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Advertising & Selling

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In this issue:

"The White Space Value of Broadcasting Time" By EDGAR H. FELIX;
"Doing Business in 'Other' States" By H. A. HARING; "How Advertisers
Are Getting Schools to Use Their Literature" By J. A. MURPHY; "Common
Sense in Advertising" By S. E. CONYBEARE; "The News Digest" on Page 90

As Conducted by The Chicago Daily News



A typical session of The Chicago Daily News 1927 Cooking School

THE friendly purpose of the cooking school is to provide a rallying point for the forces that prepare a city's breakfasts, luncheons and dinners—to inspire anew the most ancient and respected of the arts.

As conducted by The Chicago Daily News the winter session cooking school held in February is a momentous event, sharing abundantly in the immense popularity of The Daily News itself. The meetings of the 1927 Cooking School, twelve in number, were, as usual, overflow sessions, though held in the largest suitable halls to be had.

The average attendance at the meetings was in excess of 6,000 women.

The Chicago Daily News leads in food products advertising because, as reflected in the success of its cooking schools, it is read in the homes of Chicago in the evening when the culinary art is most often discussed and appreciated.

In 1926 The Chicago Daily News published 964,827 square lines of food products advertising, which was 118,620 lines more than were carried by the next daily paper.

THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

Member of The 100,000 Group of American Cities

*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.

Average Daily Net Paid Circulation for February, 1927, 447,762

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

The LIFE STORY of every motor is written in OIL



DESERTED, in the quiet of the garage, wand long lines of cars, touched here and there by dusty fingers of sunlight. What a story the doctor's weather worn coupe could tell of a brave, old motor's race with death through a cruel sleep-toss night.

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

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

STORIES of long and faithful service. Scores of breakdowns and failure and repair bills. But in the bosom of every motor's tale, responsible for good performance and had performance alike, you would find—a motor oil.

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

A motor-oil's job

Your motor oil is not only safeguard your motor from deadly heat and friction, the most serious enemies for three-fourths of all engine troubles.

In action, your motor-oil is no longer the fresh, glowing liquid you saw poured into your motor. Instead only a thin film of that oil holds the fighting line—a line held by sliding, shearing, heat, caused by friction, grinding, heating. By spite of these attacks, the oil film must remain unbroken a thin wall of defense, protecting vital motor parts from deadly heat and friction.

Ordinary oil films fail too often.

Under the most exacting conditions the film of ordinary oil soon breaks and burns. They cannot bear steady, direct, the unopposed motor parts. And though the thicker film, too, raw metal chafe's against metal.

Insidious friction begins its silent, digged work of destruction. And finally you have a burned-out bearing, a scored

crankshaft, a scored piston. Then, the repair shop and big bills!

The "film of protection"

Tide Water Technologies spent years in making one oil alone, but not film. They made hundreds and hundreds of laboratory experiments and road tests. Finally, they perfected, in Veedol, an oil that offers the utmost protection to the film of protection that is your motor's life, though so small.

Give your motor a chance to wear evenly, not unevenly, but in Veedol. Then it will be a long history of faithful, economical service.

Tide Water Oil Sales Corporation
 120 West Broadway, New York Branch or
 write for our oil principal agent.



The FILM of PROTECTION

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

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

Facts need never be dull

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

Yet this organization does not, nor has it ever, confused "soundness" with "dullness." It accepts the challenge that successful advertising must compete in interest, not only with other

advertising, but with the absorbing reading matter which fills our present-day publications.

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

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

RICHARDS , , , Facts First , , , then Advertising

When The Quota MUST Be Made!

THE Sales Manager picked up an office memo from the President. Penciled in red, it said:

"Our year's program for expansion called for the opening of a new market the first of February. We are now six weeks behind. What's the reason?"

The Sales Manager knew the explanation all too well. His men were held up in the last market entered. Weeks longer were required to cover the retail trade than originally thought. Due to the diverse racial characteristics of the people, sales were below expectations, and future prospects were not encouraging. A half dozen newspapers printed in two or three languages had been necessary for the advertising. The advertising appropriation had consequently been overdrawn. In every way, except actual sales, the allotments originally made had been far exceeded.

