

Advertising & Selling

PUBLISHED FORTNIGHTLY



From an advertisement of the Postum Cereal Company for Post Toasties

AUGUST 24, 1927

15 CENTS A COPY

In this issue:

"What's Right With Distribution?" By LOYD RING COLEMAN; "When Does a Caption Outlive Its Usefulness?" By RAY GILES; "Slot Machine Retailing Arrives" By DELESLIE JONES; "Why All the Sadness About Duplicate Circulation?" By KENNETH M. GOODE; "The News Digest" on Page 74

The National Advertiser Speaks:

“FIRST, our entire interest is to enable the advertiser to buy circulation which represents a maximum degree of profitableness to him. This implies *concentration* in local trading areas, *sound character* of readers, and a *sustained reader interest*.”

A. H. Ogle, Secretary Association of National Advertisers, in Editor and Publisher, May 28, 1927.
(The italics are our own.)

The Daily News Replies:

CONCENTRATION

The accepted “local trading area” of Chicago comprises that territory within a forty-mile radius of the city’s center. In this area 95 per cent of the circulation of The Daily News is concentrated.

CHARACTER

The more than 400,000 circulation of The Daily News reaches a majority of the financially responsible families in Chicago. These readers have been won to The Daily News by no inducements except The Daily News itself,

convincing indication that they reflect in their personal characteristics its sane, clean-thinking, progressive spirit.

READER INTEREST

The best proof of the reader interest in a newspaper is the responsiveness of its circulation to the advertising in its columns. Advertisers have put their stamp of approval on the responsiveness as well as on the quality and distribution of the circulation of The Daily News by placing in its columns more lines of display advertising than in any other Chicago week-day newspaper.

THE CHICAGO DAILY NEWS

Advertising Representatives:

NEW YORK J. B. Woodward 110 E. 42d St.	CHICAGO Woodward & Kelly 360 N. Michigan Ave.	DETROIT Woodward & Kelly Fine Arts Building	SAN FRANCISCO C. Geo. Krogness 253 First National Bank Bldg.
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Average Daily Net Paid Circulation for the Six Months Ending June 30, 1927,
441,414—95 Per Cent in Chicago and Its Suburbs

One newspaper—the Pittsburgh PRESS—blankets the great Pittsburgh market, the fifth largest market in the United States. The PRESS has overwhelming leadership. At one cost, through a single newspaper, the advertiser quickly and thoroughly sells both dealer and consumer.

198,046 Daily
259,155 Sunday



SCRIPPS - HOWARD

Pittsburgh Press

A Scripps-Howard Newspaper

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Chicago Detroit Atlanta San Francisco Los Angeles Seattle Portland



INDIANAPOLIS—The 21st City in Population but 13th in Retail Sales

Cultivate Markets that are Able to Buy!

MONTH after month, national statistical organizations have been pointing out Indianapolis—and Indiana in general—as excellent territories for sales activity.

This fact merely emphasizes the basic stability of this rich market, with its favorable geographical characteristics—its thorough diversification in industry and in agriculture—its intelligent and progressive population,

over 92% native born white. Such elements as these preclude business depressions.

The Indianapolis Radius, comprising the two-thirds of Indiana directly influenced by Indianapolis, is an outstanding market for *buying power*. And The INDIANAPOLIS NEWS, Indiana's dominant daily newspaper, is equally exceptional for the *selling power* it gives to its advertisers.



The INDIANAPOLIS NEWS

sells The Indianapolis Radius

FRANK T. CARROLL, *Advertising Director*

NEW YORK: DAN A. CARROLL
110 East 42nd Street

CHICAGO: J. E. LUTZ
The Tower Building

Everybody's Business

By Floyd W. Parsons

The Black Age Passes

THE invention of the steam engine ushered in a "black age." All other considerations were quickly subordinated to the utilization of heat and power. Almost everywhere smoking chimneys were looked upon as evidences of progress and enterprise.

Decades passed without there being any material change in the situation. Recently science came to the rescue of a long-suffering humanity. The chemist called attention to the astounding waste of precious values entailed in the burning of raw coal. The doctor came forward with irrefutable figures proving how severe was the damage done human health by the acids pouring forth from the nation's chimneys. The housewife awakened to the drudgery caused by sooty air, and property owners as well as merchants finally became conscious of the enormous losses they were compelled to sustain as a result of barbaric heating practices.

Now we enter a new age in which human aspects are commencing to decide vital issues. The intelligent citizen no longer has any sympathy for the notion that the earth's atmosphere is a proper dumping ground for the refuse cast off by crude furnaces. The government is supporting the proposal that there shall be an end to practices which largely reduce the hours of sunlight and cut off a substantial percentage of the valuable ultra-violet rays contained in unskinned solar radiations.

A new philosophy of sunlight has swept over the world. It has been disclosed that plants live because of the light of the sun and not its heat; that solar radiations are bactericidal; that natural sunlight enriches human blood in calcium, phosphorus, iron and probably iodine; that it is absorbed by the blood increasing the number of white cells and the number of platelets, thereby rendering the individual more or less immune to disease; that the radiations we get from the sun are most potent in the early morning hours, and that their value to the body is due to chemical reactions which take place and not merely to warming the blood. If this were not true it would be equally beneficial for us to warm our blood by taking hot baths or remaining in warm rooms.



Sunday in a large industrial city



Monday in the same city

People everywhere are turning their homes and offices as far as possible into solariums. They have dismissed the idea that the efficacy of sunlight is principally confined to such ailments as rickets and tuberculosis. The dermatologist uses sunlight extensively in the treatment of cutaneous affections, and no less successful results have been obtained through the use of this same great agency as a remedy for digestive disorders and rheumatic conditions. The annual curves of both the phosphorus and the calcium content of the blood of infants in New York City follow the monthly height of the sun.

Cellar-grown children, like cellar-grown plants, will not continue for long in normal health. There will be a deficiency of chlorophyll in the plant and of haemoglobin in the child. The great Rollier found in his many clinics in Switzerland that when the sunlight failed to appear for days at a time, his patients were injured, and they would not start again on their rapid advance to health until the sun's rays returned.

People who live largely in sunlight do not require so much food as those who spend their time in the shade. When radiant energy passes directly into the body by way of the skin, there is less need

to burn up fats or carbohydrates in order to keep the blood warm. Light is a food substitute that can be made to afford material relief to our digestive mechanisms.

The light of the sun is our benefactor—its heat our enemy. We must try to use the hours of the day that give us the light rather than the heat. Each individual must take his solar radiations in doses, the amount being determined by careful experiments. Some respond to light more easily than others. People who tan quickly are the best subjects. Those who freckle instead of turning brown must move carefully. Red-haired folks are usually refractory to sun treatments, and in such cases time and patience must be exercised. An over-dose of sunlight will do damage just as will excessive eating and drinking.

Sunlight and cold appear to be a more ideal combination than sunlight and heat. In other words, a hundred clear days in Canada would benefit the human

[CONTINUED ON PAGE 50]

PHOTO-ENGRAVING

• THE DYNAMIC ILLUSTRATOR •
• OF KARDEX GROWTH •



This page set full measure in eighteen point type could not begin to describe completely and convincingly the vastness of the Remington-Rand organization as does the illustration above. Q That "the picture tells the story" cannot be disputed. Advertising, convincingly illustrated, of this "world-wide organization" has played an important part in the success and rapid growth of Remington-Rand.

Q. J. Rand

REMINGTON-RAND, Inc.
World's largest manufacturers
of office equipment and makers
of more than 10,000 products for
better business management.

*Your story in picture
leaves nothing untold*

AMERICAN PHOTO-ENGRAVERS
ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO





COLGATE & CO.

has been manufacturing toilet goods since the year 1806. It is rather trite to remark here that an organization doing business for a hundred and twenty one

years should have some pretty definite information on how to make good merchandise, plus equally definite information on *where and how to sell it.*



But said trite remark brings us to the point of this advertisement.



Colgate & Co. advertising is appearing *exclusively* in The Detroit Free Press. And with the acquirement of the Pompeii Company, an exceptionally generous rotogravure advertising schedule telling the Pompeii story pictorially will also appear *exclusively* in The Detroit Free Press.



But we don't claim all the credit for the manner in which Colgate merchandise is moving in the

Detroit market. Mediums aren't the whole "seance." There's the advertising itself handsomely prepared and ably merchandised by the George Batten Company. And then there is a very capable sales manager in the Detroit territory, one "Ed" Powers, by name, plus a staff of capable sales-creators.



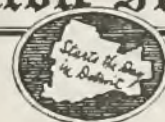
Colgate & Co. is a bit canny in choosing The Free Press. This canniness can be best expressed in a quotation from the Curtis Publishing Company's "Book for Salesmen," which reads like this: "*for products of universal consumption you will find it advantageous first, to seek distribution in better areas, especially in those American districts where people live closely enough together to exchange backdoor opinions on brands they buy.*"



That is what you buy when you buy The Free Press—"distribution in better areas," which means every other home in the Detroit market.

The Detroit Free Press

VERREE & National



CONKLIN, Inc. Representatives

New York

Chicago

Detroit

San Francisco



A CHATEAU IN THE LOIRE VALLEY

A FEW WEEKS IN FRANCE

Instead of summering in the sloughs of business

France of a thousand years meets you at the gangplank . . . 3,000 miles of it straight across the gray-green Atlantic . . . from Sandy Hook to Le Havre de Paris! For France . . . its glorious history . . . is the French people . . . human, vivid and unconquerably joyous . . . fashioning life to a gayer pattern with a laugh and a dream thrown in. Any every French liner is France afloat. You feel it in the richer rhythm . . . the brighter sparkle of days . . . and nights aboard. You respond to it . . . the thoughtful, attent service . . . the Parisian cuisine that so bewitches the appetite. You revel in it . . . the carefree frolicking of games, parties, dances. Then . . . at the other end of

"the longest gangplank in the world" . . . France ashore . . . with all her treasures of soul and sense!
 Weekly de luxe express service by the Ile de France, Paris and France . . . at Le Havre de Paris no long spun train ride . . . just a flashing glimpse of Rouen's historic towers . . . a swift pageant of radiant Normandy . . . three hours . . . and Paris . . . to beguile you with her limitless charm.
 Four One-Class Cabin liners direct to Le Havre de Paris . . . The New York-Vigo-Bordeaux Service, three liners . . . to Southern France and Spain.

French Line



ILLUSTRATED BOOKLETS OR INFORMATION FROM ANY FRENCH LINE AGENT OR TOURIST OFFICE, OR WRITE TO 19 STATE ST., N. Y. C.

Advertising is a VALUED SERVICE



GOOD THINGS can be said about most magazines. Nearly every one can point to the superior results produced for this advertiser, for that advertiser.

But it is another thing when a magazine carries more pages of advertising and more accounts, year after year, than any other in its field. That tells a great deal more.

There is one distinctive reason for Good Housekeeping's record:

Your advertising in this magazine is not advertising in its usual sense. It is a contribution, really, to one of the services of Good Housekeeping. It is used as such.

For years Good Housekeeping has devoted a great deal of space in every issue to sell its readers on the usefulness to them of advertising—to use its advertising section as a buying guide. Every advertisement is listed in a special index classified by products. And every product is guaranteed.

Good Housekeeping has made your advertising valuable to its readers. It is something they want with the magazine—not something they must take whether they would or not. They may not rush to buy, but they will look for your advertisement when they are ready. You can check this by asking any woman whose opinion you respect. It is something to remember when gauging magazine values.

GOOD HOUSEKEEPING

CHICAGO

BOSTON

NEW YORK

SAN FRANCISCO



The ABP is a non-profit organization whose members have pledged themselves to a working code of practice in which the interests of the men of American industry, trade and professions are placed first—a code demanding unbiased editorial pages, classified and verified paid subscribers, and honest advertising of dependable products.

Score-102,670!

The DAWN of A NEW DAY in BUSINESS-PROFESSIONAL Advertising

THE fact that ABP papers carried 102,670 pages of advertising, placed by 1,209 advertising agents in 1926—as compared with 82,716 pages placed by 1,679 agents in the year preceding—has been broadcast to the general advertising world, through announcements in the advertising journals, including the ABP Honor Roll.*

The Relative Rank* of the "First 200" Advertising Agents Using the Greatest Amount of ABP Space

The keenest interest has been displayed by agents everywhere in this ABP "Honor Roll"* announcement—indicating that Business and Professional Publicity is now being given a rightfully adequate share of attention by an increasing number of the better agents in planning the sales-development work of their clients.

All signs indicate that the advertising profession

is on the threshold of a new and greater development in the use of Business-Professional publications. For, of course, Business and Professional publicity is a vitally important factor in every sales campaign and of the service rendered by the agent responsible for its success. To be on the ABP "Honor Roll"*—therefore, is evidence of such service by an agent to his client.

THE ASSOCIATED BUSINESS PAPERS, Inc.
52 VANDERBILT AVENUE
NEW YORK

*SPECIAL PRINTED COPIES OF THIS LIST—comprising the names of the 753 agencies that used 12 or more ABP pages—will be sent on request.

Avoid the Hazard of the Question Mark



Photographs never fail to catch and hold the interest of the prospective buyer.



© M. A. C.

.... illustrate with Photographs

Photographs leave nothing unsaid. They tell the story accurately, quickly and clearly. They shield your product from the selling hazard of the question mark better than any other type of advertising art. Properly made and reproduced, Photographs bring to prospects the complete understanding that quickens buying decisions. Use them freely in your advertising—for the easier, faster sales they will bring you!



Automobile salesmen appreciate the selling power of photographs.



Watches and other articles of jewelry are beautifully displayed with photographs.



And realtors rely on photographs to give most convincing selling pictures of their properties.

PHOTOGRAPHS Tell the Story

The Failure...



Only a day or two ago, this catalog was a matter of keen pride to somebody. When it was mailed, high hopes went with it. Hundreds of dollars' worth of orders *might* have come from its clean-cut, well-printed pages. But they *won't*.

THIS catalog is a total failure—because somebody tried to “save” money on envelopes. And the “saving” amounted to just a fraction of a penny on each envelope.

You avoid tragedies like this when you send your catalog in Improved Columbian Clasp Envelopes. The strong paper used in these envelopes doesn't give way when a Niagara of packages flows over it in the post office.

The malleable metal clasp doesn't break off when the post office opens the envelope to inspect its contents. The seams of Improved Columbian Clasps don't give way under sudden strain. The flap doesn't tear out under the pull of the Improved Columbian Clasp.

Thirty-one stock sizes make it easy to find the very one you need—in Improved Columbian Clasp Envelopes. And you get away from the delay and high cost of having envelopes made to order.

Your printer or stationer can supply you—or write us.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes
SPRINGFIELD, MASSACHUSETTS

With fourteen manufacturing divisions covering the country

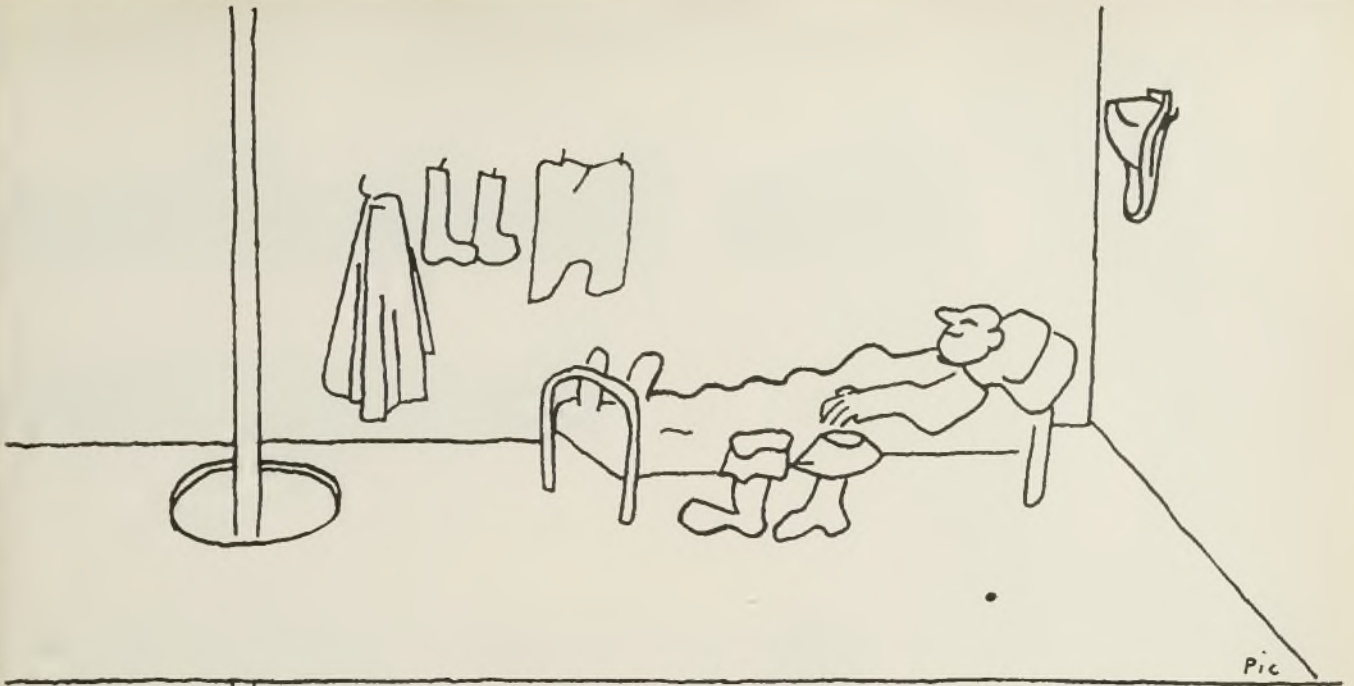
Improved
COLUMBIAN CLASP ENVELOPES



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.



A New Market for Fireman's Helmets

The manufacturer, whatever he may make, however basic and staple, can no longer settle down and let things take their course.

He must hold himself ready to act and act quickly, interpret the signs, anticipate the new attitude of the public, analyze each new invention or discovery for its effects, immediate or ultimate, on his own business.

He must sleep like a fireman—his helmet on a hook—ready to dash out at a moment's notice.

Three forces now enter into business to produce this condition; fashion, new ideas, and changing habits.

What makes these forces so powerful in business today is the speed with which they spread and the unanimity with which they are adopted.

Advertising is responsible for both the speed and the unanimity.

It has created a public that reveals an amazing willingness to toss old methods and manners into the rubbish heap where lie the tall hat, the moustache cup, and the antimacassar, and take on a new set.

Advertising may be called both the cause and effect.

It helped create the new business era and the new type of manufacturer—one who knows how to use advertising and who will welcome the new adventures in store for him and his comrade-in-arms, the advertising agency.

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

New Yorker Found Bright Mind

NO, all of the bright people in New York certainly do not see *The New Yorker* every week. In fact, our Secret Service reports that an exceedingly bright young woman who lives on Little West Twelfth Street has never even seen one copy of *The New Yorker*.



There are a large number of earnest folk who are bright as anything who survive somehow without this magazine. Most of them have Missions, home, foreign and Missions of assorted shapes and ends. Some of them think that everything that is, is wrong and that if there is any change it will be for the worse. Others believe that *Something Can (and should) Be Done About It*.

With many of them we deeply sympathize. Particularly *The Crusaders*. Every now and then we have an urge to do some heavy Crusading on our own. And sometimes we do tilt a mean lance at certain exasperating abuses of New York's decent urbanity.

But on the whole, the thought of ourselves armed cap a' pie is not engaging. It's so warm for armor and you have to wait in line so long to get a good fit, what with all the *Crusaders* ahead of you.

Not Guilty of Monopoly

So, much as we love these serious-minded ones, we are forced to pass them by, bowing respectfully as we do so. For, after all, The New Yorker is edited for the majority of the bright men and women in New York—a majority, if you please, more interested in living well today than ideally tomorrow.

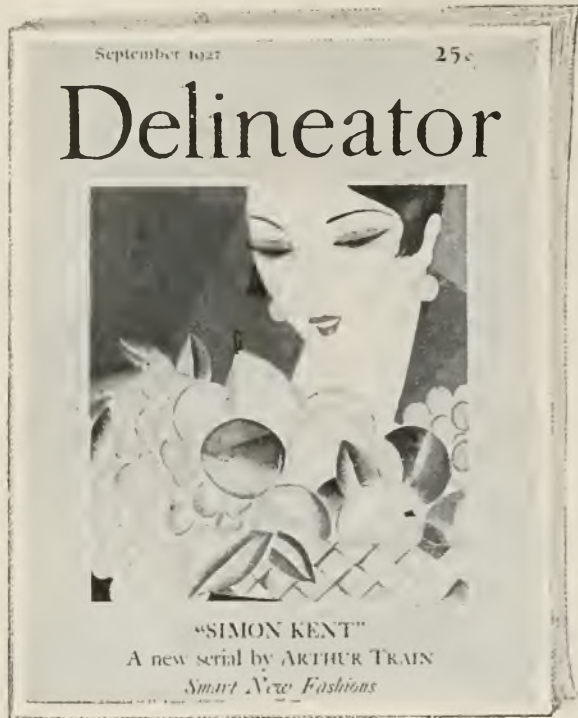
In short, The New Yorker is edited in the spirit of the town. This we understand to be a spirit that is cosmopolitan, perhaps a trifle too suave, surely not easily ruffled and withal most approachable from any angle of appeal, to wit, intelligence and the love of good living.

With such an approach The New Yorker has found ready acceptance. May we suggest to advertisers that under New Yorker auspices and introduced in similar vein their goods and services may find like acceptance among the bright people of the town?

THE
NEW YORKER

25 West 45th Street
New York City





INTO the buying demands of a new day and age has firmly stepped one magazine that has changed as modern America has changed—

the *new* Delineator

As practical, as useful, as a magazine can be made, it has, in addition, an atmosphere all its own...It has the appeal of *beauty* about which Mr. Calkins writes. It is distinctly styled. It is the one magazine of large circulation that is smart—

Beauty...

is introduced into material objects to enhance them in the eyes of the purchaser. The appeal of efficiency alone is nearly ended. Beauty is the natural and logical next step. It is in the air...

Modern color and design are styling not only products hitherto in the style class—silks, prints, fabrics, textiles, gowns, hats, shoes and sports clothes—but social stationery, foods, motor-cars, building materials, house furnishings, book bindings, interior decoration, furniture and bric-a-brac.

...from

"BEAUTY, the New Business Tool"

by EARNEST ELMO CALKINS

in the August ATLANTIC MONTHLY

*And every month more advertisers are realizing the new Delineator's value**

*The September issue, for instance, shows an almost spectacular gain in advertising lineage...Compared with the September issue of the preceding year...

...the gain is **85%**

Advertising & Selling

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© Ewing Galloway

WHAT'S right with distribution? is Mr. Coleman's inquiry in the lead article in this issue. He maintains that present distribution methods are best for conditions today because they are most efficient in satisfying the needs of the greatest number. It presents a fresh viewpoint at a time when our entire system of moving merchandise is under the microscope of economic inquiry.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

NEW YORK:

F. K. KRETSCHMAR
CHESTER L. RICE

CHICAGO:

JUSTIN F. BARBOUR
Peoples Gas Bldg.; Wabash 4000

NEW ORLEANS:

H. H. MARSH
Mandeville, Louisiana

CLEVELAND:

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

LONDON:

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

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What's Become of the *Four Hundred*?

Remember when New York's Four Hundred set the pace for the rest of the Nation?

They and their handful of followers in the big cities throughout the land were the folks who knew and had the money to buy all those delightful appurtenances of pleasant living that helped to symbolize their class — the sophisticated class of luxury buyers. They bought the ermine, and the silks, and the expensive exotic fruits and spices. They were the "carriage trade". For them alone a few exclusive florists kept a limited supply of orchids.

Where are the Four Hundred now?

The last decade of our unprecedented prosperity has created over a million of the four-hundred, luxury-buying class!

They can buy ermine and silks and exotic fruits whenever they want them. They ride in luxurious motor cars. And they buy orchids, too, just around the corner. Never before has the world seen anything like it!

And never before has the magazine world seen a class magazine that can claim a circulation of a million and a half!

Cosmopolitan is the one class magazine that has grown up with the American luxury-buying class. On the tenth of every month it goes to the reading tables in a million and a half of the better American homes.

90% of its circulation is in the 2787 cities and towns and wealthy suburbs where 80% of the Nation's business is concentrated . . . where those folks live who have more, want more, and buy more.

Let a Cosmopolitan representative give you more complete information.

Advertising Offices

326 West Madison Street
CHICAGO, ILLINOIS

General Motors Building
DETROIT, MICHIGAN

119 West 40th Street
NEW YORK CITY

625 Market Street
SAN FRANCISCO, CAL.

5 Winthrop Square
BOSTON, MASS.

AUGUST 24, 1927

Advertising & Selling

FREDERICK C. KENDALL, *Editor*

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

What's Right With Distribution?

By Loyd Ring Coleman

TO say that our present distribution system works, is an incontrovertible starting point. To say that we are more prosperous than we were in 1827, when we didn't have it, is another. Among pragmatists, results count. And certainly the consumer is consuming more, and is therefore, presumably, happier than he was a century ago.

It would be a trouble-inviting thing to say, but none the less accurate, that under the existing psychological and economic conditions the much defamed distribution system is the best possible system. By postulating a new society, a better system could be conceived. But it seems a bit easier to make the system fit the human race than to remake the human race to fit the system.

Reformers of all sorts attempt to make the human facts fit a theory. When the two don't gibe, they discard

the facts. But, as President Cleveland said, "These are facts and not theories that confront us." As human beings we have a certain definite history, both psychological and economic. We are a part of the endless flux of life which overlaps from generation to generation. We cannot take a cross-section of this life and consider it out of all relation to what it has evolved from. Economics, like literature and art, is a part of preceding history.

Viewed in a detached manner, the human method of getting goods seems riotously wasteful. Here is a farmer selling his wheat to a commission merchant who in turn sells to an agent of an elevator which, by virtue of a salesman, gets its wheat into a mill. Then follow several transactions, separated in each case by more salesmen. The wheat goes from mill to jobber or bakery, possibly to another jobber, to retailer,

to consumer. Perhaps twelve people make their livings in the mere handling of this wheat, which one man produces.

It does look wasteful, but what are the facts? The farmer sells where he can sell to the best advantage. It is cheaper for him to sell as he does than it would be to sell by any other method. If it weren't, wouldn't he be very foolish to sell as he does? But no one has ever found a cheaper way that was acceptable. Theoretically better systems have been evolved, but the human equation spoiled them. Take out any one of the twelve people in this complicated system, and the farmer's produce will cost the consumer even more than it does.

Apparently, specialization pays even in distribution. Division of labor brought down the costs in production, and the splitting of distribution into specialized units makes



Viewed in a detached manner, the human method of getting goods seems riotously wasteful

it possible to market the increase.

Possibly the greatest contribution made by this highly integrated and developed scheme of marketing is its creation of new wants for the producers to satisfy. If the merchandising of goods were a merely mechanical operation, it could be handled by a lot of slot machines. But the human factor is necessary that more wants be created, to the end that more wealth may be produced.

Merchandising is really an education process. Thousands of salesmen are educating millions of consumers to buy more insurance, better automobiles and vacuum cleaners. They are educating the consumer to dress

better, to take better care of his health and to be cleaner and more literate. And of course when salesmen must spend much of their time in teaching, some one has to pay for that part of the job. The consumer obviously pays. Were salesmen merely order takers for already-sold merchandise, the consumer would not need to pay so much. But the longer it takes to sell the goods, the higher must the price be. That's the cost of education.

