	82



LAST May Robert R. Updegraff wrote for us "The New American Tempo," an article which so clearly crystallized the present state of American business that it was widely quoted and reprinted. In this issue appears a worthy companion article which we hereby call to the attention of all our readers: "Tomorrow's Business and the Stream of Life."

The present article is clear, graphic and thought-provoking. To read it is to understand better the present mood of America and to be prepared for the future. To the business man who faces a sagging sales curve, it will serve as a bracer; to the business man who feels too secure, it will serve as a warning.

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. LINDBQUIST
405 Sweetland Bldg., Superior 1817

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

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The Delineator for April *carries these advertisements*

The Delineator for April carries the following advertisements prepared by The H. K. McCann Company for its clients. For easy reference the respective pages are given below:

- Page 70 Borden's Eagle Brand Condensed Milk (for cooking)
- Page 77 Del Monte Vegetables
- Page 86 Del Monte Canned Fruits
- Page 93 "Vaseline" Petroleum Jelly
- Page 98 Hawaiian Crushed and Sliced Pineapple
- Page 100 Borden's Eagle Brand Condensed Milk (for infant feeding)
- Page 111 Twenty Mule Team Borax
- Page 113 Nujol

THE H. K. McCANN COMPANY
Advertising

NEW YORK
CHICAGO

CLEVELAND
LOS ANGELES



SAN FRANCISCO
MONTREAL

DENVER
TORONTO

APRIL 20, 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
N. S. GREENSFELDER JAMES M. CAMPBELL FRANK HOUGH, *Associate Editor*

Tomorrow's Business and the Stream of Life

By Robert R. Updegraff

THE morning after his first night in a king's bed chamber at the Tuileries, to which he had come the day before acclaimed by the populace and at the head of a great procession, Napoleon remarked to Bourrienne, famous French diplomatist and biographer: "Bourrienne, to be at the Tuileries is not all. We must remain here."

Today many American business men face somewhat the same situation. They find that to have built a business is not enough; they must remain in it. This truth is becoming increasingly apparent to them as they watch the sales curves of this or that item or department slowly—or perhaps abruptly—flattening out. And in the next half dozen years it is likely to become apparent to many others who today feel no concern about the future because their sales curves are still

climbing in a very satisfactory way. Nor will this danger be confined to individual enterprises. Indeed, even now some whole industries are

experiencing an alarming decrease in their sales, and men who for years have been bitter competitors are meeting and discussing their declining sales for the comfort they may derive from each other's misery.

In some cases this condition can be traced directly to some new competition; in others the cause seems to be less sharply defined. The public simply seems to have grown indifferent.

Business competition is relatively easy to fight, but public indifference is quite another thing; and it can flatten the sales curve as effectually as the most aggressive competition. Indeed, it is the very passivity of indifference that makes it so difficult to deal with. That is what the English have found in coping with Gandhi's Swaraj party in India: its passive resistance worries the English more than any ag-



Courtesy of Nat'l Advisory Committee for Aeronautics

WHEN the recent World War was at its height it was freely predicted that the effects would be far reaching. They have been. All departments of life were touched. The war demanded new techniques in living as well as in fighting, and people had to accustom themselves to conditions the influences of which remain. Such war-time developments as the perfection of the airplane altered existence in a physical way; such less material phenomena as the closely organized community life of 1917 and 1918, in a less obvious but none the less vital way, which the world of business must study with care

gressive military resistance possibly could. They know how to deal with the latter; there is no "dealing" with the former.

As one listens these days to the shop talk of business men, one is impressed with the extent to which public indifferences seem to be developing in America. Some of them are small and unimportant; others

are large and disturbingly important to the men whose capital and business lives are involved. More than that, no one can tell what the public is going to become indifferent about next, with the sudden development of some new interest that takes people's time or fancy or money—or all three.

Of course, there is nothing new in

all this; industries have gone to seed before. But in years gone by business men have had plenty of time to adjust themselves and it was their own fault if they were caught napping. Today changes are taking place so fast, and public interest is shifting in so many ways at the same time that business men must

[CONTINUED ON PAGE 44]

Mr. Wells' Portrait of an Advertising Agent

By Earnest Elmo Calkins

HOW Many advertising men, I wonder, have read "The World of William Clissold"? William's brother Dickon is by way of being an advertising agent, and this gives Wells the opportunity of displaying how much he knows about this new profession. Apparently he knows a lot.

Wells has built up his advertising man by borrowing from American models. No such example existed in England at the period he describes. Dickon's comments and observations have a decided cis-Atlantic flavor. He talks to his brother from time to time about his thoughts, which are far more plausible and natural than the average literary man's ideas of advertising:

"There's no money in anything until people have been told about it," he says.

Speaking of the extension of strongly organized big business into what were then the trades and occupations of a great multitude of independent individuals, he observes, "Nobody has yet succeeded, for example, in replacing the small baker, and cheese remains, like art, above all standardization."

And again:

"Fishmongering and fruit selling were still far from any syndication."

Here in this country he would find all four of his impossibilities realized. We have our chain bakers, Kraft has certainly standardized cheese, whether it is still an art or not, and the fishmongers and fruit growers are among the most successful cooperative advertisers.

He, Dickon, invented two words, *advertisand*, to designate the article advertised, and *advertisee*, the ultimate consumer to whom advertising is directed. He declared it was possible to print a newspaper advertisement so big that it was totally invisible. People would not read type that was visible three yards away. Their eyes went through the gaps. He was far in advance of the times in perceiving that an advertisement should not be a bore; the advertisers of those days sought

strenuously to bore. Of course they succeeded.

"The typical trade paper advertisers," he says, "want to sell their stuff to the man behind the counter, and not to the public; they are on his side against his big enemies (that is, nationally advertised goods), and they expect him to pit his personal recommendation against the pervading public advertisement. The retailer's trade paper is in fact not advertisement properly speaking at all, but anti-advertisement."

"And as the groupings of shops into big centralized stores," says William, "which my father had done so much to promote, went on, Dickon became more keen on what he called bringing the shop window into the morning paper." That last phrase sounds like our stuff.

"The lax and incidental student of pure science," he continues, "became the enthusiastic specialist in marketing, an active force in that change of scale in distributing methods which is one of the most striking aspects of my immediate work." William himself was a large industrial promoter. And again of his brother he says: "He began to think of advertising less and less as an adventure, and more and more as an integral social function, with obligations and standards of its own."

And Dickon himself became quite concerned about the need of honesty in advertising, quite exercised over the heartless falsehoods of the patent medicine vendors. He exclaims:

"The advertising world has to sacrifice its black sheep. *Has to!* Advertisement. Billy, is too big a thing for lying—too big a thing. Much too big a thing. It's the web of the modern life; it's the call of the flock. For most people, flat statement in advertisement is warranty, absolute warranty. And it ought to be. They take it as they take the news, Billy, in the adjacent columns. The voice of print, Billy, is the voice of God. To them it is. And it's up to us to see they get it divine and true."

He's Good Because He's Bad

Some Things You Might Like to Know About
an Advertising Villain

By Ralph McKinley

THE Hartford Fire Insurance Company's hellion is a nationally known villain. He is one of the most repulsive and most popular advertising creations of his time.

This sinister figure has been stalking across the advertising stage for nearly four years, yet his public does not seem to tire of him and, for all anybody knows to the contrary, he will go on forever. As any good villain should, he gets bigger and better hissing every time he waves his reddened hands or shows his blazing face.

Probably everyone actively engaged in advertising has seen the Hartford hellion. He appears regularly every fourth week in two colors on a *Saturday Evening Post* page.

He identifies newspaper advertisements, envelope enclosures, booklets and blotters used by Hartford agents. He is in the movies in two ways. The local agents use him on "lantern slides" which are sandwiched in between the newsreel and the "super special" in thousands of cinema shows. And then the motion picture producers use him on fire prevention posters which they post about their studios and other properties.

And a number of firms making fire-fighting and fire-prevention devices find his services valuable in their promotion matter.

Recently the hellion made his appearance as a *papier maché* statue in insurance agency windows, where he holds up a poster to the public gaze.

But all that is on the surface, for anyone to see and admire, or question, according to his taste and judgment. There are some phases of the story of how the hellion happened, and why, which are not generally known.



WHAT WILL THE HARVEST BE?

Million combinations makes it possible for America's well-to-do to see some of the best which have ever been seen in the world. The value of this crop—of property burned—averages more than \$1,000,000 for every one of the three hundred and sixty-five days in the year.

The hundreds of low bids on the careful as well as the careless. These fire losses mean increased insurance rates and increased overhead charges which



are reflected on the price of all commodities and services. Be careful about fire. Large estates to be as careful as yourself. Be sure you are adequately protected from direct financial loss due to the fire which may reach your property because of the carelessness of someone else. See the Hartford agent on your locality. He will tell you Hartford policies—policies written on a contract whose dependability has been known for more than one hundred years.

INSURE IN THE HARTFORD FIRE INSURANCE CO., HARTFORD, CONN.
The Hartford Fire Insurance Company and the Hartford Accident and Indemnity Company were previously merged from insurance stock.

To begin at the beginning, it is well to realize that fire insurance companies are similar to other industries in some respects, and vastly different in others. They sell a product, but the product is protection. They have men who travel, but they are known as "specials," and their job is to appoint agents and adjust claims. They have retailers, but they are called local agents and are appointed by the companies.

INSURANCE companies manufacture nothing. Their traveling men carry no samples and their dealers carry no stocks. The desirability of their wares is based almost entirely upon their reputation for financial strength, business management, and fairness in settling claims.

In general, it may be said that all the leading fire insurance companies are alike, and the products they sell are alike. Each offers practically the same kinds of protection at prac-

tically the same rates. These rates are fixed, not by the companies, but by state legislation. The financial soundness of the companies themselves is assured by Government regulation. Because of this situation, competition, as it is understood in other industries, is not a factor.

Also, there is a situation in the retailing of fire insurance peculiar to this industry; a situation which affects advertising effort. A fire insurance agent in my town explains it this way: He says that no fire insurance agent is ever a one-company representative. If he were, the result would be the concentration of all the insurance risks he writes in one company. While such a procedure might be all right from the agent's point of view, my informant said, it is a decidedly unsatisfactory situation for the company, because it is not considered sound underwriting for any company to assume the risk of protecting an entire town, or even an entire section of a town. Therefore, the agent becomes the representative of a group of companies, all providing the same kinds of protection at the same prices.

But in order to satisfy the wishes of the various companies he represents, I am informed that the insurance agent must distribute the business he writes among these in an equitable manner. Under this condition it is obvious that advertising carried on for the sole purpose of creating a demand for the protection of a single company would not be desirable. While the agent could supply any demand created by advertising for the policies of a particular company, he would have to offset this demand by writing an equal amount of business for each of the other companies he represented.

How Black Is Mr. Borsodi's Devil?

By Kenneth M. Goode

SALESMANSHIP, says a friend of mine, is modern civilization's blackest blight. He should meet Mr. Ralph Borsodi. In an extremely readable book, "The Distribution Age" (Appleton & Company). Mr. Borsodi proves that the only thing between America and the millennium is high pressure distribution of goods. He admits, even argues, the urgent necessity for distribution. In fact, the emergency enralls him. Nevertheless, he holds the conviction that our attempts to achieve distribution—especially in the matter of national advertising—are bad almost beyond belief.

He starts with the assumption that everybody in America already wants more things than he can possibly afford, and that advertising's only function consequently is to take trade away from one commodity and give it to another. This probably explains his lack of sympathy with "high pressure." It is like haste at a funeral!

One of England's greatest mathematicians once wrote a couplet that might do more to alleviate Mr. Borsodi's misgivings than any ton of economic treatises. Even at the risk of seeming flippant we must quote:

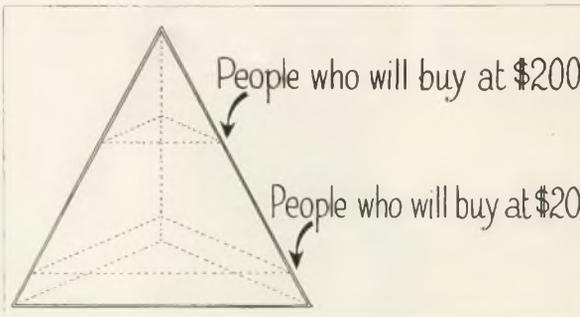
Won't you walk a little faster? said the porpoise to the snail;
There's a lobster close behind me and he's treading on my tail.

How much faster distribution must walk to escape disaster from overwhelming overproduction of goods let Mr. Borsodi himself point out:

Using the year 1870 as a base, population has grown 174 per cent, horsepower has grown 1158 per cent, and capital invested has grown 2524 per cent.

Our steel plants are now equipped to produce seventy per cent more steel than the normal requirements of the market.

Our shoe factories have an excess capacity of eighty per cent.



The pyramid of lowering prices and increasing demand

Our copper smelters have an excess capacity of over 100 per cent.

Our lumber mills have an excess capacity of over 300 per cent.

Even the automobile industry—one of our youngest big industries—has a capacity eighty per cent greater than the ability of the market to absorb automobiles.

For years advertising has been claiming that it made possible all this large scale production, and thereby paid for itself in lowered costs. But Mr. Borsodi can take a joke as well as the next man. He says:

The matter of price, in relation to quality, is the Achilles heel of the national advertiser. . . . His cost of selling and advertising prevent his meeting the price.

What has been saved by lowering the cost of production and fabrication has been lost in unnecessary and wasteful transportation and extravagant marketing.

Another twenty-five years of such changes in the control of distribution as we have experienced since 1900, and the marketing charges of nearly all manufacturers will be higher than the combined charges of the retailers and wholesalers who will sell their products.

Old industries and new industries are both confronted by the imperious need of selling more goods. The potential supply of products is always greater than the immediate demand of the market.

The world of business begins at last to apprehend the miracles our factories have wrought in multiplying manpower by horsepower—and to apprehend its accompanying dangers. Today, any advertising man

claiming credit for the deluge of cheaper goods would be about as popular as a native of Pennsylvania claiming to have started the rain that brought on the famous Johnstown Flood.

High pressure marketing, the mania for the full line, the mania for installment selling, the mania for house-to-house selling, all distress Mr. Borsodi because of the undeniable fact

that they "sacrifice the general economy of distribution of the products of an industry to the aggrandizement of an individual manufacturer." High pressure distribution, high pressure wholesaling, high pressure retailing, high pressure advertising, high pressure credit, high pressure capitalization—are equally distasteful for much the same reason.

YET Mr. Borsodi knows, better perhaps than any other man, that these are all effects; not causes. So long as human nature governs business, idle capital must earn, factories must be kept running, sales managers must make quotas, advertising men must make their living. Mr. Borsodi accepts with glad faith advertising's own stories of what advertising can do. He quotes, for example:

The president of the company, over his own signature, in a daily paper, stated that the profits on their one advertised brand in the preceding year would pay six per cent on a capitalization of \$15,000,000.

If Mr. Borsodi believes that this statement represents advertising fairly enough to quote it as a proof of his arguments, he cannot blame advertising men for believing it. And if they really believe it, he cannot blame them for trying, in their simple way, to spread their recipe for the millennium, any more than they can blame him for spreading his quite opposite views.

Economic indigestion is no new ailment. The United States has got

[CONTINUED ON PAGE 72]

The Bakelite Caravan—A New Idea In Industrial Selling

By John Allen Murphy

THERE are few manufacturers whose problem of displaying their products to the trade is quite so difficult as that of the Bakelite Corporation. While Bakelite is made in only seven different forms, still it is used in a thousand different ways.

Bakelite, in its usual form, looks like gunpowder. It has scarcely any display possibilities. Even though the material could be shown in an attractive way, the average prospect would not be particularly concerned about it. He is interested only in what it will do for him and in learning how he can employ it in manufacturing his own product.

Bakelite, in certain processes, is used in place of amber, celluloid, fiber, gallalith, glass, horn, ivory, jet, metal, paper, porcelain, rawhide, rubber, shellac, vegetable ivory and wood. This means that the material is used in the manufacture of hundreds of different articles. (It is in automobiles, radio receiving sets, adding machines, vacuum cleaners, pipes, jewelry, dental chairs, surveying instruments, gas stoves, telephones, washing machines, musical instruments, electrical devices—to name a few conspicuous examples. In fact, there is scarcely a manufacturer anywhere who is not a prospect for the Bakelite Corporation. After years of effort that organization has succeeded in collecting thousands of Bakelite-made parts which form a fairly representative assortment at its headquarters.

Before going on a trip, a salesman makes a mental note of the sort of prospects he will call on while away. Then he selects items from among these samples which will be likely to appeal to those on whom he calls.



of his material, but these suggestions are necessarily general.

The company knew that if it could show its prospects and customers samples of the thousands of articles and parts of articles that are made of Bakelite, the exhibit would suggest to them ways in which they could use the material which they had not thought of before.

Many a customer, on examining the display at headquarters, had exclaimed, "That gives me an idea!" But this display could be seen by only

a few hundred customers each year. The management felt that if a display as complete as this could be taken to the trade, a hundred manufacturers would say "that gives me an idea" for every one that made the remark in the company's offices. And from this seed sprang the idea of the Bakelite Caravan.

The company best describes the Caravan in an announcement which it sends out to its prospects in a territory, in advance of the appearance of the Caravan. It reads:

Shortly after you receive this announcement there will start from a Middle Western city a caravan, the like of which has never been seen before—a Pilgrimage of Ideas, seeking fertile lands along the highways and byways of Industry. *Sans* rugs of Persia, *sans* Attar of Roses, there will be no Traders of the Orient to barter their wares for coin of the realm. In their place will be experienced engineers; instead of goods and chattels, a remarkable material and thousands of examples of the ways in which it is used. In actuality, an exposition of Industry, on tour!

Its purpose is not to sell the articles on display, but to reveal the possibilities of applying this material to almost every field of industrial activity. That is why we call it the "Caravan of Ideas."

Instead of resting by the roadside, this caravan will make camp at a con-



Usually he is able to show something of interest to every definite prospect. But before he starts out the salesman cannot always know what other article his prospect produces in which Bakelite could be used. Of course, he will suggest at every opportunity the countless uses

venient auditorium in a number of the leading cities of the United States. It will bring to your very door what others have traveled hundreds of miles to see.

Here the manufacturer may find ways and means of reducing the cost and improving the quality of his product; the chemist and the engineer may discover the solution of troublesome problems; the architect will see the latest designs in devices which help to make the home more beautiful. In fact, any man—no matter what his position—who is responsible for specifying materials, or supervising the manufacture or sale of a product, will find a wealth of information at this exhibition.

The name of the substance is BAKELITE, called "The Material of a Thousand Uses."

The Caravan consists of two vans

which are loaded with thousands of articles made of Bakelite. They also contain the products of more than two hundred manufacturers who use Bakelite in molding some of the parts of their products.

When the Caravan arrives in the city, the exhibit is set up in an exhibition hall which may be an assembly room in a university, the roof-garden of a hotel, or a city auditorium. The Bakelite parts are attached to boards which are set up against the wall. On a table in front of the board is the finished product containing the Bakelite parts shown on the board. For instance, the parts made of Bakelite in an adding machine are shown on the board that is standing before a

complete adding machine. Ribbons are stretched from the Bakelite part on the board to that same part on the completed machine below. Engineers who are capable of explaining the exhibit to visitors are in charge.

The Caravan remains in a town from one to three days. A few days before it arrives, special invitations are sent to all Bakelite prospects and others in the community who might be interested in the exhibit.

The plan has worked out so well that the company intends to make the Caravan a permanent part of its selling effort. And thus has the Bakelite Corporation introduced a new idea into industrial selling.

Advertising Is Three-Dimensional

By O. A. Owen

SOMETIMES an advertising question can be made clearer to oneself, or to a prospective client, by drawing an analogy with something outside; for instance, with geometry. I have seen the discussion of a campaign clarified by considering it as having length, breadth, and depth.

The length of an advertising campaign is the length of time it runs.

The breadth is the breadth of territory, population, or circulation it covers.

The depth is the character of the copy, which includes fundamental appeal, impressive text, and good art-work.

I think it will be conceded that an effective campaign can be divided into the three elements of time, circulation, and copy. Each is as distinct from the others as are the length, breadth and depth of a cube.

It is common knowledge that the same amount of business cannot be expected to result per dollar of expenditure in a short period as can be expected from an appropriation spread out over more time. Apparently advertising must be digested by those who see it, and the process is not immediate or even approximately immediate. An advertiser desiring quick and large sales may suppose that by spending money like water, by hiring the best talent, and by securing insertions in every medium of large circulation, he will achieve the distribution held by advertisers of long

standing. But he will learn that beyond a certain point he might as well expect grass to grow up overnight. Breadth and depth may make a surface but they do not make a solid; length (time) is necessary for that.

Another inevitable lesson is that advertising on a small scale (element of breadth omitted) pays only on a small scale. Excellent copy, running month after month and year after year—but seen by comparatively few, brings business, but not big business. That is comparatively easy to understand.

NOT so easily understood is a third type: the advertising that runs a long time and reaches large circulation, yet has no intrinsic strength of appeal (it is depthless). Some industries found this out during the height of the craze for cooperative advertising. At considerable expense, and month after month, the public was exhorted to consume a certain commodity, or to trade in a certain locality, without any strong reason being given why it should. For that reason some cooperative campaigns were disappointing. But those that gave good reasons and effectively appealed to self-interest were great successes. They had depth.

Innumerable instances of inadequate results due to poor copy or poor art-work will occur to everyone. Such failures are found in every activity, just as often as they were

in the cooperative campaigns mentioned.

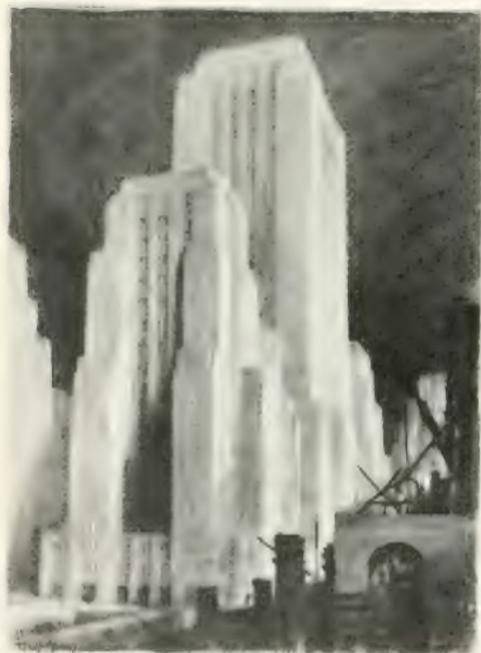
Of course, it is granted that comparing time, circulation and copy to length, breadth and depth is artificial, but it has the advantage of setting these three elements apart from one another as separate, distinct, and non-interchangeable, which they assuredly are.

It also makes it possible to classify weak advertising campaigns as possessing only one or two of the needed three dimensions. Though the base of the classification is artificial, the campaigns that have wholly or partly failed fall into their correct categories with amusing accuracy.

One might stroll through the advertising graveyard and label each headstone. "Lacked length, died young"; "Lacked depth, died from undernourishment"; and so on.

Those who may agree on this geometrical similitude for advertising may go farther and ask, "What, then, is advertising's fourth dimension?" We know that the hypothetical extra dimension, in stories, is a tricky sprite, upsetting all calculations and confounding experience.

The fourth dimension in advertising is that unknown and usually unguessable thing, public caprice. Your campaign may be well and wisely conceived, with length, breadth and depth, yet unforeseeable lack of response may spell failure—or another well-dimensioned campaign may strike a gold-mine, just because the public at that time was ready.



THE contemplative charcoal of Hugh Ferriss has a way of bringing out every innate quality of the most prosaic subject. In the case of concrete, he is interested in character rather than mineralogy or statistics; strength is his theme, and it is the rugged beauty of sheer strength that he expresses in the typical drawings here reproduced. Every manufacturer in this line should be appreciative of the fine work of the Lehigh Portland Cement Company's truly institutional and inspiring advertising campaign

“Will It Work?”

Is the Public Relations Counsellor as Effective Potentially as He Appears to Be?

By Robert Fellows Wood

AND now comes Mr. Ivy Lee, the public relations counsel, with a recent issue of his clip-sheet, “Information,” and spreads before us a reprint of an article which, he states, was written by J. Murray Allison and originally printed in the Jan. 1, 1927, issue of the London *Spectator*. The article presents a plan to advertise the League of Nations and develops the English writer’s suggestion that \$10,000,000 be expended to explain the League to the countries of the world other than the United States. “Will it work?” asks Mr. Lee, and states that he has reprinted Mr. Allison’s article “with the hope that it will elicit discussion in this country as to whether advertising on a large and international scale can be effectively applied to a great world situation.”

What wizardry is it that these Ivy Lees practice. By what subtle method does Mr. Lee, animated by a desire to promote discussion of the League of Nations or of large-scale advertising, so pull the strings as to cause the writer, who has never seen Mr. Lee and who has not the slightest contact with him, direct or indirect, to fall to work? There can be no doubt that he will secure an immense amount of printed discussion on the subjects which he has in mind. But his success in this instance will be marred by the fact that it is not the present writer’s intention to discuss them, but rather to give some consideration to the business in which Mr. Lee and a growing number of competitors are engaged. They call it a “profession,” and have so skilfully introduced the word “counsel” into the name of their calling that it is rather difficult to call it a business and avoid circuloctation.

We might as well state the terms correctly at the outset. By all of the recognized definitions, a public relations counsel is not a professional man any more than in these days the corporation lawyer is. Probably he is less so, because the corporation lawyer is, to a certain degree, con-

trolled by the very old and highly professional traditions of his calling. The public relations counsel, however, has created his own traditions overnight and has fashioned them exactly to suit his purposes.

Mr. Edward L. Bernays, who is engaged in the business, recently defined it as “the propagandist profession.” He stated also that a counsel on public relations is “the super-publicity man” who is “guided in his work by the change he wants to bring about in his public. . . . He is continually creating events, changing and modifying acts, *now adding some actualities to life, now subtracting others*, to accomplish his ends and make the public receptive to his cause.” (The italics are mine.)

MR. BERNAYS makes the further interesting disclosure that “business can and should employ the same technique in regimenting the minds of the public in normal times as the governments used during the war” and that “human beings always respond to the great basic appeals, just as they have followed the great teachers, religious leaders, statesmen, business leaders of the past and the present.” Mr. Bernays writes in the same connection that he speaks as one “who actually knows his subject.” Apparently they hold in their possession the certain knowledge and unailing ability to make the human animal, either as individuals or in the mass, roll over, sit up and beg, or play dead. Whether it is a question of selling certain types of millinery to women or the League of Nations to the entire civilized world, call in a public relations counsel and he will do the trick. Surely the millennium is at hand!

Let us assume for the moment that Mr. Lee knows all there is to know about this business of being a public relations counsel. All methods and media for the control of human thought and opinion are in his grasp. Let us also assume that

Mr. Edward L. Bernays is equally well equipped. What would happen if one of them were engaged to advocate the *pro* side of a profoundly important argument and, at the same time, the other were hired to put over the *anti* side? That would be a battle of the giants! Who could prophesy what the outcome would be? Would all human intelligence be riddled, exhausted or annihilated by the inevitable response and surresponse “to the great basic appeals?”