Six weeks behind. Luckily, they weren't more. He consulted the Advertising Manager.

"We've got to have a market where a thorough selling job can be completed in less time than we usually allow. A new market where advertising cost can be cut to a minimum, and still accomplish its work in a big way. And, above all, it must be one of the country's primary markets."

The Advertising Manager had an idea. He examined his data files, and found his copy of the 1927 edition of "The Indianapolis Radius." In it, he found an answer to their problem.

Later that day the President was reading:

"We recommend adding the Indianapolis Radius, one of the country's primary markets. Due to a transportation system which is unsurpassed in any other market, our salesmen can cover the suburban territory with unusual speed. Three salesmen can cover the Indianapolis grocery trade completely in less than one month. We can make up the time already lost in our year's program. In addition, and this point is important, our advertising expense will be reduced to a minimum because it is necessary to use space in but one newspaper: The Indianapolis News."

Sales work started in the Indianapolis Radius. Advertising was released in The Indianapolis News four weeks later. An exceptionally productive market was earning profits for the manufacturer.



The Indianapolis Radius

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

For your copy, of "The Indianapolis Radius," write Frank T. Carroll, advertising director The Indianapolis News, or the nearest national representative, Dan A. Carroll, 110 East 42nd Street, New York, or J. E. Lutz, The Tower Building, Chicago.

Everybody's Business

By Floyd W. Parsons

IT'S the little things in business that destroy our efficiency and fill our minds with worry. The people who accomplish the most are those who never do anything that can be done just as well by a lower-priced employee. They never write a letter or sharpen a pencil, carry on a telephone conversation or see a caller if anybody else in the office whose time is worth less can do it for them.

Which brings me to discuss letter writing. I doubt if one executive in ten knows exactly what it costs in his office to write a letter of average length and importance. The general run of business men believe that the cost of writing a letter is no more than four or five cents, but the truth is that there are few offices where the average cost of writing a letter is as low as ten cents. One large banking house in New York, on examining the problem, made the startling discovery that each letter represented an actual financial outlay of forty cents. This particular concern pays its stenographers comparatively high salaries, uses expensive stationery, and occupies quarters for which it pays a large rental. A certain insurance company does much better, for it gets its letters out for sixteen cents apiece using stenographers, and eleven cents apiece using dictating machines. In both cases the figures represent averages for an entire year.

One company found that four notebook stenographers had all they could do to take the dictation of twelve men, while five typists using the reproducing-machine method turned out with ease the dictation of sixty men. The same investigation disclosed the fact that the average stenographer writes twenty-two letters a day, while the busy operator of a dictating machine turns out sixty-five.

Many executives who believe that their letters cost only five or six cents each would find on investigation that many of them cost as much as a dollar apiece. The hundred-dollar a week man working thirty-nine hours costs his concern a little more than \$2.50 an hour. When he devotes thirty minutes to a carefully prepared letter the company is already out of pocket \$1.25.

Having established the high cost of letter writing, we may well ask for the answer to the problem. Two considerations come to mind at once: to increase the effectiveness of letters and to employ substitute methods.

There must be correct diction, forceful expression through concentration on the chief points, and progression to a natural, logical, convincing conclusion.

Don't waste words stating that a letter has been received and the contents noted. Your reply indicates that. Don't call every letter a "favor," for many letters are far from being favors. Don't use the word "beg,"



© Brown Bros.

and don't include exaggerated statements such as the expression, "the biggest value in the world for the money."

Don't say, "I wish to advise you." You are not advising, but simply telling something. The words "tell," "acquaint," and "inform" are far better. If it does not require too long a paragraph, it is best to finish a thought in the same paragraph in which it is introduced. Short paragraphs are attractive, but they can be so brief as to be jerky. In closing a letter the expressions, "Wishing you success," "Trusting you are well," and the like are not so strong as "I wish," "I trust," "I hope." Be positive. Avoid trying to cover two separate business transactions in one letter;

write another letter. And remember that the man who trusts his punctuation to a stenographer should not complain if his letters are not understood.