Some question has been raised as to the value of all these so-called artificial tastes. People are said to be taught to want things beyond their means. But does this damage

the community? Prima facie, it seems that the only way for the individual to get more wealth is for him to produce more. But he can produce dozens of times more wealth than he can sell. He is too efficient a producer. People are not educated to the point of buying and using garters and toothbrushes as fast as he can make them. What is to be done then? Stop working? Or try to sell what he makes? If he sells what he makes, he must buy what other people make. And the more he buys of what they make, the more they will buy of what he makes. And by this interchange more wealth is produced

[CONTINUED ON PAGE 64]

Slogans and Such

By Earnest Elmo Calkins

IT is cause for wonder that those groups of sometimes meaningless and irrelevant words, called slogans, should continue to occupy the minds of so many advertisers. If anyone doubts their hold on the business world, he need only read the pages of recent *Printers' Inks*, which with praiseworthy hospitality has established a house of record for these fugitive bits of advertising copy. The rush to file claims resembles the mad horde which descends on a newly discovered gold field. One would think there was some value in the slogan itself, so eager is its originator to get it down on the list, and so prolonged is the discussion as to who really owns such foolish phrases as "It's right for you," or "It cleans so quick." Some of these slogans read as if the houses presenting them had just heard there was a slogan-bee on and hastily prepared an offering after the best minds had gone out to lunch. And having duly filed their slogan in the clearing houses, the enterprising originator apparently rests satisfied, as if the slogan itself would get out and sell goods.

In reading over these long lists (there must be thousands now) one realizes that not only has he never heard the slogan before, but in the majority of instances has never heard of the company claiming it. When you learn that the phrase "All that the name implies" is the slogan of the Stationers Loose Leaf Company, you are tempted to say, Well, what of it? There is nothing in a slogan *per se*, even the best slogan, but copy for an advertisement. Its only value lies in making it known. And even then it is doubtful if any one phrase can do the business as much good as fresh copy, changed regularly. But a slogan is something concrete that the average business mind can grasp. He is influenced by the fact that some slogans seem to catch on. People remember them.

They are used to make wise cracks with. They do not ask themselves, when they hear a familiar slogan, now what does that slogan advertise? If they did, they would learn how seldom the best known slogans suggest the goods they are supposed to make favorably known.

The only slogans that carry even a smattering of advertising power are those which include the name of the article advertised, as "I'd walk a mile for a Camel," and it is significant that the Reynolds people have stopped using that. For after all what did it say that would make you or anyone buy a cigarette? If anything, it suggested limited distribution. It proved that you can make people remember any phrase if you repeat it often enough.

Most slogans are innocent of any advertising value whatever, and some of them are guiltless of sense. They clutter up the advertising, crowding out better matter, and they fill the memories of readers with irrelevant words. The practice of advertising would be improved if slogans were discarded, and the space filled with reasonable, human, interesting copy which made people want the goods, or even with white space, instead of such sacred cows as "Eventually—why not now?" "When better cars are built, Buick will build them," or "Next to BVD I like myself best." The most appropriate slogan ever made, "You press the button," is no longer in use. The business outgrew it. A slogan is too often a bed of Procrustes, compelling the shaping of the copy and display to fit it, and taking from the freedom of expression which ought to mark the preparation of each advertisement. Often they are aside from the spirit of the advertising, out-moded by time, being based on ephemeral slang, or timely allusions which have been forgotten.

Slot Machine Retailing Literally Arrives

By De Leslie Jones

FOR years we have been hearing the bleat of discontented retailers who vow that the tendency of the times is to make slot machines out of them. They have meant this only figuratively, referring, of course, to the tendency to put up more and more consumer goods in packages, to standardize price, and to make demand more automatic by national advertising. It has been the national advertiser's boast from the beginning, that he desired to make purchase so simple and easy, that a child could be sent to the corner store and buy identified, one-price, quality goods as readily as an adult and as cheaply. It is surely a far cry from the days before A. T. Stewart, who introduced the one-price system, to the day we now face — in view of a new development now about to make literal the complaining retailers, figure of speech about slot machine retailing.

The Remington Arms Company, famous for guns, ammunition, and more lately cash registers, has now definitely embarked upon an impressive program for the development of actual slot machine retailing. It has just purchased the Universal Sales Machine Company of Boston, pioneer in vending machines, and has now organized a subsidiary company to be known as Remington Service Machines, Inc. Its direct objective is the manufacture of machines

to automatically vend nationally advertised products. Various national advertisers have already placed orders with the new company aggregating 55,000 additional machines to

be built each year. The majority of these machines are to go into grocery stores, drug stores, department stores, cigar stores, restaurants, etc.

The vending machine is a coin-operated device selling food and dry



THE Remington Arms Company, famous for guns, ammunition and more lately cash registers, has now definitely embarked upon its program for the development of actual slot machine retailing. This new movement toward standardization met the approval of various national advertisers who have placed orders for a goodly number of machines. Naturally, the retailer has objected to this tendency. In the accompanying article Mr. Jones asks whether this turn is beneficial or detrimental for the retailer

products, cigarettes, etc., without benefit of salesman. It will greatly extend the present scope of machine selling of nationally advertised goods which at present includes handker-



chiefs, candies, cigarettes, and also stamps, matches, writing paper, etc.

It is interesting to know that this development is peculiarly the result of engineering brains. The first effort along this line was fostered by Major-General George Goethals, famous Panama Canal builder. The device he was interested in was a complete retail store, mechanically operated, housed in a steel booth about the size of a small newsstand.

John Smiley, the new president of the Remington Arms Company is also an engineer. It is his initiative which has been responsible for this new plan. He was rather late on his way home from downtown New York one day, and stopped in to buy some small article of standard trademarked

variety, which he wanted to secure without the delay of more than a minute or two. He went into a store, waited impatiently for three or four minutes, was misunderstood when

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My Life in Advertising—VII

The Start of My 17 Years With An Advertising Agency

By *Claude C. Hopkins*

I SPENT five years with Liquezone; five very strenuous years. I traveled from office to office, here and abroad. Every country presented new problems.

One night in Paris I called in a famous doctor. He told me I was a nervous wreck. "All that can save you," he said, "is home and rest."

"I have no home," I told him. "I live in a hotel. This hotel is very much like it. I might as well stay here."

But he insisted. Then I thought of the fruit farm on Spring Lake, Michigan, which I had so often plowed as a boy. I remembered one name there, Robert Ferris. I had heard that he had built a hotel. So I cabled him for accommodations.

I received his reply in New York. The hotel had been torn down, but he had cottages neatly furnished with all one could desire. "All you need to bring is your trunk," he declared.

I sent him a check for the cottage, and I came on with my trunk. For three months I basked in the sunshine, sleeping, playing and drinking milk. Then I went to Chicago, fully resolved to give up those efforts which had wrecked me and to live the quiet life. I invited some friends to a luncheon to say farewell to business. I was the gayest of the gay. I intended to keep busy, but I would write in the future for fame and not for money.

At the second course a young man came to our table and addressed me. "Mr. A. D. Lasker of Lord & Thomas requests you to call on him this afternoon," he said.

I knew what that meant. It meant a new career of serfdom, as I saw it. It meant night and day service to show others ways to make more money. And I was nervous, distracted, ill.

I turned to my friends at the table. "Mr. Lasker cannot do this!" I cried. "I have played my part. I will go to see him because I respect him. But he can never induce me to

enter the vortex of advertising again."

I kept the engagement. Mr. Lasker handed me a contract for \$400,000 from the Van Camp Packing Company. It was based on the condition that copy be submitted which would be satisfactory to Mr. Van Camp.

"I have searched the country for copy," Mr. Lasker said. "This is copy I got in New York, this in Philadelphia. I have spent thousands of dollars to get the best copy obtainable. You see the result. Neither you nor I would submit it. Now I ask you to help me. Give me three ads which will start this campaign, and your wife may go down Michigan Avenue to select any car on the street and have it charged to me."

So far as I know, no ordinary human being has ever resisted Albert Lasker. He has commanded what he would in this world. Presidents have made him their pal. Nothing he desired has ever been withheld from him.

SO I yielded, as all do, to his persuasiveness. I went to Indianapolis that night. The next day I started investigations to learn the situation in respect to pork and beans. I found that 94 per cent of the housewives baked their own. Only six per cent were amenable to any canned bean argument. Yet all the advertisers of pork and beans were merely crying, "Buy My Brand."

I started a campaign to argue against home baking. Of course, I offered samples of factory baking. I told of the sixteen hours required to bake beans at home. I told why home baking could never make beans digestible. I pictured home-baked beans, with the crisped beans on top, the mushy beans below. I told how we selected our beans, of the soft water we used, of our steam ovens where we baked beans for hours at 245 degrees. Then I offered a free sample for comparison. The

result was an enormous success.

After a while, when others followed us, we suffered substitution. Our rivals tried to meet it by insisting on their brand. They said in effect, "Give me the money which you give to others."

I CAME out with a headline, "Try Our Rivals, Too." I urged people to buy the brands suggested and compare them with Van Camp's. That appeal won over others. If we were certain enough of our advantage to invite such comparisons, people were certain enough to buy.

That's another big point to consider. Argue anything for your own advantage, and people will resist to the limit. But appear to consider unselfishly your customers' desires, and they will naturally flock to you. The natural instinct of a successful man is to tell what he has accomplished. He may do that to a dinner partner who cannot get away; but he cannot do that in print. Nor can he be put over, at a reasonable cost, any selfish undertaking. People will listen if you talk service to them. They will turn their backs, and always, when you seek to impress an advantage for yourself.

Permit me to use this Van Camp example as evidence of very common shortcomings. Several able advertising men created impressive arguments. But not one of them knew the situation. Had they gone from house to house and interviewed housewives, they would have reached very different conclusions. But that was too much trouble. They were dealing with a man who knew as little as they did about the existing conditions. Their whole idea was to impress that man with some interesting copy. They never got by A. D. Lasker. He was practical. He knew that unless he sold the goods, no temporary advantage could count. In the last analysis, men are in business for profit, not to exploit their ideas. And their ideas vanish just the moment that profit fails to show.

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Signs That Tell When the Cub Is Ready to Sell

By Frank L. Scott

I HAD listened in for two days on the training course given to the latest group of recruits to the sales force of one of the big manufacturers of automobile tires. Every detail of manufacture had been covered. Every good selling point had been discussed. Every possible buyer's objection had been brought up and met by numerous answers. It was an excellent course as these courses go. But in the back of my head there persisted the old haunting thought that has dogged the heels of so many sales executives: "In spite of all this careful training these cubs may still go out and bungle their work as badly as though

they were mere schoolboys." And why? Oh well, because mere facts and statistics gleaned from training courses are only the raw material of salesmanship. There are too many ramifications to the subject to make it possible for any training course lasting a few weeks to cover the ground.

And I thought: "What a wonderful thing it would be if these chaps could now make themselves invisible and travel for two weeks or a month with a real master salesman. It might save them years of bungling. They would see deft, quick touches and tactics victorious because of their sheer simplicity. They would observe a sure directness of approach that nearly always distinguishes the veteran from the tyro."

Yes; young salesmen are sometimes sent out with veterans, but even the best veteran is not entirely natural when observed, while dealers rarely are. I would have my cubs go



in the magic cloaks of invisibility that we used to read about in the fairy-tale books of the Brothers Grimm.

Since that is impossible, what is the next best thing? An attempt is made here to set down some of the points in selling technique which are common among master salesmen but many of which are rare in the cub.

IN the evolution of a salesman these points are too often learned only from long experience and wasted time. In the case of some of these factors it is hard for the cub to believe that tactics of just the reverse nature will not be more successful. It is not my purpose here to justify these points with long explanations — there is not space for that. I will simply put the points down with just a bit of amplification in the hope that the cub salesman who sees them will at least pick up a point here and there which may

be useful in his work.

1. *Do not let anxiety show.* Every salesman has his anxious moments. They are inevitable in this competitive era in business. The cub often has too expressive a face. His anxiety shows too easily. It loses him sales. The veteran has at least learned to mask his face in cases like this. The cub cannot learn in a training course how to hide anxiety which he may feel. But he can at least make a determined resolution to conceal it. And practice will perfect him more quickly than he realizes.

2. *Hide personal problems.* Akin to the foregoing is the matter of other mental or

emotional states which the cub shows but the veteran hides. A friend of mine who is one of the most successful life insurance salesmen in New York says that his early record was a poor one. One day a kindly prospective policy-holder said to him, "Young man, you seem to have some personal problem which is bothering you and which shows in your expression. To succeed in selling you will have to learn how to forget that problem completely between 9 and 5." From that day on the cub salesman determined to follow this advice. He declares that it was the turning point to success.

The cub is apt to show too much elation over orders and too much chagrin over orders lost. The veteran has learned that elation may make the dealer suspicious while chagrin will certainly brand the salesman as a poor loser.

Salesmanship is no vocation for the wooden-faced; but negative thoughts

or emotions should be masked to the best of one's ability.

3. *Handle dealers as fellow salesmen.* The cub too often looks upon dealers as those who *buy*. The veteran has learned that it pays better to talk to dealers as fellow salesmen. The dealer is at least twice as much interested in selling as he is in buying. His real profits and fun come from selling—not buying.

4. *Plan calls ahead.* Slam-bang, hit-or-miss calls without thought beforehand are a sign of the cub salesman whether he be 26 or 62 years old. The veteran takes an hour or so at night or right after breakfast to think for at least a few minutes about each of his calls of the coming day. He sees the dealer in his mind's eye, formulates a goal for that call, thinks of special points which may come up.

5. *Cut preliminaries.* The best salesmen I have known were the ones who came quickly to the point. The cub too often thinks he must discuss weather, the world series, and in general go through quite a lot of preliminary talk before he begins to sell. But dealers are usually busy men; the better they are, the quicker they want to get down to brass tacks.

6. *Promises don't count.* The cub considers dealer's promises almost as good as signed orders. The veteran counts promises as mere conversation—he presses on until he gets a signed order.

7. *Honey and vinegar.* The cub often takes some time to learn that today, as in ages past, an ounce of honey catches more flies than a gallon of vinegar. He uses power, pep, forcefulness, and the other fancied TNT of salesmanship until he learns

that these high explosives antagonize more dealers than they win.

8. *Report facts only.* The wise cub will deny himself the pleasure of reporting his hopes, the dealer's kidding and the other joshing tactics by which the wise old retailer strings him along. The evolution of the cub salesman is marked by the gradual elimination of alibis from his reports. To cut them out from the very start is to make real orders come that much quicker.

9. *Chary about "trial" orders.* The cub in his eagerness is too ready to accept trial orders. He lets the dealer order little dabs of this and that where the veteran salesman would either keep right on selling until the order came in a size big enough to make the dealer really get behind the goods when they arrived.

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Getting 90 Per Cent Convention Attendance

By H. A. Haring

STATE business associations everywhere face a common problem: how to draw a full attendance. For nothing so chills discussion as the sight of a sparse gathering of organization members and auditors. In addition lack of representative attendance prevents absolutely the launching of constructive plans for trade improvement.

One association, The Colorado Transfer and Warehousemen's Association, has solved the attendance problem through the adoption of a simple plan. The plan was adopted in 1924, following a convention at which the small attendance threatened actual disruption to the association; but the results of the new scheme have been so effective and immediate that 90 per cent of the membership put in appearance at a recent convention. The plan, interesting to record, was recommended by a member who had seen the same scheme work successfully with his college fraternity, as applied to the national situation, in order to equalize the cost among colleges. Many a man will recall that the fraternity's annual convocation brought a flat assessment on the chapters, regard-

less of distance from the convention college, and then that "all expenses were paid" by the national treasury for the two regular delegates.

The Colorado plan is as simple. Upon selection of a convention city, the Secretary prepares a schedule of railroad fares from each city within the State where a member lives. Figuring on the basis of one representative from each member-firm, the total railroad fares are averaged; to this average is added a sum of \$2 to cover convention entertainment. Every member-firm is thereupon assessed this sum whether or not represented at the convention. Those member-firms whose fare is less than the average will pay to the treasurer the difference while the treasurer pays a "rebate" to such members as have a fare higher than the average. Settlement of differences is made at the convention, except for collection from non-attending members.

A striking feature of the equalizing plan is that "it costs a member as much to stay at home as it does to attend." If, further, a member drives to the convention city, his doing so makes no difference, for he still participates in the "collection"

or the "rebate" as outlined in the scheme.

Inasmuch as such a plan lays an obvious burden on members who reside in the centrally-located cities (Denver, Colorado Springs, Pueblo) where most memberships exist and where conventions tend to meet, the first procedure was to insure co-operation of the member-firms of these three cities.

The plan, according to the president of the Colorado association, "has had a very stimulating effect upon attendance, and it has made it possible for many small warehousemen distantly situated to attend our meetings." Of the financial feature, it was stated:

"We have had no particular difficulty in collecting the average fare assessment. There are always a few members on the delinquent list, but usually they are also delinquent in their dues and are eventually dropped from the roster. To date the treasury shows a nice little surplus of several hundred dollars which has accumulated since the plan went into effect. In time, this surplus can be used to lower the average fare for future conventions."

Will Engineers Make the Best Advertising Men?

By Lynn Ellis

DR. HESS of the Wharton School made a statement at the N. I. A. A. convention in Cleveland. It was made more or less casually. I doubt if the significance of it struck home to many in that sweltering crowd. Yet to me it was the echo of another statement made well over ten years ago by an agency general manager.

Mr. Hess said he was putting marketing and advertising courses into the engineering division at the University of Pennsylvania. He said the engineer's training gave him a deep seated faith in fundamental principles. He was less apt to be swayed by pleas of expediency. Taught to express himself, given the underlying principles of advertising and selling, he promised to be the ideal advertiser and marketer of the future. I cannot repeat the doctor's exact words, but that was the drift.

Fifteen years ago a young man told me he was some day going to be general manager of a certain agency because he was the only man in it who really understood organization. Something over ten years ago, as general manager of that agency, he said to me, "There are exactly three men in this outfit who can start at the beginning and work out a really consecutive advertising plan. Oddly enough, all three are graduates of technical institutions."

Ten years ago this chap was drafted at a dollar a year and later given a commission as lieutenant-colonel, to help reorganize a national relief society and, later on, the help organize an international society of the same sort. That done, he became vice-president of one of New York's big banks. I think he has demonstrated something Dr. Hess has in mind.

Some people are inclined to believe that advertising can't be made a science—that it must remain an art. Fear is often expressed that too much science will cramp its style—that the essence of advertising is individualism. I wonder if they



realize the extent to which the so-called arts themselves have been reduced to cold-blooded calculation.

Take writing. Herbert N. Casson, fifteen years ago, stripped bare for me certain rules of writing. He gave me a certain cue which I found confirmed by all sorts of masters. When I follow the rules, I write well. Otherwise I don't, and I know it before anybody else says so.

Stanley Resor recently quoted Anatole France, who said the first draft of anything he wrote was much like that of anybody else. It was not until the sixth or seventh writing that it became like Anatole France.

PATIENT following of a precise system produces individuality. Masters of craft know it. Cubs who write by instinct don't. There's where faith in fundamental principle applies in the art of writing.

DeWolf Hopper, in a series of articles on the stage, contrasts Bernhardt and a stock company actress in the role of Madam X. Hopper found Bernhardt at the peak of her biggest emotional scene, nothing in view of the audience but three fingers of her right hand, the left hand waving gayly at the manager while she exclaimed, "Hello,

Eddie, isn't this a wonderful house!"

HE met the stock actress at a dinner. She said she felt the part so vividly that she had fainted twice at rehearsals. Says Hopper to himself, "If that's so, my dear, you're going to flop." And she did. Feeling vs. fundamental principles again.

It was Stanford Briggs who first gave me the cold-blooded viewpoint on pictorial art. At the time I couldn't follow quite all the geometrical construction he was trying to relay to me from Frank Alvah Parsons. But the idea that good pictorial composition was not a matter of individual taste, rather a subject for deliberate calculation, gave me a new set of principles to run down, a new series of checks and controls to use, a new answer to the client who says, "Somehow it doesn't hit me."

Color balance. How many advertising men have heard the talk and seen the demonstration by the Gair man? Areas of color measured by the very planimeter engineers use. Segments on a disk representing the proportions of the different colors. The gray on the whirling disk that shows perfect balance, or the faint blush of color that shows too much of this or that. What chance has individual taste or instinct against that brutal test?

But to me the amazing thing about the Gair test is that the composite taste of audience after audience, ascertained by show of hands before the whirling test, is almost invariably on or near the dot.

Henry Turner Bailey, dean of the Cleveland School of Art, has sold the cash value of good design to industry after industry nearby—garment, jewelry, even low-priced pottery. Public taste does not have to be educated, he figures. It will always respond to the application of true principles—always swing back after chasing a passing fad.

Granted that the plodding engineer may be too much of a tortoise to get the most out of every fad and

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... often you've experienced it. Crowded in, close row on row ... none too much air ... tense, living life as it is played on the stage or screen. Perfect circumstances—these—for one of Nature's most unpleasant manifestations. Dampness creeping out in dark half moons under the arms. Worse ... odor. But Nature never catches you off guard. You use your Odorono regularly three times a week! If you don't depend on Odorono, hadn't you better start today?



... outdoors as well as in! Here, for example. The big match ... the big crowd ... pin points of blazing sunlight sifting through the canvas top ... excitement. And the reaction ... damp discomfort under the arms ... stains ... odor ... how well you know it! So well, in fact, that, as for yourself, you take no chances. Like millions of men and women the world over, twice a week you use your Odorono for checking excessive perspiration odor and moisture. Yours is an assurance that soap and water alone can never give—of constant after-the-bath freshness, of continuous daintiness.



... you know those evenings. Warm ... a live crowd ... music ... one must dance a little ... proximity. Perfect, these circumstances, for one of Nature's major unpleasantnesses. Moisture under the arms ... stains ... undainty odor. Comforting, then, is your security. Your precaution, the same that millions of men and women the world over regularly take, can not fail you even here. Twice a week you use your Odorono for checking excessive perspiration. And your assurance is complete—as soap and water could never make it—of constant after-the-bath freshness, of continuous daintiness.

WALLACE MORGAN has produced for Odorono a series of illustrations that are unique in their attention-getting value. These advertisements, however, embody none of the acknowledged "interest" devices. No glaring type stands out on the pages; the product is not pictured, neither is color applied. Instead, the half pages reproduced above are studies in soft gray vibrating with life. Mass—bodies—crowds in motion—tell the story

The Bogey of Brevity

By Bertram R. Brooker

JEAN COCTEAU, that young Parisian prodigy who writes and draws with equal directness, in the foreword of his "Call To Order" says:

"Simplicity must not be taken to be the synonym of 'poverty,' or to mean a retrogression. Simplicity progresses in the same way as refinement . . . the simplicity due to a reaction from refinement benefits from that very refinement—it detaches and condenses the richness acquired."

As so often happens with an observation derived from a source outside of advertising, these remarks on simplicity have more bearing on advertising than anything I have lately seen uttered within the fraternity.

Most pompous copy is written because somebody connected with the campaign mistakes simplicity for poverty of expression.

True simplicity is not achieved by applying a blue pencil to a welter of involved terminology masquerading as thought. It is not a "retrogression," as Cocteau says, from richness to poverty of expression; rather it is a richer and more refined form of expression; a progression from muddle toward order; a positive—not a negative—quality in writing.

It is the student or beginner whose mentality is muddled by the seeming jangle of isolated facts; it is the master who sees through the apparent muddle to the principle behind it; as Newton, by a progression toward clarity, sensed the law of gravitation behind the multitudinous phenomena of falling.

Not from the poverty of the average mind, but from the crystal clear vision of the poet, arise such simple statements of infinite unity as this, compacted in four brief lines in William Blake's "Auguries of Innocence":

To see a world in a grain of sand,
And a heaven in a wild flower,
Hold infinity in the palm of your hand
And eternity in an hour.

This is indeed brief, but it is much more than brief; it contains in highly crystallized form almost all that can be gained from all the pretentious tomes of scores of metaphysicians.

This Bogey of Brevity which lurks at the shoulder of so many copy men, whispering eternally "Be Brief! Be Brief!" is easily satisfied by slashings of the blue pencil, by the omission of adjectives, by the substituting of rows of dots or asterisks for natural connectives. He can be banished by the simple and negative process of cutting down.

But the Muse of Simplicity demands much more. Her insistence is ever upon positive qualities in writing, calling for the laborious exercise of that infinite capacity for taking pains which is said to constitute genius.

THE advertising man is apt to overlook or mistake her urgings, for his whole trend of thought is sharpened toward *impression*. He must make an impression on his audience, and the whole lingo of advertising, surrounding him and saturating his consciousness, suggests to him that impressions are made by "driving" facts home, by "hitting" prospects in the eye, by "knocking them dead."

Actually, of course, advertising should not differ from those forms of art which it combines for commercial ends, and whose aim, ever and always, is *expression*.

Obviously things cannot be made clear and plain through the medium of an ornate vocabulary or an involved syntax.

There are a few writers—and Henry James was perhaps the most notable of them—who can with some justification plead legitimate excuse for an ornate and involved style, on the ground that their whole aim is to convey subtleties—chiefly of feeling—that it has never been the business of language previously to transmit.

Yet even this excuse fails, inasmuch as Katharine Mansfield and Virginia Woolf, to name only two of the more modern fictionists whose subtleties of emotional reaction parallel the Jamesian experiments, have greatly simplified both the vocabulary and the style of psychological fiction without in any degree lessening, but rather *sharpening* the effect aimed at.

Simplicity of expression, of course,

is more difficult for us than for our forebears; first, because life today is more complicated; and second, because it is more public—which means that we are all more concerned to make a good impression on the continually growing number of people with whom we come in contact. We "show off" more.

Consider for a moment the complete simplicity of this extract from Dorothy Wordsworth's "Journal at Grasmere." Dorothy, the sister of the poet, was not concerned with impressing anybody. That was her brother's business. But in her daily journal she did try to express—to make plain and memorable—the things that happened day by day:

I walked with William on our own path. We were driven away by the horses that go on the commons; then we went to look at Rydale; walked a little in the fir grove; went again to the top of the hill, and came home. A mild and sweet night. William stayed behind me. I threw him the cloak out of the window. The moon overcast. He sat a few minutes in the orchard; came in sleepy, and hurried to bed. I carried him his bread and butter.

Simplicity is the end-result of a definite progression toward pure picturization. That is the aim of expression: To reproduce the object or sensation that has been experienced so that others may recognize it and experience it also.

THIS does not mean, of course, that the ultimate in expression is the art of line and color, and that advertising inevitably progresses away from copy toward artwork. Just as there are aspects of experience which cannot be reproduced in words, so there are aspects which the painting fails completely to express. Is there any combination of line and color which can as quickly and poignantly convey the emotion that shines through the word *love*?

To advertising men who find their finished copy "sicklied o'er with the pale cast of thought," this final injunction may be helpful: See into things further, feel into things more, and think less! Devotion to this principle would mean less copy of which one might say, with Milton, that it is "marble with too much conceiving."

Why All the Sadness About Duplicate Circulation?

By Kenneth M. Goode

I SLID last week into the mahogany elegance of the office of a big Detroit. (All big Detroiters are advertising men, just as all big Pittsburghers are millionaires.) He was up to his ears in figures. A quartette of blond secretaries, accompanied by a solemn young man on the adding machine, was filling the air with close statistics.

"Estimating profits for 1928?" I suggested.

"Hell, no," he replied in pure Detroitese, "I'm figuring out my losses through *duplicate* circulation. Two independent investigations, backed up by one of my own, show an average of three-and-one-half magazines to the home and—"

"Don't be an ass!" I answered in his native tongue. "Come to the Club and get something to settle your brain."

Walking down Woodward Avenue, he continued excitedly that not only were there these 3½ duplicate magazines in each home but that the circulation of the best newspapers, theatre programs and, of course, expensive circulars, all "duplicated" into these very same homes. "It's appalling," he almost sobbed, "when I consider—"

"That's the trouble," I answered, "You don't."

"Don't what?" he snapped.

"Don't consider! If you did, you'd forget duplicate circulation and save your strength for something important."

If you really did stop to consider you would see that every circulation proposition has two distinct sides:

1.—SELLER'S GROSS — A. B. C. physical circulation delivered fully and honestly.

As fixed and safe a buy as the highest class bond.

2.—BUYER'S NET—or the advertis-



© Herbert Photos

MR. GOODE in the present article takes issue with the somewhat general practice of considering duplication of coverage as a loss. He asks, "Is there really any difference between advertising repeatedly in the same publication and attempting to reach the same people with the same advertising through another magazine?"

er's try-and-get-it share of the above. Varying and unknown.