Such a view of the case is a logical deduction from the authoritative printed utterances of these public relations counselors. If it is absurd, they are absurd. The truth of the matter is that just such contests have probably been staged already, with the most expert super-publicity men working on opposite sides, and the issue was finally decided, like all other issues, by the fundamental common sense of human nature. Ivy Lee carries a standing quotation from Abraham Lincoln at the top of his “Information” page. It reads: “Public sentiment is everything. With public sentiment, nothing can fail; without it, nothing can succeed. Consequently, he who moulds public sentiment goes deeper than he who enacts statutes or pronounces decisions. He makes statutes or decisions possible or impossible of execution.” Mr. Lee overlooks the fact that later a Lincoln of more profound experience uttered the truism about the impossibility of fooling all the people all of the time.

An inherent weakness of this business is that whenever its practitioners reveal their aims and the methods by which their ends are accomplished, they damage their calling. They are always exposed, and frequently succumb, to the temptation to elevate themselves personally by the same methods which they have employed in the elevation of certain kinds of merchandise or even of certain other individuals. It is a comparatively easy matter for them

Recollections and Reflections

Experiences in
 Typography, Advertising and Publishing

By *John Adams Thayer*

THERE is no tale any man can invent which will compare in interest with the tale which every man lives, and has but to tell in its truth in order to hold his reader breathless, or panting for more."

It was William Dean Howells who made the above statement. To go back to an earlier time, it was Rousseau who discovered that the only way to hold the reader's attention was to write with perfect frankness.

The shocks and thrills, and minor happenings and pleasantries, which came my way during the period of my active business life in the advertising and publishing world, will be set down here without fear or favor, in a simple and frank manner; fiction will have no part in these narratives.

In making an alliance either as an employee or partner, fortunate is he who uses his judgment and discrimination wisely. Even if the head of the house is known to be highly temperamental, and successful publishers and extensive advertisers are credited with this asset; if the employer or partner be honest and equitable in his judgments, and last but not least, fairly agreeable upon contact, even when there happens to be a slump in advertising receipts, one should be more than satisfied with his affiliation. He should rejoice with paeans of praise to his lucky star.

In the various positions held by me in the advertising and publishing world, I was most fortunate in my associations, though upon one occasion my lucky star seemed to have deserted me. The shock received in this particular instance was so unexpected and fearful that it was not unlike a man who had been unhorsed from a spirited steed and lay benumbed beside the roadway, trying in a feeble way to analyze how it all happened, and what he should do next to get out of the predicament in which he found himself.

One of my former employers died a year or so ago, leaving some thirty millions of dollars to the Metropolitan Museum of Art. Many articles



THE above photograph shows the author at the time of his brief career as business manager of the Frank A. Munsey Publishing House, which hectic innovation in his life he describes in the accompanying article.

Mr. Thayer is a veteran publisher, a man of long and intimate experience in the general magazine field. He held the positions, successively, of advertising manager of the *Ladies' Home Journal*, business manager for Frank A. Munsey, advertising manager of the *Boston Journal*, and advertising manager of the Butterick Publishing Company. Subsequently he became a publisher in his own right with *Everybody's Magazine*, from which he retired some twenty years ago. After five years residence abroad he returned to this country, purchased the *Smart Set*, and published that magazine for three years.

The current article is the first of a series in which Mr. Thayer proposes to relate his business experiences. His frankness and humor, his good-natured cynicism and his candor without conceit, add much of charm to the interesting narrative he sets forth in these pages.

were written about him, and a few "appreciations." Some were laudatory, some disparaging, some just bunk. In saying this I refer to the content of the articles, and not the literary style of the writers, who in their several ways presumably did their best to express the sentiments which they held.

I knew Mr. Frank A. Munsey for

some thirty years. It was in 1897 that I sought an introduction to him, with the idea that it would be wise for me to leave Philadelphia and enlarge my experience and knowledge of publishing in New York. The position held by me at that time was advertising manager of *The Ladies' Home Journal*. My salary, large for the time, was \$5,000 per year. All things considered, the position was the most notable one in the magazine advertising world then, as it is today.

Having selected the Munsey Publishing House as my desired goal for a year or two, at least, it was necessary to have this innocent thought transferred to Mr. Munsey. To use the vernacular of the day, he had to be "sold". It required very delicate handling, however, as it was a known fact that Mr. Munsey valued most those ideas which emanated from his own brain. To him, the suggestions made by others, as is the case with many successful men, were comparatively of little value.

ENLISTING the services of Mr. E. J. W. Barber, an advertising agent of Boston, a man of high character and a mutual friend, the plan was devised to sound out Mr. Munsey, and at the psychological moment—known to all advertising men—to mention the possibility that he would be able to acquire my services in his organization; to go so far as to say that he was the one man in the world from whom I would even consider a proposition for a change of base.

The plan resulted in a satisfactory conclusion, and within a brief period I came to New York as business manager of the Munsey Publishing House, for the term of one year at the salary of \$7,500. No written contract was made and the arrangement was a verbal one; a confirmation by letter was neither asked nor given.

In beginning my work with Mr. Munsey, full of hope and confidence, the suggestion was made that the first day I "breathe in the atmosphere of the place", and attempt no

[CONTINUED ON PAGE 66]

THE · EDITORIAL · PAGE

Spotlight on the Copy Man

THE case now before the Federal Trade Commission, in which an advertising agency and one of its copywriters are charged with false and misleading advertising, as well as the advertiser who published the copy, indicates that the day may not be far off when advertising writers will no longer be able to hide behind the skirts of the advertiser, but will have to face the consequences if they make false or misleading claims in their copy.

It cannot be denied that there is still much advertising that is manifestly untruthful, and that obtains money under false pretenses. In many instances it is not that the advertiser asks for this type of copy, but that the man who writes the copy goes too far in his zeal for results and actually misleads the reader. He comforts his conscience with the thought that if the advertiser doesn't want to make such claims, he can cut them out or tone them down. And the advertiser on his part feels that while the copy is not just the sort of thing he would write if he were doing it, his agency ought to know what it is doing and—well, perhaps it is all right.

Such joint responsibility as the Federal Trade Commission is now trying to establish would help to check the flow of false and misleading ideas and claims at their source. There is no question but that much advertising would never be written as it is written if the man who wrote it had to sign his own name to it; and if he feels that though his name isn't signed he will be subject to citation by the Federal Trade Commission if he writes dishonest copy, he will lose the comfortable sense of security that is the cause of his present carelessness and callousness.



The Ice Man Strikes Back

THE Omaha Ice & Cold Storage Company, irritated at the inroads being made by sales-manual-trained representatives of the electric refrigerator interests, has published a buyers' manual which it is sending out to its customers to offset the devastating effects of the super-salesmanship being brought to bear on the housewife to oust the ice man.

This buyer's manual is a 16-page booklet with the title "Ask Him," and the "him" in question is pictured on the cover—the electric refrigerator salesman, hat in hand, at the front door with his brief case, introducing himself to the lady of the house. The booklet features twenty things for the prospect to "ask him" before placing an order for an electric refrigerator, and they are calculated to give any electric refrigerator salesman an uncomfortable twenty minutes.

Is this good or bad advertising?



Too Many "Sellers"

A NOTE sent out by the International Advertising Association states that for the Denver Convention only one "seller of advertising" has been invited to speak.

This promises much. Too many past conventions have been "sellers" conventions with thinly disguised solicitations for media, motion pictures or advertising supplies masquerading as inspiring addresses. The result has been that many specialized groups, feeling their interests neglected, have organized separately. As a result advertising, as an industry, is now terrifically over "associationized."

The criticism of advertising conventions also applies to advertising club speeches. The sellers talk but the buyers don't. The result is poor programs and indifferent attendance. Soft pedaling the sellers and encouraging the buyers to step forward on the platform is a wise move.



Close to the Border Line

MEDICAL journals are discussing heatedly a type of correspondence school whose practice borders very closely upon fraud. This is the school which volunteers to teach medical nursing at home in a very few easy lessons.

To anyone who has had first-hand experience with hospitals, such a claim is palpably absurd. To the medical profession it is positively criminal. The training of a registered nurse requires a background of exhaustive practice, wherein theory plays only a minor part. Years of hospital training are required for the obtaining of a bona fide nursing degree, and this training involves, not a few simple lessons in the home, but the hardest kind of physical and mental labor beside the actual sick bed.

The "handsome lithographed diploma" given to the "graduate nurses" who have completed course in these schools can actually have little value to their recipients provided the medical profession concentrates upon educating the public and the State legislatures to their uselessness. When such nurses are disbarred by law in every State, certainly the general public will be adequately protected. The only victims of the fraud, then, will be those who have paid out their money for a valueless course of instruction.

However, so long as the handsome "lithographed diploma" does possess some value to its recipient, the school which offers it is at least partly justified in its claims and hence technically within the law. But the ethical side of the question is a different story. The medical profession should clean its own house, but certainly advertising can lend it a friendly hand. Some of our best women's publications—publications which have not for years touched a piece of patent medicine copy; publications which are ultra respectable and which enjoy a maximum of reader confidence—have been accepting without question the copy of these schools. Perhaps, broadly speaking, this copy is within the law as things stand today. But a little wholesome investigation on the part of certain large publishers should prove extremely revealing.

Ninety-Horsepower Sentences Were Once the Rage

By R. R. Aurner

CAXTON was the first of a long line of early writers whose sentences, once they were well under way, never could seem to be headed. To quote here the longest Caxtonian sentence I have so far run across, would be an affront to all proof readers. It rattles along over twenty-one clauses and 380 words. Yet it was William Caxton, printer, who wrote the first advertisement printed in English. He was the fore-runner of the swift, crisp copy of contemporary writers.

Here is the actual wording of the first advertisement, quoted verbatim after the copy now in the Bodleian Library at Oxford (it was written, printed and posted about 1477):

If it plesse any man spirituell or temporell to bye one and I ever met personally. I write this now as a grateful acknowledgment of the almost inestimable service you have done the country. I write to say a word further. When you first reached the vicinity of Vicksburg, I thought you should do what you finally did—march the troops across the neck, run the batteries with the transports, and thus go below; and I never had any faith except a general hope that you knew better than I, that the Yazoo Pass Expedition and the like could succeed. When you dropped below, and took Port Gibson, Grand Gulf, and vicinity, I thought you should go down the river and join General Banks; and when you turned northward, east of the Big Black, I feared it was a mistake. I now wish to make the personal acknowledgment that you were right and I was wrong.

Supplico stet cedula

For purposes of contrast, here is a brief, telling and little-known letter of President Abraham Lincoln to General Ulysses S. Grant:

Executive Mansion,
Washington,
July 13, 1863.

Major-General Grant:

My Dear General:—I do not remember that you and I ever met personally. I write this now as a grateful acknowledgment of the almost inestimable service you have done the country. I write to say a word further. When you first reached the vicinity of Vicksburg, I thought you should do what you finally did—march the troops across the neck, run the batteries with the transports, and thus go below; and I never had any faith except a general hope that you knew better than I, that the Yazoo Pass Expedition and the like could succeed. When you dropped below, and took Port Gibson, Grand Gulf, and vicinity, I thought you should go down the river and join General Banks; and when you turned northward, east of the Big Black, I feared it was a mistake. I now wish to make the personal acknowledgment that you were right and I was wrong.

Yours very truly,

A. LINCOLN.

Lincoln wrote some of the best letters in American literature and in

American business. Sometimes they show robust heartiness, sometimes piercing commonsense, sometimes pure magnanimity. All his letters have a characteristic masculine style.

To observe the distance English has traveled over bridges of wooden words and sentences, compare a modern piece of literature with, say, Chaucer's *Canterbury Tales*, written in the Fourteenth Century. Only a scholar versed in late Middle English can read Chaucer. Caxton's prose is much further advanced. Then, coming down to the Fifteenth Century, we embark on a vast and billowing sea of prose. So long, so unorganized, so formless are the sentences, at times, as to be scarcely recognizable. Single sentences outvie our bulky modern paragraphs. Their like will never be written again.

THE models of later centuries are multi-varied. Here is John Lyly with his teeter-totter model, perfectly balanced and meticulously artificial, very pleasing to the passing whims of many of Queen Elizabeth's courtiers:

And though women have small force to overcome men by reason, yet have they good fortune to undermine them by policie.

and:

By so much the more therefore my change is to be excused, by how much the more my choyce is excellent: and by so much the lesse I am to be condemned by how much the more Euphuus is to be commended.

In fairness to the genius of the language, we may not let go unmentioned the names of John Dryden, Joseph Addison and Samuel Johnson, all creators of literary style.

In 1600, 1700 and 1750 A.D., the English sentence became simpler and shorter.

With Thomas Babington Macaulay, famed historian of less than a century ago, we find the goose step of prose marching in rhythm, at least, with modern times. As if he were a high-pressure man of American business, dictating simultaneously to six stenographers, his sentences have rush and swing and spirited rapidity. They follow each

other in military precision. With the affront of mailed warriors, they confront the reader.

Two examples of Macaulay's manner will illustrate:

With the dead there is no rivalry. In the dead there is no change. Plato is never sullen. Cervantes is never petulant. Demosthenes never comes unseasonably. Dante never stays too long. No difference of political opinion can alienate Cicero. No heresy can excite the horror of Bossuet. . . .

The struggle lasted about an hour. Four hundred of the assailants fell. The garrison lost only five or six men. The besieged passed an anxious night, looking for a renewal of the attack. But when day broke, the enemy were no more to be seen.

But even if we do insist today upon the simple and the brief, we have not reduced communication to a dry skeleton. The amazing quality about so much of the better writing of today, in or out of business, is its clear-headedness, and its fundamental richness in character and in personality.

Habit and originality are educational by-products that have always controlled the manner in which men express themselves. Depending upon the quality of the man's mind, it is either habit or originality that dictates his style, whether he writes advertising copy, profound essays, or humorous sketches. And, other things being equal, it is originality that in the powerful writes gets the lion's share of control.

Some of the best advertising copy ever written has come from men who were fired with what was for the time absolute heresy. Style consists of the little characteristic twists one gives to the way he says things. So does originality.

UP to within a few years ago, the English of literature showed a vastly greater tendency toward this kind of originality than did the English of business. The English of literature, engrossed in the problem of expression, displayed a greater ingenuity in devising new and pleasing ways of saying things. Of late, however, business English that conveys character has been found to be worth more in dollars and cents than

[CONTINUED ON PAGE 58]

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

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

—and Now Concerning Copy

A FUNNY THING happened in the New York newspapers a while ago. Macy's ran a full-page of absurd, good natured advertising about its unusual fancy-groceries department, venturing into the Fortnum & Mason method of smiling with its wares. The following developments were noted: (1) a dozen or so letters came in praising the page—and most of them were from advertising people; (2) an agency bellowed "hire the copy writer at once and his price," but did not do so; (3) mail orders for the kidded delicacies straggled in up to four weeks later, and (4) the department, for the first and only week this year, ran a mite behind the corresponding week of 1926. Jury disagrees.

"OUTSTANDING" is a good word, and it is a pity that three more copy-writers don't use it and make it unanimous.

TO BE REALLY CHOOSY, one is expected to sniff at "period" things. (If you want to hear a good sibilant sniff, ask an architect or a decorator to sniff.) But consider how amazingly easy it is being made for the architect and the decorator to sell you the very conception he has borrowed from his only sources—periods—by the naive way in which Curtis woodwork is pushing out good, plain, early-American, and now Spanish, and tomorrow what-other, wooden mill-work, and advertising it, and making it acceptable. Curtis, if you please, was a lumber-mill and sash-door-blindery once, and probably has as much bad Hayes-Garfield-Arthur gingerbread and scrollwork to answer for as the next mill. But Curtis today is treating wood by machinery with some of the decent respect of a craftsman, and shooting it with a Kodak, and half-toning it into the magazines, and crowding it pell-mell on the public, hell-bent and object: sales, in a typical headlong Yank rush. With the result that the public gets good design easily, learns it (usually after purchase), likes it, and (net) is living better. It is all very thrilling to witness—not alone through Curtis but also through the workers in metal, glass and cloth, who are doing likewise. Not given to prophecy, it is our prophecy that

if and when a new American design-form happens, it will be born to the likes of Curtis, rather than to the sterile high-hats who "don't like periods."

"CASTILE," says Armour, "was first made in Castilla, in northern Spain, six hundred years ago. It has been used ever since by the beauties of Spain, possessors of the most gorgeous complexions in Europe; and by the aristocracy of the whole world." All that sounds pretty inclusive, especially the most gorgeous complexions. But hasn't someone deleted the parenthetical qualification "once a week or so"? There isn't a bathroom in a barrel of those gorgeous aristocrats from 1300 to 1800.

SPEAKING OF BATHROOMS, where life in the advertising pages is so colorful, it will be found in "The Gallants" that the dressing room of Beau Brummel was "even fitted with a bath closet, supposed at that time to be the only one in England," and that "the Beau had a prejudice in favor of washing his whole person daily—considered on the whole to be effeminate: at all events this was not copied." What a recent vice this cleanliness is.

FOR THE CURRENT fortnight's award for the best use of taste and the violoncello in advertising, please accept the nomination of the Elgin watch's page headed "Were your watch and your sweetheart both young together?" with the sort of drawing by James Preston that only James Preston can do or ever has done. Of course the crafty copy-writer is trying to load a new wafer of white gold on you to replace the tender turnip of your salad days, but he does it well and persuasively.

MERGERS are so epidemic that it was no surprise to me to find this original Wall Street story in my eight-year-old son's handwriting waiting for me the other night:

Once there was a cat and a wolf and the cat was taking a walk when the cat saw a rat and the cat ate up the rat and the wolf went home crying be-

cause the cat ate the rat so the wolf ate up the cat and the wolf and his friends livde happy ever after.

Even Bruce Barton couldn't interview a merger in shorter words: six of two syllabies; fifty of one.

WELL, THE SENIOR at college who is voted the dude of his class is practically made for life. And in advertising we deplore the fact that so many college seniors think the advertising game is a great game, all full of easy money.

"WHY GIRLS LEAVE HOME," "I really don't know what to do with Cain," "Do you feel a secret urge to be the life of the party?" "un-a-customed as I am," "she never was a Bolshevik," "Spring confessions," "You'll never see a Shooting Star," "Good morning, stupid"—these are a few of the headlines in advertisements in the *New Yorker* for April 16.

THE *New Yorker* is encouraging copy-writers to take nonsense-writing seriously—the *New Yorker* is taking itself rather seriously on this point.

IT IS GOOD that some paper came along and helped show us what other nations have long known: that it is possible to sell goods with a guffaw.

BUT THE COPY-WRITER who gets flip merely because his copy is to appear in a paper where it is momentarily chic to be flip—he won't write a better advertisement.

Presently the novelty of being comickal regardless will wear off. Then we shall see some revelant thinking applied to the advertisement, and we shall therefore see some really funny (and therefore memorable—and therefore powerful) advertisements.

If the *New Yorker* wants to do the advertiser a real protective service, Mister Eustace Tilley might be asked to remove the banana peel from the threshold of his advertising pages.

The Railway Service Unit

Railway Traffic and Earnings Continue at High Level

So far this year railway traffic and earnings have continued at the same high level that established a new high record during 1926. This is a good omen and every indication points to a continuation of large purchases of railway equipment and materials during the present year.

The five departmental publications that comprise *The Railway Service Unit* can aid you materially in reaching this important market. These publications select the railway men you want to reach for each one is devoted exclusively to the interests of one of the five branches of railway service.

Simmons-Boardman Publishing Company
"The House of Transportation"

30 Church Street New York, N. Y.
608 So. Dearborn St. Chicago 6007 Euclid Avenue, Cleveland
Mandeville, La. San Francisco Washington, D. C. London



Blue Star Seals Protect Gas Customers

THE Appliance Testing Laboratory of the American Gas Association, located in Cleveland, Ohio, marks a long forward step in the progress of an old industry. Moreover, it represents a concrete visualization of what co-operation and vigorous concerted action on the part of an entire industry can do, both for the industry and its consumers.

The problem of the gas industry is unique in many ways. The local gas companies are selling to their customers, not merely a fuel or illuminating agent, but a service. This service is utilized by the consumer through the medium of various appliances, manufactured, not by the gas companies, but by independent appliance manufacturers over which the sellers of the service have had no control except as they act as retail outlets for the actual manufactured goods. When these goods prove unsatisfactory to the consumer, there is a natural reaction unfavorable to the particular manufacturer who made the appliance in question. But the dissatisfaction goes far deeper than this. The local gas company suffers as well, and by implication the whole gas industry is harmed.

It is to correct this palpably false position that the gas industry, through the medium of its association, has established the laboratory in question. Here appliances are tested against definite specifications for safety, efficiency and durability. Such appliances as pass these tests are awarded the blue star seal of the American Gas Association and may thenceforth be marketed with the full approval and commendation of the entire industry. The advantages of this seal to all parties concerned—manufacturer, consumer and gas company—will be taken up a little later.

This testing laboratory has behind it the whole-hearted support of the entire gas industry, for the need of it has long been felt. When the American Gas Association stepped into the picture it quickly drew into line all of the more important manufacturers and local gas companies. In order to finance the project and to get it under way, a selected number of the larger of the gas com-



THE
SEAL OF DISTINCTION

THIS Company confines its sales of gas ranges and flexible gas tubing to those bearing the above Blue Star Seal of the Testing Laboratory of the American Gas Association.

This Seal is your guarantee that the appliance conforms to high standards of safety, efficiency and durability established by specialists of the U. S. Bureau of Mines, U. S. Public Health Service, U. S. Bureau of Standards and the American Gas Association.

Demand gas appliances bearing this Blue Star Seal

panies were asked to contribute to a general fund planned to underwrite a two-year program.

Further funds were gained from the actual functioning of the laboratory. A fee is charged every manufacturer submitting an appliance for test and this fund, while not in itself sufficient to carry the entire expense of the project, has proved of material assistance.

A GENERAL committee was organized to supervise the drawing up of all construction and performance specifications which must be met by appliances receiving the blue star seal, and under this main committee are several sub-committees which deal directly with particular branches of manufacture. Not only is the gas industry represented here, but the government has been called in, and on the main specifications committee appear one representative each from the United States Bureau of Standards, the Bureau of Mines and the Public Health Service. There is also a representative of the National Association of Master Plumbers.

Thus it may easily be seen that a wide number of influences are in-

involved to see that every angle of the matter is given the fullest consideration. It is further specified in regard to the managing committee in charge of the actual laboratory work that no member shall be in a position where he might be interested in the outcome of any of the tests made therein.

Naturally, if the blue star seal is to be made to count for anything, it must have behind it not only the commendation of the industry, but the strong arm as well. Fortunately the retailing situation makes this selling control entirely practical. Most of the retailing of appliances is done by the gas companies themselves, and once these have agreed to handle none but officially approved and stamped appliances, the problem of getting the other dealers into line is comparatively simple. Advertising by the local companies, and by the American Gas Association through these companies, and by the manufacturer companies themselves, is admirably calculated to establish the blue star seal firmly in the public's consciousness in the shortest time.

At present this advertising is simple and direct in nature. The Association has made up a window display card, an envelope stuffer and a series of newspaper advertisements for which matrices are furnished the local gas company on request, to be inserted by the company in the local newspapers. In addition a pamphlet is sent out which contains the latest itemized list of appliances that have been passed on successfully. This list is kept up to date from time to time as more and more appliances are tested and approved. This material is judged sufficient to get the project well under way and to line up both manufacturers and gas companies solidly behind it. Once this has been done, their published information will drive home the point to the consumers. The number of requests for this material received by the Association is more than satisfactory, and a great many of the companies have put it into immediate operation.

The blue star seal is already firmly established and needs only further promotion in order that it may real-

[CONTINUED ON PAGE 79]



the largest circulation *in* America daily *and* Sunday

THE AVERAGE net paid circulations of
The News, New York's Picture News-
paper, for the six months period ending March
31, 1927, as reported to the Post Office depart-
ment were

DAILY . . . 1,145,481

SUNDAY . . . 1,433,578

These averages represent a gain of 62,505
copies for the Daily News and 189,262 copies
for the Sunday News during this period—by
far the largest increase of any New York
morning or Sunday paper.

These gains are particularly significant because
they are practically all newsstand sales. Every
day in the week more than a million people
approach a newsstand, have six good morning
papers to pick from—and choose The News!
Buy it in preference to five others! Buy it in
increasing numbers! More people than ever
before are reading the most widely read news-
paper in America. More advertisers than ever
before are using the huge News circulations
for new business and greater gains!



BROOKS'S MISCELLANY

BROOKS'S MISCELLANY AND GENTLEMEN'S INTELLIGENCER FOR 1927

CONDUCTED BY NOTOR

VOL. II, JANUARY, NO. 1

THE SCHEME OF THE MISCELLANY... A COMPANION TO THE GENTLEMEN'S INTELLIGENCER...

Notoria

January, as we were all taught in school, is derived from the Roman Janus...

THE MISCELLANY, by virtue of the kindly reception accorded to its first number...

and volume thereby generally receive... a handsome volume...



Monday in January, as the counterpart of the month's seniority...

As the month has been so far passed, the difference North and South...

SOCIAL PICTURES FOR JANUARY 1927

- 1 New Year's Day
2 Hockey
3 Epigrams
4 The New Year
5 Hockey
6 Mid-January Golf
7 Tournament
8 Racing
9 Hunted Golf
10 Florida
11 Mid-January Golf
12 St. Avenue Eve
13 National Motor Boat Show
14 Lake Worth Golf
15 The Skippers
16 The Skippers
17 The Skippers
18 The Skippers
19 The Skippers
20 The Skippers
21 National Motor Boat Show
22 Lake Worth Golf
23 The Skippers
24 The Skippers
25 The Skippers
26 The Skippers
27 The Skippers
28 The Skippers
29 The Skippers
30 The Skippers
31 St. Valentine's Golf



A New Year's Golf in the South, 1827

BROOKS'S MISCELLANY

Philadelphia G. T. S. The Hibernian Standard
Pittsburgh 15, 20, 21, 22
Wilmington Free Press
Boston 3, 4, 21, June 1
The Boston Post
Providence 15, 18
The Providence Bulletin
Richmond 21, 22
The Jefferson
Richmond 10, 11
The Skippers
Richmond 21, 22, 27
The Skippers
Richmond 12, 14
The Skippers
Tulsa 3, 4
The Skippers
Tulsa 3, 4, 5
The Skippers
Washington 12, 13, 14, 15
The Skippers



See also a note in Volume III, No. 2, 1927...



See also a note in Volume III, No. 2, 1927...

Repository
It is noted that in some parts of New Hampshire...

In the Style of 1827

THERE exists in this country today a curious interest in the quaint life and institutions of another time. The "Elegant Eighties," the "Mauve Nineties," and the darker ages as far back even as colonial days...

Brooks Brothers, New York clothiers, date their foundation back to 1818. It is a house of ultra-conservative traditions and deals in merchandise of the highest quality.

This house organ is issued monthly, each issue being printed in one

color on different colored stock, coated, 7 by 3 3/8 inches in size. The literary style, the typography, the whole style of make-up are clever reproductions of those of a bygone day. The illustrations are quaint reproductions of old cuts from books, magazines and newspapers long since forgotten.

THERE are not a great many concerns which could use material of this nature, for few have policies or sales problems similar to those of

Brooks Brothers. But there are any number of users of direct mail who may be barking up the wrong tree in their advertising by trying to sell goods by too much high-powered material conceived in a manner out of keeping with the policies of their company.

Brooks Brothers answered the question by giving their customers a peep back into another century, an optical relief from the strain of this hectic day.



Charm, brought about by the *Melba Technique*, is the Interrupting Idea of the advertising of Parfumerie Melba, Inc. Interrupting photographic illustrations show the numerous products, and strikingly symbolize the results of their use. This advertising is prepared by the Federal Advertising Agency, Incorporated, of 6 East 39th Street, New York.