With business letters costing so much, modern executives are increasingly turning to the telephone and the telegraph. We are now operating under forced draft, and speed is a prime virtue. The wire message has a punch that the letter lacks, and is generally found lying on the top of the morning mail. This gives it priority. When a letter is mailed, the transaction dies until it reaches its destination; the same transaction dies again while the answer is traveling back. The telegram generally goes direct to the right man, and does not filter through a whole organization. One efficiency expert found that his company lost the benefit of one hundred, additional business days each year by using the telegraph only for cases of great emergency.

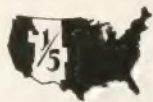
As a selling medium the telegraph gets results because more importance is attached to it.

Two concerns were in competition for business in a western state. One used the telegraph and had closed its contract before its competitor's letter had left the city. A shoe manufacturer in New England, wishing to clean out a stock of slippers, sent 250 telegrams costing \$160, and disposed of the goods at a selling expense of only one per cent. A large company in Baltimore invested \$30 in night letters and disposed of \$6,000 worth of olive oil at a selling cost of one-half per cent.

One successful concern handles all delinquent accounts by mail up to a certain period, and when that proves to be unavailing, the telegraph is employed. Slow-pay customers will heed a telegram requesting money, when a collection letter would be thrown into the waste basket.

All of which means that the field of communication in modern business circles provides a problem that should be scheduled for careful consideration.

These Difficult States



Want Your Product ---But Can't Find It

Most National Advertising Is Good Advertising --- It Leads Readers Up to the Point of Purchase Without Difficulty --- Then Often Seems to Say, "Now Try to Buy It --- Yes, Just Try!"

Your advertising has not fully functioned even when the consumer has *decided* to buy.

Good advertising goes one step further—it makes it as easy to buy the product as to turn to the telephone and call for it by name.

By referring to the Telephone Directory (Classified Section), the potential customer should find the name of your Trade-marked product, together with the names, addresses and telephone numbers of the dealers who handle it.

The "Where-to-Buy" section of the Telephone Directory is the final tie-up between magazine, newspaper and outdoor advertising on one side, and the local dealer and the consumer on the other—it is the tie-up that enables "selling" copy to actually *produce sales*.

When the consumer is ready to buy, the Telephone Directory tells him **WHERE** to buy. This medium is always at the elbow of every person progressive enough to use a telephone—those who *can* buy—and those who *do* buy.

Any trade name may be listed (and many hundreds do appear in current issues)—First, under the Trade Name of the product (cross-indexed); and Secondly, under the type of product, where the selling points may be presented and the Trade Mark reproduced, followed by dealers' names, with addresses and telephone numbers.

Important population centers in the Mountain States area have standardized Telephone Directories in which Trade Mark treatment is available. This circulation is greater than the combined circulation of any two national magazines in the same area. Ask for complete information on the coupon.



The map above indicates the principal population centers of the Mountain States area, wherein the Trade Mark treatment is available.

The seven Mountain States comprise more than one-fifth the area of the United States.

The literacy and the purchasing power of the people in this rich territory are above the average for the nation. This region is important as a leading producer of beet sugar, gold, silver and copper, cattle, hogs, sheep and wool, and is the recreational center for millions.

--- USE COUPON --- FOR COMPLETE INFORMATION

General Directory Sales Department, Mountain States Telephone & Telegraph Company, Denver, Colorado.
Please send booklet giving detailed information regarding Trade Mark Treatment available in Telephone Directories of the Seven Mountain States. No obligation, of course.

Firm name _____
Individual's name _____
Title _____
Street _____ Bldg. _____
City _____ State _____
A & S

GENERAL DIRECTORY SALES DEPARTMENT
**THE MOUNTAIN STATES TELEPHONE
AND TELEGRAPH COMPANY**
DENVER, COLORADO



When words fail, a picture will convince—and to the wide and economical distribution of pictures the photo-engraver is a first necessity.