That is why advertising always needs two entirely separate sets of calculations. Newspapers, magazines, billboards, circulars do their whole duty when they deliver to the public the number of copies an advertiser has paid for. They can't deliver to that advertiser an equal number of the public. Or anything remotely near it. To paraphrase the old proverb, sellers of circulation can carry water to the horse, but they can't make him drink.

That is up to the advertiser.

Theoretically, duplicate circulation is a matter of advertisements

distributed. Practically, it is a matter of advertisements read. Any man who hasn't seen your advertisement can never be "duplicate circulation" for you, no matter if he buys a hundred different magazines containing your advertisement.

For advertisements are like bullets in a battle. Only those that hit count. All others fly unnoticed. Mere repetition will no more polish a prospect into a purchaser than a hail of passing bullets will gradually kill a soldier. To be affected at all, each individual must some time or other definitely notice one of your advertisements. Unless that advertisement sells him, then and there, you have lost your best chance. To continue to hammer that individual with the same advertisement, or even one which resembles it, is like trying to teach fish to bite bait they won't touch.

Risking a bad pun to drive the point home—it's the mind that must be mined. Minds make the market—not pocket-books, not circulation, not locality. Attract a man's real interest and he will buy far beyond the average of his circulation—of his locality—or

of his pocketbook. On the other hand, the richest dowager in the classiest circulation in the finest neighborhood counts a low zero if she won't read your advertisement. Divisions of wealth that work out smartly on red, blue and yellow maps function more slowly in greenbacks. Unlimited ability to purchase—statistically—doesn't necessarily represent quick sales. That comes in human tides. Flesh and nude stockings, for example, have been worn for so long that we get a delightful shock from legs in modest black. Every woman outside the poorhouse has money enough to buy herself a pair of black stockings the minute stores open to-

[CONTINUED ON PAGE 71]

THE · EDITORIAL · PAGE

Easy Money and High Hat Advertising

IN financial circles it is pretty generally admitted that we are facing a period of "easy money" when business men will find it possible to get money very cheaply as well as very easily.

It is to be hoped that this will not result in "easy advertising" such as was done during the war period, when men spent money lavishly in all sorts of ways rather than pay it out in taxes. During that period there was a deal of very careless, splurgy advertising that was inexcusably wasteful. And the result of the orgy was to sour a good many business men on advertising. They had "tried" it—and on a grand scale—and it was not nearly as effective as they had hoped it would be.

Advertising done on a "grand scale" seldom is effective in proportion to the scale, for it is very apt to be high hat advertising rather than the overall brand that works and produces sales.

In the coming period of "easy money," it behooves every man who has the spending of a dollar in advertising to spend it as carefully as if the president of his company had been obliged to raise the money on his personal note and it simply *had* to produce sales or the whole business would go under. The day for high-hat advertising is past.

Business Paper Appropriations

APUBLISHER correspondent writes us: "I wish something could be done to influence manufacturers to buy advertising space like they buy everything else—on known values.

"If a jobber buys a thousand barrels of your flour he does not phone or write the General Flour Company in the same breath and say: 'Well, I bought some Hercules flour. You can enter my order for a similar amount, because I want to treat both concerns absolutely alike.' But when it comes to business paper space—well, 'that's different.' Time and again we have spent several years and a good deal of money selling an account first on the idea of advertising, then on our papers, only to have the man who signs the check say, 'Well, if we go into your paper we will have to go into all of the others, so we will divide it up among all of you.'

"In our opinion there is nothing that retards the progress of efficient business paper advertising so much as this attitude. Advertising managers are expected to judiciously invest the money allotted them, but the boss comes along and says: 'Well, Blank is a good fellow, and I think you ought to give him some space. Blankson has always treated you pretty well, and I think he ought to get some space, and you know that Blankenship is supporting our association and he ought to get something.'

"This practice has kept and is keeping papers alive in many fields that have no real excuse for existing. Their solicitations are on the basis that 'we ought to get a share of your business, we ought to be supported, etc.' This company has one competitor who tells me, nearly every time we meet: 'Well, I certainly hand it to you fellows. You go out and dig up business that we never knew existed, and we get a share of it.'"

There is considerable truth in this publisher's contention. The only cure is for advertisers to stiffen their resistance to the solicitations of spineless publications which attach themselves onto industries, leech-

like, and contribute nothing but regularity of appearance.

Truth in Wall Street Advertising

IN a recent issue the *Wall Street Journal* courageously points out that Wall Street advertisers need to look to the language of their advertising.

It says:

An offering of new bonds in any quantity is followed by the announcement, on the day of issue, that "the bonds have been sold and the subscription books closed." Not infrequently this is emphasized by the statement that the issue has been "heavily oversubscribed." If this meant that the bonds had been taken directly by the investor of moderate means, the announcement would be gratifying. When it only means that the dealers have taken up their portions of the issue, the outsider is warranted in asking if plain English means one thing in Wall Street and another elsewhere. Some issues which weeks ago were announced as having been all sold are now quoted several points below the offering price. The inexpert investor naturally asks what an "all sold" announcement really means. To him it means nothing, or even worse than nothing.

Some day, continues this publication, a strong house may withhold its "all sold" announcement until it represents the facts as the public sees them. If some rival house chuckles over the delay in the conventional announcement, it may even be lured on to selling some of the bonds short at the issue price. One experience of covering such a sale at a loss would do a great deal of good and would establish an admirable new precedent.

This use of phrases that mean one thing in the minds of the sophisticated and another in the public mind is not confined to Wall Street. Most trades have their terms that mean one thing to the trade and another to the uninitiated.

We need more of the "name the wood" type of house-cleaning in advertising.

Broken Case Lots and Package Practice

IT seems impossible for some advertisers to sense that hand-to-mouth buying is a reality, and apparently a permanent one. Some still tilt against it quixotically.

But in most cases the error is of a different kind. The manufacturer persists in putting his goods up in 100-package or fifty-package cases, when he would do very much better to recognize the new distribution situation and pack his goods in twenty-five or thirty-six-package cases.

That this is no mere theory is proved by the petition of the wholesale grocers to the Sun-Maid raisin growers to stop the fifty-package case plan. Grocers have been buying in broken case lots, and buying, on this basis, twenty-four or less packages; whereas, the wholesalers believe they would gladly buy whole cases of thirty-six if they were made up that way.

It would seem that such an advertiser is penalizing himself. Retailers of today regard fifty of anything as a lot of goods to stock. There is no use getting heated up or sarcastic about this. The sound thing to do is to provide a case quantity that fits the field and will encourage adequate buying, but not what dealers today regard as unsafe buying.

Who Is John E. Powers?

By Gridley Adams

AFTER reading Mr. Calkins' interesting "Scenario," in a recent number of Advertising & Selling, in which appeared " . . . John E. Powers . . .," I heard an advertising man ask, "Who is John E. Powers?" He was somewhat surprised to learn that Mr. Powers was a most outstanding figure in the advertising world about twenty-five years or so ago, and although it is some time since he passed on, his impress upon merchandising and advertising will be felt for many years to come.

I was fortunate in having for my father a man who was a college classmate of John E. Powers, for Mr. Powers took an unusual interest in his classmate's son, and his office was always open to me whenever I called. Mr. Powers would spend hours reading to me his prospectuses, and analyzing them. It so happened that I had a business card which met his approval, and he took a whole afternoon showing to me the various business cards he had designed—and "designed" is the correct word, for every line, every variation of size and style of type, carried its particular meaning.

Mr. Powers had about completed a contract for the sale of some sev-



THE above photograph shows John E. Powers, outstanding figure in the advertising world of another day. Below are reproduced two pieces of his copy, one for himself and the other for one of his leading accounts. Both appeared in *Century Magazine*, 1896

eral square miles of land in Virginia to an English syndicate just previous to the election of President Cleveland. Cleveland's election spelled disaster, so the English group felt, and the deal was never consummated. But the particular prospectus he had prepared was considered by Mr. Powers to be his masterpiece, and he used it as an example of what a real merchandising survey should be.

THAT Virginia land possessed some valuable clay beds, and he had figured out the exact cost and the profit possible in making bricks and shipping them to Philadelphia, for the character of the clay was such as Philadelphia preferred. Within the confines of that property were two never-failing springs. He figured what it would cost to bottle that water and deliver it to New York City, one bottle to but one house in a block. He did not analyze that water, as most waters are analyzed. Instead, if my memory serves me correctly, he said: "We have not analyzed this water. Upon the prop-

erty are two small towns, the inhabitants of which get their drinking water from these same sources. The death rate of these two towns is the lowest in the entire United States. Do we need to analyze this water?" Could any argument be more obviously conclusive?

MR. POWERS was, without question, the first exponent of "Truth in Advertising." He used to warn me against handling any proposition which did not measure 100 per cent; not, as he said, "because it is easier, but because unless you *know* that every word you say is the absolute truth, the false note will be intuitively felt by the average reader. You cannot take even one chance. The public will not be fooled."

At the time Mr. Powers was advertising manager for Mr. Wanamaker the man who owned the shoe department sent in information regarding the quality of some shoes that were to be advertised and which Mr. Powers later learned was not the truth. For one full year after that no shoes were advertised in the Wanamaker column as a penalty for that shoe department manager's misstatement. Mr. Wanamaker claimed that as he had not made the statement his advertising should not be

VARNISHES

THIS IS THE AGE OF VARNISH.

We have passed the age of paint, because we have learned to appreciate the beauty of natural woods—because we have learned that nature is a finer artist than man.

No canvas can equal a sunset, or a bunch of orchids, or the curl and plunge of a great breaker, or that unconscious glory in the surprised smile of a child.

Into the grain of fine woods nature has woven all her wondrous charms of color, and more delicacies of pattern than were ever dreamed by lace-makers.

We paint only soft and coarse woods, now, to hide their defects. We varnish fine woods, to REVEAL and PRESERVE their beauties. FINE varnish does both. Ordinary varnish does neither.

MURPHY VARNISH CO.
FRANKLIN MURPHY, President.

Head Office: Newark, N. J.
Other Offices: Boston, Cleveland, St. Louis, and Chicago.
Factories: Newark and Chicago.

BUSINESS HELPERS

John E. Powers 54 Wall Street New York
John O. Powers Mills Building San Francisco

Writers and Helpers in Business

The best of businesses suffer for want of good judgment and skill in advertisements circulars forms and methods. The way to remedy these defects is to get a fresh mind on your difficulties—which perhaps you do not see at all, being used to them.

Put it another way. The wisest of men—yes, even the most successful of men—fail in a measure, because they do not see the effects of these common mistakes. A man never knows the effect of doing well what he does ill. This is reason enough for getting help if he can; and he can.

Still another way; for it is as important as hard to see. We think 90% of the money spent in getting and keeping trade is misspent; we mean by honorable and successful men; we do not mean by the follies and frauds of the common run. We think nine-tenths of the money spent for trade by the best nine-tenths of business men is lost; so little do men understand one another, and women, in business.

You see it in others; others see it in you. It exists; there is scarcely a man exempt.

And a little such loss is enough to pay for stopping it all

BRUCE BARTON

ROY S. DURSTINE  ALEX F. OSBORN

BARTON, DURSTINE & OSBORN

INCORPORATED

AN ADVERTISING AGENCY

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

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

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

When Does a Caption Outlive Its Usefulness?

Good Old Bromides That Do the Business

By Ray Giles

TIME: Fifteen years ago. Scene: The Advertising Service Department of one of the largest magazines. Characters: The head of the department and one of his cub assistants. Action: The cub assistant brings to his chief a text for a "house" advertisement designed to get subscription agents for the magazine.

The cub has been thinking the matter over for a day. He has come to the conclusion that advertisements of this type are too much alike. They are entirely too obvious. For one thing, the headings are so hackneyed! The texts always run along in the same old way. Always there is a picture of H. Oscar Llys of Arkansas or Wendell P. Whoops of Iowa who made \$964.50 the first hour, or week, or month, or how much spare time have you?

So our young hero sees a great chance to carve out a new niche for himself as the writer of "agents wanted" advertisements. He has chucked traditions to the police hounds and precedents into the slosh box. Expectantly he hands to his chief a nice raw chunk of copy. The chief looks at it. He reads it politely enough. Then with a patient smile he asks, "What is your idea in using this heading 'As evening falls'?"

"Why," says the cub, "doesn't the copy explain it? Evening is the time when we get recreation. Theaters, parties and many other forms of recreation cost money. The man or woman who hasn't spare cash must limit his forms of recreation to those that don't cost money. That's where we come in. We show them how to make money during their spare hours. 'As evening falls' they can go out and make money getting 'subs' for our magazine. 'As evening falls' at another time they can go out and buy recreation with the money they have earned through working for us."

The chief looks unconvinced. He

asks, "Did you also consider the use of some direct heading that had the words 'you' and 'money' in it?"

"I did," admits the cub, "but that type of heading seems worked to death."

"Well," says the chief, "maybe it is, but no one who needs money can avoid reading a heading like this": And he wrote down

Do You Want to Make More Money?

That was one of the cub's earliest and best lessons in writing headlines. I am sure of it because the cub in my story was I.

* * *

The sales promotion manager for one of the biggest companies in its line was talking. He said, "We don't try very hard for innovations in our line. We let the other fellow do that. The younger and less experienced he is, the more he tries for them. We are content to go on doing the biggest business in our line by sticking to the staples."

This principle is true in the theater, the movies, in books, and in advertising. There is the "sure-fire" plot, the "sure-laugh" joke, the "sure-hit" situation. It would be vastly more fun to be turning out novelties and trying experiments. But commercial results are the target and we have got to hit it squarely on the bull's-eye. Hence the need to think twice before using trick headlines where the trite one will get the business, hackneyed though it may be.

* * *

Typical of one much-used class of headline is this:

"To June Brides—"

Certainly that headline has been worked to death. It has as little novelty about it as a piece of buttered bread. But to get a reading from June brides or October brides,

for that matter, how are you going to beat it? Ask me another! My private opinion is that almost any woman between 18 and 40 will at least read a few words of the text below that hackneyed heading, and no doubt lots of young men will read it, too. This heading is effective because it speaks straight out to a definite group of customers. It is what may be called a "selective" headline—like

YOUR DOG

If you own a dog, the chances are that this headline will stop you, although it has been used many, many times. For catching dog-owners it beats many a startling original headline that might be suggested. Then there is another headline—

Are You Going To Europe This Summer?

If you are, you have to be very sleepy indeed to resist sampling the copy below it. It is very definitely a selective caption. Other examples of selective headlines are: "If you are planning to build—," "Sales Manager Wanted," "Advice to Young Wives."

All of these headlines have been used over and over again, but for the most part they are so hard to beat as selectors of desired groups that they still pull more readers than headlines which have perhaps a great deal more originality in their wording.

* * *

Another grand old type of hackneyed headline which is still unbeatable at getting a reading from the right type of prospective customer is what I may call the Problem Solver. For instance—

END DANDRUFF!

You have seen that one before. You will see it again. But if you have dandruff you will go right on read-



To TREASURERS Only

YOU TREASURERS, rightly or wrongly, have a reputation as tough customers. Because your job is holding on to some of the receipts, you have a habit of saying "No" on expenses. You want to save money always, even when you spend it—save it by the way you spend.

That's why we want to talk to you.

We need your vote. Our proposition calls for spending money—to save money. The thing we are selling is the highest priced commodity in its field—but the cheapest.

What we want you to buy is this:

- 1—Advertising
- 2—in the New York market
- 3—in a certain medium.

AT the risk of boring you with what you already know, we take up these items in order.

1—Advertising

Your firm needs it. Every firm needs it today—to help the sales department catch up with the production departments. The engineers and plant men seem to be always ahead of the sales manager, always able to turn out more stuff than the sales department can sell. But then they work with materials mostly, where the sales manager has to work with people. And people are funny—just as hard to sell individually as you are, and often a dam sight less interested.

You know as well as we do that there is no percentage in adding more salesmen and opening up new territories if the new men don't sell any more goods or any more cheaply than the old ones. Freight and overhead go up with such sales increases, and dividends go down.

You need advertising—to sell people by millions so they'll buy in

thousands. There are lots of other reasons, which any smart agency man can give you. We'll stop with one.

* * *

2—The New York market

Your firm ought to be doing business in New York if it isn't, and more business if it is; unless, of course, your customers are all farmers. There are more customers here than anywhere else in the world, customers for everything. (For all we know there may be more farmers here, too.) There are more customers per square mile, per store, per hour of daylight—because there are more people. Six million in New York City, exclusive of the three and a half million in its suburbs; 6,000,000 people in 299.9 square miles; over 20,000 per square mile, which is some people.

There are more kinds of people here, too, including Treasurers. They have more money than people elsewhere.

And they're not bad people to do business with, either, if they like your firm and your goods. They spend—freely. Only last month 80,000 of them bought fourteen minutes of excitement for \$1,800,000 from the Dempsey, Sharkey & Rickard Co., and some of them don't care much for the firm at that.

Furthermore, more of them have a certain habit in common than any other group of people in the world. You can sell them through this habit of theirs. It is reading a certain newspaper—which brings us to:

* * *

3—the certain medium

This medium is a newspaper. More people read it every day and Sunday

than read any other newspaper in these United States. It has the largest circulation in America, which is (July 1927 average) 1,177,817 copies—and two hundred thousand more on Sunday. Of this figure, quoted, 947,356 copies are distributed inside New York City, going to about 70% of all the families in New York City. And 155,425 copies go into the suburbs.

Circulation is the vehicle of advertising. This paper is by far the largest and most comprehensive vehicle you have in New York City.

It costs more to buy advertising in this medium than in any other New York newspaper. The rate is \$1.60 per agate line daily. An agate line may not mean much to you; it is merely the sales-unit of advertising space. But, as we said before, this medium is the cheapest in its field. To reach as many people in as many copies of papers, you will have to buy three other papers; and the combined agate line rate of these three is \$2.95 per agate line.

If you buy all the other morning papers, you get only 31% more circulation at 103% greater cost. If you buy all the evening papers, you will get only 52% more circulation at 150% increased cost.

And in no other newspaper, whatever its circulation, will you get the visibility, the attention value, that your advertising gets on the small News page in a convenient, readable paper.

* * *

THE NEWS is a comparatively new advertising instrument or appliance, doing more work more effectively and more cheaply. All other reasons aside, that's why you should buy it. When this question comes up in your firm, may we have your vote? Thank you.

THE  NEWS
New York's Picture Newspaper

Tribune Tower, Chicago
25 PARK PLACE, NEW YORK

ing it until either your hair or your dandruff is gone forever. It has the same perennial charm as "Do you want to make more money." It promises to solve a problem? It is as intriguing as the hole in a Life-Saver—or—

A New Way to Banish Corns

There's a heading for you—a real old grand-daddy. But how are you going to beat it if you want to sell a corn-killer? All the originality in the world cannot compete with that same old arrow that still flies so straight to the same old mark. If your product really does solve some one of the problems which beset a large percentage of us poor humans, shoot straight to the mark. Never mind how hackneyed the headline may be.

As you study these Problem Solvers you will find that many of them relate to problems of health. But there are other problems that are still being approached through obvious and hackneyed headlines which have, however, lost none of their charm. The headline below will serve as an example.

"Now You Can Afford a—"

There are so many things we want which we cannot afford. When once a manufacturer is able to offer a thousand-dollar steam yacht or to bring other luxuries within our reach he can get our attention instantaneously by breaking the glad tidings through bromides. Why smother the good news with the fried onions and mushroom sauce of too much originality?

* * *

As I write this, I realize that my good old hackneyed headings are all more or less related. For example, I suggest as the next group to be awarded Bok medals for distinguished service, that group of captions which are Bait to Universal Desires. It may be objected that "Do you want to make more money?" falls in this classification, quite as well as functioning as a Group Selector or a Problem Solver. That, I think, merely goes to show what a wonderful old headline it is! It defies classification. It speaks to everyone. It beckons to all of us. But there are hackneyed old headlines which are Bait to Universal Desires, but do not fall within the other classifications which I have suggested.

OWN YOUR OWN HOME

The need for shelter is primary. The desire to own one's own home is therefore universal. You may tickle your fancy by using some more clever and more indirect approach to an advertisement that has to do with home ownership, but the good old bromide displayed above may far outpull it in spite of the fact that it has probably been used ever since men, women and children gathered in caves. It appeals direct to the primary need for shelter.

Another often-used headline is this—

Do You Want White Teeth?

Of course! We all want to be attractive. If you are advertising tooth-paste you may tinker around with more dramatic health appeals. You may play upon the fear of the dentist's drill.

One well-known tooth paste hasn't recovered yet from such a dose of scare advertising that the public evidently shied entirely away from it. But nice, white teeth will never go unwanted.

FREE!

Think how many times that simple word has been used—one of the most-worked captions in all Adland! But it still gets attention because it appeals to the desire to get something for nothing.

Here is another doddering old athlete that has a great appeal—

You Can Make One Too!

Its strength comes from its direct appeal to the instinct of construction that most of us have to some degree at least. And how about this—

Do You Fish?

Maybe not. But the hunting instinct is a part of most humans. So we might go on, putting down many more of these hackneyed old headings which are still strong because they remain Bait to Universal Desires. Perhaps the best of this group is that promise so often made—

NO MORE DRUDGERY!

When this state is achieved by all of us, what bliss! We realize that the promise is entirely too good to be true, but we read just the same for we all want to escape work and get back into the Garden of Eden where food, light, heat and shelter are free for all.

Some years ago I worked on the advertising for a manufacturer who was in a desperate position. Like many others who start their own business with a new type of product, he miscalculated when he estimated how long it would be before the public took hold of his product. So things soon came to the point where it seemed as though every advertisement might be the last. In six out of about twenty advertisements run during five months I used the heading—

Announcement!

If there is any one other word (except "Free!") which will get more reading than that one, I haven't yet met it. This word I am going to class as a Bromide News Heading. Of course, news items never carry the word "announcement" as a main heading, but the word promises news or information just the same.

Well, the experienced advertising man has several other words that promise news. Most of them have labored harder than Hercules, but they still hit the public right where it lives. They include—

At Last!

Another is "An Amazing Invention that Revolutionizes ———" (washing, cooking, shaving, or whatever it may be). Then there are the bromidic headings that start out with "Now!" or "New." Then comes "Here at last!"

The News Bromides appeal to us because News appeals to us and a News appeal might almost be called the life of advertising.

* * *

This is no plea for hackneyed headings regardless of quality. Those boastful, merely trite headings such as "296 years of Quality," or "Such Goodness," or "We lead the world in Button-Making," or "Smith Supremacy" are as bad today as they were in 1889.

Having always been weak, no amount of repetition can ever make them strong. Our grand old bromides, on the other hand, were born strong and no amount of repetition seems able to weaken them.

They are strong because they touch with firm fingers the sensitive springs of human action. They are strong because any advertisement is no more than a collection of words in cold storage until it gets itself read. These whiskered old workers are still "champs" at getting reading!

THE SATURDAY EVENING POST

126

IOWA— The golden corn state

BETWEEN the tranquil middle reaches of the blue Mississippi and the champagne-colored flood that breaks frequently into high rolling hills crowned with groves of fruit and nut trees and drained by swift streams. Sparkling lakes dot its northern boundaries. In summer the air is scented with honey-lavender and the fragrance of wild flowers. In winter the bright prints of tilted warmly to the south, the extraordinary deep, fertile, porous soil makes it one of the most wonderful agricultural regions in the world.

This is golden Iowa. An unequalled wealth-producing area where an almost perfect balance is maintained between industry and agriculture. A great region where *virtually the entire land surface is rich tillable soil.*

POPULATION: With a population of 2,700,000, there is only one city of over 100,000. Population is distributed with great evenness. The city here reaches its highest point of development—a complete industrial unit supported by the wealth of a rich soil. Typical are Des Moines, Dubuque, Cedar Rapids, Sioux City, Boone, Clinton, Bluffs, Ottumwa, Mason City, Davenport, Council Bluffs, and Iowa City.

AGRICULTURE: The total annual value of farm crops is close to \$1,200,000,000. Iowa leads the Nation in the production of corn. More than doubles second in the number of beef cattle. Third in dairy cattle. First in value of poultry and eggs. Of Iowa's 210,000 farms, more than 123,000 are operated directly by owners or managers; their average full value is estimated at more than \$35,000.

INDUSTRY: Industrial development has gained with significant suddenness in the last ten years. This has taken the form of a great variety of manufacturing, employing local materials. Accounting to the 1920 census, Iowa's factory output was already \$245,000,000 annually; it has increased considerably since then.

POWER: Great hydroelectric resources are available in the tremendous flow of the rivers that bound Iowa. Keokuk Dam, the largest river water-power project in America, is typical of what may be done. In addition, coal fields extend through 23 counties, already producing 9,000,000 tons annually.

TRANSPORTATION: No other state is so well served by railroads. It is claimed there is a railroad within ten miles of every farm in the state. Three trunk lines of The Milwaukee Road serve Iowa, giving it outlets north, east, south and west.

The height of civilization

Located in the strategic center of a prosperous and peaceful nation, Iowa has attained close to the ideal of civilization as a commonwealth. With industry and agriculture about balanced, its population evenly distributed, and small, live metropolises as regional centers, it is in addition distinguished for the number and excellence of its educational institutions, its high standards of living, and the health, stamina and beauty of its rising generation.



SHORTEST AND
PACIFIC



The recognized

Every third family in Iowa reads *The Des Moines Register and Tribune-Capital*—over 224,000 daily circulation. Most thorough state coverage of any middle-western newspaper.



British Empire Poster by F. C. Herrick

Advertising and Distribution Problems of Australia

By *W. B. Edwards*

AUSTRALIA is a primary-producing country. We are the largest wool-producers in the world, contributing 25 per cent of the world's wool production, and we rank very high as an exporter of wheat. All our exportable surpluses must come from the land, for though we have many industries catering to the requirements of our 6,000,000 people, it is not difficult to see the obstacles that stand in the way of Australian manufacturers launching their wares on the world's markets with any degree of confidence that prices can meet world competition on a par basis.

The solution of our economic problems rests mainly on our ability to increase our population sufficiently properly to exploit the potential wealth of our soils, both dry and wet, temperate and tropical. It is basically an advertising problem—the courageous spending in the likely markets of the world (including our own domestic market) an advertising appropriation of dimensions great enough to withstand any imputation of niggardliness. Tied up with it, essentially of it, is the problem of more effective production of all sorts, and at lowered costs,

through higher priced (and more efficient) production media.

For an American to appreciate the problems of production, and of advertising and selling too, that confront the Australian manufacturer or manufacturer's agent, he must keep in mind the fact that in area the United States and Australia do not differ materially. The advantage is with the United States by, say, the area of the State of Nebraska. We start, then, with the same "geography." We are both living in countries of great distances. But jettison the facts temporarily, and let the American draw on his imagination to the extent of picturing the United States, in this era of commercial and industrial progress, with a population of but 6,000,000, and that population distributed something like this:

Portland (Maine).....	300,000
Norfolk (Virginia).....	1,000,000
Jacksonville (Florida).....	1,100,000
Miami (Florida).....	60,000
New Orleans (Louisiana)...	350,000
San Francisco (California)..	200,000

with the remainder, to make up the 6,000,000, occupying proportionately the immediate hinterland of the centers named. Then he can, per-

haps, envisage many of our economic problems and difficulties.

I am endeavoring to make the distances between the American cities named conform to the distances between our points of concentration of population; thus Portland becomes Brisbane (Queensland), Norfolk corresponds to Sydney (New South Wales), Jacksonville to Melbourne (Victoria), Miami to Hobart (Tasmania), New Orleans to Adelaide (South Australia) and San Francisco to Perth (West Australia). This must be accepted as an illustration of distance only, and not an analogue of characteristics, for Brisbane, as an example, is subtropical, while Portland, to a native of Brisbane, would be sub-arctic.

It will be seen that about 50 per cent of our population is to be found in the capital cities; that we have six more or less isolated buying groups of differing sizes; that each group represents the state's point of contact with neighboring states, and with the outside world, and also that the capital is not only the seat of government, but is, as well, the dominating influence in the state.