A Catalogue of Contest Ideas

By Edgar Paul Hermann

Director of Publications, La Salle Extension University

THE way to find an effective idea for a sales contest is simple: Mix some imagination with the essentials of a successful, old idea.

The sales manager who is willing to brave the objections to sales contests, and to the after-effects that have sometimes followed poorly planned or poorly managed contests, is often confronted with the job of finding an idea with a bit of novelty in it.

If he goes about his job systematically, he will discover that hundreds of contest plans have been reported, but the chances are that none that he finds will fit his case exactly.

Certain ideas quickly come to him as obvious possibilities: games, races, trips, hunts; but usually they are as quickly discarded. If he makes an analysis, he may take a group of ideas with which to begin his thinking.

There is the struggle idea: battle, war, competition. That is the essence of most good contests. Then there is the reward idea. That also is essential. Publicity is usually an important factor. The winner wants his credit; he deserves his honors. A great deal can sometimes be built around the idea of loyalty, or of efficiency; or around the special objectives that may be carpentered into the contest. Craftsmanship, permanence and cooperation are other key words that may make good starting points. Speed may go hand in hand with struggle. The very business of the organization may suggest special forms of contests.

But to discuss some specific cases: No time need be spent on contests that take the form of football

games, baseball games, field meets, tugs of war, and the like. Simple ideas based on games may be good if reasonable, and well adapted. If there is a new game popular among the men, it will immediately suggest itself. In any case, a game will enable the sales manager to form a league or to conduct a tournament, with the scoring rules based on sales objectives.

Similarly hunts and trips and races are common and simple. Treasure hunts, lion hunts, fishing trips, trips around the world, or even to the moon; foot races, auto races, aeroplane races. Many others in this classification are popular because they are easily visualized and are simple in form. War experience has suggested numerous contests: naval battles, trench warfare, forced marches, winning of commissions.



Courtesy National Cash Register Company

ALL companies do not have the facilities to stage as elaborate a party for their "Hundred Pointers" as did the National Cash Register Company when it sent its men to Cuba. But all sales managers have hopes, and most of them are at times hard put to it to devise new and more ingenious schemes to inspire their men with such resources as they have at hand. This article does not attempt to give them detailed help. It is merely a "catalogue" of suggestions from which useful ideas may be taken in a moment when imagination and memory fail

Spell downs and elimination contests of various forms have been successfully used. Challenges of various sorts are frequent. All of the above fall under the struggle idea classification. The list at the end of this article suggests numerous possibilities in this class.

In connection with the planning of a contest the reward idea comes up early. It is important. Among those that might be mentioned in passing are such things as vacations, trips to headquarters, banquets, honor symbols. Many organizations have built famous honor clubs—of the type of the president's cabinet, the thousand club, the million a year men, first thirteen, quota busters, score every week clubs, degree orders, honor rolls, point systems.

Two of the most important factors in the successful management of a sales contest are the preliminary publicity and the publicity while the contest is going on. Thinking on this subject has suggested contest ideas to some managers. There have been many contests based on visualization ideas: bust the thermometer, ladder, paint the map red, speedometer contests. The symbol idea has had its uses. There have been brown derby contests, president's cups, green vases, tokens, insignia, emblems.

There have been parades and rallies and other publicity ideas in contest form. The loyalty idea may at times be a potent one. Honoring popular individuals is its usual form. There may be a president's week, a do-it-for-Jones contest, a Smith circle, a sales manager's trip contest.

Cooperation is an-

[CONTINUED ON PAGE 76]

TRUE TALK

Evidencing the peculiar power of certain business papers

PROPOSITION: Retail merchants and wholesalers were asked which brands of cheesecloth were the best sellers—and the reasons why.

STATEMENT: In the majority of answers, "Curity" cheesecloth, made by the Lewis Manufacturing Company, stood at or near the top. Some replies attributed "Curity" leadership to the advertising done in specified consumer magazines, notably 'The Ladies' Home Journal, The Saturday Evening Post and Pictorial Review.

HOWEVER—Neither "Curity" nor any other cheesecloth had been advertised to the consumer! "Curity" has advertised, intelligently and consistently in the Economist Group and one other business paper—with the logical result.

Conclusion: Today retailers and wholesalers alike think of "Curity" as the leading brand, the biggest advertiser and the cheesecloth best known to the general public. Which is another proof that it pays to give your selling success a sound and sufficient framework.

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

The **E**CONOMIST GROUP
DRY GOODS ECONOMIST
DRY GOODS REPORTER DRYGOODSMAN

Should the Manufacturer Share the Retailer's Advertising Cost?

By Hugh Strong

WHEN a retailer places in his paid space in a local newspaper the announcement of a manufacturer on the so-called fifty-fifty basis, are the benefits fifty-fifty? Can the arrangement be said to be in every sense an equitable one?

Probably it was the automobile manufacturer who made the fifty-fifty deal popular. At any rate, that a considerable amount of automobile advertising in newspapers is inserted on this basis is a matter of common knowledge. Recently the idea has been spreading to other fields, and various modifications of it are discovered, for example, in several of the lines carried by the average department store.

Modern efficiency in advertising and merchandising necessarily has given considerable attention to "tie-up." This new term is used to describe whatever means may be taken to identify a nationally advertised product with the dealer who sells it.

In recent times, several manifestations of the idea have been observed. Some national advertisers print in their announcements in media of general circulation lists of the names and addresses of local dealers for the convenience of consumers who may be interested. Another method, in connection with newspaper advertisements inserted by a manufacturer, is to invite dealers in the local field to buy space adjoining the announcement for the purpose of giving their names and addresses as retailers of the merchandise advertised.

Now comes the newest development, the fifty-fifty deal, by which a department store, for example, is solicited to advertise a certain product in its daily advertisement, on an agreement that one-half the cost of the space thus used will be taken care of by the manufacturer of the article. What is to be said for this arrangement, both *pro* and *con*?

First, from the standpoint of the manufacturer, it must be admitted without question that he gets a good tie-up. Securing for his prod-

uct the attention of the readers of the department store copy, with the endorsement, implied at least, of the big local dealer, surely means that the journey of the product from the manufacturer to the consumer is greatly facilitated.

Secondly, there is the matter of the advertising rates. Department stores, as largest newspaper advertisers, are recognized as close buyers of space. It is safe to say they pay less than so-called "foreign" advertisers pay.

Moreover, by having the placing attended to by the department store, a manufacturer saves himself trouble and expense. And yet the division of fifty-fifty applies to the actual cost of the space to the department store, with nothing added for overhead expense in the advertising office of the store.

That is, unless the retailer includes in the agreement a clause to the effect that settlement is to be made on the basis of cost plus a certain percentage to cover such overhead expense as salaries of the dealer's advertising staff, the larger burden of expense is borne by the retailer.

FURTHER, some retailers object to devoting space in their daily announcements to the advertising of trade-marked articles. These advertisements, if paid for either wholly or in part by the manufacturer, naturally are written from the standpoint of the latter. They play up the name or trade-mark, and the description of this one particular article to the exclusion of other articles of a similar nature which may compose the dealer's assortment.

Merchants of an analytical turn of mind are asking themselves the question: Is this good business for us? Exactly how should we handle such matters and how far should we go along this line of advertising?

Does this development, if carried to excess, threaten the integrity of the dealer's own advertising? One may say that the ideal method to be followed in the preparation of a store's daily advertisements is to

consider each item on its own merits and in relation to the stock as a whole. Having reference to the entire assortment, what item or items can be advertised most advantageously from the store's own standpoint, considering immediate results and cumulative benefit, and what would be a reasonable expenditure for this item or group of items?

DOES the consideration of advertising allowances from manufacturers introduce a harmful element? Or is something of this kind the ultimate and ideal method of advertising merchandise sold in retail stores, as affording maximum tie-up?

The aim of the present writer is not to answer this last question but simply to bring it up for discussion, mentioning some of the elements that appear from the retailer's viewpoint. Where is this new element leading to, and how far is it going to lead? Is the department store advertising of the future to be composed largely of various announcements of specific manufacturers as a means to securing for their products the best possible tie-up? Or even if this new plan is destined to be found of value to a limited extent only, what is the most equitable apportionment of expense between manufacturer and dealer?

Department store buyers are able to throw various interesting sidelights on the subject. The offer of a manufacturer to pay fifty per cent of the cost of advertising a certain brand of goods may be made contingent upon an order of a certain size being placed. Or possibly an order of specified size may carry with it the privilege of a free advertisement: one to be paid for entirely by the manufacturer but inserted in the retailer's space and under his name.

Certainly, too much cannot be said in praise of the general theory of cooperation between manufacturer and retailer along whatever lines may prove to be sound and advantageous in a permanent way.

There's a BUILDING BOOM *on* MIDWEST FARMS *—and materials are now in demand*

PROSPEROUS farm conditions throughout the Middle West, better farm credit, more diversified farming—all these factors are encouraging farmers to make extensive repairs and improvements on their property.

Capper's Farmer foresaw this building activity months ago and was ready to take a big part in it. Last January it established a building service, more ambitious and more practical than that of any other farm publication.

This *Capper's Farmer* program includes monthly articles on building by practical farmers who write from actual successful experience with certain building plans. It shows types of houses which State Agricultural Colleges have found to be most suited to certain localities. It offers farmers complete blueprints of these dwellings and of every other type of farm building as well—barns, garages, machine sheds, poultry houses, hog

houses. It gives the farmers every incentive to go ahead and build *now*.

Already *Capper's Farmer* has distributed to farmers by request 370 separate building plans, involving the expenditure of \$1,100,000 to \$1,250,000.

And the building season is only just getting under way!

It's a golden opportunity for the manufacturer of building materials. As the Agricultural Publishers Association recently announced in a special bulletin, "*The farm field offers best market for building materials.*"

These Midwestern farmers will need everything from floors to roofs—cement, lumber, weatherstripping, paint, plumbing supplies, electrical fixtures, wall paper. They've got the money to buy the best, too.

They turn to *Capper's Farmer*, as a matter of course, for all their information and advice in building. What more logical place, then, than *Capper's Farmer* could the advertiser of building materials pick to tell his sales story to these farmers?

M. L. CROWTHER

Advertising Manager

Graybar Bldg., New York City



**Sell
this
Territory
thru**

Capper's Farmer

Circulation 815,000

Published at Topeka, Kansas, by Arthur Capper

THE MIDRIFF OF THE WORLD IN THE MIDWEST OF THE NATION

The 8 pt. Page

by

Odds Bodkins

IN my very humble opinion the tobacco interests are making a serious mistake in letting down the bars and advertising cigarettes to women. I believe this advertising is going to do more harm than good to the cigarette as an institution. It is calculated to fan the ire of the anti-cigarette cranks (who are always smouldering) and cause them to blaze up and express themselves in a movement for hostile legislation.

It wasn't drinking that brought about prohibition, but the offensiveness of the corner saloon. The corner cigar store, which has taken its place, can ill afford to develop into an institution which offends the sensibilities of the American public. And to risk it is so unnecessary. It recalls a fable, written by a man by the name of Aesop, about a dog and a bone and the mirroring surface of a pool of water.

—8-pt—

A member of the staff of this illustrated journal of marketing relates that on his way from Chicago to St. Paul recently he fell in with the proprietor of a chain of three very fine grocery stores.

The two men rode together and talked merchandising. During the course of the conversation the chain grocer confided that he had his own brand of coffee, not from choice but because he had been forced into it.

"Five or six years ago," he said, "all our coffee sales were spread over about twenty brands. You could buy them at any store and all of the other stores made leaders of them so that they gave us no profit—we had to meet the price. We decided to develop our own brand to insure a legitimate profit on coffee customers. When a customer acquires a taste for our coffee he always has to come back to us, for we blend it ourselves, and he can't get it elsewhere. He not only buys coffee but he buys other groceries. Today, sixty per cent of our business is in our own brand—the balance is scattered over eighteen to twenty nationally advertised brands."

I am not a rabid price-maintenanceist but there is in this situation considerable food for thought.

—8-pt—

How careful manufacturers should be in illustrating their advertisements:

Alan B. Sanger sends me a page torn from the *New York Evening Post Literary Review* containing a review of Theodate Geoffrey's book, "An Amer-

ican Housewife in Japan," in which the following occurrence is related.

Mrs. Geoffrey's butler, Suzuki, answering her ring at her own front door, bowing obsequiously, but clad in a brand new fleece-lined union suit. Thinking him drunk, she waited, locked in her library her husband's return. He rebuked Suzuki. "Don't you ever dare to answer a bell in this house without being properly dressed."

Suzuki launched himself across the room, snatched a copy of the *Saturday Evening Post* and displayed a double-page advertisement of an airy gentleman promenading in a well-known brand of underwear.

"See master," cried Suzuki, dramatically, "bell ring, me all dress. New clothes all the same as American gentleman. Very *hi kara*." *Hi kara* is Japanese slang for high collar, the first adopters of Western dress in Japan wearing the cuff-like collars of American dudes of the eighties. By extension, of course, it means *verherliche*, nifty.

—8-pt—

Sometimes I find myself wondering if, after all, we have made so much progress in advertising, with all our art and atmosphere and copy sophistication.



that Mr. Ford had it in his power to solve the farm problem.

"I now assert the inalienable right of every Eastern business man to solve the farm problem," said Mr. Cheney. "One trouble with American business today is that it has too many rear-seat drivers. You know Mr. Ford could solve the farm problem tomorrow. All he needs to do is to build every farmer's tractor with a rear seat for an Eastern banker or business man."

One of those jests that is about one-fourth jest and three-fourths truth!

—8-pt—

The post brings me a bulletin from the Superintendent of Documents, Government Printing Office, Washington, announcing a new publication of the Domestic Commerce Division of the Department of Commerce entitled "Retail Store Problems," described in a subtitle, "Factors in Successful Retailing."

Eight subjects are discussed in this publication, a compilation of eight separate studies of which 160,000 copies have been distributed. The eight studies include:

- Measuring a Retail Market
- Retail Store Location
- Retail Store Planning
- Budgetary Control in Retail Store Management

- Education of a Retail Sales Force
- Cooperative Retail Advertising
- Department Leasing in Retail Stores
- Vehicular Traffic Congestion and Retail Business.

This publication may be obtained for twenty cents. If it sold for \$20 it would doubtless be in great demand! I wonder if it would not give many national advertisers a valuable slant on the retailers' problems that would enable them to cooperate more intelligently with their retail distributors.

—8-pt—

Birthright for sale for mess of pottage:

TITLED FOREIGNER desires to sell use of name for advertising purposes 2480 Times Annex.

No use to answer this want-ad, for I have changed the number.

The White is King.

PERFECT POWERFUL POPULAR SIMPLE SILENT SURE

We make the WHITE upon principles OF DURABILITY, And Warrant it for Five Years.

For Dealers and distributors, address WHITE SEWING MACHINE CO., CLEVELAND, O.

I have a sneaking suspicion that the old advertisements with their funny display, like this White advertisement, "did a job."

—8-pt—

In a recent address in the West. O. H. Cheney, vice-president of the American Exchange-Irving Trust Company, New York, observed jokingly

A thing of Beauty is a road to *Profit!*

Stop to observe the women who pass through the revolving doors of the smartest department store. You will probably be surprised to note how few are well tailored.

Out of a hundred that pass your vantage point, a mere handful—say four or five—justify your mental ideal of a smartly gowned woman.

Five in a hundred. And (if the Springtime has not filled your mind overmuch with the memory of the five) you are likely to return to your desk

fully determined to manufacture, sell, and advertise to the ninety-five.

But follow these hundred women inside the store and up to the dress-goods counter. If offered a choice of several designs—all priced the same—the entire hundred will walk up to buy the one or two designs of which the experts have previously said, "These are the best."

Up in the Furniture Department your experience will probably be duplicated. The ma-

ajority of your hundred shoppers will step over to the choicest set of furniture on the floor and ask, "How much?"

Why, then, are so many women dowdily dressed? Why are so few homes tastefully decorated?

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

What is it you make and sell? Hats? Automobiles? Toothpaste? Compound it, design it, advertise it to appeal to the five, and you will interest the ninety-five.

Manufacture and advertise to the ninety-five? The entire hundred will put you down as "old-fashioned."

GEORGE BATTEN COMPANY, INC.

Advertising



Tomorrow's Business and the Stream of Life

[CONTINUED FROM PAGE 20]

be on the alert as never before. They must understand *why* things are happening, as well as recognize that they *are* happening.

There is a simple and rather picturesque figure of speech which to me explains the whole situation. It is not a new figure, but it is perhaps rather new in its application to American business. I refer to the expressive term, "the stream of life."

"The stream of life" in America has become swifter since the World War. Where prior to 1914 it flowed along with a strong, steady sweep, rather placid on the surface because of its depth, and carried business and industry along on its bosom safely and steadily, it is now more like a racing spring freshet. It is as though for the period of the War the stream had been dammed up to form a great lake; and as sediment which has been carried along in a rushing stream settles when the stream spreads out to form a lake, so a great many of our old habits of thought and action, and of our old ideas and customs and methods, settled to the bottom of this four-year lake. And while they were settling we were learning from our war experience many new things: about production and distribution, about communication and transportation, about efficiency and organization, about physics and chemistry and about human nature.

We discovered "simplification." Radio was developed; the science of flying was accelerated by a decade at least. Synthesis and interchangeability took on new meaning in industry. Time took on new significance. Life took on new values. We learned to do without this, and to substitute that—and discovered that we were not seriously inconvenienced. Our minds stretched; we grew accustomed to

thinking in millions—yes, in billions. We organized ourselves on a scale never before approached in the world's history: A. E. F., Red Cross, Y. M. C. A., Y. W. C. A., Knights of Columbus, Liberty Loan, the Draft, Fuel Administration, Food Administration, Railroad Administration, War Industries' Board. Science and invention put on seven-league boots. We made years of normal progress in a matter of months, and we sloughed off old conceptions, limitations, ideas, customs and methods with equal speed.

Then, suddenly, the artificial dam of the war was removed, and the stream of life went surging forward—rushing with a four-year "head" behind it. Temporarily at least, the stream of our life here on the North American continent has become turbulent, with the turbulence of shallow water.

The factors that developed depth in the old stream of life: factors such as water-tight orthodox religion, the confidential character of our financial affairs (since laid bare by the Income Tax), the habit of placing long-quantity orders for manufactured products, the custom of living privately inside the four walls of our homes with our families, the practice of buying books according to our own tastes rather than by the year according to the tastes of an editorial board, the habit of waiting for paint to dry, the—but you can complete the list for yourself with the factors that used to make the business or industry with which you are connected a fairly stable one in "the old days." These factors have disappeared to a larger extent than we perhaps realize. Our life has become less swift; we have become less patient, more restless, more honest with ourselves, more curious; more tolerant in some ways, less tolerant in others.

We are quicker to take up new ideas, to sample new products, to test new services—but quicker, also, to toss them aside if they do not suit us.

Hand-to-mouth buying is more than a merchandising discovery or the natural caution exercised in doing business in a falling market; it is a reflection of the merchant's instinctive fear that the swift-moving stream of life will carry a fickle public past his counters before he can empty them.

It is not so much the active desire to own a radio set that has caused millions of American families to give up the privacy of their homes and invite in a promiscuous collection of jazz bands and after-dinner speakers and symphony orchestras and bed-time story tellers and morning exercise drill masters as it is the fear that without a radio set the stream of life will sweep by; the fear that their neighbors will leave them behind in their knowledge of what is going on in the world, and in their participation in it all.

Fifteen years ago Lewis Browne's book, "This Believing World," would very likely have caused a furor in America. Today people are traveling



Courtesy Ross's Theatre



© Brown Bros.

The American family is growing impatient with anything short of personal mobility, and the two-car garage is replacing the garage for one. New diversions abound. Motion picture houses thrive on a scale unprecedented. Popular preferences change overnight, and the businesses and industries affected cannot hope to argue people back into habits of a former day.

"For the
4,000,000—
not the
400"

THE number of individual savings bank depositors throughout the country has increased 310% during the last twelve years. Proof enough that the 4,000,000 and not the 400 constitute a new buying market.

Going into more than half a million homes of the prosperous younger element, SMART SET reaches this new market. And advertisers say SMART SET produces sales at the lowest cost. It should, for it reaches the younger buying element—*buyers for the next forty years.*



SMART SET

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

Selling

should be done by salesmen—
finding prospects should be
done by advertising.

"Leads"

keep salesmen happy—and dealers
interested in the line.

Costs

of selling are lowered when cost of
not selling is eliminated.

Less

turnover in salesmen and in dealers,
less selling expense, more profits
follow the use of Caxton
a. d. a. Let us prove it.



THE CAXTON COMPANY

CLEVELAND

too fast to be particularly concerned over a book that carries away the folklore foundation from under orthodox religions with a stream of historical interpretation that seems to put an entirely different complexion on the Bible. If they read it at all, they read it with the tolerance of a business man passing on a piece of advertising copy when he is rushing off to catch a steamer for Europe.

The two-car garage is not a necessity, yet real estate men in the suburbs are beginning to find one-car garage houses rather harder to sell than they were yesterday. The American family is growing impatient with anything short of individual mobility—instant, personal and fast. In the stream of life!

BUT return to the practical consideration of how we, as American business men, can meet the indifference that may face our enterprises or our industries as a result of what might be called the new American *temper*, in differentiation from the new American *tempo* ("The New American Tempo," ADVERTISING & SELLING for May 25, 1926), and perhaps turn it to our benefit.

First, we must recognize it for what it is: a speeding up of the stream of American life that is carrying everything before it as it surges through the cities, towns, and villages of the nation. As this stream sweeps on, it leaves little eddies along the shore, quiet little bayous and backwaters. And it is in those places that some businesses find themselves today, and many more may find themselves tomorrow, with sagging sales curves. The responsible heads of these businesses may ascribe the falling off to some specific cause or causes, and doubtless they will be correct in their analyses. But, fundamentally, the trouble is that their business, or the product or service or facility they have to sell, has been crowded over to the edge of the American stream of life and has drifted out of the current.

We see old, well-established businesses which have enjoyed sales prosperity for generations floundering around almost in bewilderment, seeking for ways to brace sinking sales graphs. We see whole industries rubbing their eyes and asking what is happening. We see all kinds of schemes being tried in a vain endeavor to *force* sales: to lure, wheedle, surprise, almost to trick people into buying as they used to buy. We see boards of directors of great industrial and manufacturing enterprises hopefully placing aggressive young managers at the helms of their enterprises in an effort to wake them up in a sales way, to lift them out of their heavy sagginess and onto the plane of the lusty younger industries: the motors, radio, electric household utilities and the like.

The hope of these younger managers, the hope of any executive with the responsibility of a business that is falling behind, or threatening to sag seriously in its sales, is in the recognition of the fact that whatever the immediate cause of the slumps may be, fundamentally the trouble is that the business or the industry is getting over to the edge of the current of the stream of life, if not entirely out of it.

Either of two courses of action is open to them: The first is to accept an out-of-the-current status and plan

The Kansas City Star goes Everywhere in Kansas City



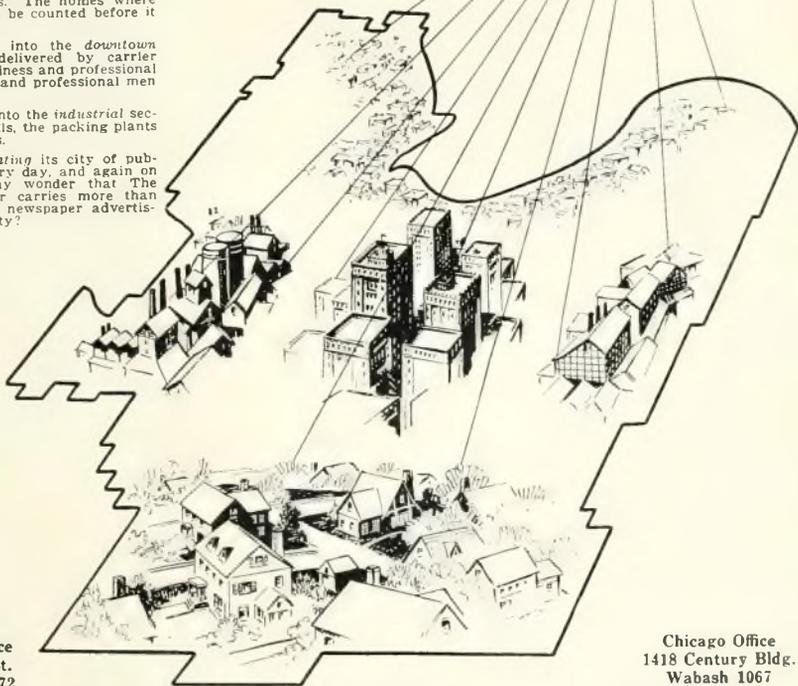
SO thorough is The Kansas City Star's circulation, so complete its coverage, that there are actually delivered by carrier, twice daily in Greater Kansas City, more copies of The Star than there are families in the city.

The Star goes into all classes of homes. The homes of the rich. The homes of the near-rich. The homes of the middle classes. The homes where every penny must be counted before it is spent.

The Star goes into the downtown sections. It is delivered by carrier into the city's business and professional offices. Business and professional men need The Star.

The Star goes into the industrial sections, into the mills, the packing plants and the factories.

Literally saturating its city of publication twice every day, and again on Sunday, is it any wonder that The Kansas City Star carries more than two-thirds of the newspaper advertising in Kansas City?



New York Office
15 East 40th St.
Vanderbilt 10172

Chicago Office
1418 Century Bldg.
Wabash 1067

THE KANSAS CITY STAR

"A Quarter of a Million Twice a Day"

CHILDREN

The Magazine for Parents

353 Fourth Avenue, New York



Announcing an Increase in Circulation and a Corresponding Rise in Advertising Rates

CURRENT advertising rates in CHILDREN, *The Magazine for Parents*, have been based on a guarantee of 40,000 net paid circulation. On June 1st, 1927, this guarantee will be increased to 60,000 net paid, A. B. C., average 12 months, and the rate correspondingly increased from \$250 to \$375 a page.

Before June 1st, advertisers may place contracts for the following twelve issues at the present \$250 rate. These contracts will hold even in the event of further rate increases during the year.

Such orders may carry definite insertion dates, or be left on open schedule. In the latter case, however, they must be validated by an insertion not later than the September, 1927, issue.

Although not quite one year old, CHILDREN has already exceeded even the expectations of its publishers in the rapidity of its growth. Its articles are the subjects of discussion in literally hundreds of Parent-Teacher Associations, women's clubs, and child-study groups. Specialized, technical publications there have always been in this field; never before, however, has there been a popular magazine, published for alert parents, on the thousand and one newly discovered facts relating to the care and training of children from crib to college.

We also take this occasion to announce the appointment as our Western Representative of Straud Galey, 111 West Monroe Street, Chicago, Ill. Telephone, Randolph 3214.

to make profits on a flattening or flattened sales curve. (Admittedly there are some businesses that can hope to do no better. The sooner they reconcile themselves to their fate and trim sail accordingly, the better off their enterprises will be; for a well managed business with a horizontal sales "curve" may well be more profitable than a business with a rising sales curve, if the "rise" is being bought at too high a price).

The alternative is to force the business out into the current again; a move that can be attempted in at least six ways:

1. By finding or developing a new market or a new use.
2. By revising the product or service to fit new needs or ideas.
3. By increased, or more intelligently applied, advertising and sales pressure.
4. By developing some new product or service to add to, supplement, or supplant the present one.
5. By developing a new sales or distribution policy or method more in line with the new American tempo and temper.
6. By studying the plant (or the organization if it is a service business rather than a manufacturing business) as a means of service, and working out some new or more modern way to use it to serve the public more acceptably.