L. B. Jones
 Vice President
 EASTMAN KODAK COMPANY

YOUR STORY IN PICTURE LEAVES NOTHING UNTOLD



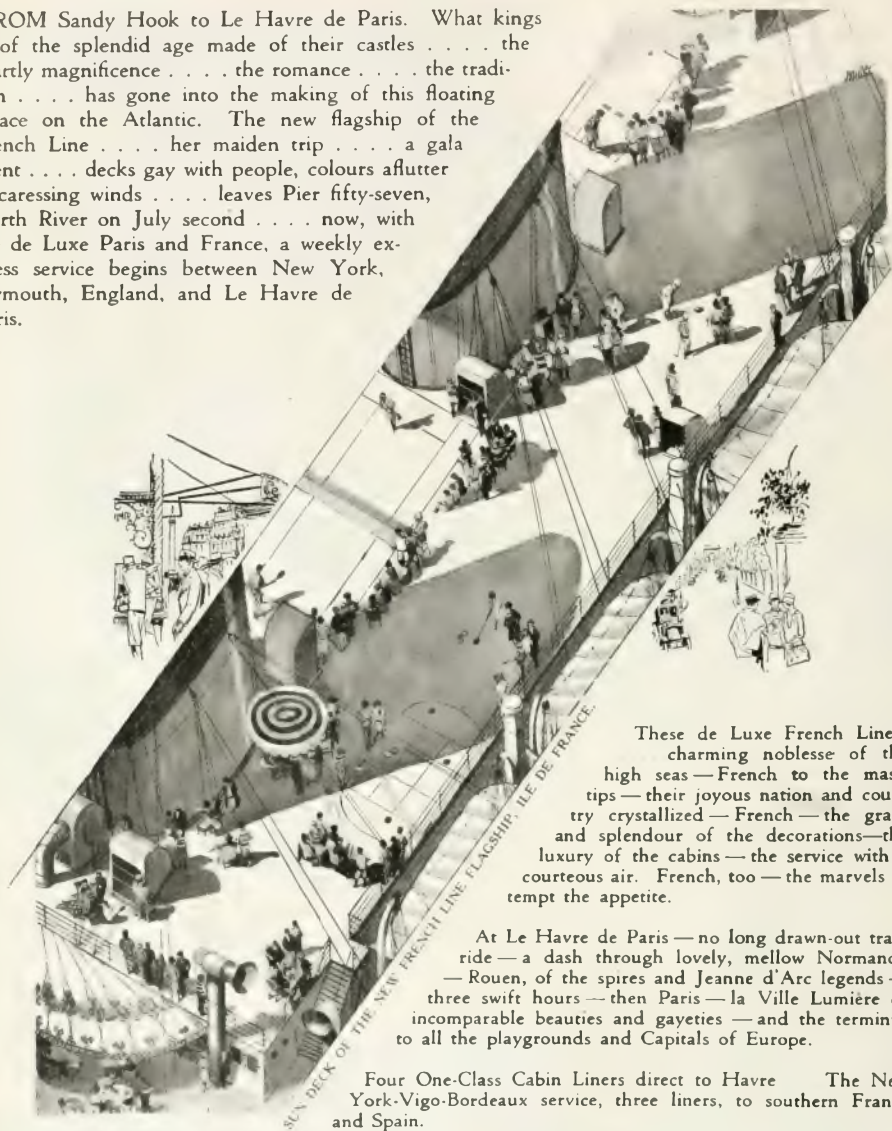
Kodak as You See It
 Photo-Engraving Does the Rest!
 AMERICAN PHOTO-ENGRAVERS
 ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO

Ile De France

~The Boulevard of the Atlantic

FROM Sandy Hook to Le Havre de Paris. What kings of the splendid age made of their castles . . . the courtly magnificence . . . the romance . . . the tradition . . . has gone into the making of this floating palace on the Atlantic. The new flagship of the French Line . . . her maiden trip . . . a gala event . . . decks gay with people, colours aflutter in caressing winds . . . leaves Pier fifty-seven, North River on July second . . . now, with the de Luxe Paris and France, a weekly express service begins between New York, Plymouth, England, and Le Havre de Paris.



These de Luxe French Liners charming noblesse of the high seas—French to the mast-tips—their joyous nation and country crystallized—French—the grace and splendour of the decorations—the luxury of the cabins—the service with a courteous air. French, too—the marvels to tempt the appetite.