Tasmania and Queensland show the best balance between city and

[CONTINUED ON PAGE 70]



Moline Implement Company



The American Fork & Hoe Company



Challenge Company



Nichols & Shepard Company



Hayes Pump & Plaster Company



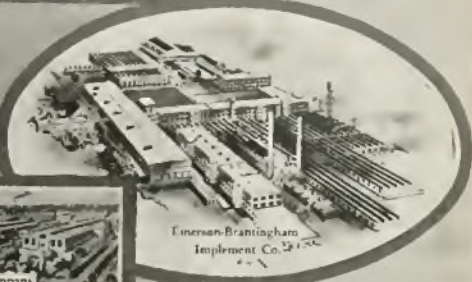
S. I. Allen & Co., Inc.



The Vulcan Plow Co.



Baker Manufacturing Co.



Emerson-Brantingham Implement Co.



B. F. Avery & Sons



The Meadows Manufacturing Company



The New Idea Spreader Co.



Stover Manufacturing & Engine Co.



The Collins Company



J. I. Case Threshing Machine Company, Inc.



Oliver Chilled Plow Works



A. B. Farquhar Co., Limited



Advance-Rumely Company



International Harvester Company of America, Inc.



Massey-Harris Harvester Co., Inc.

Here are a few of the important manufacturers of agricultural implements and machinery subscribing to The Iron Age. They find it a valuable business aid, as do the

companies in all the other branches of the metal-working industries, even though, unlike most of the other groups, their market is in an entirely different field.

Why I Failed

This Man Failed in Less Than a Year. Is He Justified in Shouldering at Least Part of the Blame Upon the National Advertiser?

By a Retail Druggist

ONE fine day a few weeks ago the sheriff posted a notice on the front door of my drug store. This marked the end of my career as a proprietor.

At the risk of being called a quitter and a poor loser, I say that I attribute no small part of the cause of my failure to the advice and recommendations of salesmen from whom, it seemed to me, I had every right to expect wise and experienced counsel, at least with regard to the lines they sold. I am speaking not of the fly-by-night canvasser who peddles questionable merchandise from store to store at so-called bargain prices. I refer to the supposedly well trained and well informed representatives of the best known houses in the United States.

These salesmen may have thought they were smart, selling me as they did, but where are they now? I have lost everything, but so have they, as far as my business is concerned. Their companies have had to write off a loss on my uncollectible account. They have lost all prospect of future business from the store with which they once did a prosperous and growing business. And then, most ironical of all, some of the very merchandise they sold me will plague them for weeks to come because at the sheriff's sale it passed into the hands of gyps who will sell it to other merchants at demoralizing prices.

Why do I blame these salesmen for part of my troubles? To answer that question at all convincingly I'll have to run over briefly a little of the early history of my career in business for myself.

In November, 1925, I succeeded to the ownership of a drug store which had been in successful operation for over 40 years. Just a little more than a year later I stepped out of the wreckage of this once fine business with absolutely nothing left but the well worn clothes on my back.

My adventure in running a store of my own was literally forced on me. For a number of years I had

been first assistant to the man who had founded the business in 1885. During the later years of his life his health was poor and he was not in the store more than an hour or two a day. To all intents and purposes I ran the store during these years. Then one day his weak heart failed him entirely.

A drug store as a going concern can have a high value. At a forced sale, its physical assets often won't even bring junk prices. Consequently the heirs were particularly anxious that the store be kept going, if possible, along the lines which had proved so successful in the past. What was more natural than for me to be asked to take charge of the store, especially as its management had been practically in my hands for some years before. The store was offered to me at a very fair price and on terms so liberal that, as far as one could anticipate, the entire purchase price could be paid from earnings within a few years.

THERE aren't many retail druggists who have had such a favorable environment in which to launch a business of their own. Yet I failed, and I ho'd accountable, at least in part, the salesmen who called on me.

Here's one example. With an infectious smile and a handshake that would warm the heart of a clam, an enthusiastic chap told me of the special free goods offer of his house, in effect that month only. The line was an excellent seller with me, but the quantity purchase required to obtain the free goods meant ordering a three months' supply.

The salesman blithely waved away my cautious objections. "Take 90 days to pay if you want to. You'll have the stuff all sold and the money in your pocket before the bill is due."

"Yes," I replied, "but suppose it doesn't sell as fast as we think it will. Why should I take the risk when I can get all I want from the wholesaler here in town in quarter-dozen lots?"

"But if you do that, you don't get the free goods. Man, those free goods on this new deal bring the net cost down to twenty-eight cents a package. You can make more money selling this number at forty-five cents when you buy the deal than you could selling it for fifty cents and buying at the regular price from the wholesaler."

That argument rather appealed to me because a couple of new competitors near me were indulging in some rather reckless price cutting.

Then came the salesman's clinching statement: "You know the old man always used to buy the deals."

He spoke the truth. My only conclusion could be that if such a policy had proved successful with my predecessor for over forty years, it ought to be an all right way for me to do business.

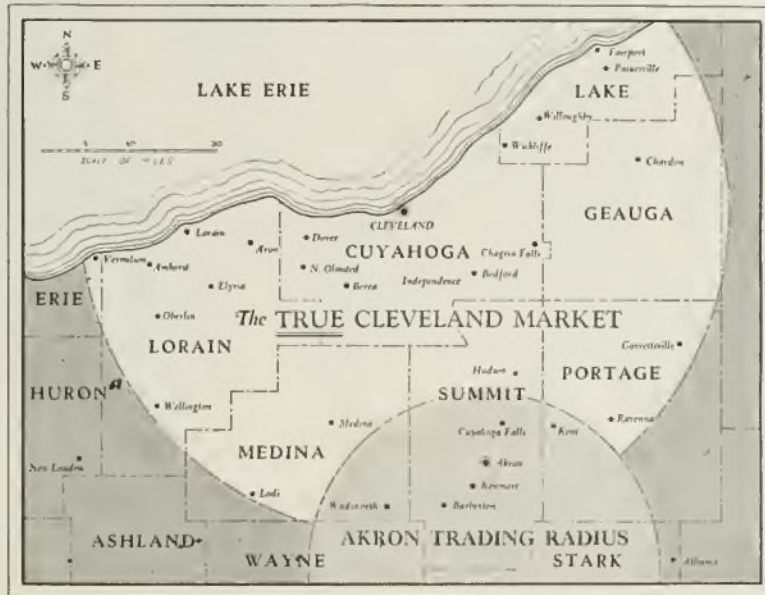
Now if free goods offers, deals and other forms of quantity discounts were something unusual or out of the ordinary, the problem would be entirely different. The facts of the matter are that, with perhaps a few exceptions, practically every good seller was and still is subject at one time or another to some kind of a quantity discount offer. The worst of it was that these fast sellers and well known goods are always the items which are selected for riotous price cutting. The salesman always stressed the argument that the savings offered by quantity discounts made the druggist better able to meet such price competition.

MY situation was somewhat different from that of my nearest and most vigorous competitor. This store was but one branch of a chain which had a dozen stores scattered over the downtown section. When they bought a gross on a deal that meant only a dozen for each store and this might be only a normal stock for each store. On the other hand, when I bought a gross of that same item in order to get the quantity discount price, it meant that I

[CONTINUED ON PAGE 51]

Correction!

Population Figures—The TRUE Cleveland Market



IN an advertisement on page 90-91 of the July 21st issue of Printers' Ink Weekly an error was made in giving the population figures for the TRUE Cleveland Market as shown in paragraph nine of Cleveland Publishers' statements to the Audit Bureau of Circulations.

The advertisement should have read as follows:

The population of the Cleveland trading area as shown in Cleveland publishers' statements to the Audit Bureau of Circulations is 1,525,000.

The population of the Cleveland trading area as given on page 278 of "Population and its Distribution," J. Walter Thompson Co., 1926 is 1,227,733

"A Merchandising Atlas of the United States," issued by Cosmopolitan Magazine, 1926 gives the number of literate native white families in the Cleveland trading area as 153,148

Standard Rate and Data service gives the total population of the Cleveland trading area as 1,500,000

Editor and Publisher's "Space Buyer's Guide" gives the population of the "Metropolitan District" (or trading area) as 1,116,892

The unanimity with which every unbiased authority sets the TRUE population of Cleveland's trading area at not more than a million-and-a-half is additional proof of the fact that the TRUE Cleveland Market is limited to a 35-mile radius of Cleveland Public Square. The Press has always contended that the population of The TRUE Cleveland Market is 1,500,000

The Cleveland Press

NATIONAL REPRESENTATIVES:
250 Park Avenue, New York City
Cleveland · Detroit · San Francisco

FIRST IN CLEVELAND



SCRIPPS-HOWARD

ALLIED NEWSPAPERS, INC.
410 N. Michigan Blvd., Chicago
Seattle · Los Angeles · Portland

LARGEST IN OHIO

Are Advertising Men Too Much on the Defensive?

Kenneth Goode and Percival White Discuss
"Your Money's Worth"

Percival White's Letter—

Dear Mr. Goode:

I read your review of "Your Money's Worth" with considerable interest. It seems to me rather a fair statement, though I have not finished reading the book, and so am not much of a judge.

But, in general, are not advertising men rather too much on the defensive for their own good? Their impulse is to excommunicate their critics. The executive who reads your review would say, "Here is a partisan statement, a heated rebuttal. Here is a condemnation of a point of view inimical to advertising."

Then, with some surprise, he remembers that he has never read a real criticism of advertising. He has never had a chance, until recently. So he buys the Chase book. He reads it. It is well written. And it is new, which is a tremendous stimulus to make him read, and even, perhaps, to make him think.

Personally, I am glad Mr. Chase has "broadcast the beans." I approve of his endeavor "to reform advertising by exposing its weaknesses to the man on the street." Attempts at reform are apt to be quixotic. Mr. Chase's attempt may be no exception; but it seems to me that he is right if he assumes that the man on the street will give him a hearing, and that the advertising man will not.

Advertising has never yet been under fire. Advertising men have had a smoke screen to protect them. When the fire does come, and I believe it is coming, they will learn to take it without wincing, as others in the public eye have done. In their attitude toward the enemy there will then be less animus and more good nature. Their voices will not carry

the note of rancour which they are so ready to condemn when they hear it in the throats of their critics.

Kenneth Goode's Reply—

Dear Mr. White:

Thanks a lot for your letter. I might quibble about some minor points, but the main issue is too important.

You say:

(1) That advertising men are on the defensive.

(2) That advertising men have never been under fire and resent any criticism.

(3) That real criticism of advertising is so rare that the average business man has never seen any.

Taking your last point first, may I remind you of Aesop's story of the shepherd who argued with the lion? To prove man's supremacy, he pointed out a statue of a hunter with his foot on the neck of a dying lion.

"Ah, yes!" retorted the King of Beasts. "But wait until I show you a statue put up by the lions."

Admittedly, the present conception of advertising is not scientific. It has, like the shepherd's statue, been built in masterly fashion by those who profit by the sale of advertising.

But who is going to circulate the criticism that will unbuild it? Money may not rule the world. But it certainly controls its channels of communication. No magazine or newspaper is going to take any part. Three dollars out of every four dollars revenue—all their profits and most of their expenses—come from

I have an idea you must be an awfully good advertising man. Your review is certainly better copy for Chase's book than any Macmillan will write.

Yours faithfully,

PERCIVAL WHITE,
175 Fifth Avenue, New York City.

advertising money spent as it now is!

Even when some magazineless book publisher lets loose a blast like Borsodi's or Chase's, the delicately handled book reviews gently smother the real issue.

On the other hand, skipping back to your first point, who shall blame advertising for jealously protecting the power it has built up?

One of the perquisites of being established is the ability to squash "destructive" criticism. Everybody does it. Mr. Jack Dempsey, for example, was warned by the referee for hitting below the belt in one fight and illegally pushed back through the ropes in another. In spite of this and his war record, he will soon make half a million dollars for an hour in a stadium dedicated to fallen American soldiers.

That only one outsider in a hundred gets out of Wall Street with his shirt is widely known. Also that by a little bookkeeping legerdemain the mass of money that operates against that small outsider is the combined funds of thousands of other small outsiders from all over the United States. Yet one hardly imagines any reputable publisher attempting to develop the real facts against speculation.

Hayti was a republic long before the United States. Eight hundred black soldiers came up to help us get

[CONTINUED ON PAGE 66]



Building A \$20,000 Income In Seven Years

THE casual observer finds little of interest in a florist, but when anyone so young and delightful as Irene Hayes builds up an income of \$20,000 in seven years by selling flowers, it becomes a story of unusual interest to people who are themselves reaching out for those things which will make their lives more complete.

Thus the new McCLURE'S, with stories of youthful struggle and achievement, appeals to an ambitious audience, young people who demand the better things of life.

The result—a growing list of prominent advertisers are finding, as you will find, that it pays to—

include McCLURE'S!

The
New **McCLURE'S**
The Magazine of Romance

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

The 8 pt. Page by Odds Bodkins

IS not this panel from a Mel'o Water Softener advertisement an excellent device:



—8-pt—

Now the syndicate idea seems to have been adapted to a new field—classified ads.

I learn of a new classified advertising service which provides simultaneous publication of classified ads in thirty-two national magazines, ranging from *Cupid's Diary* to *Review of Reviews*.

With 7,000,000 circulation guaranteed, it would seem that one should be able to get or get rid of about anything one wanted to, from a new job to an old jinrikisha.

—8-pt—

Not from any desire to reveal organization secrets, but because I think it should be published as a worthy example, I am printing an internal memorandum which is being circulated in the offices of the *New York American*:

The *New York American* has no more important task than the building of goodwill.

The management hears much criticism from many directions, of difficulty and delay in reaching executives on the telephone. People on whose favor our business depends resent questioning as to their pedigree on the phone before they are permitted to give us business or information which we are anxious to receive.

This evil has spread throughout the organization to such a degree that even clerical employees take themselves so seriously as to require inquisitorial methods applied to callers.

We believe that *New York American* men can do few things that will bring quicker commendation of the spirit of our organization than to talk directly, without questioning by secretaries or assistants, with whomsoever does the favor of calling them.

C. R. LINDNER.

Three cheers, say I. Do I hear a fourth?

—8-pt—

Sometimes when I see men following along, sheep-like, after each other in an advertising way, a portion from Mark Twain's "The Mysterious Stranger" comes to mind:

"They hanged the poor lady, and I threw a stone at her, although in my heart I was sorry for her; but all were throwing stones and each one was watching his neighbor, and if I had not done as the others did it would have been noticed and spoken of."

—8-pt—

How can one do justice to a "find" such as this treasure sent me by Laurence F. Calahan of Grand Rapids?

A letter from J. Walter himself, written in his own hand, under date of Dec. 27, 1893. Better still, a letter of solicitation, sent out apparently with a pocket calendar for 1894. Study the text:

If a man is in business and handles money it is imperative that he be accurate in his dates. If he hasn't any business or money, one date is as good as another.



Whenever you refer to it remember that that is the day you should send your advertising order to me. Wishing you a happy and prosperous New Year, I remain at your service.

J. WALTER THOMPSON.

Those were the happy days of advertising, when an advertising agent's wares could be displayed on his letter-head, and when we had only to land an order, not to seduce an account! Then one had "a standard list of 30 magazines," and they were practically all standard magazines, at that.

And that was only 34 years ago!

—8-pt—

Seeing a sign from the train window on the way to Philadelphia this morning—Fred M. Wood, Coal—makes me wonder why it is that men by the name of Wood and men by the name of Cole seem to be drawn inevitably into the coal and wood business.

Had you noticed it?

—8-pt—

Here are words of wisdom from Hendrik Van Loon:

"The human race, as far as I can make out, is divided into two sorts of people; those who say 'yes' unto life and those who say 'no.' The former accept it and courageously they endeavor to make the best of whatever bargain fate has handed out to them.

"The latter accept it too (how could they help themselves?) but they hold the gift in great contempt and fret about it like children who have been given a new little brother when they really wanted a puppy or a railroad train."

I suspect that we advertising men and salesmen are responsible for considerable of the fretting; darn us anyhow!

ESTABLISHED 1864
J. Walter Thompson's Standard List of 30 Magazines
TELEPHONE 4111 SEVENTH AVE.

J. WALTER THOMPSON.
305-31 5th Ave. Times Building N.Y.
New York, N.Y.
BRANCHES: 1015 N. Dearborn, Chicago
1000 Ave. de la Gare, Montreal, P.Q., Canada

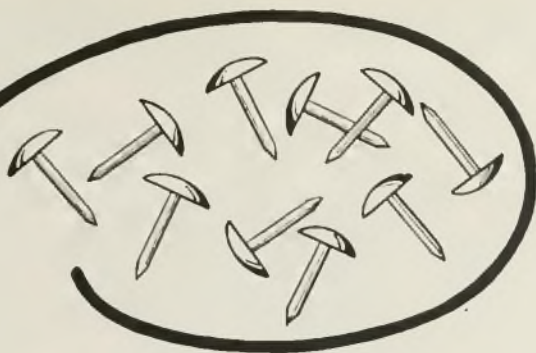
NEW YORK, DEC. 27th 1893

DEAR MR. SHEPARD

If a man is in business and handles money it is imperative that he be accurate in his dates. If he hasn't any business or money, one date is as good as another. A business man seldom wants to write a letter, check or note outside his office. To avoid waste of time - enclosed, made very light in weight, legible in print, and withal durable, as sent you. Henceforth you refer to it remembering that that is the day you should send your advertising order to me. Wishing you a happy and prosperous New Year, I remain at your service.

J. Walter Thompson

A business man often wants to write a letter, check or note outside his office. To avoid all waste of time in looking for a calendar, the enclosed, made very light in weight, legible in print, and withal durable, is sent you.



BRASS TACKS

*Useful little units for
decorating decorations*

Symbols, too, of pointed facts on single
subjects—to which they hold fast.

THE HOUSE BEAUTIFUL

Shows how to use them in decoration and
conforms to their symbolism by dealing
only with homes and how to make them
beautiful.

BRASS TACK ADVERTISING
for
Building-Furnishing-Decorating



**THE HOUSE BEAUTIFUL
PUBLISHING CORP.**

8 ARLINGTON STREET

BOSTON, MASS.

A Member of the Class Group

RATES BASED ON NET PAID CIRCULA-
TION OF 80,000 (ABC) WITH BONUS OF
OVER 10,000 MORE

17 Years With An Advertising Agency

[CONTINUED FROM PAGE 22]

Van Camp's Perk & Beans offered no unique arguments. They were just like other pork and beans. When we met in the factory and served a half-dozen brands, not a man present could decide which was Van Camp's. But we told facts which no one else ever told. We told of beans grown on special soils. Any good navy beans must be grown there. We told of vine-ripened tomatoes, Livingston Stone tomatoes. All our competitors used them. We told how we analyzed every lot of beans, as every canner must.

WE told of our steam ovens, where beans are baked for hours at 245 degrees. That is regular canning practice. We told how we boiled beans in soft water to eliminate the lime which made skins tough. Our rivals did that also. We pictured the beans, whole, uncrisped and mealy. We compared them with home-baked beans. We told why beans, when baked in home ovens, fermented and were hard to digest. And how we baked in sealed containers, so that no flavor could escape.

We told just the same story that any rival could have told, but all others thought the story was too commonplace.

Then I noticed that men at their noon-day luncheons down town often ordered pork and beans. These dishes were factory baked. Apparently these men liked factory baking better than home baking, as did I. So we sent out men to supply Van Camp's to restaurants and lunch counters. Soon we had thousands of places serving them at noon-day. We announced the fact, told the number of places, estimated how many men were every day going somewhere for Van Camp's. And that set women thinking.

Housewives were very ready to stop baking beans at home. It was a long, hard task. We went after those housewives—the 94 per cent—and told them how they could stop easily. We told and pictured the difference in results; told them how many of their men folks were buying baked beans downtown.

There we had the arguments on our side. We could bake better beans than any woman could ever bake at home. But we could not bake better beans than our rivals. So we centered our attacks on the weak spots, made Van Camp's seem the one way out. And we created an enormous demand. Not only that, but the Van Camp brand commanded a much higher price than some of our rivals.

Then Van Camp began producing evaporated milk; first in one plant, then in seven or eight. He wanted to advertise that, but we advised him against it. Evaporated milk is a standard product. It must meet Government requirements. One cannot establish or claim an advantage on natural or standard products. One might as well say, "Buy my eggs, because they come from Hillside Farm." Or my butter, or my lard. Many millions of dollars have been wasted in trying to tie people to some certain brand of a staple.

I analyzed the situation on evaporated milk. I found that certain brands, regardless of advertising, dominated and controlled certain markets. Some they had held for many years against all efforts to displace them. The only reason seemed to be a familiar brand. Housewives naturally continue using the brands they know.

So I devised a plan for making Van Camp's Milk familiar. In a page ad I inserted a coupon, good at any store for a ten-cent can. We paid the grocer his retail price. For three weeks we announced that this ad would appear. At the same time we told the story of Van Camp's Evaporated Milk.

We sent copies of these ads to all grocers and told them that every customer of theirs would receive one of these coupons. It was evident that they must have Van Camp's Milk. Every coupon meant a ten-cent sale, which, if they missed it, would go to a competitor.

THE result was almost universal distribution, and at once.

We proved out this plan in several cities of moderate size; then we undertook New York. There the market was dominated by a rival brand. Van Camp had very slight distribution. In three weeks we secured, largely by letter, 97 per cent distribution. Every grocer saw the necessity of being prepared for that coupon demand.

In the meantime we announced in the newspaper the coupon that was to appear. We told housewives what to expect in this milk. And we tried to convert them from bottled milk to evaporated.

Then one Sunday in a page ad we inserted the coupon. This just in Greater New York. As a result of that ad 1,460,000 coupons were presented. We paid \$146,000 to the grocers to redeem them. But 1,460,000 homes were trying Van Camp's Milk after reading our story, and all in a single day.

The total cost of that enterprise, including the advertising, was \$175,000, mostly spent in redeeming those coupons. In less than nine months that cost came back with a profit. We captured the New York market. And Van Camp has held it ever since with enormous yearly sales.

Compare that method with distributing samples from house to house. They are offering something unasked for and unwanted. It has no prestige. The very giving of a sample cheapens the product, when done in that careless way. The stores are not stocked. Grocers are offended by your free distribution of things they sell.

Under our plan grocers had to stock. The woman had to make an effort if she wanted to get a sample. She could not know of the sample without reading the facts about the milk. If she presented the coupon, it was because the ads had led her to desire this product. The grocer made his profit on the sale, so he was happy. The woman found Van Camp's in stock when she used that sample can. Thus we captured market after market, and we held them.

No casual sample distributor ever made an impression on them. Such is the difference between making a show and really getting what you are after.

Few makers of evaporated milk can accomplish national distribution. They cannot produce enough milk. So the problem there usually is to develop local markets to take care of increased production.

The time came when rivals used our sample plan, so we had to invent something else. Millions of homes had by that time been converted to evaporated milk. The sale had reached 24,000,000 cases annually. The main question then was to establish a familiar brand.

In the new cities which we tried to capture we offered a secret gift. We offered to mail the housewife a present if she sent us the labels from six Van Camp cans. Or we piled wrapped presents in the grocers' store windows, without telling what they were. Any woman could get one by buying six cans of Van Camp's.

Curiosity is the strongest factor in human nature, especially with women. Describe a gift and some will decide that they want it; more will decide that they don't. But everybody wants a secret gift.

There are things to consider in such an offer. The gift must not be disappointing. It should be somewhat better than women are led to expect. Then the offer must be treated in a rather insidious way.

THE result of this offer was to induce countless women to buy six cans of Van Camp's Milk. They paid regular price, but they received a gift which made the bargain attractive. The gift cost more than our profits on the sale. But milk is in daily consumption. There is hardly a limit to what one can pay to get a new user established. The six cans made Van Camp's a familiar brand. The user had read all about Van Camp's. She was ready to find it superior. So she asked for Van Camp's when she needed a new supply. We captured and held many a big market in that way.

The reader may say that this is sampling, that it is scheming and merchandising, not dignified advertising as we know it. I have no sympathy with dignified and orthodox advertising. We are in business to get results. The finest palaver in the world, if it fails to pay, is useless. Hundreds of millions of dollars are being wasted on it every year.

I want to sell what I have to sell, and sell it at a profit. I want the figures on cost and results. We can pose as artists and as geniuses for only a little while. Business men find us out. Those who have tried that plan have perished—every one I know. But a real result-getter never loses his charm.

We meet men sometimes whose ideas are centered on the non-essentials. They want to boast of their accomplishments. And they are often big men in some ways. One can easily please them if he wishes to sacrifice all practical ideas,

K N O W N M E R I T



REV. JOSEPH F.
NEWTON, D. D.

Religion



We announce with pleasure
the appointment of
James L. Demoville
as Managing Editor of the
TOPICS PUBLICATIONS

Drug Topics, Wholesale Druggist, Display Topics, Drug Trade News

JAMES L. DEMOVILLE is one of the outstanding figures of the drug trade.

Following his graduation from the Philadelphia College of Pharmacy, he was for years owner and actively in charge of the Demoville Drug Company, of Nashville, Tennessee, one of the best known retail stores of the South.

Mr. Demoville was one of the original 40 retail druggists chosen by Louis K. Liggett for the foundation of the United Drug Company; and later, because of his marked merchandising ability, was induced by Mr. Liggett to join his organization, and to help in building up the Rexall Agencies on the Pacific Coast.



In 1916 Mr. Demoville was made Manager of the Sales Promotion Department of the United Drug Company.

In 1923 Mr. Demoville was elected President of the National Drug Stores, operating a chain of 22 retail drug stores in New York, Chicago, Rochester, Newark and New England.

WE have appointed Mr. Demoville Managing Editor of our publications. In that capacity, in collaboration with Jerry McQuade, Editor in Chief, and his Associates, Mr. Demoville's knowledge and drug trade experience will add to our present highly developed equipment, increasing our ability to serve our industry in the most effective possible manner.

We have gathered together on the staff of the Topics Publishing Company the most complete group of highly trained, experienced men from every branch of the drug trade ever assembled by any publishing organization, and we are always glad to place at the disposal of advertising agencies and manufacturers operating in this field, the specialized knowledge and vast store of drug trade facts and information which these men possess, to help in the solution of drug trade merchandising and marketing problems.

Edwin Crooks
President

TOPICS PUBLISHING CO., Inc.

Publishers of Drug Topics, Wholesale Druggist, Display Topics,
Drug Trade News

291 Broadway

New York City

Atlanta Boston Chicago Cleveland St. Louis San Francisco

for advertising to them is a maze. But do that, and you are bound to lose. The ultimate object of business is profit. Cater to any other side, and you will shortly find yourself discredited.

In the eighth installment of his autobiography, scheduled to appear in the September 7 issue of **ADVERTISING & SELLING** Mr. Hopkins discusses the broad subject of automobile advertising. In this particular line his experience was wide and varied. The first automotive vehicle he owned was "a steam car made in Milwaukee," and his personal experiences with this sold him thoroughly upon automobiles in general, at that time considered largely as playthings of the rich. Starting with his early advertising for the Chalmers Company, Mr. Hopkins' next chapter takes up the Hudson, Overland, Reo and Mitchell advertising and continues down to his highly successful and widely known 1924 campaign for the Studebaker.—EDITOR.

Who Is J. E. Powers?

[CONTINUED FROM PAGE 30]

made to suffer, but Mr. Powers said that anything over the Wanamaker name was the same as if Mr. Wanamaker himself had uttered it. As Mr. Powers told me, "I did not say that I would not include any shoe advertising, but (and with his merry chuckle) it never appeared."