It is not the purpose of this article to attempt to prescribe definitely for any particular case, but rather to establish the fact that many of the old specifics have lost their potency as applied to the present-day situation of a business that seems to be drifting into a back-water eddy.

FOR example, if the American public has grown so busy, and so accustomed to telephones for communication that it is losing the art of polite social correspondence and consequently the demand for fine social stationery is falling off somewhat disconcertingly, no mere matter of advertising ingenuity is going to make people return to old habits of correspondence.

Or if the railroads and steamships no longer require a certain type of mechanical equipment because of fundamental changes in motive power, no amount of "high-pressure" salesmanship is going to keep orders flowing into plants which formerly were hard put to it to turn out that type of equipment fast enough to supply the demand.

Or, if people are beginning to lose some of their zest (or need) for shopping by mail (as some mail-order men have admitted to me privately they fear is the case), simply to make the catalogue descriptions more enticing or the price a bit more attractive is not going to rejuvenate the mail-order business.

Or if people would rather ride in automobiles or go to the movies or sit and listen to the radio than do a dozen other things, the businesses or industries affected cannot hope to argue people back into their old habits.

The stream of life in America will flow on in spite of everything. Business men can try to dam it (or they can damn it!) as they will, but it will not work for them unless they flow along with it; unless they launch out into the current and keep in the current.

Let us give a thought to that word "current," for it has an important

Statement of Average Daily
circulation for the six months
ended March 31, 1926, shows

THE CLEVELAND PRESS

at a—

New high level!
NO
235,458

THIS enormous total circulation—235,458—is the largest ever attained by any daily newspaper in the state of Ohio, an increase of 8,971 new daily subscribers in six months.

193,110
CITY CIRCULATION

The Press has gained 9,351 new city subscribers in the past six months, and now has a coverage of approximately one newspaper for every English-reading family in Cleveland.

82% (193,110) of Press "total" circulation (235,458) is concentrated among the people who live within a car-ride of downtown Cleveland.

No Circulation Schemes Ever Employed!
No Circulation Bought!

In the face of three of the largest newspaper circulation contests in the history of American journalism, despite the fact that one of its contemporaries has combined its circulation with that of the discontinued "Times," The Cleveland Press has again swept forward to new high levels of community interest and reader approval.

Holding true to the sound editorial and business principles that have kept it foremost for nearly 50 years, The Press today has attained the greatest reader-following ever accorded a newspaper in Cleveland or in the state of Ohio.

Proud of its standing in the community! Steadfast in its ideals of a clean, home newspaper, The Press has earned its right to Leadership.

The Cleveland Press

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



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

FIRST IN CLEVELAND

LARGEST IN OHIO

SCRIPPS-1109480



One picture will
Take the place
Of a thousand
Ordinary words.

One *Apeda* photo
Will take the place
Of a thousand
Ordinary pictures!

Sell it the *Apeda* way!

Apeda Studio INC.
PHOTOGRAPHERS

212 West 48th Street
NEW YORK

CHickering 3960

WHEN the requirements of a piece of copy are made clear to us, in nine cases in ten it comes out right the first time—and it costs no more!

Write for booklet

**E. M.
Diamant**
Typographic Service

195 Lex. Ave. CALedonia 6741

AJD *The Only Denne in Canadian Advertising*

Canada may be "just over the border" but when advertising there you need a Canadian Agency thoroughly conversant with local conditions. Let us tell you why.

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

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 unduplicated merit. Carries the largest volume of local and national advertising. Renowned effective merchandising service. Rates on request.

bearing on the problem of overcoming or anticipating the public's indifference. The public's current interest is what forms the current of the stream of life, and it is to this interest, in a fundamental way, that the business man must cater if he is to flow with the stream. But he must be cautious in launching out into it. When it is rushing on at the rate that it is today, there is danger of getting caught in some whirlpool and mistaking the swirl of the pool for the onrush of the stream.

There are numerous exciting whirlpools in today's stream of life which are proving irresistible to many manufacturers. For example, there is the whirlpool of the electric refrigerator and the whirlpool of the oil burner, and there is the "smart low-priced car" swirl. There are numerous others that seem to have a peculiar fascination for the men who are sailing their business barques in the stream of American business. Some manufacturers will continue to whirl at a dizzy speed (mistaking rotation for progress) until they are sucked down; others will gain strength from the very struggle of resisting the downward pull, free themselves ultimately from the swirling maelstrom, and float off serenely on the bosom of the stream: the electric refrigerator, the oil burner, the small car successes, established and profitable—leaders in tomorrow's industrial autocracy, with sales curves shooting sharply up.

ONE reason for these whirlpools is the lesson taught to American manufacturers by the war; that they could make whole classes of things with a given type of production equipment. Another is the excess production capacity of American industry.

The manufacturer looks over the fence and discovers that the idea of electric refrigeration, say, has captured the imagination of the public. Arriving at the office Monday morning, he sends for his general manager.

"John," he asks, "couldn't we make electric refrigerators in our plant?" John considers for half a minute. Visions of small motors, copper tubing, cabinets bought from some ice-box manufacturer. . . .

"Sure," he says.

And after a few hours or weeks, as the case may be, another manufacturer is sailing out into the stream with a new electric refrigerator. Something over a hundred and fifty of them were in the whirlpool at the last count—and there is no telling how many more are ready to be launched.

The following experience of an advertising agency solicitor is a humorous commentary on the situation. "No," said the president of the bath room fixture company, who was being solicited by this agency representative. "We are not interested in changing agencies. Our present agency understands the plumbing field and is doing good work for us."

"But how about your electric refrigerator?" asked the agency representative in a confidential tone.

The president's face was a study. "Who told you we were working on an electric refrigerator?" he demanded, glancing around furtively to see that the doors of his office were all closed.

The agency man smiled, "Nobody. Tell me about it, won't you?"

Fortunately, the president had a

sense of humor and forgave him. And before he left he confessed that when he had come in he had not been quite sure whether to ask about the manufacturer's electric refrigerator or his oil burner.

Now, the electric refrigerator or the oil burner will probably be the salvation of some businesses; but for others which rushed to adopt them without realizing that the real problem in connection with those two appliances is service, not production or sales, they are going to be entered in red on the company's books as costly experiments, as ill-considered dives into the turbulent stream of American life.

I think it may be set down as a wise rule, that in attempting to steer a business back into the stream of life the barque used should be of a type one is accustomed to sail. That is to say, it is dangerous to venture out into the stream with a product or a service, the making or marketing of which is too foreign to one's previous experience.

I BELIEVE also that with the stream of American life moving as swiftly as it is, the American business man will do well to hug the shore until he gets the feel of the current, and if and when he does get out into the stream, to bear in mind two facts:

First, that he is likely to face stiffer competition than he has ever faced before—and face it more promptly; and that if he is to hold his place on the bosom of the stream he will have to push his business aggressively, with forceful advertising and sales effort.

Second, that the American business man cannot build for the distant future with anything like the assurance of permanency he formerly enjoyed. Invention, scientific progress, and social evolution are moving at too swift a pace. Consider, for instance, two of the developments already mentioned: the electric refrigerator and the oil burner. (They are cited as illustrations not because they offer any greater hazards than forty other industries, but because they stand out so sharply as promising new industries just now very much in the stream of life). Both may develop into substantial industries that will thrive for a century. On the other hand, someone might develop a simple process of mechanical refrigeration that would crowd the present electric refrigerator over to the edge of the stream in a surprisingly short time. The oil burner may be the ultimate form of heating, but it may also prove to be only a comparatively brief phase we are going through in the transition from the clumsy and wasteful use of coal to the efficient use of some other form of fuel or energy, or to the use of coal or oil in some as yet undiscovered way that would render all of our present heating equipment obsolete.

The point is, that because a thing is modern or serves a present need is no sign that it is permanent.

At the same time the present makers of electric refrigerators or oil burners or other products of "current" interest will better be able to adjust themselves than newcomers in the field, and they will be reasonably safe if they visualize their problem as one of making refrigeration, rather than an electric refrigerator; heating equipment rather than an oil burner.

This does not mean that a manufacturer should change his plans with every shift of the wind, or give up just

The Net Paid CIRCULATION of The Detroit Times

As published in the Post Office statement for the six-month period ending
March 31, 1927, was

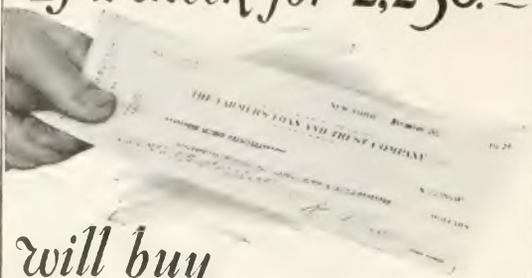
Sunday — 326,875
Evening* — 294,183

In comparison with the corresponding six months' period ending March 31, 1926, the average net paid circulation of The Detroit Times shows an

Increase of 22,096 Sundays
and an
Increase of 52,702 Evenings

*Evening except Saturday

If a check for \$2,250.00



will buy
18,000 inquiries-



Then what might you expect from
a campaign in such a magazine?

Write for graphic story of how the manufacturers of Soiesette secured phenomenal results through the use of Modern Priscilla as the backbone of a great campaign on their famous textile product.

MODERN PRISCILLA

ARTHUR J. CROCKETT, Advertising Director

470 Atlantic Avenue

Boston, Mass.

Published by A.B.P. and A.B.C.
BAKERS' HELPER Twice-a-month

Bakers' Helper is the oldest magazine in its field. It has given practical help to bakery owners for 46 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.

ADVERTISING DIGEST

Selling Aid Advertising Digest, issued monthly, keeps you abreast of new ideas. Indexes all articles in current issues of advertising publications. Classified under subjects and lines of business, etc. Clearing house of profit-winning data, plans, etc. Send 30c with your letterhead, for sample, plan, cost, etc.
SELLING AID, 622 No. Michigan Avenue, Chicago

Put "Life" in
Your Window Displays



through the
use of our
**Mechanical
Advertising
Books.**

Leading firms
report greatly
increased sales
as a result. So
will you. Write
for interesting
particulars.

**CHESTER MECHANICAL
ADVERTISING CO. INC.,**

188 West 4th Street, New York City

because some strong new competition develops; but it does mean that he should know which way the breeze is blowing and whether he is running with the wind or tacking. And it means that he should study constantly the public's needs rather than concentrate his study on his own product or his own plant.

The new American tempo and the new American temper seem to have greatly increased the value—and the necessity—of advertising as a business force or facility, and as an instrument of strategy. Whereas the business man of 1900-1914 faced the same need of keeping his business in the stream of life (and the successful businesses were the ones that were out in the current), he could afford to sail slowly, choosing his own rate of progress and electing to advertise or not as he saw fit. Today the public and his competitors virtually set the pace for him. He must maintain his position out in the stream, or he will be forced over to the edge and find himself in sluggish water.

If he hopes to succeed in any large way he must fight for a place out where the current is strong, for it is there that volume business will be done. But from now on it is going to take very skillful piloting to keep a business out in the stream. And it is going to take sales and advertising genius of a new order—sounder, more intelligent, more definitely resultful.

Will It Work?

[CONTINUED FROM PAGE 27]

to dramatize the career of a self-made man who has come up from the coal pits of obscurity to a high pinnacle of industrial leadership. The methods which he has employed, the motives which have animated him, and his attitude toward his fellow beings may all be capable of an honest presentation which wins for him a popular regard that may be merited even though artificially stimulated. The personal career of the super-publicity man apparently does not yield the same ingredients. Already there have been sarcastic and well conceived editorial comments on the revelations of publicity practices contained in Helen Woodward's "Through Many Windows," and she no doubt would disclaim any suggestion that she was a super-practitioner of the propagandist "profession."

These public relations experts have always been very insistent upon dissociating themselves from the old press agent, and more recently they have manifested a similar desire to disclaim any association with the ordinary advertising man. The old press agent was crude, no doubt; but he really was, on the whole, measurably honest. He usually let it be known frankly whom he represented and what his real purpose was. Shrewd and jovial he discovered by his first-hand contacts with human beings many of the legitimate principles from which both modern advertising and modern propaganda are derived; and it is the writer's opinion that of the two advertising has inherited the greater proportion of his virtues.

By this analysis the advertising man

Where Business Leaders talk to Business Leaders"

WHEN a leader of business speaks, all business listens.

And in System, THE MAGAZINE OF BUSINESS, more than in any other magazine, Captains of Industry and of Commerce talk to the men who stand at the helms of American businesses.

In April

"Meeting the Problems of Hand-to-Mouth Buying"

JAMES H. PERKINS

President, Farmers Loan & Trust Co., N. Y.

"'U. S. of E.' as a Competitor"

JULIUS KLEIN

Director, Bureau of Foreign and Domestic Commerce.
Delegate to the International Economic Conference at Geneva.

"Our Credit Situation is Sound But"

JAMES H. TREGOE

Executive Manager, National Association of Credit Men.

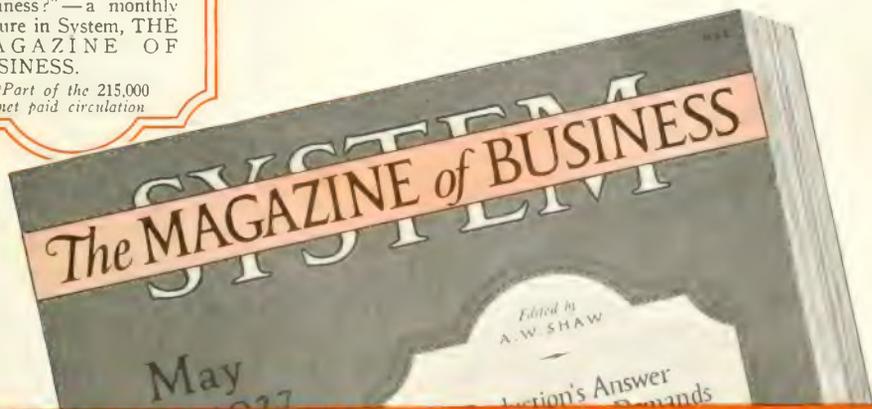
Likewise in recent issues you find contributions of Henry Ford, Governor Lowden, Charles E. Mitchell, Senator Capper, Louis F. Swift, Albert L. Salt, etc.

To reach men of affairs, address them where the topics of greatest moment are discussed by leaders of business —in System, THE MAGAZINE OF BUSINESS.

21,000*
*American Business
Leaders Direct This
Magazine*

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

*Part of the 215,000
net paid circulation



"WHERE BUSINESS LEADERS TALK TO BUSINESS LEADERS"

WE wish to announce that, effective Friday,
April 15, 1927,

MR. LESTER B. SMITH

former Sales Manager of the Broadway Subway
and Home Boroughs Car Advertising Company
and recently with the National Department of
the General Outdoor Advertising Company,
has been appointed our

General Sales Manager

Automatic Movie Display Corporation

130 West 46th Street, New York

and the public relations counsel are cousins rather than brothers. There certainly can be no closer relationship, and thoughtful advertising men undoubtedly approve all attempts of the public relations counsel to disassociate himself from the advertising craft. The man who is hired to use his specialized training as a writer, as an artist, and as a judge of good typography to present the merits of a definite product over the signature of the manufacturer or seller of that product, and solely inside of advertising space which has been bought and paid for by that manufacturer or merchant, is certainly enacting an open role which is very different from that of the man who remains behind the scenes and manipulates various stage devices for purposes best known to himself and those who employ him. There is plenty of bunk and there are plenty of extravagant utterances in connection with all phases of modern American business, and the advertising phases of it have their full share; but at least the advertising man does not occupy an ambiguous position. He can disclose his purposes; he can discuss his methods; and so long as the seller seeks the buyer, the role of the advertising man will be recognized and at least tolerated. But with his public relations cousin, that super-off-stage person who juggles with the League of Nations in one hand and with millinery and cosmetics in the other, I fear the accountability is different. When the latter comes on the stage, it is only in a costume, wig, and mask of his own designing. Strip the fellow and pit, boxes, and gallery would boo him into ignominious flight.

Bernhard Cursive

*This beautiful new Type face designed
by Lucian Bernhard is now available
on the American point body system*

The **BAUER TYPE FOUNDRY** inc.

New York · 230 W 13th Street

IT is true the literate part of the world emerged from the war with a greater skepticism of the validity of the printed word, particularly in the newspapers, than was the case formerly. The propagandists who were hired on our side to unmask and ridicule the propagandists on the other did remove the wig and costume from the pitiful figure. It is very significant, therefore, that the period since the war has witnessed a remarkable development of organs of opinion outside of the newspapers. New magazines, representing to a certain degree a marked revival of personal journalism, have sprung into successful being. Private information services send out usually from Washington, weekly letters of real authority and of reliable information. Part of their success may be due to a certain desire on the part of many men to obtain what they call and believe to be "the inside dope," but the weekly letters which some are sending are anything but gossip.

In both of these developments we can find symptoms of the fact that human opinion is not so easily regimented as the public relations counsel would have his customers believe. One of "the great basic appeals" which he fails to take into account is the very profound desire of all human beings to know the truth and to balance continually one statement of fact against another.

The thousand-year-old success of the system of trial by jury is in itself a demonstration that if the facts of a case are presented to any ordinary group of human beings they will usually receive a sound and fair judgment. It is a basic principle with the public

The Lillibridge Viewpoint

Number Twelve

Issued by Ray D. Lillibridge Incorporated

New York

A Fine Golf Alibi

IT WAS said by the scientist Helmholtz on his seventieth birthday that a great idea had never come to him when he was at his desk, nor when he was tired, nor after taking a glass of wine, but usually when he was walking in the garden musing of other things.

If any other testimony were needed to prove the value of loafing, Clinton W. Gilbert supplied it when he pointed out that the most important and constructive ideas of the late President Harding, namely the idea for the Washington Conference on the Limitation of Naval Armaments and the idea of sending General Dawes to Europe to help solve the reparations problem, came to him when he was playing hooky, off cruising on the Mayflower.

First Law of Business

IT IS one of the first laws of good business "to guard what you have before seeking more," according to the president of the Market and Fulton Bank of New York, writing in *System*.

It has always seemed to us that the first responsibility of an advertising agency toward a client who is a new advertiser, or who is launching a new product, is to see to it that nothing about the new advertising will jeopardize the old business in any way.

It is easy to grow so enthusiastic about a new advertising campaign that time and effort and money are invested in it at too great expense to the business that is supporting it.

The Two Indispensable Ingredients

OLD GROGON GRAHAM, writing to his son, said of a man who had once worked for him:

"He knew just the right rule for doing everything and did it just that way, and yet everything he did turned out to be a mistake."

When applying advertising to business problems you can know the right rule for doing a thing, and do it just that way, only to have the result turn out wrong—if you leave out two of the most important ingredients of the formula—*common sense* and *experience*.

❦

"If a thing is possible and proper to man," said Marcus Aurelius, "deem it obtainable by thee."

❦

Strategy of Paint

IT WAS the famous Marshal Saxe who said, "Battles are the resources of ignorant Generals: when they do not know what to do they give battle."

Strategy is better generalship than battle, in business as in warfare. Desperate sales executives bring on price wars and bitter competitive battles, not so often through ignorance as through loss of that clear perspective which only a trained outside observer can maintain.

We hear much these days about market research—almost too much, we sometimes think. It is frequently better strategy to do a little "product research." We know of a

man who ran away with a market simply by painting his product red!

Strategy of paint!

There are a hundred other simple strategies that might be applied to products, strategies that would win campaigns without commercial bloodshed.

Appropriations

WE BELIEVE that any concern should devote to advertising as large a sum as can properly be expected to earn a sufficient return in sales or good-will to make that expenditure worth while (whether the amount be one thousand dollars or one million), but no more. We believe further, that the appropriation, whatever it be, should be devoted to those methods and mediums which promise to produce results more effectually or economically than any others, regardless of whether the expenditures earn commission for the agency or not.

We have so organized our business that we can serve advertisers profitably on this basis.



*"Tomorrow's harvest is
but today's sowing."*



Obstructed Roads

WHEN blocked or defeated in an enterprise I had much at heart," wrote the late Dr. Eliot of Harvard out of the ripeness of ninety years of experience, "I always turned immediately to another field of work where progress looked possible, bidding my time for a chance to resume the obstructed road."

RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET • NEW YORK

Telephone: Longacre 4000

Established in 1899

Another Client Wanted*

AN ADVERTISING agency with some rather different working methods and marketing ideas wants as a client another manufacturer in the household specialty field who is dissatisfied with his present rate of progress in sales and distribution and is ambitious to attain a position of leadership.

He must have a good product, an open mind, the business acumen to appreciate the wisdom of paying a substantial monthly fee to cover high-calibre co-operation and insure absolutely unbiased counsel as to marketing methods and mediums; also a conviction that there is too much of the conventional in present-day advertising, sales and distribution practices.

His product may be a vacuum cleaner, an oil stove, a washing machine, a kitchen cabinet, an electric refrigerator, a rug, or practically any other specialty for the home. His business may be located anywhere east of St. Louis. He must be able to command capital sufficient to carry out a carefully planned progressive marketing program, but if he has a natural aversion to spending a dollar without knowing pretty definitely what it is going to buy for him in the way of progress toward a pre-determined "objective" it will be in his favor.

We can take on one more such client at this time. We have some ideas that will interest him, and we can assure him of a quality of advertising service and marketing co-operation that he will appreciate. Address, in confidence and without obligation: **RAY D. LILLIBRIDGE INCORPORATED, Advertising, No. 8 W. 40th Street, New York City.**

**Several months ago we ran an advertisement like this. We secured the client. Now we are ready for another, in a non-competing line.*

"Yesterday Ended Last Night"

ONE of the reasons Cyrus H. K. Curtis has been so successful in building up his great publishing properties is that he has learned the art of retiring from business every night and starting business anew every morning.

One of his favorite maxims—and he is a man of few—is: "Yesterday ended last night."

Until a man has learned this he can scarcely hope to handle large interests.

relations counsel to disclose only those aspects of the truth which "make the public receptive to his cause." He might reply that the trial attorney does the same, but in the case of the lawyer there is always the opposing counsel, and up to the present the public relations counsel has built his career on the assumption that no one else, equally proficient, could be engaged on the other side of the case. In that assumption he is reasonably safe, because it is always his intention to proceed against the unorganized public, whose members do not know when the campaign is initiated and cannot commission anyone to counteract it. But the unorganized human being has an old habit of quietly and irresistibly developing a reasonably complete antidote for any troublesome thing that is imposed upon him. When the king was too strong, the barons developed to curtail him; when the barons waxed great, the commons balked them; when capitalistic employers became lords of the job, labor unions challenged and modified their authority—all a more wordy way of stating Patrick Henry's epigram about Caesar and his Brutus. It is public opinion that creates these antidotes, and the public relations counsel who seeks to impound it and set it to grinding his master's corn is like a child who, with bucket and spade, thinks he can control the Mississippi. His activities must run with, not counter to, the prevailing belief, superstitions, and fetishes of the people whom he would seek to mold to his ends. The more superficial the motive to which he appeals, the more certain is his success; the more profound or abstract the feeling to which he must appeal, the greater the likelihood of failure, especially if he would seek to divert or change fixed ideas. He is most powerful when, starting from a well-established fact such as a great invention, he can appeal to the credulity that is latent in all of us, and lead the mind away from facts through plausibilities to whatever conception, no matter how absurd, it may suit his purposes to implant. His craft is easily steered into previously determined places, far from the starting point, so long as it floats with the current of fixed ideas and impulses, but it is singularly unable to develop sufficient power to navigate up-stream.

JOICE M. NANKIVELL in "The Fourteen Thumbs of St. Peter," a chronicle of Bolshevik Russia, narrates an incident which illustrates how impossible it is, even when backed by the full power of a determined government, for the hired propagandist to deflect the current of a people's beliefs, even though the people may put themselves in a receptive attitude. Piotr Pavlovich was selected by the Communists to shatter religion in Russia. He planned his campaign skillfully and sent trained debaters all over Russia, clever men, brilliant speakers for the most part. The poor old village priest, with long dirty hair and no brains, and usually fuddled with vodka, was made to take up the cudgels of debate in defense of religion. A sure-fire campaign, one would say, especially when augmented with Piotr Pavlovich's amazing collection of holy relics from all parts of Russia, including fourteen *bona fide* thumbs of St. Peter. It was a failure. Pavlovich's alibi was that if

New England's Second Largest Market

Providence Payrolls

Payroll checks on Providence Clearing House banks during 1926 amounted to \$134,651,000, an average of more than \$11,220,000 per month. These figures are for Providence banks only and do not include branches in other cities. (Figures furnished by Brown Bureau of Business Research.) These figures do not include salaries or wages paid by individual check or direct from cash drawers.

Providence is the trading center of Rhode Island. Three-fourths of the state's population live within a fifteen mile radius of this city.

The Providence Journal and The Evening Bulletin

with a combined circulation of more than 108,000 cover Providence thoroughly and go into the great majority of English speaking homes in the state. They offer advertisers adequate coverage of the prosperous Rhode Island market 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

No. 1

FROM OUR CODE OF ETHICS

"The foundation of business is confidence, which springs from integrity, fair dealing, efficient service, and mutual benefit."

ACH A. T. A. member is a subscriber to the *code of ethics*. This code of ethics has elevated the status of the typographic field in the development of moral and intellectual manhood as well as the standard of truth and justice in each and every transaction.



NEW YORK GROUP OF

Advertising Typographers of America

161 Eighth Avenue, New York

MEMBERS

Ad Service Co. / Advertising Agencies' Service Co. / The Advertype Co., Inc.
 Associated Typographers / E. M. Diamant Typographic Service / Frost Brothers
 David Gildea & Co., Inc. / Montague Lee Co., Inc. / Frederic Nelson Phillips, Inc.
 Standard Ad Service / Supreme Ad Service / Tri-Acres Press, Inc.
 Typographic Service Company of New York, Inc. / The Woodrow Press, Inc.

SEND FIFTY CENTS FOR A COPY OF THE A. T. A. SERVICE BOOK



And we say—

GET

THIRD
DIMENSION
WISEOLD KING COLE
Inc.
Canton, Ohio

Eastern Representative

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

Well financed organization with offices in the east and middle west is looking for a business-getting Vice-President. Agency has made money for past five years, but now wants to increase billings in eastern office.

Perhaps you have had an agency, but are tired of going it alone. Perhaps you want to connect with a live outfit. Perhaps you want more pleasant surroundings.

Write us. Drawing account can be arranged. State confidentially actual business now ready to place.

BOX No. 459
Advertising and Selling

the people had been educated, it would have been a success.

The public relations counsel is most efficacious when he is called in to handle an emergency job which if quickly ended will be quickly mended. There are always thousands of trained newspaper men in the country who could give equally good advice in the same emergency, but of course they do not have the facilities of personnel, specialized experience, and justified confidence to be able to make the advice immediately effective. The P. R. C. no doubt earns his fee many times over, simply by preventing such stupid blunders as the late Vanderbilt's candid "Public be damned" utterance, but when it is a case of any profoundly important problem, like the League of Nations, one requiring years for final acceptance or rejection, he is as helpless as the rest of us. He cannot yet project himself across the centuries, nor from this generation pull the strings that will move the people in the next. All this talk about the great basic appeals to which all human beings must respond; this addition to and subtraction from the actualities of life is bunk. He is nothing new under the sun; the Pharaohs knew him and used him and undoubtedly embalmed him. He is useful whenever and wherever skillful and intelligent wire-pulling is needed to accomplish an end that cannot be disclosed. The only new thing about him is his recent startling tendency to come out into the spotlight where, of course, a wire-puller is awfully out of place. It would be unfair not to add in conclusion that Mr. Ivy Lee, the premier and master of them all, has been fairly circumspect in that connection.