At Le Havre de Paris—no long drawn-out train ride—a dash through lovely, mellow Normandy—Rouen, of the spires and Jeanne d'Arc legends—three swift hours—then Paris—la Ville Lumière of incomparable beauties and gayeties—and the terminus to all the playgrounds and Capitals of Europe.

Four One-Class Cabin Liners direct to Havre The New York-Vigo-Bordeaux service, three liners, to southern France and Spain.

Our illustrated booklets are a trip in themselves

French Line

19 STATE STREET, NEW YORK CITY, OR ANY FRENCH LINE AGENT OR TOURIST OFFICE

Must Doctors Disagree?

MANUFACTURERS who are "shopping around" in an effort to determine *which kind* of advertising they should use are missing the big point in their problem entirely.

The vital thing in the development of the average advertising campaign is an impartial weighing of values which will assure the advertiser getting *various kinds* of advertising in the *right proportion*.

The reason so many advertising campaigns work disjointedly and creakingly is that they lack one or more of the ingredients essential to a *balanced* campaign. This is largely

the fault of advertising men themselves—and their tendency to discredit *any* form of advertising they do not sell.

Advertising organizations, like physicians, have found it desirable to specialize. But specialization on one kind of advertising does not, as we see it, necessitate condemnation of all other forms.

Advertising would quickly be stripped of most of its failures and wastes if advertising specialists combined to make clear the possibilities and limitations of *all* forms of advertising—and the necessity of using them in proper combination rather than individually.

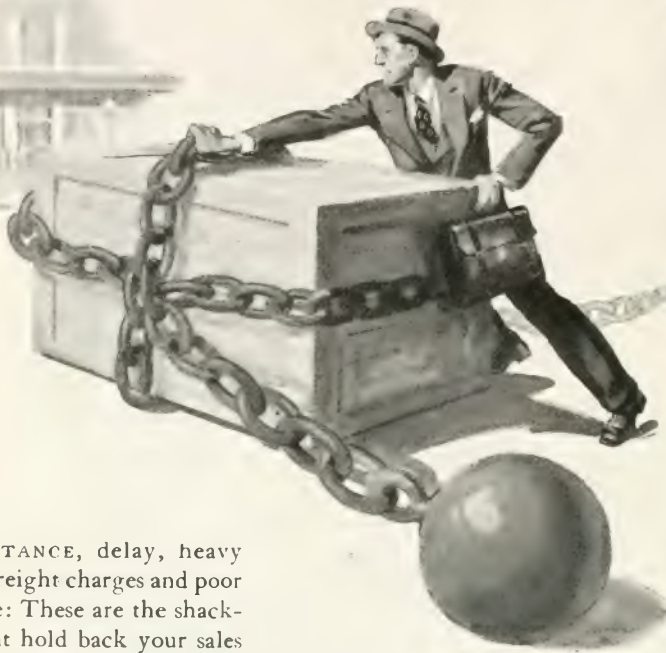
“*The Third Ingredient in Selling*” discusses the need for, and possibilities of, better balance in advertising. A copy of this book will be sent to executives who ask for it on their business stationery.

JAMES F. NEWCOMB & CO. INC.

Direct Advertising :: *Merchandising Counsel*

330 SEVENTH AVENUE, NEW YORK, N. Y.

Ball and Chain Merchandise



DISTANCE, delay, heavy freight charges and poor service: These are the shackles that hold back your sales and cut down your profits in America's fastest growing market—**THE SOUTH**—where buying power has more than trebled in the past ten years.

Nearly 800 of America's outstanding concerns have found it necessary and profitable to establish Southern headquarters in Atlanta.

And the records of these Atlanta branches have amply justified the combined judgment of

America's leading executives. Many of them lead the entire country in volume. Many more have broken through their quotas, year after year.

ATLANTA is logically Distribution City for the South, and the Atlanta Industrial Area not only affords easy and quick access to a rich market, but due to proximity of raw materials for practically every industrial need,

efficient Anglo-Saxon labor, cheap abundant power, reasonable taxes; plants here show amazingly low production cost.

To thoroughly work the Southern market, to get the most in volume and profits, you need the advantages that Atlanta offers. Let us supply you with the facts in relation to your business. Your inquiry will be held strictly confidential.