At one time Mr. Powers and Mr. Wanamaker were not on speaking terms for some months, although they passed each other in the store daily. The first instance of the Wanamaker "column" causing national comment was when a convention met in Philadelphia, and in place of any store advertising, Mr. Powers devoted the entire column to an editorial on "Trade." The following morning Mr. Powers received from Mr. Wanamaker a clipping of that article, and along the margin were written such notations as "Good," "Well worked up," "Excellent," etc. Mr. Powers and Mr. Wanamaker were then on good terms. But the following year they were not speaking when the same body met again for their annual convention. Mr. Powers inserted the identical article on "Trade" which had appeared the previous year. The following morning Mr. Wanamaker's clipping came to him with "Bad," "Rotten," "A lie," etc. Mr. Powers used to take these deadly parallels from his desk and show them with great glee, as he said, "Don't forget that the public whims are a changing factor in all advertising."

At President Garfield's death Mr. Powers devoted the Wanamaker column to a eulogy on Garfield. This also was commented upon far and wide by the newspapers of the country. Mr. Powers was fond of work. Instead of spending his month's vacation at some summer resort, he came over to New York and solicited insurance for one of the large insurance companies. It so happened that he was on one of these vacations when President Grant died, and he received a telegram from Mr. Wanamaker to furnish an article on Grant.

Mr. Powers replied that his time was another's, but after four o'clock he would see what he could do. He told me that he went to the editorial rooms of the *Evening Post* and wrote what he thought was even a better article than his Garfield editorial. Mr. Wanamaker

... from the life of a great newspaper system



"In Mercy's Name . . . stop the presses!"

A 13-year-old boy had made a fatal mistake. And the fault was in the newspaper's headline.

In some moments before the great presses had started their daily run, the boy's father appeared at the printer's office and frantically begged that the press be killed.

It was too late. He pleaded. The story means nothing to the public. But it will get a big head on its way to every home, give the boy a shame . . . and I'll make certain a girl does her duty.

The chief telephoned the press room. The boy got his chance and was glad. The suffering aftermath of his mistake took the better out of his character and made a man of him.

A newspaper should be broken and through in its publication of the news. But it also should be accurate. It cannot conscientiously stand any child, whoever he may be, of the wrong a piece in the day's news. But it may well stand in the great work the society of education for his moral instruction.

That has been the editorial stand of the SCRIPPS-HOWARD Newspapers. Separated from school and independent of all outside ties, financial or political, these newspapers remain free from giving facts that the public is entitled to know.

But in the execution policy of printing all the news, SCRIPPS-HOWARD Newspapers make the exception that never the names of persons offenders, when the offense is palpable, and all possible malfeasances, other than of national consequence.



SCRIPPS-HOWARD NEWSPAPERS
MEMBERS OF THE ASSOCIATION OF AMERICAN PUBLISHERS AND MEMBERS OF THE PUBLISHERS' CONFERENCE

ALLIED NEWSPAPERS, INC. *News Representatives*
17 EAST 45TH STREET, NEW YORK, N.Y. - TELEPHONE 100-1000
EST. 1888 - INC. 1914 - 1927

Little Dramas in the Life of a Great Newspaper System

FIGURES . . . FIGURES . . . FIGURES! Every space-buyer is deluged with them and often bewildered by them . . . True, figures are indispensable to the space-buyer, in his appraisal of an advertising medium. But figures alone are not enough.

What's back of the figures . . . in community-influence, in reader-confidence and reader-responsiveness? The number of readers a newspaper has is not so important to the advertiser as the number of its friends.

So, in preparing the 1927 national advertising

campaign for the SCRIPPS-HOWARD Newspapers, we have dealt, not merely with SCRIPPS-HOWARD figures, but with SCRIPPS-HOWARD public-spirited accomplishments and conquests.

As the "copy-basis" for the SCRIPPS-HOWARD story to the American advertiser, we have selected typical instances of public service from the pages of SCRIPPS-HOWARD history. Actual episodes which typify the unswerving devotion to public welfare, rendered by this great group of newspapers, throughout its 47 years of clean, efficient and non-partisan news-service.

CLIENTS: INTERNATIONAL SILVER COMPANY (1847 ROGERS BROS. Silverplate); BAUER & BLACK; ELGIN NATIONAL WATCH COMPANY; P. LORILLARD COMPANY; THE HOUSE OF KUPPENHEIMER; SCRIPPS-HOWARD NEWSPAPERS; REID, MURDOCH & COMPANY (for 1928)

LENNEN & MITCHELL, INC.

An Advertising Agency Serving a Limited Number of Large-Volume Advertisers

17 EAST 45TH STREET, NEW YORK CITY



A Direct Entrance to An Extensive Market

In the four states of Virginia, North Carolina, West Virginia and Maryland, there are 460,000 farms that yield their owners unusually substantial incomes—more than enough to satisfy every personal and agricultural need. And the needs of these people are many and varied. They buy the most modern of labor-saving farm implements and machinery. They buy, also, "all the comforts of home," which they can easily afford, since their farms provide them with four-fifths of what they use for living purposes.

These people are readily influenced by advertising, and they are most strongly influenced by the advertising in their own home newspaper, the Southern Planter. Going twice a month to one farm in every three, the Southern Planter presents the most direct entrance to this extensive market.

NOTE: In the states containing 62.5% of our circulation, 65.66% of the farmers' income is derived from livestock and livestock products.

The Southern Planter Richmond, Va.

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

used it, I believe, but said that it was one of the poorest things Mr. Powers had ever written.

WHEN the Gimbel stores were opened in Philadelphia, Mr. Powers was engaged to handle the advertising, and he induced the management to conduct the first full month's sale of *everything at absolute cost*—that is, all merchandise was to be offered to the public at not one cent's profit for full thirty days. Mr. Powers said the store was so crowded that one could hardly get about, and the sales were enormous. In fact, they were so enormous that he could hardly keep the management from raising their prices slightly so as to gather some profits, and he threatened to resign if they did. The thought of losing so much possible gain became too great, and on the twenty-first day the store dropped its guarantee of "thirty days sale without a cent of profit." Mr. Powers walked out.

Mr. Powers was engaged to write a book for the Cleveland Y. M. C. A., and the book he produced made the Cleveland branch next in size to the one in Brooklyn, then the largest in the United States. It also brought down upon him hundreds of condemnatory letters from ministers all over the country. Mr. Powers felt that a great many men would miss the benefits of the gymnasium and other classes from a feeling that they would be asked to attend the religious classes as well, so he treated the religious side of the work almost contemptuously. As I remember it, he wrote: "The religious side will not interfere with your having a good time. Every Sunday, and sometimes on other days or evenings, a few zealots gather around a squeaky organ upstairs somewhere and get rid of their feelings, but this will in no way interfere with your having a good time." As above noted, the campaign made the Cleveland the second largest in size of any Y. M. C. A. branch, but the letters he received and read over to me with great glee were worth more to him than the money he received for conducting the advertising campaign.

One of his greatest successes was with the Vacuum Oil Company. When he was told that their product was a lubricating oil, he asked what "lubricating" meant. Before anyone replied, he said, "makes things run easier, doesn't it? If poor oil is used, does machinery run any harder? Does the machinery ever have to be stopped because of bad lubrication? How long, perhaps? Thirty minutes? What do the workmen do when the machinery has been shut down for that thirty minutes? So much of your payroll is wasted, isn't it? If poor oil makes machinery run harder, how many more tons of coal is necessary to run machinery with poor oil than with good lubricating oil?"

The Vacuum Oil Company had been selling its lubricating oil on the reputation of the company, not upon what the oil would do. They were getting, as I recall, 65 cents a gallon for their oil against 35 cents that the Standard Oil asked for its best oil. Mr. Powers's interrogations, the answers to which were so obvious, showed the Vacuum people that they had been working upon the wrong angle, and within a half hour Mr. Powers was engaged to spend a month at Rochester teaching the hundred or more salesmen, some of whom came from foreign countries, how to

sell oil upon the oil's merits; for, as he said, "the product always makes and keeps a concern's reputation. And no matter how great a company may become, it must never forget that its name alone is never a barrier against competition."

A pronounced characteristic of Mr. Powers's work was his use of the negative, or perhaps "improbabilities of success" would be a better term. In all of his prospectuses he would treat at length the possibilities of non-success of any product he was selling, and then he would close so optimistically as to dispel any objections that the prospective buyers might have had. He contended that no man will accept your statement without reservations. It is the very nature of man to combat any argument another man puts up, and if a prospect can pick out a single point that the seller has not or cannot successfully meet, that prospect will cling all day on that one point. Therefore, Mr. Powers followed the plan of raising every impossibility and improbability he could muster at the start, hoping thus to leave his prospect practically defenseless.

Mr. Powers was a stickler for the plainest typography. He would never italicize a word, nor use any other attempt at display in his text matter. He said: "When I am not able to find words to express all the emphasis I desire to make, then I will begin again the study of the language." He was offered a very large salary to become the advertising manager of one of New York's large and most conservative dry goods houses. At a conference at which the contract had been all but signed, Mr. Powers casually said, "I intend to use another type face than you have been using." To which the head of the firm replied: "Oh, no. We have used that italic face so long that I would not consider any change." "All right," replied Mr. Powers, "I will not accept any handicap; type is for but one thing—it is the track upon which the thought travels through the eye to the mind, and the quicker the thought reaches the mind without any hindrances, the less the abstractions, then the greater and more favorable the impressions will be. If that is your decision, then I am not interested in any contract."

MR. POWERS was not a stickler for the best English. "I don't care," he has told me, "if your English limps a bit here and there; the main thing is to get your idea across. Don't deviate from good English merely for the sake of getting away from it for effect, but if you can best convey to the readers the thought you want them to grasp by using words that they are more accustomed to use in their talk, then by all means get your thought to them that way. But get it there at any cost. Stories are not written to be set in type; they are written to be taken out!"

It may interest many ADVERTISING AND SELLING readers to see one of Mr. Powers's personal advertisements, since they best paint his peculiar, convincing style. When he showed to me the full page reproduced here from an 1896 issue of the *Century Magazine*, he told me of the many letters he received from the heads of several of the then largest concerns in this country. It is an advertisement that, I believe, might well be copied by advertising men seeking accounts today.

IT'S THE MAN WHO BUYS AND BUYS

Modern advertisers know very well that the time-honored myth about the woman being the "Purchasing Agent of the Home" is interesting, but not true. They know that more and more men are going to market these days for more and more products and services and that the male judgment is being looked to in the selection of almost everything that comes into the home.

\$3,100 a page

All-Fiction Field

Magazines of Clean Fiction

NEW YORK CHICAGO BOSTON SAN FRANCISCO



a more productive market than in Bridgeport, Connecticut trading area?

It is compact, unified, accessible and easily covered at one cost.

50,000 families live well, earn and spend in this territory. They are all good producers, their incomes are steady and there is no such thing as hard times because in Bridgeport 443 manufacturers producing over 5,000 different commodities are busy all year 'round.

For complete coverage, the

BRIDGEPORT
Post-Telegram

with its 44,446 daily circulation is the medium that stands supreme in circulation, reader interest and prestige, in a trading territory that is remarkable for thrift and for its compactness.

National Representatives
GILMAN, NICOLL & RUTHMAN
New York, Boston, Chicago, San Francisco.

Everybody's Business

[CONTINUED FROM PAGE 5]

body more than a hundred clear days in Florida. The trouble is that in our northern States the winter days are so generally cloudy and the daylight hours so few. One of the best arguments favoring daylight saving is the fact that this permits us to utilize the light of the sun in the early morning hours when the heat is not so great. Our ancestors knew that it was good to get up early but they didn't know why.

ALL of this represents merely a non-technical scratching of the surface of a few sunlight fundamentals. It is a fascinating subject that anyone can take up as a hobby with much profit. Never before were we so sunshine-conscious. In a few years the average person will refuse to buy an automobile or work in an office that is not equipped with glass that lets through the ultra-violet rays of the sun.

This new attitude toward hygienic living will prove a powerful factor in putting an end to our present dirty civilization. Dirty desks, sooty window sills, blackened buildings and soiled tapestries will disappear. Laundry bills will be substantially less and there will be a huge saving to industry as a result of the material decline in absenteeism and inefficiency now caused by sickness.

Everyone dislikes smoke, but many have believed that its evils are exaggerated and the remedies too theoretical. Such may have been the case in the past. But the demand for smoke abatement today is established on a foundation of facts that are wholly tangible.

In one smoky community last year 794 tons of soot and dust were deposited per square mile. In a comparatively clean community the total deposit was 101 tons. Smoke from industrial towns of this kind will often travel 50 miles. The average soot particle settles under the influence of gravity at a very slow rate. Sometimes a particle shot from the top of a chimney 100 feet high will require three weeks to reach the ground in still air. Industrial smoke contains much ash and little nitrogen, so it is of very little use as a fertilizer for crops. The soot from domestic chimneys is richer in nitrogen, but is rendered useless as a fertilizer by the large percentage of tarry matter that goes with it.

Crops for many miles are seriously affected by the drift of sulphur from the chimneys of nearby towns. Even hearty evergreens in some manufacturing districts become so damaged by smoke that they fail to flower in the summer and lose their leaves in the fall. The cost of washing tarry deposits off glass houses amounts to about \$23 per acre, and sometimes this work must be done four or five times a year where the atmosphere is continually smoky. People in such sections pay a smoke tax every time they buy a bunch of flowers.

Smoke acids lower the nutritious value of grass, and cause the farmer

to purchase more feed for his stock. Also the soil in smoky regions suffers a serious loss of lime, resulting in a deficiency of lime content in the milk obtained from local cows. In some regions the soil is so acid from smoke that constant dressings of lime are necessary. This encourages the growth of rank weeds and thick grasses.

A recent investigation in an eastern community disclosed that in twelve months the hours of sunlight totaled 1167. A few miles away with climatic conditions precisely the same, except that there were fewer smoking chimneys, the hours of sunshine totaled 1402—a 17 per cent increase of sunlight. Any number of measurements throughout the country have indicated as much as a 40 per cent absorption of total daylight by smoke clouds.

Smoke doubles and triples the expense of cleaning. It means more window-washing, more servants, more speedy blackening of curtains and quicker discoloration of pictures and other household articles, especially those made of silver and brass. The sulphuric acid in smoky air damages mortar, masonry and metal-work as well as fabrics and vegetation. Even the steel rails of a railroad have shown a loss of weight of more than a pound per year per rail in a smoky atmosphere as compared with a loss of only 0.18 pound in a district where the air is clean. The examination that brought forth this fact was continued for 17 years.

Coal dust, smoke and soot increase the death rate from acute lung diseases. Two large towns located in the same industrial district are built in precisely the same style, and differ only in the amount of coal smoke in the air. The first town is situated on the eastern edge of the district and receives coal smoke only from the west. The second town lies in the center of the region and has an atmosphere constantly charged with smoke. In the first community the death rate per 10,000 from acute non-tubercular lung diseases, taking people between the ages of 15 and 60, is only 11. In the nearby smoky town the death rate is 35. Another similar survey covering 24 cities, half industrial and the other half non-industrial, showed a death rate of 26.5 in the smoky communities, and a death average of only 17.5 in the towns having a clean atmosphere.

UNFORTUNATELY many of us preach one thing and practise another. We praise sunshine and then manufacture smoke to shut it out. It is time we recognized the truth that it is not the cold that kills, but the darkness of our winters. Such a realization, coupled with an already full appreciation of the multitude of evils that result from living and working in a dirty environment is certain to bring us to a clean civilization where our buildings will be something more than huge piles of blackened masonry.

More gratifying than all else is the clear evidence that smoke-abatement campaigns throughout the country have been taken out of the hands of emotional faddists and self-seeking politicians. Present programs to clean up the air and let in the sun are being directed by trained engineers who not only recognize the necessity of suggesting remedial measures that are practical, but who appreciate the need of gaining the interest and cooperation of present smoke offenders by doing all that is possible to work no unnecessary hardship on American business generally.

Why I Failed

[CONTINUED FROM PAGE 38]

was buying twelve times a normal stock. This, however, was a condition which was not peculiar to me alone. Every other independent druggist has to meet it.

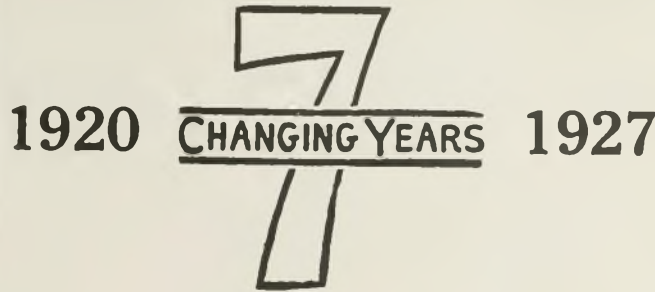
The acceptance of one of these free goods deals will not make or break a druggist, but the acceptance of even a few dozen of the hundreds available will cause financial grief quickly enough if one hasn't available a considerable surplus of cash. My predecessor had succeeded and grown because in the long years of his career he had accumulated surplus cash which he found he could invest profitably in surplus stock.

When I came along with barely enough cash for normal needs, this working capital was quickly tied up in my first few quantity purchases. Here was the way it happened. I started with \$2000 cash working capital. I could count on no important increase in this amount for some years because, unless the business took an unexpected spurt, I needed practically every cent of surplus earnings to meet the notes I gave for the purchase price of the store.

Ten deals each involving \$200 were enough to commit me to the full extent of my available cash. The way things were and are, almost any druggist can easily commit himself to ten deals in as many days. Don't misunderstand me. I rather pride myself on the fact that I bought no lemons or slow sellers on these quantity deals. It was all merchandise which I knew was readily salable.

But when a man in ten days commits himself to the purchase of enough merchandise of only ten specific items to last him for months ahead, he is in for trouble. The first three months I found were comparatively smooth sailing. Of course I discounted no bills because my commitments soon were far in excess of my available cash. True to the salesman's promises, ninety days' credit was extended without much question. Those who did make polite inquiries were easily put off with the plausible explanation that I was just getting started for myself and things weren't running as smoothly as they would be later.

When three months had passed my troubles began in earnest. In some cases the goods had not sold as well as expected and a quantity was still on hand, although they still were selling.



Bankers are keen business men —always alert to changing conditions, they took immediate steps to serve the 700,000 people who came to Detroit from 1920 to 1927.

The leading banks have greatly increased the number of their branches since 1920—again confirming the growth of Detroit.

1920		1927
6 branches—	Bank of Detroit	—17 branches
13 branches—	Dime Savings	—25 branches
7 branches—	First National	—30 branches
9 branches—	Griswold-First State	—17 branches
23 branches—	Peoples State	—46 branches
20 branches—	Peninsular State	—30 branches

Has your advertising been planned to reach the Detroit of 1927?

These 700,000 people who have come to Detroit since 1920 have expressed a decided newspaper preference as indicated by these figures.

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

*EVENINGS EXCEPT SATURDAY.

The Times Is Growing With Detroit



A symbol of direct editorial appeal to women through the pages of a magazine subscribed for by men ~

THE results of this unique publishing experiment prove a definite *family interest* in The Shrine Magazine. May we tell you about them?

The net paid circulation of The Shrine Magazine is 607,112 copies monthly. *A distribution statement, by states, will be mailed upon request.*

THE SHRINE MAGAZINE

1440 Broadway · New York

Phone: Pennsylvania 7827

CHICAGO

BOSTON

But payment for the entire quantity couldn't be postponed any longer. Other goods sold out before even three months had passed and a re-order was necessary. This reorder, as time passed, was not received with any great amount of enthusiasm until I had, somehow, scraped together enough money to pay the previous balance. In an effort to get more time from my creditors I tried everything from post dated checks to trade acceptances. These expedients, however, only postponed the evil day.

THE whole thing boils down to this. I suppose a \$5 stock of any one item is sufficient for all ordinary needs. Then if a person starts buying this and other items in \$100 quantities instead of \$5 quantities it stands to reason that twenty times as much capital will be involved. I had enough working capital to finance purchases in ordinary quantities, but when I started buying in huge quantities you can see how quickly I forced myself into financial straits.

I am willing to take my full share of the blame for my failure, but I do feel that the condition which forced me on the rocks is bound to have some mighty serious effects upon people other than retail druggists. If a druggist has to buy twenty or fifty or a hundred times a normal quantity of merchandise in order to buy it at a price which will permit a fair profit, he either will be forced out of business or be compelled to employ so much additional capital that his costs will be increased. Thus begins a vicious circle.

The quantity discount gives an unfair advantage to chain stores and department stores, because with their size they can accept such offers without risk of overstocking. If this sort of thing goes on it looks to me as if a monopoly in retailing is bound to develop. Any national advertiser who has tried to get any great amount of cooperation from department stores or chains knows what that will mean.

Then there is this constant effort of every manufacturer to increase his own volume of business. I could see that from the way the salesmen talked and from the flood of literature which the postman brought in every day. Of course it is only natural for a manufacturer to want to increase his business, but unless judgment is employed in the sales methods used, results which are disastrous for him as well as for the retail druggist will be brought about.

The salesman who sold a \$200 order of his goods when a \$10 stock would have been sufficient increased his volume on that one trip, but on the other hand, he was a direct contributor to my downfall. He got one or two \$200 orders from my store, and now that is all he will ever get from there as long as he lives. If he had been content to let me buy a quantity which permitted fastest turnover and smallest stock he probably would have gone on receiving \$10 orders from me or my wholesaler every week for the next forty or fifty years. For the sake of a few immediate large orders this and other salesmen killed my business and their own. I admit I should have been more alert about protecting my own interests, but I contend, too, that they should have been more alert about protecting theirs. In that way we both would have prospered.

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

Effective - Dignified
Planned Inexpensively

CONSULT WITH EXPERTS

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

Folded Edge Duckine and Fibre Signs
Cloth and Paraffine Signs
Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

Established 1887 **BAKERS' HELPER** Chicago A.R.P. and A.B.C. Published Twice-a-month

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

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

For sixth consecutive year, —Capper's Farmer gains

IT'S the best record in the national farm field.

According to the mid-year figures on advertising lineage just released by the Advertising Record Company, this outstanding fact is revealed: that in the first six months of 1927, Capper's Farmer gained more commercial lineage than any other publication in the national farm field, which includes Country Gentleman, Successful Farming, Farm and Fireside, Farm Life and Farm Journal.

1927 makes the sixth consecutive year that Capper's Farmer has made a gain in commercial lineage.

And it's the sixth consecutive year, too, that Capper's Farmer has gained in circulation.

Capper's Farmer has gained not only in total lineage, but in practically

every one of the important classes of advertised merchandise, until it now ranks second in the following classifications: automobiles, tires and tubes, radio, tractors, house furnishings and equipment, lighting devices and classified advertising.

Capper's Farmer gained lineage on each of the above classifications.

Capper's Farmer ranks third on the following: agricultural implements and machinery; fencing, posts and garden fixtures; transportation, harness and accessories, lubricants and fuel oil.

Capper's Farmer is now going into the homes of 828,000 farmers of the prosperous Middle West. They read it through, from cover to cover. It's their monthly guide-book. They follow *religiously* its advice on radio, building, farm machinery, automobiles, lubricants, house furnishings and equipment, and countless other items which vitally interest the prosperous Midwest farmers.

M. L. CROWTHER

Advertising Manager

Graybar Bldg., New York City



Sell
this
Territory
thru

Capper's Farmer

Circulation—828,000

Published at Topeka, Kansas, by Arthur Capper.

THE MIDRIFF OF THE WORLD IN THE MIDWEST OF THE NATION

“*What kind*
of products can you
BEST
Advertise?”

We are often asked to name *the kind of products* for which our advertising talents are best fitted.

We do not think we are equally good on all kinds of advertising. We do think we can produce good advertising for any meritorious article that can be sold in volume.

If this is too general and all-inclusive, we hereby produce in evidence Exhibit A—a list of the products we advertise, broadly classified.

FOOD AND GROCERY SPECIALTIES

Clicquot Club Ginger Ale
Minute Tapioca
Steero Bouillon Cubes
Sanka Coffee
United Fruit Company Bananas
Blue Goose Fruits
Dry-Ice
Colgate's Laundry Soaps, Fab, Octagon, etc.

TOILET ARTICLES

Pompeian Beauty Powder
Pompeian Bloom
Pompeian Night Cream
Pompeian Day Cream
Pompeian Massage Cream
Colgate's Ribbon Dental Cream
Colgate's Rapid-Shave Cream
Colgate's Cashmere Bouquet Soap

TOILET ARTICLES—continued

Colgate's Goleo Soap
 Pro-phy-lac-tic Tooth Brush
 Johnson & Johnson's Baby Powder
 Johnson & Johnson's Baby Soap
 Johnson & Johnson's Nupak
 Fiberloid Toiletware
 Schick Repeating Razor
 Hygeia Nursing Bottle
 Dioxogen

HOUSE FURNISHINGS AND SPECIALTIES

Armstrong's Linoleum
 Florence Oil Stove
 Ostermoor Mattress
 Hampton Shops Furniture
 Bluebird Curtain Rods
 Vollrath Enamelware
 Easy Washer
 Crawford Coal, Gas and Electric Range
 Petro Oil Burner
 The Rome Co. DeLuxe Beds, Springs
 Ponsell Floor Machine
 Mendets

WEARING APPAREL

McCallum Silk Hosiery
 Ball-Band Rubber Footwear
 Walk-Over Shoe
 Spur Tie

BUILDING MATERIAL

Celotex
 Curtis Woodwork
 Anaconda Copper Roofing
 Dutch Boy White-Lead
 Armco Ingot Iron

AUTOMOTIVE

Exide Batteries
 Schrader's Gauges and Valves
 Pan-Am Gasoline and Oil
 Watson Stabilators

PAPER PRODUCTS

Hammermill Bond

PAPER PRODUCTS—continued

Old Hampshire Bond
 Warren's Standard Printing Papers
 United States Envelopes
 Greeting Cards (Association)

OFFICE APPLIANCES

Elliott-Fisher and Sundstrand Machines
 Art Metal Office Equipment
 National Loose Leaf and Bound Books
 Multikopy Carbon Paper

TENTILES

Boott Mills Towels
 Indian Head—Amory Browne Fabrics
 Parkhill Gingham
 Aberfoyle Fabrics

SPORTING GOODS, HARDWARE, ETC.

Goodell-Pratt 1500 Good Tools
 Iver Johnson Revolvers, Bicycles and Shot Guns
 U.S. Shot Shells and Cartridges
 Ray-O-Vac Flashlights and Batteries

JEWELRY

Hamilton Watches
 Shreve, Crump and Low, Jewelry, etc. (Retail)

CIGARS, TOBACCO AND CIGARETTES

Edgeworth Tobacco
 Yorktown Cigarettes
 Shivers Cigars

MUSICAL INSTRUMENTS

The Ampico and Ampico Recordings

FINANCIAL

The Dime Savings Bank of Brooklyn
 Wm. R. Compton Company, Investment Bankers

PUBLISHING

McCall's Magazine (McCall Street)
 Adventure Magazine

GEORGE BATTEN COMPANY, Inc.

Advertising



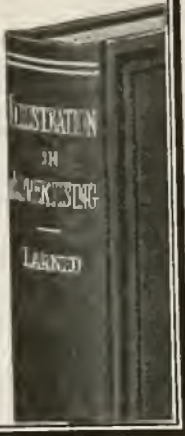
Cub Selling

[CONTINUED FROM PAGE 24]

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

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- how to inject life into inanimate products;
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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. F. 8-24-27

10. *Quiet confidence.* The confidence that counts in selling is the deep, quiet kind—not bragging, hand-waving, table-fisting, or other mere eye-and-ear appeals. It is expecting too much to ask a cub to have this attitude from the first day, but it will pay him handsomely to keep it in his mind's eye as a goal.

11. *Handling abuse and objections.* When he meets the occasional dealer who delights in abuse or unreasonable objections, the cub gets rattled and excited. He thinks he must stand up with a machine gun defence for his house and his product. The veteran has learned that these gusts of the dealer usually die down more quickly when the dealer is allowed to give them full vent. No need to answer every point. No use in placating every "wild man" who happens to be a merchant. Let them talk themselves dry. Then buyer and seller can then meet on a more rational basis.

12. *Avoid arguments!* The cub thinks that arguments are the life of salesmanship. The veteran knows that even if the dealer can be argued into buying, the victory is won as a pitched battle, and no dealer likes to be beaten into buying.