Ninety-Horsepower
Sentences

[CONTINUED FROM PAGE 30]

the well-worn jargon of stock phrases.

Here is a sample of the business-letter style of H. Gordon Selfridge, merchant prince, of London:

Get the confidence of the public and you will have no difficulty in getting their patronage. Inspire your whole force with the right spirit of service; encourage every sign of the true spirit. So display and advertise wares that customers shall buy with understanding. Treat them as guests when they come and when they go, whether or not they buy. Give them all that can be given fairly, on the principle that to him that giveth shall be given. Remember always that the recollection of quality remains long after the price is forgotten. Then your business will prosper by a natural process.

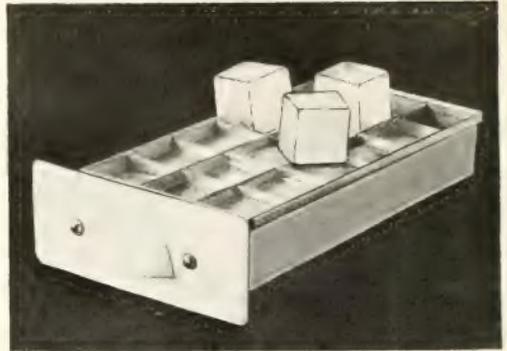
Those sentences are not distinguished by literary quality. Nor are they distinguished with the sonority of a rounded rhetorical period. But they are marked with a limp clarity. They all hover around fifteen words in length.

English prose in general, in spite of its supposed standardization through the use of uniform rhetorical manuals, will never be static. Dean Jonathan Swift, who put Gulliver through his interesting travels, will never have his way. The status of English usage will never be fixed.

Bethink yourself that the prose instrument of 500 years in the future may be as unlike the one you are using today, as yours is unlike the clumsy instrument of 500 years ago.

MILWAUKEE—First City in Diversity of Industry!

**A Half
Million
More in**



Sales Waiting--on Ice!

ALTHOUGH electric refrigeration is still considered a luxury, more than 1,400 Greater Milwaukee families will spend nearly \$500,000 for this modern convenience in 1927. This is only one of the remarkable opportunities for the sale of electric appliances revealed in the 1927 Consumer Analysis of Greater Milwaukee.

*Milwaukee
Has the Money to Buy*

A high level of prosperity, guaranteed by Milwaukee's leadership among all cities in diversity of industry, makes it possible for Milwaukee people to buy what they want when they want it. This is especially true of high grade electrical appliances and other household equipment—for rich and stable Milwaukee is a city of homes and home lovers. Here

47 per cent of all families now own the homes they live in and 5,850 more will either build or buy this year—according to the Consumer Analysis.

*Sell Them
Through One Paper*

The most successful advertisers in all lines find that they need only one paper in this market. The Journal—read in more than four out of every five Milwaukee homes—sells a maximum volume at one low advertising cost. Use it to get your share of the business here in 1927.

*How Electric Refrigerator
Advertisers Sell the Milwaukee Market*

*Percentage of total newspaper space in
The Milwaukee Journal in 1926*

Coldak 100%	Kelvinator 61%
Copeland 100%	Servel 100%
Frigidaire 72%	Ice-O-Matic 100%
Zerozone 62%	

THE MILWAUKEE JOURNAL

FIRST BY MERIT

WISCONSIN—First State in Value of Dairy Products!

The OPEN FORUM

Individual Views Frankly Expressed

Why Insurance Advertising?

THERE is much evidence that people are becoming aware of the increasing hazards to life, limb and material accumulations as well—hazards which are so much a part of modern living—and that many people are so arranging their affairs as to take these hazards into consideration. But, strange to say, those who are most vitally interested in this new trend cannot fairly receive any great amount of credit for having brought the condition about. There has been little consistent effort, considering the magnitude of those organizations engaged in the business of assurance against these very hazards.

The daily press is shouting at us with magnificent headlines in almost every issue the fact that our people are being mutilated, maimed and even killed by the scores and hundreds in the most ordinary pursuits of living; that the automobile alone is accountable for over 500,000 serious accidents a year, 15,000 of which result in almost immediate death; that there are millions of dollars worth of property going up in smoke each year. Our wonder is that the insurance business as a whole has not in any consistent and telling way advertised how well its services may fill these increasing needs of civilized mankind.

It would seem to us that a service which has to do with the destinies of living peoples is well worth advertising. And by that we mean union of effort, cooperative institutional advertising, as conducted by industries and modern enterprises through the press and by the employment of all other legitimate media.

The difficulty seems to be that it is almost impossible for the individual insurance organizations to view and understand the larger picture of cooperative advertising. The old principle of competition within the business itself is still in control, but pressure, legislative and other sorts, is being brought to bear which will, in the not distant future, go to make this union of effort necessary to the continuance of insurance interests in private hands.

Publications such as ADVERTISING AND SELLING, advertising agencies, and the press in general should be more than passively interested in a business which attracts annually six billions of dollars in premiums, which has assets equal to one dollar in every twenty-five dollars of the nation's total wealth; a business which has an ad-

vertising appeal profoundly emotional and therefore universally understood; a business which needs the service of proper advertising and must, in fact, have that service if it is not to find itself harassed and embarrassed by Government interference and control.

R. W. FAULKNER, *Publicity Director*,
Woodmen Accident Company,
Lincoln, Neb.

"Long Distance, Please!"

AN insidious propaganda is going on in our midst—yea, under our very noses. Straightening up the nursery the other night (as what father does not, mother being otherwise engaged) I came upon two brightly colored little pamphlets, by one George W. Davey, the first entitled "The Ohm Queen"; the other "The Chick That Never Scratched." "Ohm?" said my advertising mind—"hasn't scratched yet"—what have we here? And in spite of voluble protests from our latest born, I deferred the tucking-in process until I could learn the truth to be what I had suspected—that the innocent mind of a ten-year-old was already being subjected (and in delightful triplets) to the story of electricity in the home on the one hand, and to the manifold virtues of Bon Ami on the other.

Your idea, Mr. Davey? Congratulations. Well planned, well done, of sufficient beauty and interest to compete with many a nursery favorite—and fixing the names of standard products in a mind at its most susceptible and retentive period. Several years hence, when Joan has a real need for Bon Ami and electric irons, the Ohm Queen and the Chick that never scratched will have left their indelible traces in the mysterious storerooms of the mind. Be sure that memory will react to the manufacturer's profit—and a well deserved one it is!

KENNETH GROESBECK, *President*,
Groesbeck-Hearn, Inc.,
New York.

Why So Cautious?

IT has been interesting to read the various articles on the development of the cigarette market among the women of America and the cautious, subtle steps being taken by the tobacco people to foster the idea. Vague allu-

sions such as "Blow Some My Way," the "Marlboro Hand," the testimonials of female opera singers and other professional celebrities, etc.

It is rather amusing to read of the fear for the Anti-Tobacco League, should cigarette makers openly advertise to women. Fear that too many women also would object and campaign against the cigarette. The confinement of appeal to the ultra woman, the sophisticate.

And here the smug plebeian department store has been indirectly advocating cigarette smoking for women for about ten years.

Look through the department store newspaper advertisements in New York, Chicago, Baltimore, Atlanta, Los Angeles, even Philadelphia, and in scores of smaller cities, and you will see offering after offering of dresses or hats or gloves or what not with the woman pictured holding an accursed cigarette. And Mrs. Blotz, Mrs. Brown and Mrs. Casey are customers of these stores as well as Mrs. Vandernob and Mrs. Astercraft!

Smoking robes, cigarette cases, gayly colored holders, all are advertised, not to men but directly to women.

And have the women boycotted department stores because of this wickedness? Write your own answer.

PAUL R. EAGER,
Sales and Advertising Manager,
Hahne & Company,
Newark, N. J.

The Subtle Art of Spelling

GEORGE FOWLER, in his "Whisker History" yarn (April 6 issue), rather quaintly proves his own point about the Burnside ad doing more than the history books to introduce people of today to that Civil War figure. And then disproves it! For he quite obviously relied on his memory, and did not consult the authorities, when he twice rendered the General's name with a final "s."

Come to think of it, though, the name ought to be plural, for the whiskers always were. Who ever saw a man with one burnside? Perhaps Fowler didn't want to mutilate the fine old chap's pictured façade.

Or perhaps, having misspelled A. G. Spalding's name in the same article, he wished to be consistent throughout.

S. K. WILSON,
The Erickson Company
New York.



**Net Paid
Daily Circulation**

March, 1927

230,878

March, 1926

176,120

March, 1925

164,456

March, 1924

146,858

March, 1923

136,174

March, 1922

126,519

March, 1921

114,968

**Des Moines Register
and Tribune-Capital**

PATERSON, N. J.

**A
Potential
Market**

Here is a city, considering area, age, population, manufacture, financial resources, etc., the equal of Newark in proportion to population.

Paterson pays over \$45,000,000 in wages to its workers every year.

The third city in the State, with a population of 143,548 persons, is an ideal market for any manufacturer to try out an advertising campaign at small cost. He can buy 3,000 lines in the first paper in Paterson.

The Press-Guardian

for \$180.

The following post office statements for the past six years prove conclusively that The Press-Guardian is the one paper that has made a substantial growth.

	Press-Guardian	Second Paper	Third Paper
April 1st, 1921	10,634	*	11,459
April 1st, 1922	12,084	15,387	11,423
April 1st, 1923	12,419	14,634	11,706
April 1st, 1924	13,593	16,606	11,611
April 1st, 1925	14,481	16,776	11,820
April 1st, 1926	14,766	16,704	13,651
April 1st, 1927	18,519	16,668	12,253

* Figure not available.

The Press-Guardian is a member of The 100,000 Group of American Cities, Inc., and its Merchandising Department can furnish any interested manufacturer with a complete survey as to how it affects his products.

Nat. Reprs., G. LOGAN PAYNE CO., New York
Boston, Chicago, St. Louis

Order Blanks

[CONTINUED FROM PAGE 25]

well fed in spite of the anxiety attributed to her in the adjoining copy. Surely all that evidence of good living and prosperity cannot be attributed to desperate raids upon her husband's provisions. It is much more likely that her customers happily fill in the blanks, return them promptly while rocking with merriment, and thus support her in ease.

Which brings us to the end of our lesson: When sales resistance has abjectly collapsed and people finally come to the inevitable piece of white space labeled "name and address," the salesman and his fellow conspirators foolishly allow the order blank to be over-blank or all too forebodingly dull. Good cheer should be the motif; for if the victim can be kept in a mood sufficiently rosy, he will always obediently put his name on the dotted line no matter how formidably big those dots may happen to be.

He's Good Because He's Bad

[CONTINUED FROM PAGE 21]

Under such conditions it is obvious that the only kind of an advertising campaign that will benefit any individual company is one broad enough and unselfish enough to improve the industry as a whole.

With all of these factors in mind, the general objectives of the advertising campaign of the Hartford Fire Insurance Company, according to J. W. Longnecker, advertising manager of that concern, have been worked out about as follows:

FIRST—To make the public more conscious of fire and its consequences to the individual and to the country.

SECOND—To influence people to be more careful with fire, to know more about its causes and guard against them.

THIRD—To fix the name, The Hartford Fire Insurance Company, in the public's mind and create toward it a feeling of confidence on the part of all property owners.

FOURTH—To create in the minds of all property owners respect for the ability of the local insurance agent to advise them on insurance matters.

FIFTH—To increase the business of the Hartford Fire Insurance Company by increasing the total amount of fire insurance in force.

SIXTH—To induce the local insurance agent to cooperate with Hartford national advertising by using local advertising.

The advertising of the Hartford is national in its scope because its consumer market extends to every part of the country where there is property to be insured. Its message is directed to all property owners. Its agency representation is country-wide, well coordinated.

In considering ways of using national magazine space to attain the objectives sought, a dramatic and attention-compelling appeal was wanted—an appeal that would awaken the public to the danger that confronts it, and induce the

Kenilworth Inn

ASHEVILLE, N. C.

Special Weekly Rates

Spend your spring vacation with the wild flowers of the Smoky Mountains

The famous Kenilworth Inn offers you a special weekly rate for your family—which includes a marvelous program of entertainment.

Listen in on *W.F.M.C.* any evening

AMERICAN PLAN with Meals

Single Room—Hot & Cold Water	\$42.00 Up
Double Room—Hot & Cold Water	80.00 Up
Single Room—Private Bath	60.00 Up
Double Room—Private Bath	90.00 Up
Double & Single—Private Bath	126.00 Up

Delightful, dignified surroundings
FURTHER INFORMATION UPON REQUEST

ROScoe A. MARVEL
MANAGER

PHOTOSTAT SERVICE

RAPID—ECONOMICAL
FACSIMILES—ENLARGEMENTS—REDUCTIONS

Commerce Photo-Print Corporation
42 BROADWAY 110 MAIDEN LANE
Manover 8993 John 3697

**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 2 1/2 billion dollars.

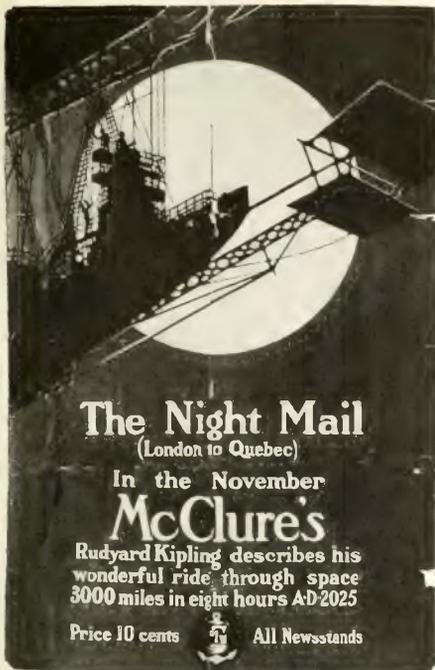
One newspaper . . . The Columbus Dispatch, can give you the key to sales in this fertile territory.

During 1926 The Dispatch carried more ad lines of paid advertising than any other Ohio newspaper.

The Dispatch, with a circulation of 106,814, 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



FLIGHT

Twenty years ago Rudyard Kipling described the imaginary trip of an Air Mail Packet from London to Quebec, and we prepared the advertising to sell the story to the magazine reading public.

Today the ships of the Colonial Air Transport, Inc., under the presidency of Major General John F. O'Ryan, have flown over one hundred thousand miles without a forced landing, and we have been asked to prepare advertising for this service.

When flying was fiction, we advertised the fiction. And now flying has become a fact, we advertise the fact.

CALKINS & HOLDEN, INC.
247 PARK AVENUE · NEW YORK CITY





CHALFONTE-HADDON HALL ATLANTIC CITY

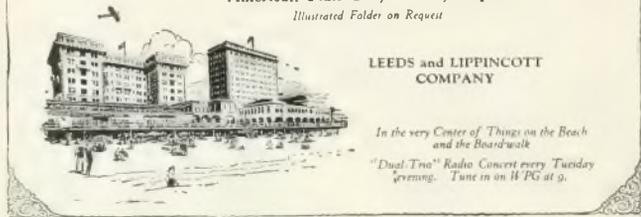
Spring and
Summer Outdoors

SEA BATHING
BOARDWALK
ACTIVITIES
GOLF
TENNIS
YACHTING
FISHING
AVIATION

All the charm of a voyage at sea with none of its discomforts—on the broad deck-porches at Chalfonte-Haddon Hall. The blue ocean right before you—gay crowds on the Beaches, a constant procession of rolling chairs and happy strollers on the Boardwalk—endless amusements and interesting shops. And all in the hospitable, friendly atmosphere of these famous hotels.

American Plan Only—Always Open

Illustrated Folder on Request



LEEDS and LIPPINCOTT
COMPANY

In the very Center of Things on the Beach
and the Boardwalk

"Dual Tone" Radio Concert every Tuesday
Evening—Tune in on WPG at 9.

public to do something about meeting this danger.

Fires, you know, are like death. It is always the other fellow who suffers—never yourself.

Because of the public's indifference toward fire losses and fire protection and because of its obvious lack of interest in the ordinary kind of insurance advertising a serious effort was made to get away from the well worn standardized formulas common to insurance advertising and to develop a dramatic idea that would lift the Hartford advertising above the crowd of its energetic competitors.

THE staggering fire loss figures, due in a large part to carelessness, seemed to offer the needed dramatic peg on which to hang the story. The total value of property destroyed during one year (1925) was \$559,428,858 according to the Actuarial Bureau of the National Board of Fire Underwriters. Much of this loss is preventable, "matches—smoking" alone being responsible for the destruction of over thirty million dollars worth of property in one year.

Here was a peg on which to hang a story, but much whittling was needed to round that peg into the desirable dramatic form. Just to show our versatility we will change the figure and say that the Hartford hellion did not leap full grown from anybody's ink bottle.

It was decided, however, to use symbols to represent danger and the destruction of fire. And so fire in Hartford advertising became a *Thing*—a dragon, a devil, a wolf, a vampire bat, a gambler, a night rider, a spider, a different *Thing* in each and every advertisement.

All of these changing symbols finally crystallized into one symbol, the hellion we see today.

Rene Clarke who created the figure now used says the hellion really began with a hand.

"We didn't know it at the time," said Mr. Clarke, "but the figure really began back in 1920 as a giant, grasping red hand with the caption, 'Break its grip.' From that the idea went through the wolf-dragon-devil stages of development until the figure as we know it today, with black cloak and hood and blazing red face and hands, was brought out in June, 1923. He has been at work ever since."

From the date of his first appearance until now, no major Hartford fire advertisement has appeared without exhibiting the demon in the stellar role.

Sometimes the hellion wins and sometimes loses in the story told by the illustrations. He has been strangled by fire hose, has been run out of town as a dangerous tramp, has been carted off to the guillotine, has been "exposed" and "unmasked." He has had his head smashed by a closing fire door. He has been knocked out by the pugilistic Hartford agent. He has been fettered to steel building beams. His back has been broken. He has been stamped out and drowned and manhandled, it would seem, in just about all the ways there are.

But the hellion doesn't always lose. Decidedly not. We have seen him chasing a woman down a fire escape, shoveling a home into a furnace, offering matches to a child, setting fire to a Christmas tree, hiding under the cellar stairs, adding up his gains and our losses on a ledger, opening a safe, cau-

Sweater News
and
Knitted Outerwear
MAY 1924

Underwear & Hosiery
The
Review
JUNE 1924

Tie-up

Your Consumer Campaign
with Trade Publicity

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

Where to Stay
in New York



In the center of business
and theatrical New York—
yet as quiet as a pastoral
home, the New Forrest is
a place "for rest" when rest is needed
Three hundred beautiful, inviting,
homey rooms, all outside, all with
baths, showers and running ice water,
await discriminating guests. At \$3 00.
\$4 50 single; \$4 50-\$6 00 double, you
will find refinement, comfort and true
economy.

Telephone—Chickering 7070
MANAGER—WILLIAM F. THOMAS

**New FORREST
HOTEL**

49th ST. Just West of
Broadway
NEW YORK

Little dramas in the life of a great newspaper system



PAINTED BY DEAN CORNWELL

**“You kill that story—
or I’ll run you out of the state!”**

In a Southwestern city, a Scripps-Howard editor heard whisperings of a plot to misuse the public lands for private interest.

He promptly printed an editorial, promising to sift out the conspiracy and give the facts a public airing.

Next morning, the political czar of the state called at the editor’s office. He demanded that the editor lay off the land inquiry—threatening to ruin his advertising revenue and run him out of the state if he printed another land story.

The editor accepted the challenge. Braving the pressure of unfriendly courts and banks, he not only exposed the local land grabs, but he trailed the chief conspirator

through his subsequent term of office in Washington. And so helped to uncover the most amazing series of public land scandals in the history of political jobbery.

Every Scripps-Howard editor is the supreme sovereign of his newspaper. He edits his columns, free of all influence, save the public interest. This Scripps-Howard policy is not a policy of fine idealism alone, but of sound business, as well.

A newspaper attains its greatest usefulness to its advertisers, only when it is steadfastly faithful to its readers. When it sacrifices its independence to other interests, it sacrifices its readers’ trust in the integrity of its columns—and thus kills the thing that profits the advertiser most.

NEW YORK . . . *Telegram* SAN FRANCISCO . . . *News* DENVER . . . *Raily Mt. News*
 CLEVELAND . . . *Press* WASHINGTON . . . *News* DENVER . . . *Evening News*
 BALTIMORE . . . *Pan* CINCINNATI . . . *Post* TOLEDO . . . *News-Bee*
 PITTSBURGH . . . *Press* INDIANAPOLIS . . . *Times* COLUMBUS . . . *Citizen*
 COVINGTON . . . *Kentucky Post*—*Kentucky Edition of Cincinnati Post*



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

SCRIPPS-HOWARD
 MEMBERS 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

DURING the year recently ended, the gas industry experienced the most tremendous growth in its history, throughout all its branches. And the program for 1927 points forward to an even more progressive and profitable year than 1926. Every effort is being extended to develop further all the multiplex uses of gas, with the result that equipment is being designed that far surpasses any developed in past years.

Here is a market of boundless proportions for any product that can take a part—major or minor—in extending the use of gas. If you have such a product, then you have the key to an endless volume of new business, promising rich rewards to your enterprise.

And to secure, from the first, the success of your enterprise in this new field, present your product to the market through Gas Age-Record. Its coverage of 99.47% gives the necessary thorough exposure to the consideration of every important executive in the industry, at one cost.

We will be glad to advise you concerning the applicability of your product in the gas industry.

Gas Age-Record

A. B. C.

A. B. P.

9 East 38th Street

New York

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

Gas Age-Record

"Spokesman for the gas industry"

rying away a treasure chest, and numerous other of his pastimes.

It is noticeable that the hellion is never seen killing or injuring people, although many do lose their lives every year because of fires. This might be pointed to as an example of good taste, or good business judgment—or probably both.

In spite of the fact that the hellion has been the theme for dozens of advertisements, he does not seem to grow tiresome. Every month the same old figure bobs up in some startling new way. Some day somebody is going to write a new story about the old virtue, repetition. And when that story is written I hope that a rose or two will be pinned on the Hartford hellion.

Recollections

[CONTINUED FROM PAGE 28]

real work. It seemed to me at the time that the atmosphere needed much clarification, and many matters required drastic attention, especially in the advertising department. In trying to remedy conditions, I found myself handicapped right at the start, seemingly up against a stone wall. Unrecognized as a manager, and with no authority, I was like a ship without a rudder upon a tempestuous sea.

A harrowing and unprofitable month passed, at the end of which a long letter was handed me by a stenographer. In it Mr. Munsey stated I was not the strong man he expected to find in me; that he had made a big mistake in engaging me; that I had made a mistake in overestimating my capacity to do things for him; and that we ought to be able to devise some plan that would "let me out" without injury to my reputation.

While I could stay, he continued, it was a most unwise thing for me to do. The last paragraph, in which he put into writing his agreement with me, up to that time only verbal, was an indication of the honesty and fairness of the man.

A Sunday and a holiday came with this letter. The opening of the New Year seemed very foreboding; but I was not crushed. As an uninterrupted conference with Mr. Munsey was quite impossible, I also wrote a letter. My reply made no change in the situation. "The thirty-days-long deep, earnest thought" that Mr. Munsey had given to the problem plainly showed that a continuance was impossible; I therefore resigned. I have always considered, however, that the monetary settlement was an equitable one, as I received a month's salary, and a bonus of \$2,500. What I did for him in return was nil.

The letters that passed between us at this time were published in full in 1910 in an autobiography of my business life. Mention of the fact here cannot be construed as an advertisement, as the various editions have long since been out of print. In reviewing the book upon publication, William Dean Howells said that "it would have been a loss to literature—a loss to economic history—if the letters had not been printed." He further expressed himself as being doubtful of the propriety of including the letters in the book. He did not know that Mr. Mun-

sey had graciously given permission to print his letter—an authority required from me by my publishers before issuance to the public.

What I did to get back into the magazine publishing world, after my separation from Mr. Munsey, is another story. I did get back, however, and in less than ten years after this experience, I had the good fortune to be able to "retire" from business, and take an extended vacation abroad.

During the years which followed, when Mr. Munsey and I met at dinner, lunch, or otherwise, our unsatisfactory business experience was never referred to. We were both doubtless convinced in our minds that our separation was due simply to "incompatibility of temper."

A few years ago our Ambassador to England, Mr. Walter H. Page, made the statement: "The closer and closer I get to big men, as a rule, the more they shrivel up."

I did not get close to Mr. Munsey in the month I was in his employ, or later, but in looking back over the thirty years I opine he was an exception to the rule. Instead of shrivelling up, the big publishers in America, with few exceptions, expand and become bigger. This was the case with Mr. Munsey.

Probably Mr. Page had in mind the big men in public affairs, and his thought strikes a responsive chord. It was only recently that the great historian and economist, Mr. H. G. Wells, said: "In all great democratic countries the direction of affairs has passed into the hands of men who are great merely as politicians, and who otherwise are not remarkably intelligent, creative or noble beings."

MR. MUNSEY had many meritorious and laudable characteristics. Fair and just in his business dealings with me, he doubtless displayed the same spirit with others.

To many of his employees he was more than kind; he contributed to many charities, about which only a few of his intimates knew anything. He loaned large sums to business acquaintances, helped out friends who needed assistance and gave his time, when opportunity offered, to those who sought his advice. There are known instances where, in a feeling of fairness, he paid much more than was necessary for some of his newspaper and real estate properties.

Mr. Munsey possessed a serious-minded personality, with little humor in his makeup. He seldom if ever laughed, and his repressive smile was almost invisible. It seemed to me that, like an Englishman, he took his pleasures sadly. Frequently when we met abroad, he would assure me that in living in France I was doing just the right thing, advising me not to return to business life. He told me that he often wished that he could do likewise, but his many interests and responsibilities were too great to permit.

In what precedes, I have not essayed to depict or characterize Mr. Munsey. In all sincerity and without prejudice I have merely set down a few plain facts, and I trust that the most romancing spirit will see naught else between the lines.

This is the first of a series of articles by Mr. Thayer. The second will appear in an early issue.



IF your product is a time-saving or money-saving device for industrial use, the decision your prospect's technical men make regarding it usually determines its purchase. Their conclusions are respected by the board of directors.

It is the job of the plant engineers to reduce the ratio between total plant cost and productive capacity. And they must know what effect your overhead crane, or oil filtering system, or improved machine, will have upon that ratio.

By means of specialized direct advertising you can present effectively the information such men want and need.

To a discussion of this problem, we will bring, at your request, a breadth of experience and a specialized knowledge.

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 personnel and complete facilities: Marketing Analysis · Plan · Copy · Art · Engraving · Letterpress and Offset Printing · Binding · Mailing

When you
and this
book
get to-
gether

—something's
going to hap-
pen illustra-
tionwise.

Look through the
book. Send for a
copy to examine
free.



LARNED'S

Illustration in Advertising

319 pages, 6 x 9, 212 illustrations,
\$4.00 net, postpaid.

THIS book explains the methods, principles and possibilities of illustrating in meeting the requirements of modern advertising.

The characteristics of different treatments are fully explained. The technique employed, the advantages and disadvantages, the effects, the limitations, the psychology, the many and varied uses of dozens of illustrative methods are described in detail.

Practically every type of advertising effort—as reflected in magazines and newspapers—is given attention. The book has valuable data on everything from a one-time insertion right through to a seasonal campaign or a continuous advertising program.

It indicates thoroughly the hundred and one different ways in which illustrations can be brought to the aid of sales.