Write INDUSTRIAL BUREAU
11 Chamber of Commerce

ATLANTA

Industrial Headquarters of the South



Send for this booklet

The actual experiences of nationally-known concerns in Atlanta, and a thoughtful review of this city's many vital advantages as an industrial location. Sent free.

Country newspapers
can be selected indi-
vidually or in any
combination.



The only 100% cov-
erage of 60% of
the entire National
Market.

“**I** BELIEVE in the
Country Weekly. I be-
lieve that no matter in the
United States is more thor-
oughly read, or has more in-
fluence than the pages of
these Home Town papers.”

—ALFRED P. SLOAN, Jr.
Pres., General Motors Corp.

General Motors Corporation is investing hun-
dreds of thousands of dollars in country weeklies
this year.

Country Weeklies are represented by the

AMERICAN PRESS ASSOCIATION

122 So. Michigan Avenue
CHICAGO

225 West 39th Street
New York City

68 West Adams Avenue
DETROIT



Financial Adviser to the Successful Business Man!

NO other magazine has so close a contact with the successful business men of this country.

We receive ten thousand inquiries a month from the highest type of executives asking our advice on their financial problems.

Our publication carries only those articles that **BIG BUSINESS** is vitally interested in, and the "Wall Street" on our cover is merely a guarantee that *all of our readers possess surplus wealth.*

When you realize that our circulation has been built entirely by mail and advertising, you will know why our magazine is so successful a medium for coupon advertising.

We will be glad to send an illustrated analysis of our medium and market to any business man or advertising agency.

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

Member A.B.C.

42 BROADWAY

NEW YORK CITY

*The Largest Paid Circulation of Any Financial or
Banking Medium in the World*

POWER

Fred R. Low

Editor in Chief. Past President A.S.M.E., Past Member American Engineering Council, Chairman A.S.M.E. Boiler Code Committee, Chairman A.S.M.E. Power Test Code Committee, Author of several Engineering works, Member A.S.M.E., N.A.S.E., Member A.S.M.E. Sub-committee on Industrial Power. Editor of POWER for 37 years

A. D. Blake

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

C. H. Berry

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

F. A. Annett

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

L. H. Morrison

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

P. W. Swain

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

A. L. Cole

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

Thomas Wilson

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

F. L. Beers

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

Devoted to the Power Problems of All Industries

Typical Testimony!

"I consider the ads in POWER one of the most valuable assets of the paper, as they are read and used by me very extensively."

*Chief Operating Engineer,
Big New England Shoe Manufacturer*

"If we want to buy anything, we just pick up POWER, look the ads over and as a rule we find what we are looking for."

*Superintendent,
Public Utility Company*

A.B.P.

A.B.C.

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

These Men Make
POWER

POWER

A McGraw-Hill Publication

An American Printer Exposition and Craftsmen Number again this year, as usual.



Three Craftsmen Numbers of The American Printer of Previous Years

The September 1927 Issue of **THE AMERICAN PRINTER**

will be a PRINTING EXPOSITION and CRAFTSMEN NUMBER. It will be issued because of the Fourth Educational Graphic Arts Exposition and convention of the International Association of Printing House Craftsmen (superintendents and foremen) that will be held in New York, September 5 to 17, at the Grand Central Palace. It will be the greatest educational exposition of printing ever held in America, and the only one of its kind within the next five years.

Advertisers should arrange for liberal and increased space in this September issue of The American Printer to feature new machinery and devices, new paper and new processes.

THE AMERICAN PRINTER 9 East 38th Street, New York



THE NEW HAZARDS IN DOING BUSINESS

To a flapper of sixteen, a girl of twenty represents the staid Older Generation.

An idea that yesterday was revolutionary is today a common-place.

Habits are seldom long to be counted upon.

To an advertiser, it is not so much the *fact* of these new ideas and new attitudes which makes them formidable. It is rather the speed with which they are spread and the unanimity with which they are adopted.

Advertising itself has been chiefly responsible. It has created a public willing to adopt the new thing, determined to be left behind in nothing and eager to do or be whatever is popular at the moment.



And advertising having created such a situation, is likewise the means for meeting it and cashing in on it.