13. *Listening salesmanship.* The longer a man sells, the more artistic he becomes at listening. The best sale is the one where the dealer talks himself into buying, while the salesman simply listens and puts in a word or question here and there to keep the dealer going.

14. *No sympathy appeals.* The cub sometimes gives way to the temptation to tell about his aged mother, crippled sister, or tiny kiddies. The veteran knows that the dealer's private problems and obligations are probably quite as serious as his own—so he sticks to business.

15. *Persistence vs. nagging.* Another sign that the cub is ready to sell shows in his freedom from nagging tactics. Real persistence is a very different thing.

16. *Elimination of the "I."* Master salesmanship has little or no "I" in it. It is all "you" talk—valuable information appealing directly to the dealer's selfishness. Cubs will hasten their progress by cutting out the word "I."

17. *The call for help.* One sales executive says, "The new salesman thinks it is a sign of weakness to call for help. The veteran knows that it is a sign of strength. It shows that he is big enough and wise enough to use every resource of his house to make the sale."

18. *Underselling beats overselling.* One of the best salesmen I have ever known says, "For years I have always sold so that the dealer discovers that he gets just a little bit more than I promised. This makes my trade have faith in me and my house. They find that I more than make good on my promises.

"For example, if we talk about deliveries I may promise them in two weeks when I know that the goods are

sure to arrive in ten days. This sort of selling gives the dealer more than he expects, and it has made my relationship with my customers a most pleasant one."

The cub in his desire to break records is too prone to shoot the whole works and then some. He puts the best interpretation on everything when the transaction falls short of his claims and promises. In some respects the dealer wonders if there aren't other flaws as well in the relationship.

19. *Cornered buyers.* The purchasing agent in a big Rochester factory once said to me, "There's one young chap who is probably wondering why he doesn't get my business. He has some particularly good reasons why he should buy his product, but he fairly gets me into a corner when he comes to sell. I haven't a leg left to stand on. Actually I ought to be buying from him, but it hurts my pride too much to give in to a kid on that basis." No master salesman ever handles buyers in this fashion, but many cubs attempt it.

20. *Respect your own time.* The veteran salesman respects his own time and shows it in the right way to his trade, who in turn respect him and his house all the more for it. Time is a big ingredient in the individual salesman's success. The more calls he makes per day, the more business he will probably get.

The cub too often stands around, lets the dealer waste his time in talking everything but business, lets them put him off until the next trip, etc., etc., etc.

21. *Hardest to sell—easiest to hold.* The hard nuts look too discouraging to the average cub salesman. To the veteran they are often the most inviting names on his list. He knows that the hardest dealers to get are usually the easiest to hold. So he puts in relatively more time on these tough fellows than the salesman who is just beginning.

22. *Too many selling points.* The cub too often uses on the dealer all the selling points he has. He thinks this is being thorough. In this assumption he is wrong. Thoroughness goes much further than that. The thorough salesman goes on studying the individual dealer's business until he hits upon the two or three points which will make a real dent in this particular case.

If these fail he has other material in reserve. No need to put the whole darned army into action if one battalion can win the day.

23. *Keep repeating.* Once the cub has told his whole story and been thrown down, he wonders what he will say next. This gets him into the futile realms of mere defensive salesmanship.

The veteran is an adept at telling the old story over and over in slightly different ways. He knows that the chances are that it didn't sink in sufficiently at the first telling. So he keeps on throwing the same old troops at the same old point until the opposition gives away.



They're
GOOD
Bolts



“Tell the Truth”

THE air these days seems full of criticism of advertising. Something is wrong. The consumer doesn't get his dollar's worth. What matter that that dollar will purchase marvels other ages could not buy for millions,—could only conceive of in fairy tales—these marvels cost too much! Advertising is to blame!!

Like every other conscientious advertising man, when we read these things, we check up to see what we are doing to justify these indictments.

It is a great source of satisfaction at such times to look back over the advertising of Russell, Burdsall & Ward.

For eighty-two years this fine old institution has been making one product—bolts and nuts. Every year they have improved that product. How? By inventing new machines, new processes, cutting out waste. These bolts and nuts are now so accurate, so strong, and so uniform, that each one, though made on automatic machines and often in million runs, is as perfect as though made individually by hand and with microscopic care.

This is good news for every user of bolts and nuts in any part of the world. And so we are telling them—by advertising—the most economical and quickest way of telling them.

In every office of Russell, Burdsall & Ward hangs a large sign with the words “Tell the Truth!”. As this is the guiding force back of every transaction of this great house, so it is the guiding force back of the advertising. We are proud to work for such a company.

Myers and Golden
GRAYBAR BUILDING
NEW YORK

RUSSELL & WARD
BOLT & NUT COMPANY
PORT CHESTER, N.Y.



Branch Office: CHICAGO
Branch Office: DETROIT
Branch Office: ROCK FALLS, Ills.
Branch Office: SEATTLE
Branch Office: MAYDWELL & HARTZELL, Inc. 115-116 Eleventh Street SAN FRANCISCO

Makers of Bolts, Nuts and Rivets Since 1845

EMPIRE *New Process* **BOLTS**

The OPEN FORUM

Individual Views Frankly Expressed

Boomerang Slogans?

HAVING always been in the industrial advertising field exclusively, and not an authority on what catches the public attention in aiding the merchandising of a mass production article, I cannot help but wonder whether the recent advertising campaigns, undertaken by two prominent cigarette manufacturers, are not harmful to their own industry as a whole. "Not one cough in a carload" is a slogan that indicates that smoking as a general rule is harmful, but if the public will use this company's specific brand, they will find it will not be as detrimental to their health as other brands. No doubt they felt forced to it due to the ancient testimonial campaign of a competitor, "It's toasted, therefore does not hurt your throat," but it seems to me that any advertising that hurts or brings into a bad light a particular industry and its product to aid one individual manufacturer in that industry, is harmful advertising. I know that it brought my attention to the fact that maybe I was indulging a little too freely in a habit that might be injurious to my general health. Maybe I am wrong.

ABBOTT F. RIEHLÉ
RIEHLÉ BROS. TESTING MACHINE CO.,
Philadelphia.

More About Messrs. Chase and Schlink

IT seems to me that the official report of the first skirmish of the advertising forces after the offensive (and believe me, it was offensive) launched by Generals Chase and Schlink, will have to be reported in some such evasive phrases as "consolidating our lines." This eager "eye-witness" cannot observe much damage to the enemy either in material or personnel.

If the original salvo was really an unfriendly act toward advertising as a whole, let's get our heavy artillery into place. I'm not sure that it is. I am not sure that the Chase-Schlink opus is really an attack on advertising. No more than an indignation meeting over Deacon Smug's long prayers and short cords of wood is an attack on the Church. The whole isn't just *some* of its parts. It's a lot more. There has been a good deal of shooting at advertising in its day and where the lines were rotten they broke.

This is a scientific age. We have de-

bunked a number of our institutions by the laboratory method and it has not hurt the legitimate ones. Why should not advertising stand up to the test? In any case, let's not try to answer a barrage of high explosives with an angry war-dance, or by simply calling on the ancient gods for vengeance.

I'm waiting with interest for the counter-attack and only wish I had the qualifications to enlist.

H. R. BAUKHAGE, *Business Manager*,
Consolidated Press Association,
Washington, D. C.

Mr. Chase is at present in Europe. He has been invited to reply to Mr. Goode's criticism of his book. We hope to publish his article this fall.—EDITOR.

The Post Office and the Newspaper

PERMIT me to comment on your editorial by Harry A. Casey (July 13 issue). Mr. Casey compares the postman and the post office to the newspaper—its physical aspect only. He says that the merchant doesn't blame the post office nor the letter carrier if the mailing piece is a flop; therefore, the merchant should not blame the newspaper, which does nothing but deliver the message at the lowest cost to thousands of families.

True, the merchant doesn't blame the post office or the letter carrier. He blames the medium, which may be a letter, booklet, folder, brochure, broadside and what not. Sometimes a letter pulls better than a folder, as one periodical may be more resultful than another. All other things being equal, the merchant *should* blame the newspaper, which may be any one of a number of newspapers or magazines. If this weren't so, the advertiser could expect equally good or bad returns from any newspaper.

I believe that it's strictly a question of media. Depending on the product, it's sometimes more economical to tell your story to the masses through the medium of the newspaper than it is through direct-by-mail advertising. The selection of the medium must be decided after careful analysis.

The comparison between the post office and newspaper is a very poor analogy. The newspaper must be compared with the folder, booklet, letter, etc. Newspapers, too, are carried and delivered by newsboys and postmen. The success of direct-by mail advertising depends primarily on the mailing list—the market. The success of a

newspaper advertisement depends on the market—the subscription list, its readers. Select a proper medium, write a good message, and the rest is easy—provided the product is meritorious.

IRVING ROTHSTEIN, *Vice-President*,
Ahrend Letters, Inc., New York.

Divided By;—Not Multiplied

IN the printing of my letter on the circu-line in the issue of August 10 a typographical error crept in which, though small enough in itself, may cause your readers some confusion:

The line, in the paragraph beginning "Or in a formula . . .," which now reads,

. . . (c) Total circu-lines at one agate line costs (line rate charge) = . . . should read correctly,

. . . (c) Total circu-lines at one-agate-line cost: line rate charged = . . .

The important point being, divided by, and not multiplied by, as the parentheses might indicate.

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

Applying Advertising Principles

MR. LEWIS BREWER'S letter (June 15) is interesting. While, of course, the principles governing present day advertising practice are pretty well defined, they are certainly not as clearly defined as are engineering principles. It is doubtful, in the writer's opinion, whether the application of advertising principles will ever be an exact science.

Industrial advertising, which necessarily rests its case upon specific mechanical and economic facts rather than upon enthusiastic generalizations, is gradually but surely gaining a place leadership in the whole field of commercial publicity.

It is the business of industrial advertising to present vital performance facts where they will do the most good for the product to be sold; this it must do in a clear, straightforward and authoritative manner. At the same time it must be done in an attractive and human interest way.

American industry is expecting more and more from advertising as the years go by. Every year it is becoming more and more an integral part of industry's contribution to modern civilization.

WILLIAM E. KERRISH,
Wollaston, Mass.

Einson-Freeman Co., Inc.

Double-Tier Container Patent
sustained by United States Court



The "100 per cent" Counter Display (Pat. Sept. 5, 1922)

Folds and ships compactly



Takes 1/3 the counter space—gives 3 times the advertising space—and shows 2 rows of merchandise.



Sets up instantly

OUR basic patent covering the double-tier container has been sustained by the Honorable Grover M. Moscovitz, Judge of the United States District Court for the Eastern District of New York in an opinion handed down July 2, 1927, in an action brought by us against one of our competitors. A decree was entered in said case on July 6, 1927, reading in part as follows:

"ORDERED, ADJUDGED and DECREED, as follows:

1. That Letters Patent of the United States, granted on DISPLAY DEVICES, No. 1,428,226, dated September 5, 1922, being the Letters Patent in suit, are good and valid in law.
2. That the plaintiff, Einson-Freeman Co., Inc., is the sole and exclusive owner of the entire right, title and interest in and to said Letters Patent No. 1,428,226.
3. That the defendant, * * * has infringed upon claims 1, 2 and 3 of said Letters Patent No. 1,428,226, and has violated the exclusive rights of the plaintiff thereunder by making and selling DISPLAY DEVICES embodying and containing the invention of said Letters Patent as set forth in said claims 1, 2 and 3 thereof * * *

This decision fully protects the basic rights of the Einson-Freeman Co., Inc., on the double-tier container. It is definite protection to those of our customers to whom we have given exclusive license to use this container, and who recognize the distinctive sales producing value of this device. Among our many customers whom we are protecting by such exclusive right to use the double-tier container for their products are the American Tobacco Company, Yale Flashlights, LePage's Glue, Hohner Harmonicas, Ward Baking Co., etc.

The distinctive features of this device are:

It ships compactly; it sets up instantly; it takes up a third of the usual counter space display; it shows two tiers of products; it has thrice the advertising space; it receives attention quicker; it gets up, stays up and sells.

Our basic patent is No. 1,428,226, dated September 5, 1922. All infringers thereof will be vigorously prosecuted.

EINSON-FREEMAN CO. INC

Offices and Lithographic Plant
511-519 East 72nd Street
New York City

LITHOGRAPHERS





Anything
That can be
Photographed

Can be
Photo-sold.

Let Apeda
Photo-sell
It for you!

Apeda
Studio
INC.
PHOTOGRAPHERS

212 West 48th Street,
New York
Chickering 3960

The Standard Advertising Register

is the best in its field. Ask any user. Supplies valuable information on more than 8,000 advertisers. Write for data and prices.

National Register Publishing Co.

Incorporated

15 Moore St., New York City

R. W. Ferrel, Manager

Topeka Daily Capital

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

Topeka, Kansas

Shoe and Leather Reporter

Boston

The outstanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday. \$6 yearly. Member ABP and ABC.

Bakers Weekly

A.B.C. - A.B.P.
New York City

NEW YORK OFFICE—45 West 45th St.
CHICAGO OFFICE—343 S. Dearborn St.

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

Slot Machine Retailing

[CONTINUED FROM PAGE 21]

he named the article he wanted and then had to wait for change and wrapping. He missed his ferryboat. Standing on the dock waiting for the next boat, he asked himself, "Why isn't there some plan whereby I can stick a coin into a machine and get back instantly a wrapped parcel of standard merchandise? The brand is thoroughly known to me; the quality stable and satisfactory. I don't want to harangue, talk, wait or spend much time on the job of getting it—all I want to do is stick a coin in a machine and get what I want, on the run, so to speak."

IDEAS which come like that to a competent engineering mind, do not disappear into blue space after a few minutes. They germinate and grow. Certainly this was the case with Smiley. "The corner drug store or grocery," he says, "may in time come to resemble the automat restaurant of today."

Being an engineer and interested only in efficiency, he does not realize what a red flag such a statement is to many retailers, who are even now complaining about being made into automats by national advertising.

The opposing points of view of the dealer and the national advertiser have had considerable airing lately. Not long ago even the National Retail Dry Goods Association made a spirited attack upon national advertising from the point of view of department stores. The claim was made that the national advertiser shifted the emphasis from price to brand, whereas price was a factor which the retailer owed it to the consumer to emphasize. An answer to this is that during the past year department stores themselves have been making the discovery that less talk of price, bargains, special sales, etc., and more talk about style, quality and prestige is bringing them greater sales. This is precisely what the national advertiser has discovered long ago. His brand name is no less important than the dealer's name plate over his advertisement and over his store.

It would be suicidal for a dealer not to make sure that his customers knew where to find him. This is precisely what the national advertiser does in principle when he stresses brand.

PROBABLY the best representation of the retailer's side of the case was made recently in a statement by C. H. Janssen, secretary of the National Association of Retail Grocers. Mr. Janssen's views are not those of a mere disgruntled theorizer, for his activities have made him only too familiar with the problems of the retailer. In part, he says:

"Regardless of the good motives which prompted it, much of our national advertising is doing the retail merchant more harm than good. Manufacturers and wholesalers, looking only for immediate volume, have told the retailer in effect, 'You do not need to be a merchandiser. We will sell it for you. All you need to do is to stock them and hand them out.'

"In the opinion of many retail grocers the greatest direct result of national direct-to-consumer advertising is

that it has made mere order takers out of thousands who might be good merchants today.

"You would not send out a salesman who is not sold on your house or your product. You would not send out a salesman who would carry a competitor's merchandise as a side line. Yet many manufacturers believe that national direct-to-consumer advertising is all that is necessary to build up a permanent output, while the very man in whose hand lies the privilege of actually consummating the sale is not properly sold.

"THE retail merchant is the man who contacts with your public. He is the one who can tell you what reaction there is on your product. He is the first to know if there is real merchandising possibility in your quality. He receives the hard comeback when your quality belies your label. You should not impair his confidence, nor humiliate him by selling him sub-standard goods or go over his head and rob him of the incentive to do his own merchandising."

In spite of Mr. Janssen's able presentation, is the retailer's case substantial? In view of the economic history of a century, I, personally, do not think so.

I believe that the "slot machine" tendency represents the retailer's best hope for future profits, because it is such an efficient developer of turnover. In most cases usually cited the retailer's complaint concerns itself far more with the decreasing margin of profit offered by national advertisers than with any objection to the rapidity and ease with which consumers buy nationally advertised goods.

Retailers want the increased turnover of today and the old slow turnover rate of profit as well. This is surely not fair, for the cost of producing the increased turnover must be paid; and there are plenty of makers of slow turnover goods willing to offer very big profit margins to retailers.

But what live retailer wants these shelf-warmer brands? Even the chain stores have come to stress nationally advertised goods, despite their powerful efforts to sell their own brands.

The chain store has done much to make retailing a slot machine affair, but still the chains are growing mightily. I agree with Smiley that we will soon see far more cafeteria-like retail stores. The cost and declining quality of clerks, the pressure of competition will bring more and more efforts to make retail buying quick, safe, simple and labor-saving.

Wilbur D. Nesbit Dies

Wilbur D. Nesbit, vice-president of the William H. Rankin Company, Inc., New York and Chicago advertising agency, died in Chicago on Aug. 20. He was 54 years old. Mr. Nesbit was active not only in advertising but also in literary fields. He was president of the Forty Club and had gained a wide reputation as a poet and writer. He started his career by doing humor and feature writing and held positions as feature writer and columnist on the Baltimore *American*, the Chicago *Tribune* and the Chicago *Evening Post*.



picture readers ~ all!

THE straphanger is a symbol of the age. Though subway, elevated and trolley may not serve every community, the spirit of hurry, of snatch-as-you-go, permeates the land.

The picture story is instantaneous; it telegraphs its message at a glance; no barriers of age, of race, of literacy, bar its readers. Reach your *biggest* market through—pictures.

And remember, that while it is true economy to buy the best in illustration, that best is wasted unless it is faithfully reproduced. And the finest photo engravings actually cost no more than engravings less carefully made; in fact, they make both printing and results cost *less*.

For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.

Gatchel & Manning, INC.

C. A. STINSON, *President*

[Member of the American Photo Engravers Association]

Photo Engravers

West Washington Square 230 South 7th St.
P H I L A D E L P H I A

Advertisers

IN the preceding number of "Advertising & Selling" we listed half of the advertisers using the August issue of "Industrial Power."

We complete the list herewith.

The total number of concerns using space in the August INDUSTRIAL POWER is 106 and their advertisements occupy 91½ pages.

August issues are not notable for bulging volumes of advertising; on the contrary they are often notorious for the advertising they do not carry.

How well and how favorably "Industrial Power" has come to be known by the companies advertising in it may be judged by the fact that in this August issue of "Industrial Power" there are 61% more pages of advertising than in the best previous August issue.

M. H. Detrick Company
 Cling-Surface Company
 The Powers Regulator Co.
 The Prest-O-Lite Company, Inc.
 The Standard Scale & Supply Corp.
 Allen-Bradley Company
 The Vastine Salcs Corp.
 The Leavitt Machine Company
 Anti-Hydro Waterproofing Co.
 S. F. Bowser & Company, Inc.
 The M. A. Hofft Co.
 MeLeod & Henry Co.
 Cooke Seal Ring
 The Terry Steam Turbine Company
 Midwest Firebrick Construction Co.
 Combustion Service Corp.
 Diamond Power Specialty Corp.
 The Conway Clutch Co.
 Clement Mfg. Co.
 Elliott Company
 Henry Vogt Machine Co.
 The Garlock Packing Co.
 Nuway Boiler & Engineering Co.
 Smooth-On Mfg. Co.
 The Engineering Products Corp., Inc.
 Alexander Bros., Inc.
 Boiler Room Improvement Co.
 Grindle Fuel Equipment Co.
 International Filter Co.
 Charles Engelhard, Inc.
 Viking Pump Company
 Clarage Fan Company
 Chicago Pneumatic Tool Co.
 The Swartwout Company
 Chicago Chemical Co.
 Iron Fireman Corporation
 Rectigraph Company
 Mead-Morrison Mfg. Co.
 Mathews Conveyor Co.
 The Browning Crane Company
 Conveyors Corporation of America
 Goodman Manufacturing Co.
 The Fat-Root-Heath Company
 The Lamson Company
 Box Crane & Hoist Corporation
 Weller Mfg. Co.
 The Kent Machine Co.
 Godfrey Conveyor Company
 American Engineering Company
 Easton Car and Construction Co.
 York Heating & Ventilating Corp.
 Link-Belt Company



The Town Fault Finder

In Great Britain, if I am correctly informed, the leader of His Majesty's Opposition is paid a salary considerably larger than the average Member of Parliament gets. It has always seemed to me that this was a very sensible arrangement; but why should its benefits be confined to Parliament? Why should not every municipality—every business, too, for that matter—have its paid fault-finder? By "fault-finder," I do not mean merely a man who goes around stirring up trouble, but one who puts his finger on things which should not be and howls about them so loudly that those in authority are bound to take cognizance of them.

A Secondary Transportation System

Some day, when I have time, I am going to write an article which will bear the title set forth above. It will deal with the changes which the almost universal use of the gas-propelled vehicle has brought about.

Those of us who seldom venture far from New York have no conception how far-reaching these changes are. They affect the day-by-day life of millions of men and women. They have altered—and not for the better—the appearance of a good part of the topography of the land we live in. They have transformed thousands and thousands of farmers into amateur hotel-keepers. They are responsible for a new point of view, not only of the people of the community but also of legislatures. That these changes have been beneficial in many ways is beyond doubt. That they have been harmful in as many more is equally beyond doubt.

Yet He Seems Happy Enough

Last night, in Riverside Park, an old friend told me of his plans for the future. "Two years more," said he "and I'll sell out and go back to the town where I was born."

"Will you be happier there than you are now?," I asked.

"I think so," he answered. "For one thing, I can do what I please."

"You do that now, don't you?"

"I do not," said C. "What is more, I never have. All my life, I've done what I did not want to do."

JAMOC.

"There Was a Decrease"

"Notwithstanding the heavy travel on the Oriental Limited, and other fast trains, there was a decrease of 6½ per cent in the total passenger revenue compared with 1925."—Extract from the annual report of the Great Northern Railway for 1926.

You will find some such statement in the annual report of practically every other American railroad. Through travel—that is, travel between points hundreds or thousands of miles apart—holds up; indeed, it never was better than now. Local travel, which used to be the backbone of the passenger department, has shriveled up and died. The privately-owned automobile and the motor-bus have killed it. I suppose I know twenty New Yorkers who hail from the Middle West. Most of them are out-of-town at the moment; they've gone to their old homes in Indiana, Ohio or Illinois. The railroads have not benefited by their going to any great extent because, with hardly an exception, they have made the trip by automobile.

Overdone. Just a Trifle

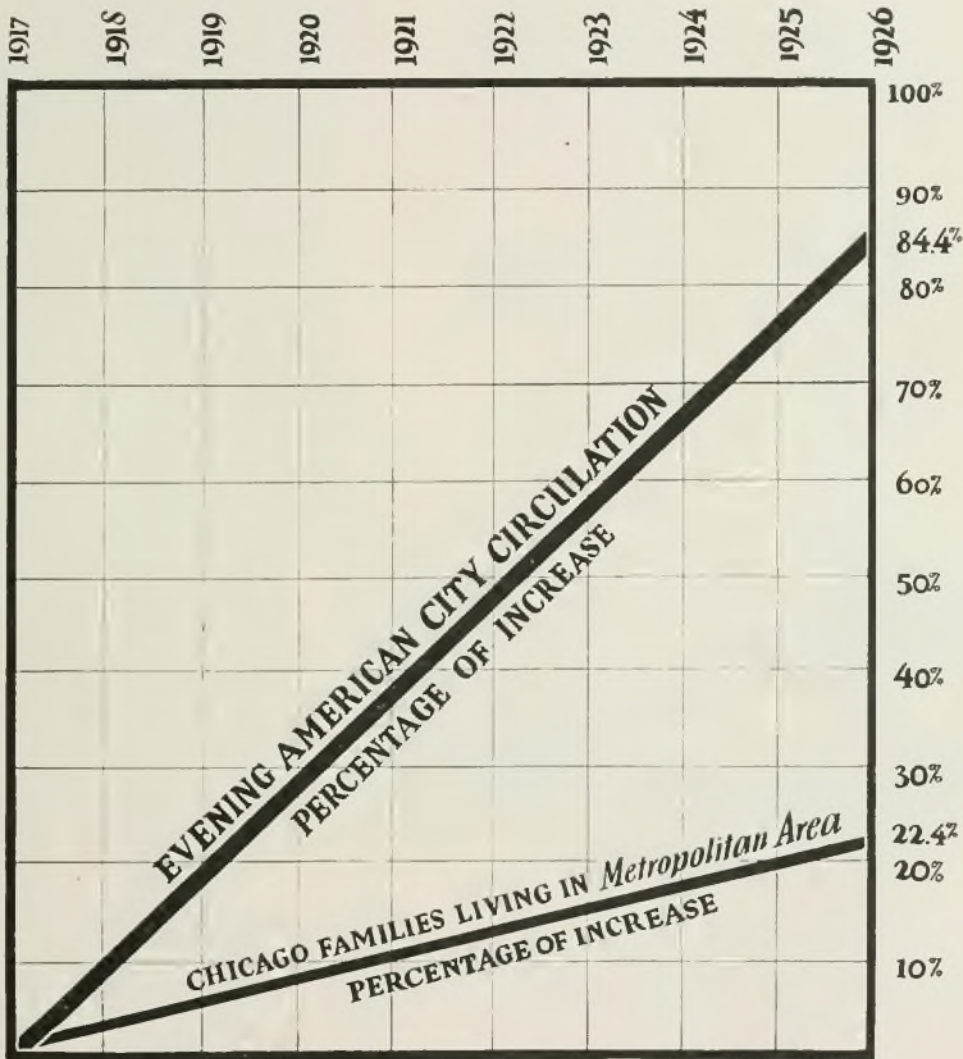
The four men who flung themselves noisily into the barbershop where I was having my hair cut were, I thought, Columbia students out for a good time. Their clothes, very evidently, had just been pressed. Their hats were adorned with the very latest thing in hatbands. Their shoes were immaculate. So was their linen. They were, in short, dressed "to the nines." And because they were, I said to myself "these men are not collegians, they are barbers out on strike." Which they were.

If, in their get-up, had been even a touch of carelessness, they might have passed for what they tried to be. But no! The imitation had to be better than the thing it imitated.

That same afternoon, I saw in a subway train, a woman of perhaps forty, who had just had what her beauty-specialist had doubtless told her was "a perfect facial." It was. It was so perfect that it made people say "Huh! She needs it."

More than a little advertising copy is like this. It is so self-conscious that it betrays itself.

Evening American Grows Faster than Chicago



The above chart, drawn to scale, is striking proof of how the CHICAGO EVENING AMERICAN is building city circulation far more rapidly than Chicago is growing in population.

The CHICAGO EVENING AMERICAN increased its city circulation 195,209 copies during the last ten-year period. This is a gain of 84.4%. The Chicago metropolitan population increased 161,955 families during the same period, or an increase of 22.4%.

The CHICAGO EVENING AMERICAN Has More City Circulation Than the Second Evening Paper Has Total Circulation

PICK YOUR PRINTER as you pick a man for a responsible job. Find one whose work is outstanding, whose ability is recognized and discuss with him your printing needs. Work out your printing problems with him. That way lies good printing, and by careful planning, more economical.

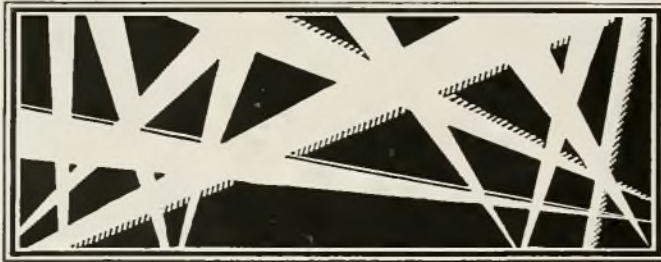
We recommend

The Marchbanks Press

114 EAST 13TH STREET

Telephone: STUYVESANT 1197

NEW YORK



Turn these 77,000 brilliant searchlights on your wares

IT TAKES positive and negative to make electricity. It takes both currents to put action into a brain. *Forum* readers are in live contacts with yes and no. The *Forum* starts the sparks. It is a magazine of controversy. Its readers are roused out of hammock lassitude into crackling brain action!