Some Special Topics

- how to secure individuality;
- how to use white space;
- how to use pen drawings;
- how to use photographic illustrations;
- how to inject life into inanimate products;
- how to picture a family of products;
- how to employ black treatments;
- how to feature a trade mark;
- how to use woodcut technique;
- how to use negative illustrations;
- how to outline technique.

Examine It for 10 Days

Let us send you a copy of this book for free examination. Look through it with some advertising problem of your own in mind. Send the coupon now—examination is free.

Examine this book
for 10 days FREE

McGraw-Hill Book Co., Inc.
370 Seventh Avenue, N. Y.

Send me LARNED'S ILLUSTRATION IN ADVERTISING, \$4.00, for 10 days' free examination.

I will return the book, postpaid, in 10 days or remit for it then.

Name

Address

City State

Position

Company

A. P. 4-20-27



and a half for a meal. Yet there are hundreds of thousands of New Yorkers who seem to delight in being "squeezed" in this fashion.

Straws That Show—

A colored gentleman—my guess is that he is a truck driver—shouldered his way through a crowd of customers who were waiting to be served in a cigar store on Fortieth Street, laid a 50 cent piece on the counter, waved his arm in royal fashion and said, "Gimme three of them."

Evidently the salesman recognized him as an old patron, for without the least hesitation he placed a box of "them" on the counter. The colored gentleman helped himself to three, bit an inch or more off one of the cigars, lit what remained and departed.

Yesterday afternoon, in the course of a stroll along upper Broadway, I passed two women—and only two—who were not wearing fur coats.

A Dream That Came True

The opening of the new "Roxy" theater in New York was the occasion for a vast amount of more or less interesting reading matter regarding the man who directs this, the greatest of picture-palaces.

The outstanding facts about him are that he was, at one time, a member of the United States Marine Corps, that he "got into" motion pictures when the industry was in its infancy (one story is that his first theater was in the rear of a saloon and that the chairs for it were rented from an undertaker, next door) and that, from the beginning, his presentations have been distinctive.

"Squeeze"

Six of us decided to eat our Easter Sunday dinner together. And I was commissioned to select the time and place. So, the day before Easter Sunday, I telephoned to a very nice restaurant which I patronize occasionally. "What's your menu for tomorrow?" I asked. A pleasant-voiced young person at the other end of the wire gave me the details. Everything was just as we wanted—including the price, which was \$2.50 per person. "Very well," said I. "Will you please reserve a table for six?" "That will be six dollars more," the pleasant-voiced young person informed me. "Cancel the reservation," said I. And I hung up the 'phone.

This sort of thing makes me very weary. Like most men, I am entirely willing to pay a good price for a good article; but I do not at all like the idea of being asked to pay a dollar for the privilege of paying another two dollars

Beyond question, the building which bears his name is the most magnificent structure in the world dedicated to indoor entertainment. But my thought, when I visited it, recently, was not so much about the theater itself as about the man whose personality dominates it. "Roxy," I imagine, is not a rich man. And, I am sure, he is not highly educated. Yet he brings to his self-imposed task of managing this enormous and costly playhouse, qualities which, one is apt to think, are the exclusive property of the wealthy and cultured. He does not play down to his audiences. He gives them programs which, one would suppose, are too fine for any but the elect. But they are not!

When and where and how did "Roxy" get this dream of which the "Roxy" theater is the enduring reality?

JAMOC.

An easy guide to sales in The 49th State



HOW can you pile up the big business volume that's coming to you in this rich "St. Louis plus" market? . . . What is the easy, economical method?

Why not take your cue from the other people who are making big sales quotas here? . . . They have found the way. The example they have set has proved sound and highly profitable.

For instance, we list here the lines of business in which The Globe-Democrat carries the great volume of display advertising . . . A pretty good index for any selling organization.

In all these lines The Globe-Democrat led all other St. Louis newspapers in display advertising in 1926. In many lines The Globe-Democrat has held this leadership for years. In some lines this great paper carries more advertising than all other St. Louis newspapers combined.

Naturally . . . The Globe-Democrat is delivering to these advertisers the real purchasing power of St. Louis . . . And beyond St. Louis—in the other towns of The 49th State—The Globe-Democrat is supreme, unchallenged.

The daily circulation of The Globe-Democrat exceeds that of the runner-up by 27,000.

The Globe-Democrat in 1926 led all St. Louis newspapers in the display lineage carried in all the classifications listed below. The asterisks indicate the number of years, during the last five years, in which The Globe-Democrat has held leadership.

- **** **A**dvertising Agencies
- **** **A**musements
(Not including amusements)
- **** **A**utomobile Passenger Cars
- **** **B**anks
(Includes all Savings Accounts)
- **** **B**anks
(Savings Accounts)
- **** **B**ond and Stock Brokers
- **** **B**ooks
- **** **C**hurches and Religious
- **** **C**oal and Ice
- **** **D**airies and Dairy Products
- **** **E**lectric Refrigeration
- **** **F**lorists and Seed Stores
- **** **F**urniture, Rugs and Carpets
(Not including upholstery)
- **** **H**otels and Resorts
- **** **I**nurance
- **** **J**ewelry
(Not including time-keepers)
- **** **M**agazines
- **** **M**en's Clothing Stores
(Not including Child Clothing Stores)
- **** **M**iscellaneous Wholesalers
- **** **N**ewspapers
- **** **O**ffice, Store and Factory Equip.
- **** **O**ils, Gasoline and Greases
- **** **P**hotographers
- **** **P**rinters and Stationery Stores
- **** **R**ailroads
- **** **R**eal Estate
- **** **R**estaurants
- **** **S**chools and Colleges
- **** **S**ervice Garages
- **** **S**porting Goods
- **** **S**teamships and Travel
- **** **T**axicab Companies
- **** **T**obacco and Tobacco Products
- **** **T**ractors and Farm Imp^{ts}
- **** **T**rucks

St. Louis Globe-Democrat

The Newspaper of  The 49th State

ADVERTISING REPRESENTATIVES
 CHICAGO—Guy S. Osborn NEW YORK—F. St. J. Richards,
 350 N. Michigan Blvd. Room 1206, 41 Park Row
 Charles H. Ravell, Financial Advertising, 332 So. La Salle St.

DETROIT—Jos. R. Sellers SAN FRANCISCO—C. Geo. Krogness,
 3-241 General Motors Bldg. First National Bank Bldg.

LONDON—Derland Agency, Ltd., 16 Regent St., S. W. 1

Planned Advertising

Clients as Index

ONE of our clients writes:

"Hoyt's attitude and their performance in all respects has been businesslike and practical, and their services both intimate and constant."

THAT being typical, it follows that the kind of people we serve is an excellent measure of the kind of people we are.

We are working (among about 25 others) with the manufacturers of the following products. Half of our clients have been with us three years or more, 15 for five years or more, 7 for ten years or more, several for twelve and fifteen years. Note the variety of problems and trades with which we are necessarily familiar.

Acme Radio Apparatus
Alaska Ice Cream Freezers
Arch Preserver Shoes
Autocrat (White & Wyckoff) Stationery
Top Notch (Beacon Falls) Rubber Footwear
Borgfeldt Importations (several)
Calorol Oil Burners
C. F. Church Toilet Seats
Pyrozone Tooth Powder
Effenbee Dolls
Erector Toys (Gilbert)
Gulden's Mustard
Hartford Shock Absorbers
Hoffman Radiator Air Valves
Ives Trains
Kaskel & Kaskel
LePage's Glue
Daniel Low Mail Order Jewelry and Gifts
Piso Cough Syrup
Polar Cub (Gilbert) Electric Fans
Rusco Brake Lining
Rutland Patching Plaster
Sapolin Enamel
Scientific American Magazine
Sessions Clocks
Shurtcraft Men's Shirts
H. B. Smith Boilers and Radiators
Stakmore Folding Furniture

PLEASE write today suggesting an appointment or mark your calendar for a talk with us at the proper time.

NOTE: We invited Mr. George French, the well-known business writer, to spend a number of weeks with us. He has put his observations in a book entitled "Planned Advertising: The Planned Approach to Agency Efficiency." To any business executive we will send a copy without obligation if he inquires on his business stationery.

CHARLES W. HOYT COMPANY
Incorporated

Dept E-6, 11 East 36th Street,
New York

Boston and Springfield, Mass.
Winston-Salem, N. C.

PLANNED ADVERTISING

Reg. U. S. Pat. Off.

Everybody's Business

[CONTINUED FROM PAGE 5]

Now we start on the final lap of an amazing era that will bring changes so radical that they are beyond the grasp of our present intelligence. Take your pencil and compound a normal yearly increase in population and you will find that there will be more than a billion people in the United States in 200 years. Barring calamity, there will not be room on the lands of the earth for people to stand erect in a little more than three centuries from now.

It reminds one of the story of the two golfers who decided to start with a bet of one cent on the first hole, and then double the bet on each of the remaining 17 holes. The wager on the eighteenth hole was \$1,310.72.

In the short, mad dash that lies before us, we will quickly reach and pass the peaks of production in fields now turning out many of the articles in most common use. There will be early days of reckoning in our supplies of ground oil and essential metals, particularly copper. Twenty or 25 years will probably see the end of American copper.

Assuming that we have from 20 to 30 billion barrels of petroleum in the ground, and allowing for a 33 per cent recovery, which is double what we have been able to get in recent years on an average, it is clear that a decade will bring us near to the end of our present practice of getting oil out of ground wells. The job of adjusting ourselves to a supply of oil from shale rock will not only involve an effort that is tedious and trying, but will necessitate reorganizing our automotive industries on a basis of foreign supplies and a price two or three times as great as that now existing.

So far as the near future is concerned we are safe with respect to lead, silver, tungsten and sulphur, but we are a dependent nation already when it comes to nickel, tin, asbestos, graphite, manganese, potash, platinum and rubber. Our lumber resources are disappearing so fast that we will soon be compelled to regard the production of wood as we now do the production of corn or wheat, the only difference being that lumber will be harvested twice a century instead of every year, as is the case with the cereals.

FROM an excess of what we call life's essentials, we are moving rapidly to a time of deficits that will bring revolutionary changes in habits and customs. As civilization advances and population grows, we will be compelled to look more to the ocean and to Arctic areas as sources of food supply. The disappearance of grazing areas will cause the substitution of reindeer meat for beef. It may also be necessary to use domestic animals to turn grass and grain into milk instead of mutton and sirloin.

Materialism will turn us from studies of abstract matters of small importance to such vital problems as that of diet concerning which there is astounding ignorance. Forty million wage earners in the United States lose nearly 10 per

cent of their time on account of sickness; they pay out fifty millions of dollars annually for cathartics; they spend six times as much for fire protection as for health protection; and of this great army of people in America more than a half-million die each year between the ages of 40 and 60 from old-age diseases that are entirely preventable and that have their origin in some part of the digestive tract. A chemist in a laboratory can mix together three or four substances that by themselves are not only harmless, but extremely useful, and the compound thus produced will become a death-dealing force. But after thousands of years of experience in eating, man knows nothing at all about the transformations that take place in good foods that turn into poisons when mixed together in the human stomach. The famous British physician, Sir William Arbuthnot Lane, tells us that the increase in cancer which horrifies the world today is due to self-created poisons, chiefly in the bowels.

WE blame materialism for our ills whereas it is only through the cold reasoning of the materialistic mind that remedies will be found. We forget that we are a part of nature and that nature moves steadily and surely toward definite ends without any regard whatever for the sentimental reasons which so largely control human actions. From now on materialism will become increasingly supreme and our thoughts and actions will of necessity conform to facts properly arranged in the order of their relative importance to public welfare as distinguished from the welfare of one individual or a single class. Materialism will eventually make the church more crowded than the theater. It will so change educational methods and policies that the college professor will again receive a higher rate of compensation than bricklayers and locomotive engineers. Religion and education blame materialism for consequences that have resulted from their marking time instead of keeping pace with the procession.

We are starting in an era that really has no "today." It is a time when almost every thought must be given to the plans for tomorrow, and when this is done our "todays" automatically take care of themselves. The problems of yesterday seemed large, but they were of small moment compared to the tremendous questions that lie ahead, and some of these problems I propose to take up.

In the meantime, let us not forget that materialism stands for efficiency and conservation. This means that it is opposed to smoke because smoke cuts off God's sunlight which is the chief ally of health and long life. It is opposed to dirty morals, dirty air, dirty water, dirty streets, poor roads and everything else that means a waste of time, energy and wealth. Any force or agency having such broad and worthy aims certainly must be serving the cause of all those things that we regard as beautiful in life.

BILLIONS in PURCHASING POWER



To Advertisers Who Want To Reach Concentrated Wealth

70,249

people in the United States have incomes over \$25,000

72,883

subscribers comprise the *Barron Group* circulation

THE BARRON GROUP of publications, *The Wall Street Journal*, *Boston News Bureau*, and *Barron's, The National Financial Weekly*, have a combined circulation of 72,883. Latest Treasury reports show that there are 70,249 persons with annual incomes of \$25,000 or more. There is a significant coincidence in these figures.

The 70,249 persons whose incomes exceed \$25,000 are less than 1% of the total number of taxpayers, much less than one-tenth of 1% of the population, but they pay 78% of the total income tax.

Wherever money is vital, one of the BARRON GROUP is read. Their service is so vital that their circulation is concentrated within this specific group to whom

Combined Circulation of the BARRON Group

New England States . . .	14,778
Middle Atlantic . . .	24,409
South Atlantic . . .	6,521
East North Central . . .	10,973
East South Central . . .	1,862
West North Central . . .	4,212
West South Central . . .	1,900
Mountain States . . .	1,384
Pacific States . . .	4,597
Canada . . .	1,358
Foreign and Misc. . .	889
Total Circulation, 72,883	

Reaching 78% of the effective national wealth—coast—to—coast

they are indispensable. Along with financial news, these papers are available to carry the selling message of those advertisers who wish to reach the wealth of the nation.

This market represents fully eighty billions in purchasing power. Its buyers purchase from two pockets—their own and that of the corporations in which they are owners.

The BARRON GROUP is read for dollars and cents reasons. It reaches the massed millions of wealth. Not gross mass circulation, but concentrated mass wealth and buying power.

Not every reader of the BARRON GROUP is a millionaire, but there are mighty few millionaires who do not read religiously one of these papers.

A blanket rate covering all three papers of the Barron Group has been established. This rate will be quoted to advertisers or advertising agencies upon application. Address either: PAUL HOWARD, Advertising Manager of *The Wall Street Journal*, 44 Broad Street, New York City, or GUY BANCROFT, Advertising Manager of *Boston News Bureau*, 30 Kilby Street, Boston, Massachusetts

The BARRON Group

THE WALL STREET JOURNAL
 BOSTON NEWS BUREAU
 BARRON'S
The National Financial Weekly

As advertised in the

BOOT and SHOE RECORDER B O S T O N

In the field of stylish shoes for children, the Fargo-Hallowell Shoe Co., Chicago, is merchandising its Kindergarten line most successfully to merchants by the advertising power of the Boot and Shoe Recorder.



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



Chicago New York Philadelphia BOSTON Rochester Cincinnati St. Louis

Mr. Borsodi's Devil

[CONTINUED FROM PAGE 22]

too rich too quick—especially in goods. Everybody, except Mr. Borsodi, is frankly trying to make all he can out of the situation. The American people have more money than ever before in history. Any manufacturer with more goods than he can get rid of would be an unthinkable idiot not to whip up retailers to pass his overproduction on to the public, and to utilize every short cut. Some authorities believe that competition, efficiency, and survival of the fit will work out the ultimate answer.

Humanity crawls along, balanced between the truths expressed in two proverbs: "Where there is much smoke that must be some fire," and "The devil is not so black as he is painted." We see the smoke. We agree there is fire, lots of it. We follow Mr. Borsodi. In fact, we are ahead of him. Just three years ago, in ADVERTISING & SELLING, we pointed out:

Few merchants can afford to gamble on a big stock; the customers today know more than the merchants.

And:

A new rhythm in trade has been set up—call it piecemeal buying, hand-to-mouth, or what not—excuses cannot ignore it; advertising men, least of all.

And:

There is a growing school of advertising philosophy considerably less complaisant. The president of a company that sells one of the best known candy products in the world writes: "I agree with you that there are many advertisers spending a vast amount of money who haven't the slightest idea what their advertising does for them. In a great many cases it does nothing."

And a year ago:

Giant expansion for its own sake—big business for mere bigness—huge sales to gain small profits—all belong back in an age we have almost passed. . . . The coming market is the natural market!

And:

Until the coming of lower prices. . . is clearly recognized as a blessing and not a threat, we shall still have a good many unnecessary forebodings.

And:

Coming prosperity—like the slowly descending cross-section of a pyramid—rests on a vastly increasing base of mass buying. The first corner of the triangular base is lower prices; the second, time payments; the third, hand-to-mouth buying. As we work ourselves safely down toward an ever broader and more substantial foundation, the less becomes our risk and the greater our opportunity.

And three months ago:

Not advertising alone: all selling of the good old school owes itself a careful overhauling for the new competition.

Now that we have shown enough smoke of our own, even, nicely to blacken Mr. Borsodi's distribution devil, let us see how black he really is: Mr. Borsodi objects to advertising because: (a) in contradiction to the dictionary's definition, it now tries to create desire instead of to "inform or appraise"; (b) according to Mr. George French, advertising creates consumer demand with "no economic or moral basis in fact"; (c) advertising will be spending \$4,000,000,000,000 in 1935 and \$8,000,000,000,000 in 1940; (d) along with publishing, advertising has "diverted thousands of America's ablest minds"; (e) the raw materials, pulp wood, copper, zinc, represent "great drafts on our national resources"; (f) advertising distorts—or abuses—the purpose of branding, which is merely to identify the product and

The newest, most luxuriously furnished and conveniently situated hotel in the metropolis. The town home of many distinguished authors, producers and stars of the stage & screen

The BELVEDERE
New York

48th STREET WEST OF BROADWAY, (Near Times Square)
Large room, private bath for one - Four Dollars - for Two Five Dollars (serving pantry optional) - - - Restaurant BOOKLET FREE
CURTIS A. HALE, Managing Director

SPEED — SPEED

THE phenomenon of American life today is speed. Not the mere trite fact of our hustle and bustle in the streets, the office, the home. But the new fact—the rapidity with which an idea, a fad or a fallacy, a truth or a lie, can sweep the continent.

¶ It may be a game, such as the questionnaire, which had its hundred thousand fanatics within a week. It may be a wave of public opinion, like that which lately surged up to beat back the threat of war with Mexico. It may be a style, as in women's hats or coiffures.

¶ Cross word puzzles. Mah Jongg. Put and Take. They burst upon us. They spread. Some of them go as swiftly as they came.

¶ The same sort of thing is happening, oftener every season, in industry, finance and trade. "Business has wings," says Earnest Elmo Calkins, writing in the Atlantic Monthly. "The business world has in a remarkably short time become almost fluid."

¶ Today's business man is speedier than yesterday's. Tomorrow's business man will have to be speedier than to-

day's. Pondered decisions, slow, cautious distribution and leisurely advertising methods will not be equal to the demands of the period ahead.

¶ The means of communication—the newspaper, the cable, wireless, air mail, telephone, motor transportation—set the pace of today. The advertising medium that is most useful to business must be ready to keep that pace.

¶ The Digest, in spite of the increase in size and number of copies printed weekly, continues, at extra expense, to adhere to the close schedule by which it reaches its readers everywhere *seven days after it goes to press*. Frankly devised for the service of readers, in order that they may have the news of the world speedily, this schedule is bound to be of greater service to the advertiser in the near future.

¶ . . . In emergency you can order your advertisement on Wednesday and have it delivered, simultaneously in every part of the country, bound into 1,400,000 copies of a well-printed magazine by Thursday — EIGHT DAYS FROM YOUR MIND TO THE MIND OF THE READER.

¶ This is—

Immediate National Publicity

The Literary Digest

Advertising Offices: • NEW YORK • BOSTON • DETROIT • CLEVELAND • CHICAGO

What About The Cheap Stores?

"CAN a cheap store," asks a local advertiser, "advertise to advantage in a paper like The Dallas News?"

There are two kinds of popular-price stores. One kind appeals to the public's intelligence, the other kind to its ignorance.

There is no room in The News' columns for the latter breed of mercantile polecat. A fake sale, for instance, cannot profitably be advertised in The News.

But for the reputable popular-price store, or popular-price article, papers like The Dallas News are the best advertising media in America.

There is something about a high-class newspaper that overcomes people's reluctance to give the fullest endorsement to an offering with a price appeal.

And, of course, the reverse is true.

Advertisers of high-priced goods need never be reminded that The News is their kind of paper.

* * *

Different as they are in content and in the make-up of their reader-families, The News and The Journal belong in the same newspaper class. Both enjoy the confidence that comes to papers of the highest character.

Bear in mind that The News and The Journal can be bought by advertisers (not by readers) as one paper, giving complete coverage of the Dallas Market with a substantial rate discount and with one handling.

* * *

Can cheap stores advertise in The News and The Journal?

Yes, if they deserve the endorsement of alert minds.

Yes, if they ever want to be anything but cheap stores.

The Dallas Morning News The Dallas Journal

An Optional Advertising Combination

A Story Without Words

1920 . . .	4,595
1921 . . .	4,587
1922 . . .	5,181
1923 . . .	6,126
1924 . . .	6,464
1925 . . .	6,635
1926 . . .	7,160

The above figures show the circulation growth of The Architectural Record in strictly architect and engineer subscribers.

To interested manufacturers and agencies on request—latest A. B. C. Auditor's Report—new enlarged and revised edition of "Selling the Architect" booklets—latest statistics on building activity—and data on the circulation and service of The Architectural Record with sample copy.

(Average net paid 6 months ending December, 1926, 11,436)

The ARCHITECTURAL RECORD
119 West Fortieth Street, New York, N. Y.

Member A. B. C.

Member A. B. P., Inc.

not, as Mr. Ziegfeld would say, to "glorify" it. And, by glorifying a mere identification mark so that it is specified by swarms of insistent customers, advertising forces reluctant retailers to stock it.

THERE are other objections to national advertising in the book, but the six just named constitute the whole chapter against it. Let us bother with only the last. The answer to (f) fades Mr. Borsodi's devil—so far as national advertising is concerned—into a dirty gray. In his enthusiastic search for the magnificently uneconomic intent of advertising, Mr. Borsodi neglected to ascertain how far advertising is able to carry out its vaulting ambitions. To make his case he has naturally—and justifiably—selected enthusiastic sales talks and isolated instances. Seeking cold facts in their less expansive moments from men less imaginative than Mr. Barton and Mr. Denick, for example, Mr. Borsodi would, perhaps, have been disappointed to find that advertisers themselves long ago abandoned the ideas he is attacking. Not because they were bad. On the contrary, because they were too good to be true. I have not seen recent figures, but the last competent opinion I remember is that not more than twelve or fifteen per cent of all the goods sold through department stores were advertised brands and that, on the average, not more than four in a hundred customers ask for advertised goods by name. Moreover, Mr. Borsodi must know that tactful substitution is one of the few things at which the American retailer really excels. And, to add insult to injury, a recent questionnaire showed that at least a third of the customers thought the store's alternative suggestions "very helpful," "good service," etc.

If advertisers generally could go around, as Mr. Borsodi flatteringly seems to think they can, forcing customers into specifying their goods, and thereby blackjacking retailers into handling those insidious smaller-sized, higher-priced, no-better-quality, trademarked packages, we would agree that Mr. Borsodi's devil is terrifyingly black. But well-informed advertising experts now claim only to produce "consumer acceptance." Where they used brightly to circulate 25,000 retailers with promises of an advertising demand flowering forth in each neighborhood, they now claim only to break down consumer "resistance," and make it easier for the retailer himself to sell to his own customers.

Another thing that Mr. Borsodi apparently overlooks is that when he has subtracted the illiterate, insane, criminals, farmers, miners, sailors, policemen, and children under fourteen years of age, he may find three out of every ten people reached by national advertising belong to the distributing class. When he adds to this pro-rata share of the national appropriation the perfectly appalling amount of money spent by advertisers in trying directly to influence the jobber, the wholesaler, the retailer, and their salesmen and clerks, he may find that very much more advertising money than he suspects goes to the very object he most desires: the education of the buyer.

It is interesting also to note that Mr. Borsodi has selected as examples of the uneconomic results of advertising

"Domino Sugar" and "Armco Iron." If our memory serves, Armco was well advertised as an iron that would not rust. If that is true, certainly it is entitled to be lifted out of the category of ordinary iron pipe. In the case of Domino Sugar, there is no room for doubt. Anybody who recollects the old bulk sugar, or crackers, or cheese will, I believe, agree that if advertising never did anything more in its whole existence than encourage the tidy, sanitary package of today it would have earned eternal gratitude. Of course the packages cost more; but they are worth it. I can leave my boots unpolished, or my parlor floor. I can write on a pine table or eat my dinner from the kitchen stove. All these things might benefit the nation, but when it comes to the little luxuries that ruin our present generation so pleasantly, I am inclined to combine the wisdom of the French Kings and murmur, "*L'Etat, c'est moi; apres moi, le deluge.*"

Most men have a good score if they are ever really right on any one important thing. Mr. Borsodi is pre-eminently right on at least three vital points:

1. The necessity for lower prices in every line.
2. The need of better buying.
3. The waste—through inefficiency—in advertising, and in all the high pressure processes he exposes.

His other processes—high pressure distribution, high pressure wholesaling, high pressure retailing, high pressure credit, high pressure capitalization—we need not discuss here. Even in his assault on them, as on his particular enemy national advertising, we cannot help feeling that Mr. Borsodi somewhat more resembles St. Patrick destroying the snakes than St. George defying the dragon. He has ably searched out the abuses, and for them condemned the whole system.

Mr. Borsodi says, without any too much sympathy for our starving wives and children:

The army of salesmen, specialty salesmen, demonstrators, and sales managers; the army of advertising men; of salesmen selling magazine, newspaper, and billboard space; of salesmen selling advertising agency service, and salesmen selling artwork, engraving, electrotypes, printing and paper, is badly in need of demobilization.

ON the other hand there are in America, we are told, some 1,300,000 retail outlets. They last, on the average, about seven years. Everybody agrees that there are at least 100,000 too many of these marginal retailers. When we find 2000 chain drug stores doing half as much business as the 50,000 independents—in other words, 3 per cent of the stores doing 33 1/3 per cent of the drug business—we are inclined to believe that the number of retail outlets in all lines might be reduced at least 300,000 to everybody's advantage. Maybe these misplaced merchants, instead of the advertising men that Mr. Borsodi proposes to demobilize, might become the doctors, artists and farmers he intends to make of us converted publicists.