No manufacturer whatever he may make or however well entrenched he may be in the homes of the country, can afford to settle down and let things take their course.

He must be acutely alive to what is happening today and what is going to happen tomorrow.

He must analyze, in full time, the effect on his business of new inventions, new discoveries, new trends.

And he must act.

CALKINS & HOLDEN, INC • 247 PARK AVENUE, NEW YORK



The French Provincial Dining Room on the 15th floor of the Butterick Building.

The Dining Room of Delineator Home Institute

*W*E showed you the kitchen, and we showed you the living room, but you really should see the dining room!

This dining room, quaintly and charmingly furnished in the French Provincial manner, is a permanent and integral part of Delineator Home Institute—on the 15th floor of the Butterick Building, you know.

Here many a savory meal, many a dainty dish is served that has been prepared in the kitchen of Delineator Home Institute.

Later, the most unusual, the most appetizing of these dishes are presented in the pages of Delineator itself as a suggestion for hundreds of thousands of modern homes. All part of Delineator's plan, you'll note—

To further the Art of Gracious Living.

Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY

Advertising & Selling

VOLUME EIGHT—NUMBER TWELVE

April 6, 1927

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Courtesy The News (N.Y.)

WITH the advent of the radio the advertiser and his agent have found suddenly at their disposal an entirely new medium; one whose meteoric rise to importance has left no time for the classification and codification that eliminate most uncertainty from the use of media made more familiar by time. Puzzled by the conflicting claims of rival stations, the prospective lessee of "the air" is bound to feel somewhat confused. It is for him that Edgar H. Felix has written "The White Space Value of Broadcasting Time" in this issue. While he cannot lay down absolute rules for judging the value of certain hours and stations, he does offer suggestions of standards by which some decision can be made.

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

Subscription Prices: U. S. A. \$3.00 a year. Canada \$3.50 a year. Foreign \$4.00 a year. 15 cents a copy
Through purchase of *Advertising and Selling*, this publication absorbed *Profitable Advertising*, *Advertising News*, *Selling Magazine*, *The Business World*, *Trade Journal Advertiser* and *The Publishers Guide*. *Industrial Selling* absorbed 1925.

Member Audit Bureau of Circulations and Associated Business Papers, Inc. Copyright, 1927, By Advertising Fortnightly, Inc.



Reaching the Best Families in the Best Markets

Cosmopolitan is especially suited to carry the advertising message of better-than-ordinary products selling to the better grade homes.

For such, it is a logical "first buy." For Cosmopolitan is a *class magazine* reaching a *class audience*. And the same demand for the better things which finds expression in their preference for Cosmopolitan at a price sufficient to buy several ordinary magazines, inspires our readers to seek quality in other lines of merchandise as well.

Cosmopolitan reaches regularly *more than a million and a half such families*,—a market with possibilities sufficient to challenge the attention of any national advertiser.

And Cosmopolitan's circulation is *admirably distributed to fit the advertiser's needs*; 90% of its total being concentrated in the larger cities and towns where 80% of the nation's business is done,—yet so well distributed that it reaches an average of one out of every six worth-while families in every one of the 2787 cities and towns of over 2,500 population.

Cosmopolitan is truly a primary medium,—in the primary market for quality products.



Let a Cosmopolitan representative give you fuller information.

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General Motors Building
DETROIT, MICHIGAN

119 West 40th Street
NEW YORK CITY

5 Winthrop Square
BOSTON, MASS.
625 Market Street
SAN FRANCISCO, CAL.

APRIL 6, 1927

Advertising & Selling

FREDERICK C. KENDALL, *Editor*

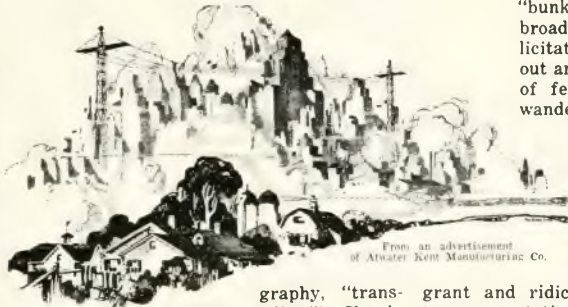
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The White Space Value of Broadcasting Time

By Edgar H. Felix

BEFORE "time on the air" of commercial broadcasting stations can be purchased with the same statistical background that aids the space buyer in the selection of printed media, a tremendous amount of experience must be gained and extensive fact finding studies completed. Broadcasting time is now bought almost entirely upon guess work, there being no substantial foundation of fact serving as the criterion by which the value of one station may be compared with that of another. At first sight, it appears that no such foundation will ever be developed; the only guide to the prudent radio time buyer is the experience of past users of the station under consideration.