Turn these 77,000 penetrating searchlights on your wares. Their brilliance streams down from the very

top of magazine lists. 11% of these brains are controlling all the wires in one or more corporations. Another 11% are earning from \$25,000 to \$80,000 a year . . . 40% of the total are earning over \$10,000 a year . . . an additional 20% over \$5000. You submit your product to a searching interest in all that makes for comfortable living.

Will the *Forum* carry your advertising?

FORUM

Member of Audit Bureau of Circulations

WALDO W. SELLEW, Advertising Manager, 441 Lexington Avenue, New York

What's Right with Distribution?

[CONTINUED FROM PAGE 20]

and everybody is supposed to be happier.

That's where this twelve cylinder distribution system gets in its good work. It has the task—by no account a mean one—of selling everything that everybody makes so that everybody will be enabled to go on producing. Even if it takes twelve steps for the farmer's wheat to enter the consumer's abdominal viscera in the form of a Parker House roll, it has arrived there by the cheapest possible route.

THE consumer may feel revenged by knowing that the radio he makes has taken nearly as many steps to reach the farmer. In either case one or all of the steps could be eliminated; but every step eliminated would mean a rise in the cost to the consumer.

Perhaps the crafty advertising man persuades an impressionable movie star to admit that her stage success is, in a great measure, augmented by her use of his face powder. Ethically, this is not horribly dishonest. The lady undoubtedly uses face powder, and face powders are pretty much alike, and the consumer will be better off if she uses some. Certainly the method does not create unhappiness and disillusionment or it would fall of its own rottenness. It may be that the shop girl wants a breath of romance in her life; she may want the illusion of her kinship to beauty, of her relation to the great people of her world. Or have all of us passed the fairy tale age?

A reforming contemporary would supplant salesmanship by testing bureaus. The intelligent public would be empowered to decide what it wanted, and then submit an accurate bill of specifications, as the government does when it buys maple syrup. It seems possible that the famous Latin observation *de gustibus non disputandum* has never crossed the horizon of this gentleman. Translated, this means that you can't dispute another's taste. The government can jam any specifications down the throats of its employees, and get away with it by saying that it's healthy. But try to do it to a civilian. The only way he can be standardized in his taste is by advertising. People have been educated to dress and eat and motor enough alike so that cheap products can be made for them. But a new choice will always get converts, even if the old has been satisfactory.

If a testing bureau were to decide that maple syrup with 40 per cent water was the correct formula, the advertising man would advertise that his 45 per cent watered stock was more pleasing to the taste, or that his 45 per cent watered syrup was richer and was used by movie stars and baseball players. It would seem that even a testing bureau would need considerable of an advertising appropriation to convince people that they should have what was best and cheapest.

There seems to be as yet only one answer to the high cost of having innumerable distributors to do all the educating. In advertising parlance, these gentlemen are said to be doing missionary work. Any advertising man knows that the correct answer is more and

better advertising. Each time we buy a car or insurance or soup without being sold — in other words, educated — we are reducing its distributing cost. Each time we stall around and look at three or four articles before deciding, we are raising its cost. Campbell's soup is cheap because we are educated to it and we don't look at competitors' products. We can not be educated without paying and we can't stay uneducated without paying even more.

UNFORTUNATELY, one person cannot be educated ahead of the rest of the country. While he is reaching the radio stage, the new milk chocolate he is making must be taking hold of other consumers. In other words, these producers swap commodities via United States currency. As economics, this is simple, but it is pitifully misunderstood.

Advertising men have been too frequently hoist with their own petards. They know that repetition makes an impression, and yet they have yielded to the persistent hammering of the semi-professional reformer in his contention that the distribution system is wasteful. Recently from such unimpeachable quarters as Dominick & Dominick, figures were issued showing the horrifying increase in distribution costs. They were swallowed, with no critical gagging at the dose. Business men nodded at Abe Martin's wise-crack, "What we want is less service, and more of what we're payin' for", as though he had uttered a profound scientific truth in his homely words.

Maybe Abe Martin and Dominick & Dominick are right, but here is one advertising man who will go to bat with them and throw in Chase & Schlink for good measure. But we'll insist on a genetic, dynamic interpretation of the facts, and the opposition must be as scientific as we shall try to be.

To those who insist on drastic changes in the economic scheme, a paragraph from an inoffensive psychologist, W. B. Pillsbury, will seem very appropriate. He wrote it in a book far removed from the so-called taint of business. His book is called *The Psychology of Reasoning*. He says:

"One nearly always overlooks some essential part of the problem until the solution is transferred to material construction. I have been told by a scientist of great ingenuity in the construction of physical instruments that he has frequently tried to think out a device that should need no modification when it is actually built, but always without success. He finds that some essential factor is always forgotten until the parts are really seen. His memory for details is not sufficient to recall or construct all the factors of the problem."

There is no need in going on and drawing a painful parallel. Perhaps to the reforming mind the conception of a new physical instrument is difficult compared with the conception of a new social order. To those of us who have to observe the present social order carefully enough to make our livings from it, it seems that it would take a better man than ourselves to understand even the world we see. Far be it from us to try to understand a world, the details of which we must imagine. But possibly other people do understand the whole of the present social order. If so, we hope that some day they will take time to explain it.



FOOD

THREE TIMES A DAY



ON THE FARM

THE FARM FAMILY
Eats three substantial meals at home every day. There are no restaurants, no delicatessens, so the farm woman must purchase food in quantity and always be prepared for emergencies.

THE FARMER'S WIFE
reaches 820,000 farm women throughout the United States. Here is a market for enormous quantities of foodstuffs. Make sure that these women know *your brand* — advertise in their own magazine. It is the most effective method of reaching the real "purchasing agent" on the farm.

THE FARMER'S WIFE
is the only magazine in America published exclusively for farm women.

THE
FARMER'S WIFE
A Magazine for Farm Women

Webb Publishing Company, Publishers
Saint Paul, Minn.

Western Representatives
Standard Farm Papers, Inc.
307 North Michigan Ave.
Chicago, Ill.

Eastern Representatives
Wallace C. Richardson, Inc.
250 Park Avenue
New York City

Member Audit Bureau of Circulations



WHO

USES OUR SERVICE NOW?

The Knapp Company
Palmolive Soap Company
Continental Casualty Company
Williams Oil-O-Matic Company
Orange Crush Company
Drackett Chemical Company
Stark Bros. Nurseries

And hundreds of other large organizations.

WHY

DO THEY USE OUR SERVICE?

Because it guarantees tremendous results. Here's what our clients say of it: Ditto, Inc.—“Getting wonderful results. Men and families enthusiastic.”

Reliance State Bank—“Using your service in bond drive, we did 228% of quota. Greatest contest we ever staged.”

D-A Lubricant Corp.—“Your contest has developed more interest than contemplated. First week results indicate that contest will run far above our most optimistic expectations.”

Book House for Children—“Your Pickit & Winit service increased our business 52%. Will repeat.”

WHAT

SORT OF SERVICE IS IT?

A service that secures larger volume, new prospects, new accounts, speeds up turnover and collections, opens new territory, stimulates house and distributors' salesmen, etc.

THE ANSWER TO THESE BRIEF QUESTIONS

can be found in our booklet “Sales Contests.” Every Executive interested in Sales should have a copy on file, for it contains very valuable information on Sales — Campaigns — Stimulation — Contests, etc.

WRITE for a copy of “Sales Contests” **TODAY**. It's free and implies no obligation.

UPSCO

Pickit and Winit Service

Executive Offices:

307 N. Michigan Avenue
CHICAGO

Engineers as Advertising Men

[CONTINUED FROM PAGE 25]

fancy, I am still wondering if he won't come closer than the purely instinctive person to knowing the probable duration of popularity for the very latest wrinkle, judging it wholly by the distance to which it sways from an even keel.

This is not an argument for the extermination of butterflies. I always want someone close by who reads *The New Yorker* before the ink is dry, who knows what a Basque cap is before I've found out what became of the eye-shades, who spots bell-shaped trousers before President Coolidge gets them on the front page. Only, in building an advertising organization I'd put him (or very likely her) up on top of the wall, where he can bounce freely without shaking it.

One kind of individuality is instinctive. It is quick, valuable for its speed. Another kind is carefully and deliberately built, by studied rule. It accomplishes more lasting results, even in artistic expression. I think Dr. Hess is on the trail of something that will be felt not only in industrial advertising but increasingly in the more “emotional” fields.

Are Advertising Men Too Defensive?

[CONTINUED FROM PAGE 40]

our Independence. A century or so later we returned this visit with United States Marines on a more practical, if less glorious mission. Few administration newspapers found fault, and none, I presume, ever pointed out in whose financial interests we took over the tiny Government.

These flashes of radicalism may seem quite beside the question. Yet if you will try them on your friends and note carefully the various resentful reactions they arouse you will have achieved for yourself an exact sample of the response of the advertising world to any suggestion—especially from an outsider—that advertising is not an overwhelming economic force, uniformly successful and universally beneficial!

History will, I believe, support a contention that there is absolutely nothing that, seasoned by time and supported by the right people, doesn't become an Institution. And therefore immune to criticism.

Admittedly, the present conception of advertising has been built in masterly fashion by those who profit by the sale of advertising.

Even so, advertising is on the defensive today not through any fault of its own. Or through any sudden enlightenment of outsiders. Our nation's business happens simply to have reached the stage where all forms of selling and distribution are under criticism. Advertising can and will work out its own salvation. Our greatest weakness is

A New 300 Room Hotel and a 22 Story Skyscraper

Two of the many evidences
of Unusual Prosperity in

ALLENTOWN PA.

75% of its 250,000
Trading Area
Read The

Allentown Morning Call

Story, Brooks & Finley
National Representatives

“Ask Us About
Advertisers Cooperation”

National Advertisers Cover the Fertile German Field in Rochester, N. Y.

Here are some the National
Accounts appearing in the
Rochester Daily Abendpost:

Bon Ami
White House Coffee
Metropolitan Life Insurance Co.
Dodge Brothers Motor Cars
United American Lines
Borden's Milk
Odeon Records
Wurlitzer Pianos and Musical
Instruments
Victor Talking Machines
Glastenbury Underwear
Cass Washer
St. Jacob's Oil
Kellogg's Food Products
Cantilever Shoes
National Biscuit Co.
United States Lines
Zonite
Holland-American Line
Camel Cigarettes
North German Lloyd
La Touraine Coffee
Baume Bengue
Creomulsion
Hill's Cascara
Auto Strop Razor
Standard Oil Co.
Equitable Life

These National Advertisers have
found upon investigation that the
vast German-reading population of
Rochester and surrounding towns
can be reached effectively only
through

ROCHESTER'S GERMAN DAILY
ABENDPOST
50,000 GERMANS IN ROCHESTER
Rochester has received a large share
of the 260,000 German, Austrian and
Swiss immigration since 1923

SOUTHERN RURALIST

ATLANTA, GA.

Appoints

National Advertising Representatives

E. Katz Special Advertising Agency

New York
58 West 40th St.

Chicago
307 No. Michigan Ave.

Detroit
General Motors Bldg.

Atlanta
22 Marietta St.

Kansas City
Waldheim Bldg.

San Francisco
Monadnock Bldg.

* * *

St. Louis
Syndicate Trust Bldg.

Effective September 1, 1927

The Southern Ruralist, established 1893, serves every interest of the farm home with over 430,000 net paid circulation.

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

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

Thus, space reservations and copy for display advertisements to appear in the September 7 issue must reach us not later than August 31. Classified advertisements will be accepted up to Saturday, September 3.

THERMOMETERS

Your Local Dealers Will Pay for and Use Thermometers

National advertisers find thermometers a valuable dealer help which costs them little or nothing.

Let us present a plan for using thermometers, tying up your advertising with the local dealers. The dealers will pay for them.

We manufacture reliable thermometers for hundreds of advertisers. Write us for samples and plan.

THE CHANEY
MANUFACTURING CO.
900 East Pleasant St.,
Springfield, Ohio

THE AMERICAN ARCHITECT

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

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

Your copy will be sent upon request.

239 West 39th St. New York

that we have in the past tried to emulate the generous hospitality of Noah and, at the same time, enjoy the chaste immunity of Caesar's wife.

The reason I called Mr. Chase's book "narrowly partisan" was not because he attacked advertising. But because, with unquestioned proof easily available, he chose to ignore completely everything advertising is definitely known to have accomplished. The fact that advertising as a whole is open to anybody's criticism doesn't alter the fact that some advertising has accomplished miracles everybody ought to know.

More than anything else just now, advertising needs the aid of trained engineering minds like yours and Mr. Chase's. It is barely possible that Messrs. Chase and Borsodi may themselves get more kick out of a sensational deliberately uninformed attitude. But I can't agree with your optimism as to the effect of that sort of presentation on the man on the street.

Whenever these gentlemen have some real facts, soberly presented, they may, I believe, count on the most earnest consideration by plenty of good advertising men. Where they haven't these facts—on both sides—shouldn't they as scientists be a bit ashamed of indiscriminate broadcasting?

Very truly yours,

KENNETH M. GOODE,
250 Park Avenue,
New York.

Fair Trade Resolutions Passed

AT the request of the Federal Trade Commission, a trade practice conference comprising representatives of the correspondence schools of the country was held at Pittsburgh on April 30. The purpose of this conference was to consider the unfair methods of competition prevalent in this field. Hon. J. F. Nugent, commissioner of the Federal Trade Commission, presided. Section by section, the set rules which had been adopted by members of the industry at an unofficial meeting was read and discussed. Finally twenty-six regulations were drawn up to be effective Jan. 1 1928. Those published below should be of especial interest to the readers of ADVERTISING AND SELLING.

BE IT RESOLVED, that over-statements or misrepresentations relating to actual or probable earnings are unfair practices.

(Adopted unanimously.)

Note: Inspirational copy can be written which will prod the ambitious to better their incomes through additional training without holding forth salaries that only the very exceptional can win.

Illustration: Statistics can be gathered to show the average earnings in any industry. If competent and experienced draftsmen command an average of \$100 a week, schools should not advertise "Earn \$250 a Week as a Draftsman."

BE IT RESOLVED, that over-statements which set forth the demands and op-



Yes Sir!

ROOMS ARE LARGER AT THE DETROIT-LELAND

Where Luxury is Homelike

It is truly amazing how swift and far this news has traveled—that rooms are larger at the new Detroit-Leland. On every train someone is telling others the good news.

Important for sales travelers, too, are the really finer, and far larger sample rooms, with bath and in-a-door bed. All are outside rooms so that goods may be shown under natural light. Outstanding advantages in all rates and prices will gratify you.

700 Large Rooms with Bath
85% are priced from \$3.00 to \$5.00

DETROIT-LELAND HOTEL

Bagley at Cass, Detroit, Michigan
(a few steps from the Michigan Theater)

WM. J. CHITTENDEN, Jr., Manager
Direction Continental-Leland Corporation

Larger Sample Rooms
from \$5.00 to \$8.00 per day

portunities in any vocation or field of activity constitute unfair practice.

(Adopted unanimously.)

Note: Base demand for trained men on existing conditions: The job that additional training may command is worth pounding home to the prospect. The employment market, however, sets limitations which should be recognized. Rare opportunities open only to the exceptional, should not be represented as usual.

Illustration: It is a known fact that the motion picture industry does not generally consider the scenarios of unknown and inexperienced writers. A school, therefore, should not advertise that there is a big demand for new scenario writers.

BE IT RESOLVED, that to promise or guarantee a job or a raise in pay constitutes unfair practice.

(Adopted: Vote, 38 for; 5 against.)

Note: To lead a prospect to believe that a certain wage or type of position is guaranteed upon the completion of a certain course of training without the student being aware of the difficulty within the course and the very small percentage who are able to complete the same, is basing enrollment upon the ignorance of the enrolled and, therefore, unsound merchandising.

BE IT RESOLVED, that the use of the marked up or fictitious price is misleading and constitutes unfair practice.

(Adopted unanimously.)

Note: Advising the prospect that the regular price of the course or service is a certain amount when as a matter of fact the regular price is the one being quoted.

Illustration: "The regular price of our course is \$40 but for the next fifteen days we are offering it for one-half price, \$20." is a misleading and confidence destroying statement when \$20 is the regular price.

BE IT RESOLVED, that to resort to a subterfuge of offering a scholarship or a partial scholarship that is merely used as a selling device constitutes unfair practice.

(Adopted unanimously.)

BE IT RESOLVED, that the use of any name which indicates or implies that the institution is a plant, factory, shop, association, or other than an institution of learning, unless the name of such institution is always used in connection with explanatory words or phrases which clearly indicate its nature as an educational institution, constitutes unfair practice.

(Adopted unanimously.)

Note: Offer instruction under an accurate firm name. A correspondence school is not a plant, factory, association, laboratory, or a shop within the public understanding of the term and should never be so represented. It shall, therefore, be required that schools having such corporate names shall either change the same or always add explanatory words or phrases thereafter which clearly indicate the nature of the institution.

BE IT RESOLVED, that to inaccurately list or state the relationship of members of faculty, advisory boards, instructors, writers, or others, constitutes unfair practice.

(Adopted unanimously.)

Note: Differentiate between active and advisory faculty members. Readers have the right to assume that those listed as faculty members are in fact active instructors. If educators are

Q Suppose you have a product that can be advertised and sold to the gas industry—

Q Would you mind if your advertising missed fifty-three hundredths of one per cent of all the possible coverage in this market?

Q If not, we can guarantee you the rest through

GAS AGE-RECORD

9 EAST 38TH STREET
NEW YORK CITY

No. V

FROM OUR CODE OF ETHICS

"We should have a thorough knowledge of production costs and base our selling prices upon these costs, realizing that these prices are the lowest for which our product can be sold without loss of money."



ALTHOUGH your business is small there is no reason why you are not entitled to the best in typography. Select a good advertising agency and insist that your typography be set by a member of the A.T.A. Next to copy, typography is most important.



NEW YORK GROUP OF

Advertising Typographers of America

461 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-Arts Press, Inc.
 Typographic Service Company of New York, Inc. √ Kurt H. Volk, Inc.
 The Woodrow Press, Inc.

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

The American Handbook of Printing

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

Size 5¼ x 7½ inches, cloth boards, \$2.50; 20 cents extra for postage and packing.

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

affiliated only in a nominal or advisory capacity, distinguish them from the active staff.

Illustration: A practising attorney who is retained for the sole purpose of giving occasional advice to the staff, or the students, serves in an advisory capacity. The author of a lecture or a series of lectures, who has sold his text outright, and who is not personally engaged in its administration, should not be listed as a member of the faculty.

BE IT RESOLVED, that the use of "blind" advertisements to attract prospective students when the copy does not clearly set forth that instructions are offered, constitutes unfair practice.

(Adopted unanimously.)

Note: "Blind" advertisements are misleading and prejudicial to confidence in the advertiser, unless their purpose is clearly stated. Good will and sales are promoted by straightforward approach.

Illustration: Training offered by educational institutions should not be veiled as an economic opportunity coming from a "Mr. _____ at the _____ Hotel," or in other language which withholds the essential purport and origin of the copy.

BE IT RESOLVED, that the use of statements of papers simulating court documents in the collection of accounts constitutes unfair practice.

(Adopted unanimously.)

Note: Conduct collection activities openly. Collections are an integral part of home-study merchandising. They should be conducted without resort to pseudo-legal documents or representations that the agency is non-affiliated with the organization unless this be the fact.

Illustration: A school may conduct collection procedure under a distinct name and from a different location but such a department should not hold thereafter that it is an outside holder of a contract; nor should it simulate court documents or otherwise employ legal status which it does not possess.

Advertising and Distribution

[CONTINUED FROM PAGE 36]

rural interests. Along her great length of coastline Queensland has some small but progressive cities which, through distance from the capital, must be treated as individual communities by the advertiser who wishes to reach their citizens. Queensland, with less than a million population, covers an area equal in size to all that part of the United States east of an imaginary line drawn southward from Chicago to Pensacola in Florida.

Queensland is the only Australian state where the railways do not all converge on the capital. Big and rich and tropical and almost empty today, the world must hear more of Queensland in the years to come. While the whole of the commonwealth has something very specific to advertise to the world at large, Queensland seems to have been more richly dowered and to offer a wider diversity of attractions.

Tasmania I want to mention, because this state does not appear to be generally associated with the Commonwealth by both Englishmen and Americans. Tasmania, with a popula-

tion of about 250,000 equals in area the combined States of New Hampshire, Vermont and Massachusetts.

Victoria, slightly larger than Minnesota; South Australia, covering about four times the area of Colorado, and New South Wales, equalling approximately the combined areas of Louisiana and Texas, make up the rest of the states. The Northern Territory, whose administration is in the Federal Government's hands, has not yet attained its statehood. The territory equals in size the combined States of Montana, Wyoming, Colorado, New Mexico and Arizona.

Brisbane seems to follow Sydney in its buying habits, some more observant than others, detecting an American influence at large in these two places. Undoubtedly they are "different" in many ways, though it would require a liberal stretch of the imagination to regard them as "suburbs of New York."

NATURALLY enough, one sees in the cities of greatest population the highest standards in advertising. Sydney is ahead of Melbourne, and the people appear to possess a better advertising sense and greater courage in the spending of advertising appropriations. Both Melbourne and Sydney are a long way ahead of the other cities, Brisbane possibly ranking third.

The American advertiser, securing an Australian agency to place his advertising, would do well to consider the appointment of firms operating either in Melbourne or Sydney, which have the staffs to understand Australian conditions generally, irrespective of state. But sometimes I fear the agencies exhibit a fairly prevalent failing of shutting their eyes to the actual possibilities offering, and do not always appear to appreciate that the population of Australia is very limited, and offers to the most successful advertiser only a very restricted field for his merchandise.

The relationship of the market to the advertising has to be properly understood, and one feels that this has been one of the principal pitfalls which advertising has encountered in Australia.

The volume of advertising in all its forms has been out of all proportion to the possible demand for them, costs have been too great, and there has been no reaction on production or as a natural consequence on price. If the goods have been imported, the Australian market, raked clean, has not been sufficient to show this reaction. The efforts of a vacuum cleaner proprietary always seem to me to be a classic example of this failure to gage the potentialities of the market offering for their machine. Their expenditure has been more in line with that justified by a country of four times the population of Australia, and while it is generally understood that the landed cost of this cleaner is no more than that of other competing machines, the selling price is greatly in excess of most of them. The buyer is consciously or unconsciously paying for the advertising.

We, who sometimes seek industrial and merchandising counsel in America, are apt to lose sight of the fact of this hopeless disparity in our respective populations, though, on a per capita basis, the purchasing power of Aus-

[MR. AGENCY EXECUTIVE]

"I READ IT AT THE OFFICE"

BUT do you really read it? Of course your agency receives it regularly e—o—w, but if you're not the lucky one to get it fresh from the envelope—how long does it take to reach you—if ever?

Enjoy the pleasure of a personal copy, yours to read leisurely from cover to cover.

ADVERTISING and SELLING
9 East 38th St., New York

Please enter my subscription for one year (26 issues) at \$3.00 and send bill.

Name Position.....

Company

Address

City State.....

8-24-27

NOTE: The readers of Advertising & Selling are the best men in the advertising business to work for. We'll introduce you in

The Market Place



Rate for advertisements inserted in this department is \$3.00 per inch. Minimum charge \$1.50. Forms close Saturday noon before date of issue.

Help Wanted

MAN to solicit **SCHOOL ADVERTISING**. College graduate with some advertising experience preferred (although not required). Sales ability and intelligence essential. Address Box 474, Advertising and Selling, 9 E. 38th St., New York City.

ADVERTISING—JUNIOR SALESMAN
On trade publication well known in specialized field. State age, experience and salary expected. Address Box 473, Advertising and Selling, 9 E. 38th St., New York City.

ADVERTISING MANAGER—Experienced in preparing trade paper ads, catalogs, direct-by-mail advertising, making lay-outs, writing copy, buying art work, printing and engraving. Must be familiar with advertising in the industrial field. Location near New York. Opportunity for rapid advancement. Give complete experience, age, salary expected. Address Box 472, Advertising and Selling, 9 East 38th St., New York City.

ADVERTISING MANAGER

A high grade pharmaceutical house requires the services of an advertising manager.

- (a) He must be a graduate of medicine.
- (b) He must be able to do creative work, prepare booklets for distribution to physicians and write copy for medical journals and direct by mail campaigns.
- (c) He must be fond of reading current medical literature.
- (d) He should be able to translate French and German medical articles into English.
- (e) He must be an executive in every sense of the word.
- (f) He should possess a pleasing personality and be able to cooperate in an agreeable manner with other executives.
- (g) His ideas must be broad and his experience must be such that his judgment is mature.

Application must give medical college graduated from and the year, how employed since graduation, time as interne in and name of hospital, nationality, religion, whether married, age, height, weight, references and salary expected.

If you prefer to enclose samples of advertisements you have written, you are at liberty to do so.

Absolute confidence will be maintained. All of our executives know of this advertisement.

Address Box 467, Advertising and Selling, 9 East 38th St., New York City.

Position Wanted

Production Manager, ten years practical experience in printing plants. Thoroughly understands art work, photography, engraving, typographic layout, electrotyping, presswork, paper, etc., also had publication experience. Twenty-eight years of age. Christian, American, Married. Excellent record for results. Available September first. Address Box 475, Advertising and Selling, 9 East 38th St., New York City.

Business Opportunities

I want to sell an automobile publication founded over fifteen years ago. Published monthly, circulation over 20,000 per month, principally among automobile owners in New York State. Publication is printed by outside printing concern, so there is no printing plant to bother with. Excellent opportunity for a live man with reasonable capital to pick a good business investment. Address P. O. Box 619, Hornell, N. Y.

Multigraphing

Quality and Quantity Multigraphing.
Addressing, Filing In, Folding, Etc.
DEHAAN CIRCULAR LETTER CO., INC.
120 W. 42nd St., New York City
Telephone Wis. 5483

Miscellaneous

BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York City.

BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 E. 38th St., New York City.

tralia would be higher than that of the United States. And Americans who think they see the error of our ways show the same tendency to forgetfulness.

TAKE, for instance, the case of transportation, which seems to supply an example which the thoughtful can apply to so many of our activities.

We have in Melbourne and Sydney the principal centers of population. They are served by a railway over which the daily run of trains would be deplorably low. The distance between these points is nearly 600 miles, and the intermediate point of greatest population is a little city of 12,000 inhabitants. The capital cost of that line is much the same as if it were dotted with cities, and the train service approximated a suburban schedule.

Some American visitors, notably the globe-trotting Samuel G. Blythe, express concern at the British sentiment of the Australian people, but one remembers with a certain degree of relish that a war issue of *New York Life* ironically voiced Kaiser Wilhelm's complaint that President Wilson was "almost an Englishman."

The strongest tie of all, the tie of a common blood, unites us firmly with Great Britain, and must be reflected in the habits and mentality of any people, no matter to where they might spread. I judge that a "Pennsylvania Dutchman" continues to look at life's problems through German spectacles, "balloon-tyred" though they might be through a "go-gettive" environment.

Influenced by an Empire Marketing scheme, this British sentiment creeps into advertising and selling, and exhortations to buy British goods are by no means uncommon. Britain is today Australia's best customer, and the English manufacturer who makes the appeal to Australians to "buy from those who buy from you" is getting due attention.

Australia's exports and imports to and from both Great Britain and the United States can be appreciated by the following:

	Total Exports	Total Imports
Great Britain	42.67%	43.93%
United States	5.65%	24.65%

AS the figures show, Australia is an excellent market for American goods, though those of us who endeavor to emulate Henry L. Doherty and take advantage of a clear day to look ahead ten or fifteen years, see the time when our agricultural products will be eagerly sought by Americans—when the balance of trade between the two countries will be more favorable to Australia.