All flippancy aside, distribution channels as they stand today are patently not geared high enough to satisfy either the manufacturer or the modern style customer. To let the distributor catch up his proper place in the procession Mr. Borsodi proposes that both manufacturer and customer

P. S.

January 26th issue of Advertising and Selling Fortnightly contained a list of leading advertisers in The Shrine Magazine. To this list may be added now the following distinctive names:

Ingram's Shaving Cream
Smith & Wesson Firearms
Champion Spark Plugs
Karpen Furniture
Durham-Duplex Razors
Barbasol Shaving Cream
Prince George Hotel
American Seating Company
Dinkler Hotels
Smith Mortgage Bonds
Filmo Movie Cameras
Great Northern Railway
Johnny Walker Cigarettes
Old Town Canoes
Palm Olive Shaving Cream
DeVry Movie Cameras
Bushnell Filing Equipment
Glen Brothers Nurseries
Franco-Belgique Tours
Tarrant's Seltzer-Aperient
Health Products Corporation

{ There are many reasons for such unusual acceptance. Do you know what they are? }

THE SHRINE MAGAZINE

1440 Broadway · New York

Phone: Pennsylvania 7827

CHICAGO
122 So. Michigan Blvd.
Phone: Wabash 6944-5

BOSTON
Little Building
Phone: Hancock 8086

FREE Book on A SALES AID

Your salesman should show shrewdness, the reasonableness and orders received from satisfied customers—they supply proof and get the order. Don't leave seasonal orders lying idle in your file—give them to your men and increase sales through their use. *"Send for a copy of this book today."*

AJAX PHOTO-PRINT CO., 31 W. Adams Street, Chicago

**Folded Edge Duckline and Fibre Signs
Cloth and Paraffine Signs
Lithographed Outdoor and Indoor
Displays**

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

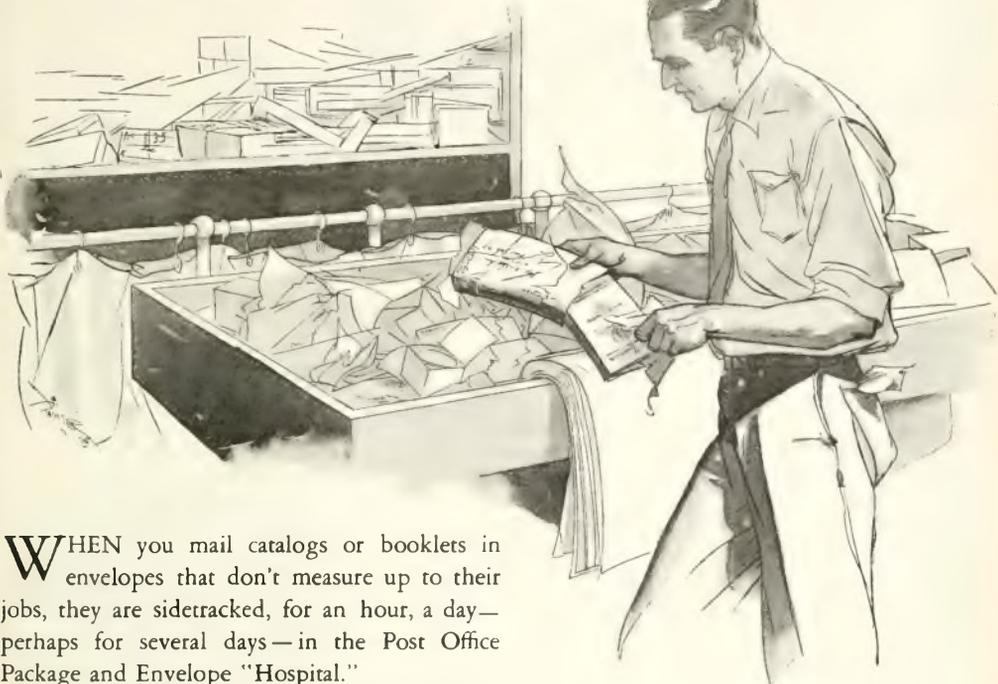
Its Prestige
Gives Advertisers Standing.
American Sumberman
Est. 1873 CHICAGO A. B. C.

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

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

Sidetracked

Do *your* catalogs STOP here?



WHEN you mail catalogs or booklets in envelopes that don't measure up to their jobs, they are sidetracked, for an hour, a day—perhaps for several days—in the Post Office Package and Envelope "Hospital."

Be glad Uncle Sam runs such a "Hospital," to save you what would otherwise be lost. But better yet, mail your catalogs and booklets in Improved Columbian Clasp Envelopes and they won't need to be sidetracked.

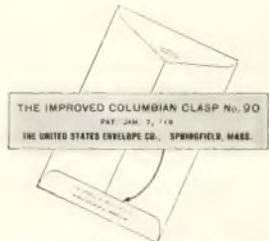
The tough paper of Improved Columbian Clasp Envelopes stands a lot of hard usage. The clasp is of malleable metal. It can be "worked" many times without breaking. The clasp is firmly anchored in a double thickness of tough paper.

The hole in the flap of the Improved Columbian Clasp Envelopes comes right above the clasp—always.

Improved Columbian Clasp Envelopes are made in thirty-one useful sizes, and can be easily obtained from your stationer or printer. Or, write us at Springfield, Massachusetts.



The Improved Columbian Clasp Envelope is made of tough, strong, hard-to-tear paper. The clasp is malleable, doesn't break off after three or four bendings. The metal tongues *always* line up with the flap-punch.



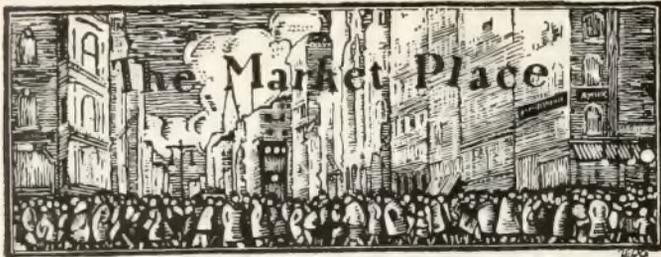
The name, Improved Columbian Clasp, and the size number are always printed on the lower flap.

Improved
COLUMBIAN CLASP ENVELOPES

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes
SPRINGFIELD, MASSACHUSETTS

With fourteen manufacturing divisions covering the country



Rate for advertisements inserted in this department is \$3.00 per inch. Minimum charge \$1.50. Forms close Saturday noon before date of issue.

Position Wanted

YOUNG WOMAN ARTIST

Young woman artist recently returned from Paris seeks full time position in agency or publication office. Close student of styles and style illustrations. Box 457, Advertising and Selling, 9 East 38th St., New York City.

SALES executive who has successfully organized and trained numerous selling forces desires congenial, permanent connection; thoroughly experienced in high grade specialty selling using the one-call method, merchandising and advertising; age 36, Christian, married; bank, character and business references. W. S., care McKenna-Muller, 44 Court St., Brooklyn, N. Y.

We know a man who will be a valuable addition to the staff of some agency or advertiser, and who will bring to the new connection that he now seeks these qualifications: Seven years' training with nationally-known corporation, as executive in purchasing department and later as head of packaging department. Experienced in purchase of art work, engraving, typography, printing and lithography, and in copy and layout work. Thorough knowledge of paper stock, envelopes, bags, shipping cases, containers, etc. He is a native American, age 29, university graduate, Protestant, married. He will go wherever opportunity warrants. If you know who might profit by the services of this man fuller details may be had by addressing Box 463, Advertising & Selling, 9 East 38th St., New York, N. Y.

Young man, married, wishes position as assistant to busy advertising executive. Recently with DeLaval Separator Co. as production manager. Work embodied layout, writing sales promotion, purchasing and production of an enormous amount of advertising. Address Box 464, Advertising & Selling, 9 East 38th St., New York, N. Y.

Help Wanted

ADVERTISING SALESMAN

with a downtown office in Chicago, wants a live publication to represent in the Middle West. Over twenty years' metropolitan newspaper and trade paper experience. If you want a man who is a builder of profitable business, write me. My record will bear a strict investigation. Address Box 458, Advertising & Selling, 9 East 38th St., New York, N. Y.

Wanted: Sales representative in eastern territory for practical, popular, nationally advertised salesman's portfolios. Our product is being purchased by thousands among firms with large sales forces. To a reputable man calling on such firms we will give an exclusive territory on a profitable commission basis. Leads furnished. All correspondence held in strict confidence. Box A, Advertising and Selling, 1328 Peoples Gas Bldg., Chicago, Ill.

SALESMAN

For Metropolitan District. To a man acquainted with the buyers of display advertising we offer a position with exceptional possibilities. Replies will be in strict confidence. Address Box 460, Advertising & Selling, 9 East 38th St., New York, N. Y.

For Sale

For Sale: A complete set of Bound Volumes of Printers' Ink Weekly from October 3, 1918, to September 28, 1922, in good condition. Volume numbers 105 to 120. Price for sixteen volumes \$30.00. Box 456, Advertising and Selling, 9 East 38th St., New York City.

For sale—Bound Volumes (5) of Printers' Ink Monthly from December, 1919, to May, 1922. In perfect condition. Price for the set, \$15.00. Box 464, Advertising and Selling, 9 East 38th St., New York City.

Business Opportunities

NEW PRODUCTS WANTED

One of our clients, an old established organization with ample manufacturing and financial facilities, desires to add a few new products to their line. Will take over manufacturing, selling and distribution problems. If you have a product of proved merit, write to Shelby Syndicate, 1153 Southwestern Bell Telephone Bldg., St. Louis, Mo. All letters will be given strict confidence.

Opportunity for agency contact man with some worth while accounts to obtain working interest in small middlewestern advertising agency. No local competitor, and fast growing field. Write Box 462, Advertising & Selling, 9 East 38th St., New York, N. Y.

Multigraphing

F R SERVICE Telephone
Barclay 3355

Multigraphing Mimeo-graphing Addressing BUREAU

19 Park Place, New York City

JOHN F. FITZPATRICK, Proprietor

Quality and Quantity Multigraphing.
Addressing, Filing, In, Folding, Etc

DEHAAN CIRCULAR LETTER CO. INC.
120 W. 42nd St., New York City
Telephone Wis. 5483

Press Clippings

BUFFALO CLIPPING BUREAUS
offer reliable National or regional newspaper reading service. Branch Bureaus Everywhere.
General offices, One Terrace, Buffalo, N. Y.

Miscellaneous

BINDERS

Use a binder to preserve your file of Advertising and Selling copies for references. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues. \$1.85 including postage. Send your Check to Advertising and Selling, 9 East 38th St., New York City.

of a salesman's town with pasteboard cutouts for bungalows sold, for flats sold and stores sold. An automobile company "assembled the world's biggest automobile."

There are various ideas that start from background conditions: time, season, territory, temperature. There are special weeks and months of various names: beat last month contests, last year, best day, around the clock, around the calendar contests. There are many reasonable ideas: haying contests, Thanksgiving Day turkey shoots, Christmas clubs. Territory gives some challenge bases: East versus West, city versus city, every Chicago man over the top, Philadelphia wins again.

Temperature may take a part: a thaw out week, Palm Beach drive, bust the thermometer contest. Permanence and continuity is important in many cases. Some firms maintain successful continuous contests.

Objectives and special jobs may be mentioned. It may be necessary to dispose of certain products in certain times; drives may be made for special problems: big payments, resales, number of customers, volume, quality.

Contest ideas may be built up on certain necessary safeguards, such as the necessity not to oversell, to check hurried selling and poor business. Penalties or other plans may be built to handle these ideas.

* * *

IN this survey of contest ideas the principal contribution that a salesman-manager can make to his own department is by the adaptation of an old idea to his special needs. If he can remake an idea into a form that will be readily set up, that adapts itself to the publicity means at his disposal, that can add a bit of thrill to the everyday effort of the salesman and thus to stimulate him to the extra activity of which the salesman is capable, he has done much. But the most credit goes to him if he can so apply his imagination and so focus his personality with his plan, that it seems to have magic in it; magic for sales accomplishment. Now for that list!

REWARD IDEAS: Unusual or Special Rewards: Vacations, free trip to headquarters, to conventions, banquets, contest for open position of assistant manager, money presents versus symbolic prizes, Showers: Birthday shower of orders, special gifts.

STRUGGLE IDEAS: Games: Football, baseball, tennis, volley ball, hockey, field meets, tug of war, card games, poker, marbles, sharpshooting, target practice, pool, billiards, rodeos. **Hunts:** Treasure hunts, deer hunts, duck shooting, fishing. **Trips and Races:** Around the world, transcontinental, height flights, around the town, factory to factory, office to office, to the moon, ocean trips, sleighing, footracing, hurdles, horse racing, airplanes, six day bicycle races, auto tours, diggers, tallyho, derby, mileage record, skating. **War Games:** Navies, forced marches, taking a fort, winning offices and commissions.

LOYALTY: Honoring Individuals: President's week. If president's win this for Jones, Smith Circle, Hoosiers together. **COOPERATION: Getting Others In:** Double prizes, women, children, family, dealers, supervisors, managers, clerks, assistants. **Contests for Small Groups:** Prizes for first business of week, for biggest order. Beat your own record, beat last year, old timer and tenderfoot as a team, new vs old men, two buses as a team.

PUBLICITY IDEAS: Ideas Built on Visualization: Bust the thermometer, speedometer, clock, barometer, cyclometer, ladders, bank accounts. Fading the map, pulling up the curve. **Symbols:** Parades, brown derby, president's cup, blue vase, tokens, insignia, emblems, blue banner, color plans, ruby, diamond, etc, groups, umbrella, rain coat contest. **Biggest Idea:** Minnie to whale, canoe to Leviathan.

NOVELTY: Special Organizations: Cana-

Advertisers' Index

dian Mounted Police, forest rangers, firemen, orchestra, court. *Lotteries:* Pool and divide, chances. *Voting Contests:* Fortune, building ideas, banks, oil wells, gold mines, mysteries. *Mathematical Progression:* Compound interest. *Humor:* Joke ideas, pull down penalties, last man is pig's tail; free straw hat; Coney Island, mock beauty contest, obstacle contest, frog in well.

CRAFTSMANSHIP: Building: Construction, addition to factory, ship building, brick laying, roofing, recruiting, carpentry, plowing.

CONDITIONS. Time Ideas: Special week or month, best last year, best day, around the calendar. *Seasons:* Harvest drive, Thanksgiving Day turkey shoot, Christmas club, Washington Birthday hatcheteers, racing. *Temperature:* Thaw out contest. *Territory:* East versus West, city versus city, State versus State; every Iowa man over 21.

EFFICIENCY. Thrift Ideas: Savings, stamps, coupons, company bank, gift shop, Christmas purse. *Individual Plans:* Beat own average, best day, year ago, self rating, speed winners, pie setters, individual challenges, solitaire, pledge week, name in bright lights, endurance contest, bets, handicaps, quotas, plus contests.

HONOR PLANS. Honor Clubs: Cabinet, thousand club, million a year club, hundred pointers, stars, first twenty men, letter men, initial men, quota busters, score every week club, degree organization, Indian tribe, honor roll, point system.

FIRMS BUSINESS. Idea for Contest from Organization's Work: Real Estate—building a city; industrial plant—factory; auto firm—assembling an auto.

OBJECTIVES. Special Jobs: Selling out seasonable goods, big payments, resale, number of orders, number of calls, over-time, resale.

IDEAS BUILT ON SAFEGUARDS: Spell downs and eliminations

Blue Star Seal

[CONTINUED FROM PAGE 34]

ize to the fullest its unique potential value. Already its partial recognition by the public has made it significant. To the consumer it stands for a gilt-edged guarantee of safety, efficiency and durability; it means money safely spent for an appliance which will realize every bit of its potential efficiency and durability. To the gas company it means satisfied customers and an end to the harmful effect of the consumer's dissatisfaction with the fuel and service supplied. To the appliance manufacturer it means a sales weapon of the most potent kind, the value of which cannot but increase as the propaganda and advertising of the companies and the Association impress it more and more deeply on the minds of their customers.

That many of the manufacturers fully realize this is best attested to by the action of one such manufacturer who has already incorporated the blue star seal in his national advertising. Several others have expressed the intention of doing so and are working on plans toward this end. In the case of manufacturers whose first appliances submitted failed to meet the laboratory's requirements, the necessary steps have been taken promptly and willingly, too, in order that their appliances might measure up to the specifications. These are merely examples of the spirit in which the entire industry is lining up behind this movement.

The American Gas Association, working according to the sane plan of building up gradually and firmly, has so far promoted the blue star seal only locally as already described. However, the progress made has been so satisfactory to all concerned that plans are being formulated for a national movement to establish the seal even more firmly in the minds of the consuming public. An extensive consumer survey of the entire domestic field of the gas indus-

[a]	Advertising and Selling.....	81	Igelstroem Co., John.....	75
	Advertising, Typographers of America.....	58	Indianapolis News.....	4
	Ajax Photo Print Co.....	75	[j]	
	American Druggist.....	13	Jewish Daily Forward.....	50
	American Lumberman.....	75	[k]	
	American Printer.....	9	Kansas City Star.....	47
	Ansonia Hotel.....	26	Kenilworth Inn.....	62
	Apela Studio.....	74	Knit Goods Pub. Co.....	64
	Architectural Record.....	74	[l]	
	Atlantic Monthly.....	16	Life Publishing Co.....	85
	Automatic Movie Display Corp.....	54	Lillibridge, Inc., Ray D.....	55-56
[b]			Literary Digest.....	73
	Baker's Helper.....	52	Lithographers National Ass'n, Inc.	Insert bet. 66-67
	Baker's Weekly.....	75	[m]	
	Barron Group.....	71	McCann, H. K.....	18
	Barton, Dur-tine & Osborn, Inc.....	31	McMillan, W. C.....	Facing page 51
	Batten Co., Geo.....	43	McGraw-Hill Book Co., Inc.....	68
	Bauer Type Foundry.....	54	Market Place.....	78
	Belvedere Hotel.....	72	Milwaukee Journal.....	59
	Boot and Shoe Recorder.....	72	Modern Priscilla.....	52
	Booth Publishing Co.....	11	[n]	
	Boston Globe.....	15	National Petroleum News.....	Back Cover
	Budd Co., John.....	12	National Register Publishing Co., Inc.....	80
[c]			Nation's Business.....	6
	Calkins-Holden, Inc.....	63	New York Daily News.....	35
	Capper Publications.....	41	New York Times.....	83
	Caxton Co.....	46	[o]	
	Chalfonte-Haddon Hall.....	64	Old King Cole.....	58
	Chester Mechanical Advertising Co.....	52	Oral Hygiene.....	80
	Chicago Daily News.....	Inside Front Cover	Oregon Journal.....	10
	Chicago Tribune.....	90	[p]	
	Children-Magazine for Parents.....	48	Perfect Rubber Co.....	76
	Cleveland Press.....	49	Poster.....	68
	Columbus Dispatch.....	62	Power.....	14
	Commerce Photo-Print Corp.....	62	Press Guardian.....	62
[d]			Providence Journal.....	57
	Dallas Morning News.....	74	[r]	
	Denne & Co., Ltd., A. J.....	50	Richards Co., Inc., Joseph.....	3
	Denver Evening News.....	80	Rocky Mountain News.....	87
	Des Moines Register and Tribune.....	61	[s]	
	Capital.....	61	St. Louis Globe Democrat.....	69
	Detroit Free Press.....	Inside Back Cover	Scrapps-Howard Newspapers.....	65
	Detroit Times.....	51	Selling Aid.....	52
	Diamond Typographic Service, E. M.....	50	Shaw, A. W.....	53
[e]			Shrine Magazine.....	75
	Economist Group.....	39	Simmons Boardman Co.....	33
	Erickson Co.....	8	Smart Set.....	45
	Evans-Winter-Hebb, Inc.....	67	Sweetland Advertising Service.....	80
[f]			System Magazine.....	53
	Federal Advertising Agency.....	37	[t]	
	Forrest Hotel.....	64	Textile World.....	89
[g]			[u]	
	Gas Age-Record.....	66	United States Envelope Co.....	77
	General Outdoor Advertising.....	Insert bet. 50-51		
	Good Housekeeping.....	7		
	Grand Rapids Press.....	11		
[h]				
	Hoyt Co., Charles W.....	70		

Dr. Sweetland's Column

In which will
be told stories
of direct-mail
campaigns he
has created.



Selling Homes by Mail

RUSSELL GARDENS, the attractive residential addition to Great Neck, Long Island, was, just twenty-four months ago, an undeveloped tract of 112 acres of wooded land. Today it is dotted with beautiful homes, and many more are under course of construction.

Direct-mail advertising is playing an important part toward the rapid progress being made in this development. A series of eight mailing pieces have been prepared—each one featuring a different home—and these are being mailed weekly to a selected list of prospective home buyers.

Each weekend sees a score of new people inspecting the property and many sales are being made through the leads developed by this simple and practical method. There is no waste in advertising of this kind, as it is known beforehand that the people reached are of the class who can afford the investment required. Homes in Russell Gardens sell for from \$25,000 to \$40,000.

We shall be pleased to supply copies of the mailing pieces used in this campaign to those who might be interested.

SWEETLAND ADVERTISING
INCORPORATED
Direct-Mail Campaigns
25 WEST 44th STREET
NEW YORK

try is already under way, and the data here compiled, it is expected, will indicate the lines best to follow. There can be no doubt of the immense benefit to be derived from such a campaign, and the American Gas Association intends to bend every effort toward making the job a thorough one.

Prizes for Writers

ONE thousand dollars in cash and a suitable trophy are the inducements offered business paper writers in a contest recently announced by the Associated Business Papers, Inc. Submitted material must be in the hands of the above organization before September 1 if it is to be considered eligible for the following prizes:

An award of \$500 to the writer on an A. B. P. publication for the best editorial or article of an editorial nature, to be judged for clearness of style, sound reasoning and power to influence. An award of \$500 to the regular member of the editorial staff of an A. B. P. publication for the best article or series of articles or news report, judged broadly on the basis of timeliness, accuracy, thoroughness, originality, clearness of expression and usefulness. An award of a suitable trophy to the A. B. P. publication contributing the most definite and outstanding service to the field with which it is connected.

The following jury has been appointed to select the winners: Dr. Julius Klein, director, Bureau of Foreign and Domestic Commerce, Washington; James W. Brown, publisher, *Editor and Publisher*; David Beercoft, vice-president, Chilton Class Journal Company; W. A. Wolff, president, National Industrial Advertisers Association, and William M. Richardson, chairman, Business Papers Committee, American Association of Advertising Agencies.

Convention Calendar

APRIL 27-29—Annual Convention of the American Newspaper Publishers' Association, Hotel Waldorf Astoria, New York.

MAY 4-26—Sixth Annual Exhibition of Advertising Art, held by the Art Directors Club at the Art Center, 65 East Fifty-sixth Street, New York City.

MAY 9-11—Semi-Annual Convention of the Association of National Advertisers, Detroit, Mich.

MAY 16-18—Spring Convention of The Associated Business Papers, Inc., French Lick Springs Hotel, French Lick Springs, Ind.

MAY 25-27—Fourteenth National Foreign Trade Convention of the National Foreign Trade Council, Hotel Statler, Detroit.

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

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

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

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

In 10 years—

Oral Hygiene's advertising volume has grown as indicated by this little chart. All full rate, too, with no monkey-business contracts. Oral Hygiene advertisers know why the paper has grown; their enquiry records present the facts.

Right now Oral Hygiene is carrying even a larger volume of advertising than last year—the largest in its history.

ORAL HYGIENE

Every dentist every month

1116 Wolfendale Street, N. S.

PITTSBURGH, PA.

CHICAGO: W. B. Conant, Peoples Gas Bldg., Harrison 3448.
NEW YORK: Stuart M. Stanley, 62 West 45th St., Vanderbilt 3737.
ST. LOUIS: A. D. McKinney, Syndicate Trust Bldg., Olive 42.
SAN FRANCISCO: Roger A. Johnson, 152 Montgomery St., Kearny 8086.

The STANDARD ADVERTISING REGISTER

Gives You This Service:

1. The Standard Advertising Register listing 7,500 national advertisers.
2. The Monthly Supplements which keep it up to date.
3. The Agency Lists. Names of 1500 advertising agencies, their personnel and accounts of 600 leading agencies.
4. The Geographical Index. National advertisers arranged by cities and states.
5. Special Bulletins. Latest campaign news, etc.
6. Service Bureau. Other information by mail and telegraph.

Write or Phone

National Register Publishing Co. Inc.
R. W. Ferrel, Mgr.
15 Moore St. New York City
Tel. Bowling Green 7988

2 AN ADVERTISEMENT BY
EARNEST ELMO CALKINS, CALKINS & HOLDEN, INC.

Answering Little Mary's Question



"IS THERE any little boy or any little girl," said the Bishop, at the close of the Sunday-school exercises, "who would like to ask me a question?"

Mary's hand went up.

"Yes, sir. Why did the angels walk up and down Jacob's ladder when they had wings and could fly?"

"Oh—um—ah—yes. Now, is there any little boy—or any little girl—who would like to answer little Mary's question?"

ADVERTISING AND SELLING is like that bishop. It does not know the answer to lots of questions about advertising. But it is willing the questions should be asked by whoever wants to know, and willing they should be answered by whoever knows the answer. It affords the opportunity, the place for discussion, and it feels that any question, any problem, any phase of advertising ought to be discussed. There should be some forum, some public place, where he who feels moved to speak freely may do so, and where he who disagrees may contradict him.

ADVERTISING AND SELLING is not edited in the interests of any one form of advertising, any one group of mediums. It is for advertising as a whole. It believes in advertising, but it has no propaganda to put over. It does not always agree with its contributors, but it recognizes their right to their opinions. It believes that this attitude makes it valuable to its readers, and that in proportion as it is valuable to its readers it is profitable to its advertisers.

Advertising is not an exact science. It is empirical. It changes every day, just as business changes, as people change. There are few things about it that are not subject to revision.

It is our purpose to reflect all viewpoints, to grow as knowledge of advertising grows, to present all sides of every debated question, and to give the best picture possible of the achievements of advertising.

For the statistically minded:

Founded as Advertising Fortnightly in May 1923, the name was changed to Advertising & Selling upon purchase of that publication in 1924. In three and a half years its circulation has increased 128%. Its volume of business has increased from an average of 21 pages per issue in 1923 to an average of 59 pages per issue in 1926. It will continue to capitalize its courageous editorial policy and through able business management make further substantial progress in 1927.

This is an advertisement for Advertising & Selling

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
Stanton Van Wie	The Beech-Nut Packing Co., Canajoharie, N. Y., Adv. Mgr.	The H-O Cereal Co., Inc., Buffalo, N. Y.	
Leo Casey	New York Evening Graphic	James Butler Grocery Co., Long Island City, N. Y.	Adv. Mgr.
H. Bellas Hess	Bellas Hess & Co., New York, Pres.	National Bellas Hess Co., New York	Pres.
C. B. Lord	Endicott-Johnson Corp., Endicott, N. Y., Vice-Pres. & Gen. Sales Mgr.		Resigned
C. T. Burg	Iron Fireman Mfg. Co., Chicago, In Charge of Chicago Sales Territory	Same Company	Sales Mgr.
R. R. Cunningham	La Salle Extension University, Chicago, Dir. of Adv. and Sales Personnel	The Osborne Co., Newark, N. J.	Dir. of Sales Personnel
J. H. Tregoe	National Association of Credit Men, New York, Executive Mgr.		Retires. (Effective July 1)
M. Depinet	First National Pictures, Inc., New York, In Charge of Southern Sales Div.	Same Company	Gen. Sales Mgr.
C. W. Ferguson	Speeder Machinery Corp., Cedar Rapids, Iowa, Adv. Mgr.	O. K. Clutch & Machinery Co., Columbia, Pa.	Sales Mgr.
Lester B. Smith	General Outdoor Adv. Co., New York, National Department	Automatic Movie Display Corp., New York	Gen. Sales Mgr.
Robert H. Bennett	Devoe & Raynolds Co., Inc., New York, Adv. Mgr.	Post Products Co., Inc., New York	In Charge of Export Adv.
C. F. Kiely	H. R. Mallinson & Co., Inc., New York, Vice-Pres. & Sales Mgr.	Julius Forstmann Corp., New York	Vice-Pres.
W. W. Brown	W. W. Brown Lumber Co., Chicago, Pres.	Northern Hardwood Sales Co., Chicago	Gen. Mgr.
G. O. Benson	Niagara Metal Stamping Corp., Niagara Falls, N. Y., Sales Mgr.	Same Company	Vice-Pres. in Charge of Sales
W. S. Hovey	Fairbanks, Morse & Co., Chicago, Gen. Mgr.	Same Company	Pres.
C. H. Morse	Fairbanks, Morse & Co., Chicago, Pres.	Same Company	Chairman of the Board

CHANGES IN PERSONNEL—(Agencies, etc.)

Name	Former Company and Position	Now Associated With	Position
William L. Goodwin	The Society for Electrical Development, New York, Vice-Pres.	Goodwin, Nicholas & Morton, Inc., New York	Pres.
Frederic Nicholas	Associated Manufacturers of Electrical Supplies, New York, Gen. Sec'y	Goodwin, Nicholas & Morton, Inc., New York	Vice-Pres. & Treas.
Walter H. Morton	Sanborn Electric Co., Indianapolis, Treas.	Goodwin, Nicholas & Morton, Inc., New York	Vice-Pres. & Sec'y
J. William Atherton	Morse International Agency, New York, Vice-Pres.	Atherton & Currier, Inc., New York	Vice-Pres. & Treas.
George B. Currier	North American Dye Corp., Mount Vernon, N. Y., Vice-Pres. & Treas.	Atherton & Currier, Inc., New York	Pres.
L. Brozman	Abraham & Straus, Inc., Brooklyn, N. Y., Direct Mail Mgr.	D. H. Ahrend Co., Inc., New York	Dir. of Retail Sales Pro.
Ernest John	Victor Talking Machine Co., Camden, N. J., Adv. Mgr.	McLain-Simpers Organization, Philadelphia	Member of the Staff
Mortimer Heineman	The Evander Company, New York, Owner	The Marx-Flarsheim Co., New York	Acc't Executive

CLEAR SPRING ENGLISH FINISH



The Brochure

A WESTVACO SURFACE FOR
EVERY PRINTING NEED

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

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

The Arnold-Roberts Company
Augusta, Me.

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

Graham Paper Company
1726 Avenue B, Birmingham, Ala.

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

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

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

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

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

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

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

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

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

Graham Paper Company
201 Anthony Street, El Paso, Texas

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

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

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



Manufactured by
WEST VIRGINIA PULP
& PAPER COMPANY

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

R. P. Andrews Paper Company
York, Pa.

Greatest Gain in New York



Suburbs

and City

Steadily gaining intelligent, thoughtful readers, The New York Times has just reached a new high record net paid sale—414,990 copies, average daily and Sunday for the six months ended March 31.

The Times gained more new readers than any other New York standard sized newspaper, morning or evening, and had greater gains in New York City and suburbs. The total increase, average daily and Sunday, was 22,295 copies.

The Times increase over the preceding year, daily, was 18,778 copies—and of these 15,570, or 83 per cent., were in city and suburbs.

The Times gain in Sunday net paid sale was 43,396 copies—and of these 31,210, or 72 per cent., were in city and suburbs.

Thousands of new newspaper readers in the metropolitan district, intelligent and discriminating, have thus expressed in the past year their preference for The Times news—accurate, complete and impartial.

The preference of readers for the New York morning newspapers (standard size) is shown in this table of circulations:

	Average Daily and Sunday, Six Months Ended March 31, 1927	Average Daily and Sunday, Six Months Ended March 31, 1926	Gain or Loss
The New York Times.....	414,990	392,695	G. 22,295
Second newspaper	343,247	329,860	G. 13,387
Third newspaper	336,280	347,771	L. 11,491
Fourth newspaper	300,610	294,327	G. 6,283

No other newspaper appealing to a high quality of readers in New York or elsewhere has ever equaled or approached The Times figure of 414,990.

The New York Times

“All the News That’s Fit to Print”

ADVERTISING LEADER IN VOLUME AND CHARACTER IN THE FIRST MARKET IN THE WORLD.


 Advertising
& Selling

The NEWS DIGEST

 Issue of
April 20, 1927
 

CHANGES IN PERSONNEL—(Agencies, etc., continued)

Name	Former Company and Position	Now Associated With	Position
S. Adele Shaw	New York Evening Post, New York, Editorial Staff	Edward M. Power Co., Inc., Pittsburgh, Pa.	Member of the Staff
Basil H. Pillard	Pratt & Lindsay, New York	The Corman Co., New York	Acc't Executive
C. V. Dugan	Brennan-Phelps Co., Chicago	Porter-Eastman-Byrne Co., Chicago	Service Dept.
W. E. Gibson	Retail Furniture Selling, Chicago, Merchandising Mgr.	Porter-Eastman-Byrne Co., Chicago	Copy
Herbert R. Schaeffer	Charles H. Fuller Co., Chicago	Wm. Rankin Co., New York	New York Office Mgr.
Karl A. Frederick	Buick Motor Co., Flint, Mich.	Green, Fulton, Cunningham Co., Chicago	Member of the Staff
D. H. Nichols	Dunlop Ward, Inc., Cleveland	Kling-Gibson Co., Chicago	Member of the Staff

CHANGES IN PERSONNEL—(Media, etc.)

Name	Former Company and Position	Now Associated With	Position
B. Hevenor	Ware Bros. Co., Philadelphia, Adv. Sales Dept.	National Sportsman and Hunting & Fishing, Boston	New York Rep.
A. W. Shaw	A. W. Shaw Company, Chicago, Pres.	Same Company	Chairman of the Board
Wheeler Sammons	A. W. Shaw Company, Chicago, Vice-Pres. & Gen. Mgr.	Same Company	Pres.
Merritt Lum	A. W. Shaw Company, Chicago, Pub. of Factory.	Same Company	Pub. of System, The Magazine of Business, and Vice-Pres. in Charge of Publications
R. L. Putnam	A. W. Shaw Company, Chicago, Adv. Mgr. for Factory	Same Company	Vice-Pres. in Charge of Adv.
T. S. Rockwell	A. W. Shaw Company, Chicago, in Charge of Book Div.	Same Company	Vice-Pres. in Charge of Book Div.
H. L. Brown	Chicago Tribune, New York Office	The Chicagoan, Chicago	Eastern Mgr., New York
Robert W. Graham	Franklin Printing Co., Philadelphia, Ass't Adv. Dir.	W. V. G. Service, Philadelphia	Member of Staff
Jerome B. Gray	Franklin Printing Co., Philadelphia, Dir. of Adv.	W. V. G. Service, Philadelphia	Partner
J. P. Duffy	Columbia Phonograph Co., Inc., New York, Adv. & Sales Pro. Mgr.	La Fidus, Inc., New York	Service Dept.
C. R. Wright	Class Journal Co., in Charge of Western Territory	Concrete and Building Materials, New York	Eastern Mgr.
E. S. Foley	Minneapolis Tribune, Roto. Adv. Dept.	The Ten Thousand Lakes Golfer and Outdoor Magazine, Robbinsdale, Minn.	Adv. Mgr.

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
Franklin Motor Co.	Syracuse, N. Y.	Automobiles	The U. S. Adv. Corp., Toledo, Ohio
Clicquot Club Ginger Ale Co.	Millis, Mass.	Ginger Ale	Danielson & Son, Providence, R. I.
Greater Santa Monica Club	Santa Monica, Cal.	Community Advertising	H. K. McCann Co., Los Angeles
The Nogales Wonderland Club	Nogales, Arizona	Community Advertising	H. K. McCann Co., Los Angeles
Leschin Millinery Co.	New York	Millinery	Grenell Adv. Agency, Detroit
The Aeolian Co.	New York	Musical Instruments, etc.	Barton, Durstine & Osborn, Inc., New York

Thanks for the Ad.!

The Only thing
worth spending
money on is...
LIFE

So MUCH of our income goes for living. So little of it for life. Do you recognize the difference? Living is food and clothes and "expenses"—just keeping alive. But life—life is a journey that widens the horizon. A book that opens a new vista. The enlightenment of new friends who make us stand higher mentally, and breathe a freer intellectual air.

LIFE. It's the only thing worth spending money for. And for as little as 25 cents you can buy so much for a very little. Magazine. It is life. It is companionship with "the ten greatest thinkers" (see page 7, the article by Will Durant, whose "Story of Philosophy" is sweeping the country). It is friendship with humble folk like "the little hero of Meriden" (page 32) and with great folk like these lift us by our spiritual boot straps; fill our lungs a little deeper, make us conscious of unused powers. Just 25 cents, but it's a whole new world. A world where our limitations and hindrances drop away from us; where we feel that we can be more and do more. A wonderful 25 cents worth—a splendid package of LIFE.

Translated literally, this advertisement means that LIFE, America's foremost humorous magazine, is a darned good investment for those who want to reach the largest class circulation in the most effective possible way. That's fine, true talk, and deserving of encouragement. In fact, we are willing to co-operate to this extent; we cheerfully extend permission to all advertisers to mention LIFE, and to emphasize the substantial value of LIFE, in all their public announcements. It's a message that can't be repeated too often: the ONLY thing worth spending money on is . . .

L i f e

The March
25
American
Magazine
The Crowell Publishing Company • 250 Park Avenue • New York, N. Y.
More than 2,200,000
Circulation

Copy of an advertisement published in New York dailies, and paid for by the Crowell Publishing Company. The present ad. is paid for by LIFE Pub. Co.; after all, turnabout is fair play.

Advertising
& Selling

The NEWS DIGEST

Issue of
April 20, 1927

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
Consolidated Cigar Corp.	New York	Cigars	Aitkin-Kynett Co., Philadelphia, May 1
John Boyle & Co.	New York	Luggage	Lyddon & Hanford Co., New York
Kent-Costikyian Trading Co., Inc.	New York	Oriental Rugs	Lyddon & Hanford Co., New York
The Gibraltar Shirt Corp.	New York	Shirts	Arthur Rosenberg Co., Inc., New York
Spear & Co.	New York	Real Estate	The Harry Porter Co., New York
M. Carlton Dank & Co.	Brooklyn, N. Y.	Toys	L. H. Waldron Adv. Agcy., New York
The American Cigar Co.	New York	Chancellor Cigars	Dorrance, Sullivan & Co., New York
Royal Metal Mfg. Co.	Chicago	Metalware and Metal Furniture	Hurja-Johnson-Howen, Inc., Chicago
The Barclay	New York	Residential Hotel	F. J. Ross Co., Inc., New York
Seward National Bank	New York	Finance	Edwin Bird Wilson, Inc., New York
Ben Lewis	New York	Shoes	Morton Freund, New York
Nathan Fox	New York	Ready-to-Wear Apparel	Morton Freund, New York
Thorens, Inc.	New York	Cigar Lighters, Phonograph Motors, etc.	Freeze & Vogel, Inc., Milwaukee
Brook Hill Laboratories	Genessee Depot, Wis.	Milk	Freeze & Vogel, Inc., Milwaukee
U. S. Gelatine Co.	Carrollville, Wis.	Gelatine	Freeze & Vogel, Inc., Milwaukee
G. R. Kinney Co.	New York	Shoes	La Porte & Austin, Inc., New York
C. Doering & Son, Inc.	Chicago	Dairy Machinery	Hurja-Johnson-Huwen, Inc., Chicago
Hill Products Corp.	Chicago	Hill Utility Chassis Lubricating System Automobile Heaters	George J. Kirkgasser & Co., Chicago
Hawaiian Pineapple Co.	Honolulu	Canned Pineapple	F. J. Ross Co., Inc., New York
C. F. Church Mfg. Co.	Holyoke, Mass.	Bathroom Furnishings	N. W. Ayer & Son
The Gurney Heater Mfg. Co.	Boston, Mass.	Boilers and Radiators	Walter B. Snow and Staff, Inc., Boston
The Gilmont Products Corp.	New York	Doctor New's Double Cream for Shaving	Erwin, Wasey & Co., New York
W. F. McLaughlin & Co.	Chicago	Coffee	Albert Frank & Co., Chicago
The Health Cigar Co.	New York	De-Nicotinized Tobacco	The Sacks Co., Inc., New York
The Shipman-Ward Mfg. Co.	Chicago	Rebuilt Typewriters	Dearborn Adv. Agcy., Chicago
Gilmont Products Corp.	New York	New-Mix Tooth Paste	The Harry Porter Co., New York
W. R. Roach & Co.	Grand Rapids, Mich.	Hart Brand Canned Goods	Grace & Halliday, Detroit
The Mills Co.	Cleveland	Metal Partitions	Oliver M. Byerly, Cleveland
Plainfield Chamber of Commerce	Plainfield, N. J.	Community Advertising	Joseph E. Hanson Co., Newark
Champion Belt Mfg. Co.	New York	Champion Tee Holder	Harrison J. Cowan, New York
The Frank E. Wolcott Co.	Hartford, Conn.	Torrid Electrical Appliances	Edwards, Ewing & Jones, Inc., New York
Dalquist Mfg. Co.	South Boston, Mass.	Hot Water Heaters	O'Connell-Ingalls Adv. Agcy., Boston
Doehler Die-Casting Co.	Brooklyn, N. Y.	Die-Castings and Vending Machines	Peck Adv. Agcy., Inc., New York
Huston-Mortenson Co.	Detroit	Real Estate	Grenell Adv. Agcy., Detroit
Hacker Boat Co.	Mt. Clemens, Mich.	Boats	Grenell Adv. Agcy., Detroit
The American Walnut Mfrs. Assn.	Chicago	Walnut Wood	The Buchen Co., Chicago
The Prima Co.	Chicago	Primalt	Turner-Wagener Co., Chicago

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

The Interstate Outdoor Adv. Co.	Outdoor Advertising	Sioux Falls, Iowa	M. S. Jepson, pres.; W. M. Leonard, vice-pres.; W. J. Klise, treas., and B. J. Sisk, sec'y.
Atherton & Currier, Inc.	Graybar Bldg., 420 Lexington Ave., New York	Advertising	George B. Currier, Pres. and J. William Atherton, Vice-Pres. and Treas.
Goodwin, Nicholas & Morton, Inc.	522 Fifth Ave., New York	Marketing Counsellor	W. L. Goodwin, Pres.; F. Nicholas, Vice-Pres. & Treas., and W. H. Morton, Vice-Pres. & Sec'y.

Full Speed Ahead In Denver

The Rocky Mountain News and Denver Evening News are the fastest growing newspapers in America.

The NEWSpapers gained 1,538,398 lines of advertising during the first three months of 1927. During that period the Post lost 324,210 lines.

Circulations for the six month period ending March 31, 1927, were: morning, 30,571; Sunday, 66,518; evening, 43,687.

The increase shown by this six month statement only partially indicates the tremendous gains actually made. Day by day, week by week, month by month, the NEWSpapers are moving full speed ahead.

During the last week in March, average daily paid circulations were:

Rocky Mountain News (morning)	39,044
Rocky Mountain News (Sunday)	92,554
Denver Evening News	54,223

These March figures, compared with circulations of April 1926, show an increase of 128 per cent in the evening, 68 per cent on Sunday, 36 per cent in the morning.

Since the purchase of these newspapers by Scripps-Howard in November 1926, the newspaper situation in Denver has completely changed.

It is impossible to cover the Denver field without the morning, evening and Sunday NEWS.

THE ROCKY MOUNTAIN NEWS THE DENVER EVENING NEWS

Scripps-Howard Newspapers

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York
Chicago Detroit San Francisco Los Angeles Seattle


 Advertising
& Selling

The NEWS DIGEST

 Issue of
April 20, 1927
 

NEW ADVERTISING AGENCIES AND SERVICES, ETC. (Continued)

National Financial Adv. Co.	80 Wall St., New York.....	Financial Adver- tising	Stuart Pilcher, Gen. Mgr.; G. A. Washington, Gen. Counsel
McKee & Albright.....	Philadelphia	Advertising	R. J. McKee and D. R. Albright

PUBLICATION CHANGES AND APPOINTMENTS

Screenland, New York.....	Has appointed Powers & Stone, Inc., Chicago, Ill., as its Western advertising representatives. These same representatives will handle Screenland in New England, which territory will be covered by John Powers.
The Progress and Bulletin, Pomona, Cal.....	Have been consolidated under the name of Progress-Bulletin and will be published evenings except Sundays. The new publication has appointed M. C. Mogensen & Co., Inc., San Francisco, as its national advertising representatives.
The News, Orange, California.....	Appoints M. C. Mogensen & Co., Inc., Los Angeles, as its national advertising representatives.
Evening Dispatch, Gilroy, Cal.	Appoints M. C. Mogensen & Co., Inc., Los Angeles, as its national advertising representative.
The Bookman, New York	Has been sold by the George H. Doran Co., New York, to Burton Rascoe and Seward B. Collins.
The Magnet and Times, Erwin, Tenn.....	Have been merged under the name Magnet-Times.
The Post, Jacksonville, Ore.....	Has suspended publication.
The Tribune, Tampa, Fla., and the Moon- Journal, Battle Creek, Mich.....	Have been elected to membership in the American Newspaper Publishers Association.
The Piedmont, Greenville, S. C.....	Has been purchased by B. H. Peace from R. B. Chandler. Mr. Peace becomes publisher of the new property.

MISCELLANEOUS

The Evander Co., New York Advertising Agency	Has been taken over by the Marx-Flarsheim Company of Cincinnati and New York.
Rudolph Guenther-Russel Law, Inc., New York Advertising Agency.....	Has opened a Chicago office at 332 La Salle St. J. H. Alderton is in charge.
The Ralston-Purina Co., St. Louis	Has purchased the Maplelake Mills, Inc., with plants at Chicago, Battle Creek, Mich., and Milwaukee.

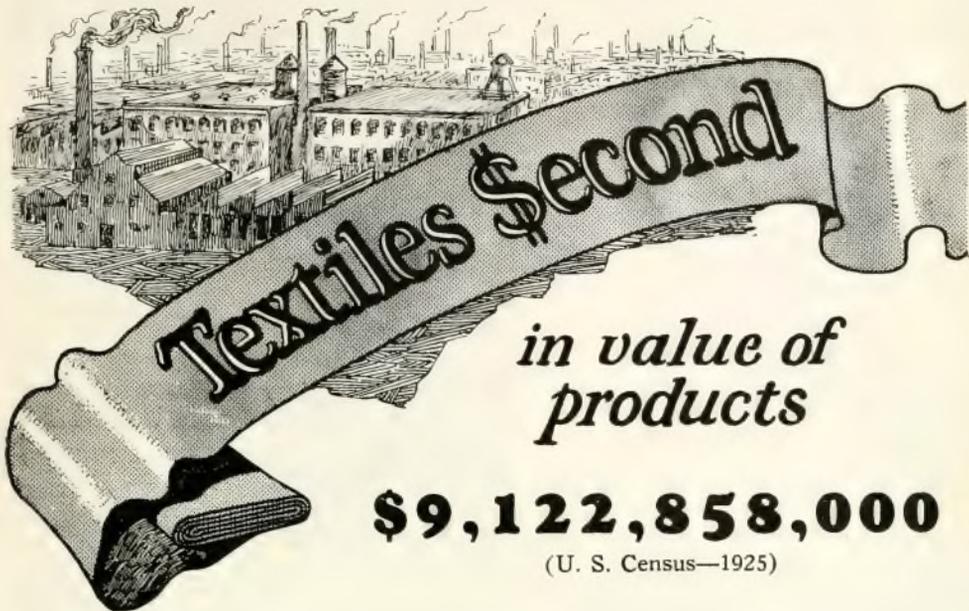
NEW PUBLICATIONS

Name	Published by	Address	First Issue	Issuance	Page Type Size
Shoe Merchandising	Shoe and Leather Reporter Co.	166 Essex St., Boston.	March	Monthly	7 x 4½
The Ten Thousand Lakes Golfer and Outdoor Magazine	Fawcett Publications	Robbinsdale, Minn.	May 1	Monthly	7x10

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
Andrew Geyer, Inc.....	Publications	175 Fifth Ave., New York	260 Fifth Ave., New York
Bolland-McNary, Inc.	Advertising	570 Seventh Ave., New York	33 West 42nd St., New York
Smith, Sturgis & Moore, Inc.	Advertising	1463 Broadway, New York	171 Madison Ave., New York
National Service Bureau of N. Y.	Advertising	150 Broadway, New York	80 John St., New York
The Conover-Mooney Co.	Advertising	111 West Monroe St., Chicago	750 No. Michigan Ave., Chicago
Standard Rate & Data Ser- vice	Directory Service	50 East 42d St., New York	Graybar Bldg., New York



in value of products

\$9,122,858,000

(U. S. Census—1925)

THE textile industry ranks second among all industries in the value of its products. It is a close runner-up to the food industry supplying man's primal need. The figures are of the latest U. S. Census—not our own—and show a gain of more than two billion over the last census.

<i>The Three Ranking Industries in Value of Products</i>	
	FOOD
	\$10,418,536,000
	TEXTILES
	\$9,122,858,000
	IRON AND STEEL
	\$6,461,668,000
	<i>(Excluding Machinery)</i>
	U. S. 1925 Census

industry is not hard to reach. Its units for the most part are large. It has fewer executives per thousand workers than any other industry. This basic industry offers a vast, easily accessible market deserving strong cultivation.

Textile World offers complete coverage of this profitable field. It goes straight to the heart of the industry's buying power. Write for a copy of "How to Sell to Textile Mills."

What a tremendous line-up this presents to the buyer of industrial space. No one can easily visage nine billion in itself, but you can get an ample idea of the wealth of equipment and supplies needed to turn out products of this valuation.

Here is an indisputable fact—the *textile*

Textile World

Largest net paid circulation and at the highest subscription price in the textile field

334 Fourth Ave.



NEW YORK

WORLD'S GREATEST

NEWSPAPER

MAYTAG

WASHING MACHINE SALES

JUMP 5200% IN 6 YEARS

F. L. MAYTAG

CREDITS ZONE MERCHANDISING

AND THE

CHICAGO TRIBUNE



F. L. MAYTAG

"I had followed the news columns of The Chicago Tribune for many years before I was in a position to ascertain for myself its tremendous advertising value. Since the time we started to develop the Chicago Market we have considered The Tribune an integral part, not only of our advertising program, but of our entire merchandising and sales policy. It is only natural, ton, in order to show our appreciation to our hundreds of resalesmen who are in the field bearing the brunt of the selling job, that we should want to buy the best help for them that we could possibly obtain. At this time I wish to acknowledge the assistance given our organization during the year 1926 by your advertising department."

Chairman of the Board of Directors—
Mastag Co.

FROM \$1,000,000 in 1920 to \$53,000,000 in 1926. Sales of the Maytag Company show this amazing gain! After thirty-two years in business, sales of this company reached the figure of \$1,000,000 in 1920. Then the sales barometer went wild. Each year for the next six years sales doubled the record of the previous year.

Up to the year 1920 Maytag had stood fifth or lower in the washing machine industry. Then he decided to try new outlets for his product. He divided the country into sales territories, and studied the possibilities of each zone. He established branch offices and local warehouses. He started to advertise in The Tribune and other metropolitan newspapers. After six years of intelligent merchandising the Maytag Company is today doing 40 per cent of all the electric and engine power washing machine business in the world.

In 1924 Maytag's zone campaign hit the Chicago Territory. A schedule of 6,300 lines was ordered in The Sunday Tribune. Sales that year were \$2,518,801 in the Chicago Territory. In 1925, 17,300 lines were used, costing \$21,625. Sales were \$4,532,147. In 1926, 27,000 lines, costing \$33,750, were used in The Trib-

une. Sales were \$11,774,675. The net results of Maytag's three years of Tribune advertising effort in a virgin territory were: Business here jumped from \$2,041,484 in 1923 to \$11,774,675 in 1926

—an increase of 476 per cent in three years. Maytag sections were opened in ten Chicago department stores. One hundred and eight new dealers were opened in Cook county, and twelve Maytag stores were established in Chicago; 141 additional dealers were secured in cities outside Chicago but covered by The Tribune; \$45,000 was spent by dealers last year advertising Maytag in local papers.

"When we came into this territory," writes F. L. Maytag, "we concluded to rely on The Tribune, and we were right. The Tribune has shortened by years the time required to reach a point of dominance in sales in the Chicago Territory. Our 1926 lineage records show that we have again more than doubled our business in the Chicago Territory.

"Since the time we started to develop the Chicago Market we have considered The Tribune an integral part, not only of our advertising program, but of our entire merchandising and sales policy."

A glance at the lineage figures proves that other appliance manufacturers have found in The Tribune a sales source unequalled elsewhere. In 1926 The Tribune carried twice as much household utility lineage as the next Chicago paper, and 82 per cent as much as all the other Chicago papers totaled together.

Many another manufacturer of household utilities, of vacuum cleaners, refrigerators, of stoves, sewing machines, kitchen cabinets, dish washers, or any product bought for the home, could duplicate Maytag's success by applying his methods. Place your product, material or equipment before the buyers of this market, where 20,000,000 people live in a 200 mile radius. Their net income is eight billion dollars! Here, at the head of the richest valley in the world, is the richest market in the world—rapidly growing cities and towns—1,151 of them, covered by one great medium—The Chicago Tribune.

The net of the experiences of other successful merchandisers is yours for the asking. A phone call or a letter will bring a Tribune man to your office.

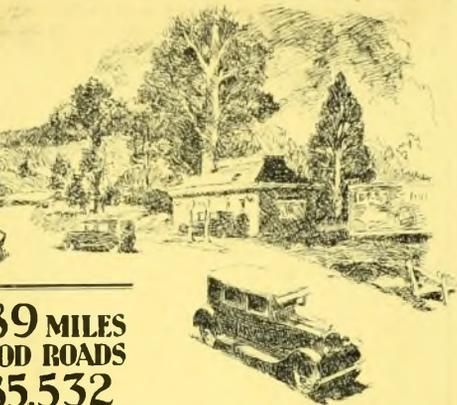
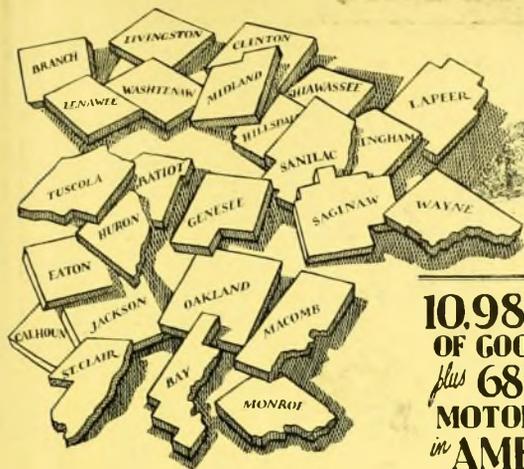
From \$1,000,000 sales in 1920 to \$53,000,000 in 1926!

Maytag's story should be an inspiration to other manufacturers seeking large sales volumes!

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER
CIRCULATION

Daily 762,750
Sunday 1,203,223



**10,989 MILES
OF GOOD ROADS**
plus **685,532**
MOTOR CARS
in **AMERICA'S**
3rd MARKET



IN these twenty five Michigan counties that make up the Greater Detroit market, 10,989 miles of good roads assure to the owners of 685,532 motor cars safe and rapid transportation to any part of the area.

Thus Bay City in Bay County, Battle Creek in Calhoun County or Lansing in Ingham County are less than one hundred eighty minutes from the Detroit City Hall.

These thousands of miles of good roads plus an automobile for every four persons are the links that weld this remarkable market into a compact homogeneous whole providing easy selling for the advertiser and easy buying for the consumer.

In these twenty five counties are 538,828 homes. Every other home in the area is influenced by The Detroit Free Press—a coverage of one of America's greatest markets that literally guarantees the greatest possible measure of advertising responsiveness at lowest cost.

The Detroit Free Press

VERREE &
National



CONKLIN, Inc.
Representatives

New York

Chicago

Detroit

San Francisco