Duplicate Circulation

[CONTINUED FROM PAGE 28]

row morning. Some day the whole world of women, like a line of tumbling tin soldiers, will decide to change. And, one after another, regardless of comparative wealth, will in turn see black stockings as her one great necessity. Her place in that buying parade will depend not at all on her pocketbook. Simply on her stocking sensitiveness.

As you can easily see, it is the public—not the individual—that absorbs ad-

vertising. Instead of regarding his audience as millions of sixpenny nails each waiting patiently for his next tap on the head, an advertiser might more helpfully picture it as millions of tenn-pins, each falling or standing according to the force and accuracy with which each new appeal hits him individually.

My lawyer, for example, counts two hundred names on his list of clients. According to their own needs, they turn up in irregular rotation often enough to keep him busy every day. My dentist tactfully reminds me, now and then, that a filling in time saves a gold crown. But my own ache determines my visit. No matter how able a young doctor, he must wait patiently until his "practice" averages enough ills a day to keep him busy.

Just as statistics represent a market without estimating its one vital factor—*desire*—so statistics measure circulation without estimating its one vital factor—*attention*. Coverage is a noble term. But it doesn't mean much. It belongs to the same type of abstract conception as the protection we have had when we start a new year without having collected any insurance.

Nobody can deliver a market. Nor even a circulation. Each time our big Detroit runs a good enough advertisement in a good medium he will get some of its circulation. If he runs simultaneously in several media he will naturally have a slight overlap. But he certainly needn't lie awake nights worrying about people who are not interested reading his advertisement twice. For those who are interested he can afford to duplicate his advertisement just as often as they will read it. It's the people who don't read the ads that waste the money. Not the repeaters. If single advertisements really dip very deep into any publication's entire circulation, the one surest way to assure the maximum duplication of circulation would be to keep right on advertising in that same publication. Yet a whole year's schedule in a good magazine—"100 per cent duplicate circulation"—might easily pay very much better than any less stable program.

RIGHT here, however, we encounter one of those crazy quilts of reasoning which makes advertising such a fascinating game. Repeating advertising to the same people in the same magazine is unanimously agreed to be beneficial. It is understood to produce "cumulative" results. Attempting to reach those same people with the same advertising through another magazine, however, becomes "duplicate" circulation. And, therefore, our big Detroit weeps about his waste, just as if he had really paid twice for something he could have secured by paying once.

So far as "waste" goes, skillful and patient repetition of the same idea is the only known formula for certain advertising success. Whether advertisements are repeated tandem or abreast makes little difference. Which course is better in any given case depends entirely on what the advertiser is trying to accomplish. And even if an advertiser makes a mistake and works backwards, the margin of safety in any reputable circulation is so generous that loss can safely be forgotten. Duplicate circulation is one of the most badly judged and badly juggled factors in advertising.

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The NEWS DIGEST

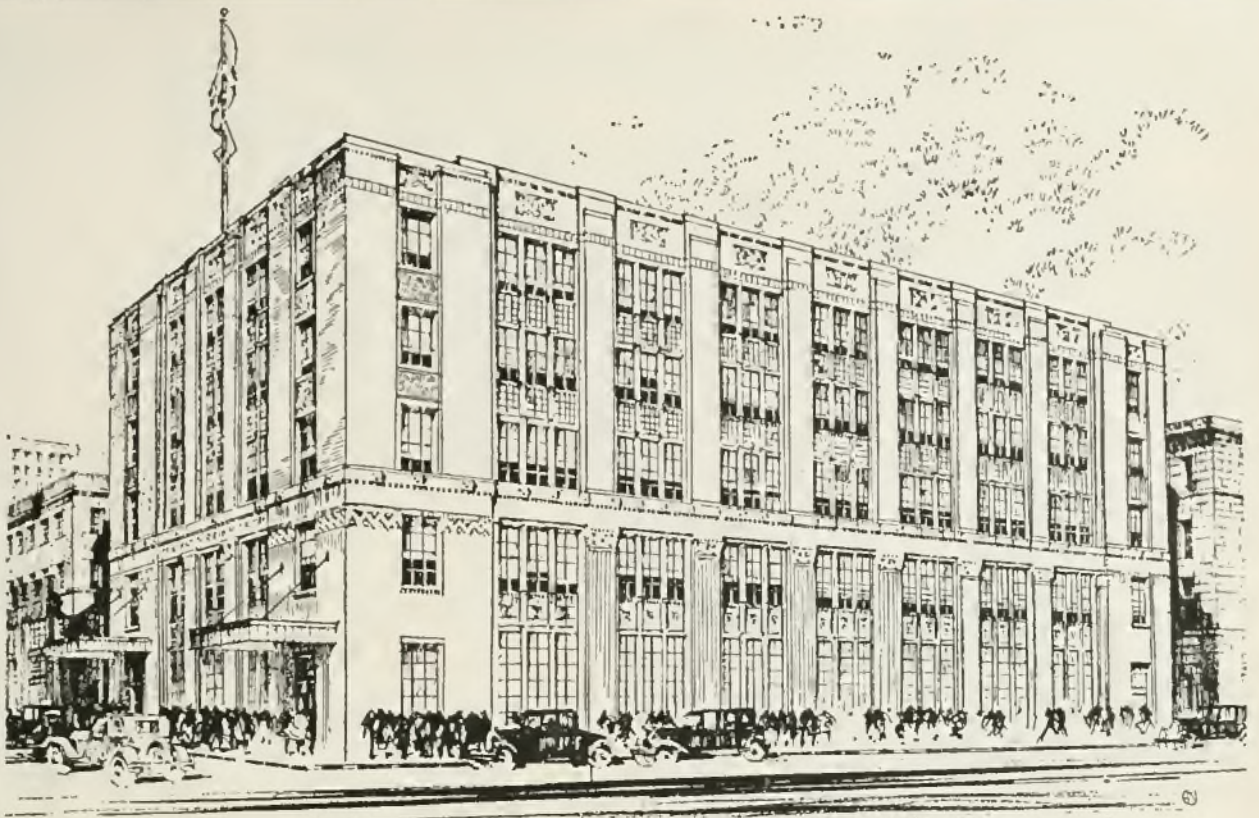
A complete digest of the news of advertising and selling is here compiled for quick and convenient reference. The Editor will be glad to receive items of news for inclusion in this department. Address ADVERTISING AND SELLING, Number Nine East Thirty-eighth Street, New York City

CHANGES IN PERSONNEL (*Advertisers, etc.*)

Name	Former Company and Position	Now Associated With	Position
D. W. Coutlee	Charles C. Green Adv. Agcy., Inc., New York.	Plough Chemical Co., Memphis, Tenn.	Adv. Mgr.
Walter C. Hellmann	A. B. Kirschbaum Co., Philadelphia,	Resigned	
G. O. Everett	Barton, Durstine & Osborn, Inc., New York	A. B. Kirschbaum Co., Philadelphia	Adv. Mgr.
P. H. Barringer	Eberhard Faber, Brooklyn, N. Y.	Same Company	Export Mgr.
Herbert H. Hyman	Homer McKee Adv. Co., Indianapolis, Ind., Vice-Pres.	Keystone Knitting Mills, Ltd., London, England	Dir. of Merchandising
E. R. Hodges	The May Co., Cleveland, Asst Adv. Mgr.	Same Company	Adv. Mgr.
C. G. Durfee	Society for Electrical Development, New York.	Pyrene Mfg. Co., Newark, N. J.	Sales Engineer
H. O. Raymond	W. B. Wilde Co., Peoria, Ill., Adv. Mgr.	Haag Bros. Cor., East Peoria, Ill.	Adv. Mgr.
Alfred H. Barch	American Bosch Magneto Corp., Springfield, Mass., Gen. Sales Mgr.	General Motors Corp., New York	Export Div. Gen. Sales Mgr.'s Staff
Gates Ferguson	The F. B. Goodrich Co., Akron, Adv. Mgr.	Same Company	Adv. Dir.
Frank Tucker	The F. B. Goodrich Co., Akron, Mgr., Local Adv. Mgr.	Same Company	Mgr. Goodrich Branch Office, Toledo

CHANGES IN PERSONNEL—(*Agencies, etc.*)

Name	Former Company and Position	Now Associated With	Position
David D. Lee	Charles C. Green Adv. Agcy., Inc., New York.	Same Company	Vice-Pres.
T. J. Laurimore	Ruthrauff & Ryan, New York	Stanley H. Jack Co., Inc., New York, Omaha, Neb.	Member of Staff
Reed G. Landis	Arnold Joerns Co., Chicago.	Same Company, Now Reed G. Landis Co.	Pres.
Arthur Wright	Potts-Turnbull Co., Chicago, Acct. Executive.	Henri, Hurst & McDonald, Chicago	Copy
J. H. Welsh	Portage Adv. Agcy., Akron, Pres.	Welsh & Johnson, Inc., Akron	Pres.
James H. Johnson	Plain Dealer, Cleveland	Welsh & Johnson, Inc., Akron	Vice-Pres. and Secy.
C. E. Reese	The Battle Creek Gas Co., Battle Creek, Mich.	The Buchen Co., Chicago.	Copy
Alfred F. Jones	The Farm Journal, Philadelphia, Adv. Mgr.	Morris & Jones, Inc., New York	Partner
Ed. B. Gardiner	John Ring, Jr., Adv. Co., St. Louis, Mo., Vice-Pres.	Adamars Advertising Company, St. Louis	Production
C. A. Vogenthaler	Bergen Adv. Co., St. Louis, Mo., Pres.	Adamars Advertising Company, St. Louis	Account Executive
R. M. Singer	D'Arcy Advertising Co., St. Louis, Mo., Placing Dept.	Adamars Advertising Company, St. Louis	Production
Charles H. Gillette	Aetna Life Insurance Co., Hartford, Conn., Adv. Dept.	The Electrograph Co., Detroit	Sales Rep. in New En- gland
A. K. Higgins	Campbell-Ewald, New York, Mgr.	Edwards, Ewing & Jones, New York	Copy Chief



The Akron Beacon Journal will move into this modern new plant about Sept. 15.

GROWING— with the AKRON MARKET

The Akron Market, in the center of the rich "Ruhr District" of Northern Ohio, is constantly growing and taking in more territory.

Akron is, according to the latest U. S. Census of manufacturers, second in Ohio in amount of wages and in volume of manufacturers, surpassing even three larger Ohio cities. Akron is tenth in volume of manufacturers in the U. S., a remarkable record for a city ranking 32nd in population.

The AKRON BEACON JOURNAL

—paralleling this growth, has constantly increased its circulation until it is now over 60,000, more than one to each family in the Akron Market;

—has frequently taxed the capacity of its presses to meet the advertising demands of national advertisers and local merchants, often turning away copy because the former maximum was filled. Even so, the Akron Beacon Journal ranked 1st in Ohio and 6th in the U. S. in advertising lineage among six day newspapers.

AKRON BEACON JOURNAL

Member of The 100,000 Group of American Cities

[STORY, BROOKS & FINLEY, Representatives]
 Chicago New York Philadelphia San Francisco
 Los Angeles

	<i>Advertising & Selling</i>	<h1 style="margin: 0;">The NEWS DIGEST</h1>	<i>Issue of Aug. 24, 1927</i>	
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CHANGES IN PERSONNEL—(Agencies, etc., continued)

<i>Name</i>	<i>Former Company and Position</i>	<i>Now Associated With</i>	<i>Position</i>
W. P. Lloyd	Charles Daniel Frey Adv., Inc., Chicago, Art. Dir.	The Geyer Co., Dayton, Ohio	Art Dir.
Ray C. Beery	Ruthrauff & Ryan, Inc., New York, Copy Chief.	The Geyer Co., Dayton, Ohio	Acc't Executive
E. D. Kennedy	Time, Cleveland, National Affairs Editor	Frank Seaman, Inc., New York	Copy
W. R. Enyart	Fairbanks, Morse & Co., Chicago, Adv. Dept.	Buckley, Dement & Co., Chicago	Sales Promotion

CHANGES IN PERSONNEL—(Media, etc.)

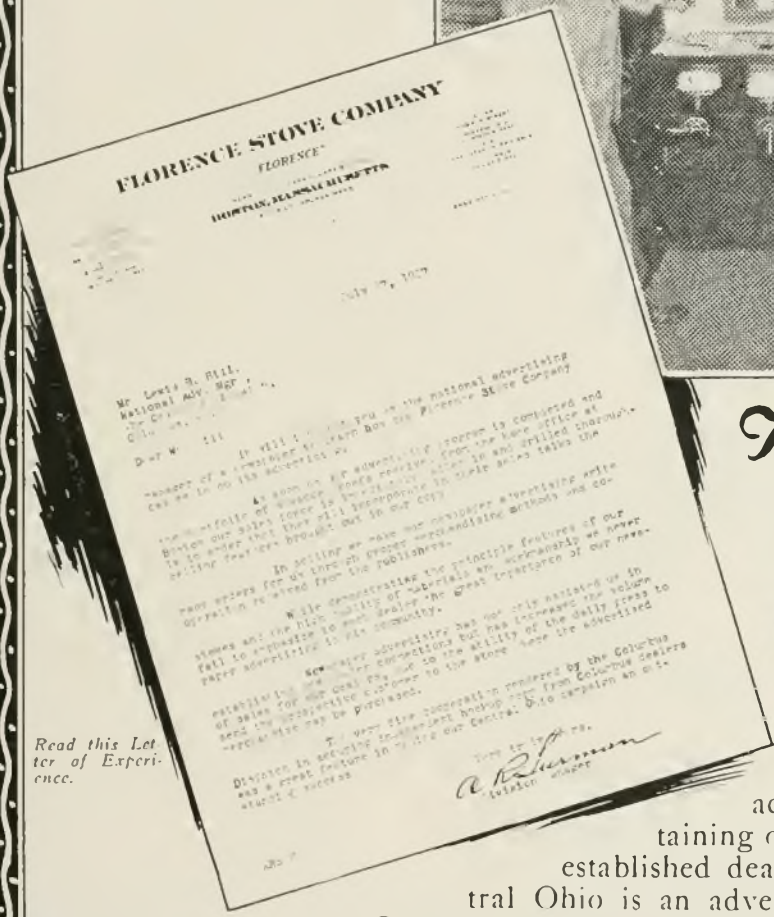
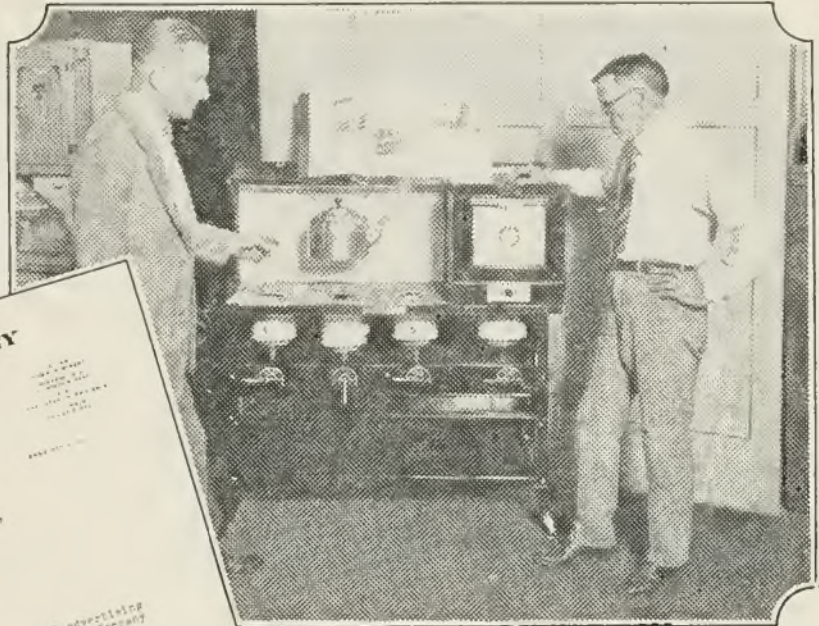
<i>Name</i>	<i>Former Company and Position</i>	<i>Now Associated With</i>	<i>Position</i>
Roger Patterson	Lord & Thomas and Logan, New York, Mgr. Magazine Media Dept.	Walter C. McMillan, Inc., New York	Eastern Sales Staff.
S. F. Needham	Globe-Democrat, St. Louis Adv. Staff.	Allied Newspapers, Inc.	Chicago Staff
W. L. Ralston	Penton Publishing Co., Cleveland	Engineering and Contracting Publishing Co., Chicago	Adv. Dept.
E. L. Rea	Straud B. Gale, Chicago	Children, The Magazine For Parents, New York	Eastern Staff.
Alberta H. Williams	J. Walter Thompson Co., New York	Children, The Magazine For Parents, New York	New York Staff.
G. C. Sevey	Phelps Publishing Co., Springfield, Mass., Vice-Pres.	Same Company	Pres.
J. A. Falconer	Phelps Publishing Co., Springfield, Mass., Treas.	Same Company	Treas. & Business Mgr.

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

<i>Name</i>	<i>Address</i>	<i>Product</i>	<i>Now Advertising Through</i>
The A. P. W. Paper Co.	Albany, N. Y.	A. P. W. Paper Products	Frank Seaman, Inc., New York
Brown, Durrell Co.	New York	Gordon Hosiery	Calkins & Holden, New York
The Piso Co.	Warren, Pa.	Cough Medicine	The Richardson-Briggs Co., Cleveland.
Lacquer-Well Spray Co.	Cleveland	Spray Guns	Nelson Chesman & Co., Cleveland.
Art Stained Shingle Co., Inc.	Buffalo, N. Y.	Stained Shingles	J. Jay Fuller, Buffalo.
The Smith & Hildebrand Co.	Olean, N. Y.	Kitchen Equipment	J. Jay Fuller, Buffalo.
Arthur Perry & Co.	Philadelphia	Finance	Charles C. Green Adv. Agcy., Inc., Philadelphia.
The Scutan Co., Inc.	New York	Waterproof Paper	The Corman Co., Inc., New York.
Bourday, Inc.	New York and Paris	Perfumes and Cosmetics	United Adv. Agcy., Inc., New York
International Proprietaries, Inc.	Dayton, Ohio	Tanlac, Hypolac and other proprietary medicines	Charles C. Green Adv. Agcy., Inc., New York
E. & J. Bass, Inc.	New York	Vanity Case	United Adv. Agcy., Inc., New York
The Sonora Phonograph Co.	Saginaw, Mich.	Radio Receiving Sets and Phonographs	Campbell-Ewald Co., Detroit
The Underwood Battery Co.	Cleveland	Batteries	The H. L. Stuart Co., Cleveland
The American Maize Products Co.	New York	Food Products	E. T. Howard Co., Inc., New York

COLUMBUS DISPATCH ADVERTISING—a Great Factor in Sales Demonstration

A sales demonstration by A. R. Surman, Florence Oil Stove Co., to Mr. John Heskett of the W. E. Heskett Company, prominent Columbus furniture dealers.



Read this Letter of Experience.

This combination makes it easy for the Dealer to say Yes!

The most influential vehicle that can be employed in opening new accounts as well as the maintaining of satisfactory relations with established dealers in Columbus and Central Ohio is an advertising campaign in Ohio's Greatest Home Daily — The Columbus Dispatch.

A Dispatch advertising schedule installs enthusiasm and inspires confidence in both the salesmen and their prospects. Repeated tests have proven that tremendous prestige is created, sales resistance minimized and that necessary thing to complete success—quick-buying action on the part of consumers.

Salesmen are requested to make the Columbus Dispatch their headquarters

Here every available service is provided such as statistical and merchandising information, route lists, portfolios of the advertising campaign, etc. The Dispatch representatives are in constant contact with Distributors in all lines and can arrange for personal introduction when desired.

FIRST IN NEWS **Columbus Dispatch** FIRST IN CIRCULATION
Ohio's Greatest Home Daily

Advertising
& Selling

The NEWS DIGEST

Issue of
Aug. 24, 1927

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
Adolf Gobel, Inc.	Brooklyn, N. Y.	Meat Products	Lord & Thomas and Logan, Inc., New York
Alpina, Inc.	Berne, Switzerland	Snake, lizard and other leathers	Hanf-Metzger, Inc., New York
Shanklin Mfg. Co.	Springfield, Ill.	Battery Clips	Hurja-Johnson-Huwen, Inc., Chicago
The Brooklyn Bureau of Charities	Brooklyn, N. Y.	Publicity	Robinson, Lightfoot & Co., Inc., New York
The Tech Food Products Co.	Pittsburgh	Ice Cream and Soft Drinks	Ketchum, MacLeod & Grove, Inc., Pittsburgh
John G. Paton Co.	New York	Golden Blossom Honey	Michaels & Heath, Inc., New York
U. S. Mineral Wool Co.	New York	Mineral Wool Insulating Material	Michaels & Heath, Inc., New York
United Electric Motor Co.	New York	Motors and Motor Attachments	Michaels & Heath, Inc., New York
Tyrrell Hygienic Institute	New York	Toilet Requisites	M. P. Gould Co., New York
Gateway Club of El Paso	El Paso, Tex.	Community Advertising	Hailwy & Lewis, Inc., El Paso, Tex.
The Cuno Engineering Corp.	Meriden, Conn.	Electric Cigar Lighters	The Steddiford Pitt Co., New Haven, Conn.
The Boyer International Laboratories	Chicago and Paris	Toilet Preparations	The Quinlan Co., Chicago
The Lloyd Mfg. Co. (Heywood-Wakefield Co.)	Menominee, Mich.	Lloyd Baby Carriages and Reed Furniture	The Quinlan Co., Chicago
Crosman Arms Co., Inc.	Rochester, N. Y.	Crosman Pneumatic Rifles	Hutchins Adv. Co., Inc., Rochester, N. Y.
The Farrell Lumber Co.	Seattle, Wash.	Lumber	The Daken Adv. Agcy., Seattle

MISCELLANEOUS

The Lyddon & Hanford Co., New York advertising agency	Is now represented in the British Isles by H. Stuart Menzies, Stuart Adv. Agcy., Ltd., London.
Frank G. Morris Co., Inc., New York Advertising Agency	Name changed to Morris & Jones, Inc.
Walter Baker & Co., Ltd., Dorchester, Mass.	Has consolidated with the Postum Co., Inc., New York. The advertising of products manufactured by this company will be under the direction of the advertising department of the Postum Company, Inc. Barton, Durstine & Osborn, Inc., New York, continues to handle the account.
Arnold Joerns Co., Chicago	Name changed to Reed G. Landis Co.

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Welsh & Johnson, Inc.	Ohio Bldg., Akron, Ohio	Advertising	James H. Johnson and E. J. Welsh.
Mortimer-Solan-Goodman, Inc.	67 W. 44th St., New York	Advertising	Lester F. Mortimer, Benjamin Solan and Frederick F. Goodman

PUBLICATION CHANGES AND APPOINTMENTS

Pioneer Press and Dispatch, St. Paul	Has been purchased by Bernard, Victor and Joseph Rider and Leo E. Owens from C. K. Blandin.
The Youth's Companion, Boston	Will be changed, effective with the September issue, from a weekly to a monthly.



3,321 Paid Advertisements (AUG. 1926 TO AUG. 1927)



"Classified" Volume Unmatched By All Others Combined!

The Rayon Issue

On September 24th, Textile World will publish its Annual Rayon Review. This issue will be the third of a series which has proved tremendously popular with textile men. The past year has been a notable one for rayon. It has entrenched itself in every branch of the industry—cotton, woolen, silk and knitting. Here is an excellent opportunity for advertisers. A selling message in this issue will go hand in hand with the most provocative topic the industry has ever known.

There is no more convincing evidence of Textile World's leadership of its field than its "classified" columns. Here is revealed unmistakably the preference of textile men, for Textile World actually carries more paid advertising than all the rest of its competing papers combined.

The seasoned advertiser knows the importance of the "classified" ad test. It is a determining factor in scores of campaigns. Scan the pages of Textile World's Clearing House in any issue. The story is there.

A comparison of Textile World's circulation with the units of the great industry it serves reveals practically complete coverage. There is no sectional demarcation. All branches of the industry are reached.

Out of the flux of changing conditions in the textile industry, there is emerging a new spirit of progressiveness. Age old traditions are in the discard—there seldom has been a time when mill men have been more willing to *listen* to ways and means for improvement. What have you?

Member
Audit Bureau of
Circulations

Textile World

Largest net paid circulation and at the
highest subscription price in the textile field.

Member
Associated Business
Papers, Inc.

334 FOURTH AVE.



NEW YORK



Advertising
& Selling

The NEWS DIGEST

Issue of
Aug. 24, 1927



PUBLICATION CHANGES AND APPOINTMENTS (Continued)

- F. N. Doubleday Head of Doubleday, Page & Co., will launch a new monthly magazine, "Personality." The first issue will be limited to 377 copies, which will be distributed among Mr. Doubleday's friends and associates. This will be a test issue, open to suggestions and criticism. The November number will be sent to news stands for public distribution.
- The Century Publications, New York Have appointed Samuel D. McFadden, San Francisco, as their Pacific Coast representative.
- The Soda Fountain, New York Has been purchased by Federated Business Publications, Inc., New York.
- The New Bedford Times, New Bedford, Mass. Has appointed Cone, Rothenburg & Noe, Inc., New York, as its national advertising representatives in the eastern and western territory, effective immediately. The New England territory will continue to be represented by Carroll J. Swan of Boston.
- Southern Ruralist, Atlanta, Ga. Has appointed the E. Katz Special Adv. Agcy., New York, as its national advertising representatives.
- Municipal and County Engineering, Chicago Has been purchased by the Gillette Publishing Company of Chicago and will be renamed Municipal News.
- Times-Leader, Wilkes-Barre, Pa..... Has appointed Story, Brooks & Finley, Inc., New York, as its national advertising representative.
- Herald, Huntington, W. Va..... Has merged with the Huntington Advertiser.

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

<i>Name</i>	<i>Business</i>	<i>From</i>	<i>To</i>
Lynn Ellis, Inc.	Advertising Service	1 Madison Ave., New York	247 Park Ave., New York.
Carpenter Adv. Co.	Advertising	506 Sloan Building, Cleveland	Union Mortgage Bldg., Cleveland.
The Cramer Krasselt Co. (Western Office)	Advertising	649 So. Olive St., Los Angeles, Cal.	727 West 7th St., Los Angeles

To Select the Proper Advertising Mediums—You Need

STANDARD RATE & DATA SERVICE

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



magazines, business papers, religious and foreign language publications.

Confidence

Every great business enterprise, that has endured over a span of time, has been founded upon—and, has prospered through—the confidence of those comprising the market to which it sought to sell its merchandise or service—confidence in honor, intelligence, appreciation and goodwill!

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

Published Monthly

—supplemented with bulletins—and, covers daily newspapers, farm papers, general

During the short span of eight years STANDARD RATE & DATA SERVICE has done what it has taken other successful institutions many years to accomplish.

USE THIS COUPON

Special 15-Day Approval Order

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

.....192....

GENTLEMEN: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "15 days" use. Unless we return it at the end of fifteen days you may bill us for \$30.00, which is the cost of one year's subscription. The issue we receive is to be considered the initial number to be followed by a revised copy on the first of each month. The Service is to be maintained accurately by bulletins issued every other day.

Firm Name.....Street Address.....

CityState

Individual Signing Order.....Official Position

10 AN ADVERTISEMENT BY
STUART S. SCHUYLER, PRESIDENT, ALLIED NEWSPAPERS, INC.

READER INTEREST

is not measured by millines

Advertising & Selling gives the reader the opportunity to study both sides of every question or controversy...It picks a leading contender from each side and invites them to "go to it". It discusses in its columns the most vital issues facing advertising today—honestly and without favoritism. This editorial policy creates reader interest, the most important asset of any publication...And reader interest is not measured by millines nor weighed by audits. The love of a reader for his favorite journal has no mathematical formula. The articles in *Advertising & Selling* are keen and clever—they are intelligent and fearless. Yet with all its sophistication and controversy *Advertising & Selling* is well balanced and dignified.

*The circulation of ADVERTISING & SELLING
represents a valuable audience for the newspaper publisher
seeking to reach the national advertiser
and his agency*