The basic elements of space buying applied to the broadcasting problem, however, are dimly discernible and will eventually result in a systematized method of station rating and charge determination. Instead of the familiar units of quarter, half, or full page space, the radio buyer considers "time" in units of minutes or hours; circulation becomes "coverage" and "service range"; class of readers, "established audience"; position, "hour"; and typo-



From an advertisement
of Awatet Kent Manufacturing Co.

graphy, "transmission quality." Clearly there are elements of similarity between space buying and the new art of buying "time on the air." It is only a matter of development before the facts applying to radio will be as tangible as they are with "space."

THAT there is need for a codification and clarification of the former is evident when we realize that approximately \$20,000,000 were spent last year in commercial radio broadcasting, and that the figure will reach \$100,000,000 within three years. The present cost of reaching an individual listener by radio unquestionably varies among different stations by such extreme ratios as a hundred to one. That such extraordinary variations exist is largely because of the unalloyed

"bunk" circulated as broadcasting station solicitation, prepared without any restraint but that of feeble conscience and wandering imagination.

A little consideration as to what purchase of time on the air gives the advertisers may serve to eliminate some of the more fla-

grant and ridiculous cases of extravagant station solicitation, which get over only because of ignorance of the qualities of the new medium.

Buying time on the air is the purchase of an opportunity to reach a definitely established radio audience. That is not as indefinite a unit as may be imagined. Radio listeners are quite fixed in their habits. Ask any listener what his favorite station is and he can, in nine cases out of ten, answer you without the slightest hesitation. In almost every case one, two or, at the most, three stations give the listener ninety per cent of his radio service, even though his receiver may place forty other stations at his disposal. And, in the case of more than two-thirds of the radio audience, a single station receives eighty per cent of his attention.

From the standpoint of the commercial broadcaster, only this "favorite station" listener is worthy of consideration in placing a valuation upon a station's audience. The opportunity for misleading presentation as to a station's coverage arises out of the irregular listener, the long distance hunter who may hear a station but once or twice in the course of a year and who is most likely to write a letter to the broadcasting station when he does so, in order to add another confirmation to his collection of radio mementos. An accumulation of long distance mail is easily collected by the most insignificant broadcasting station and it is often submitted as evidence of nationwide coverage.

I have seen solicitations from broadcasting stations, particularly

from the center of the country, claiming nationwide coverage because they have been heard by a few hundred listeners on both coasts. One station, for example, received several hundred letters from all parts of the country in response to a late night program on one of those rare "perfect" broadcasting evenings, and it is selling its time to national advertisers on the basis of national coverage. Another station, in the central West, has been heard in Hawaii, Alaska and Cuba, and claims as a consequence to be an ideal station for the national advertiser because "practically none of its programs are lost at sea."

An hour's listening with the highest grade of receiver in an ideal location under ideal conditions will prove to the satisfaction of anyone

(except perhaps of a blue sky station solicitor) that the quality of reproduction attainable from stations within a hundred miles is so vastly superior to that attainable from stations more than 500 miles distant that no one, seeking musical entertainment from his radio, will prefer the latter. The long distance listener does not seek entertainment, upon which good will for the commercial sponsor depends, but the thrill of hearing call letters from a far away state. With my own receiver (a modest, home-made affair), near New York, I have had no difficulty in picking up KFI on each of the three occasions that I tried to do so this winter between 11:30 and 12:15 p. m.; but the good will value of this achievement to the sponsor

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Opportunities the Retailer Misses

By *Earnest Elmo Calkins*

NOW and then when the traveling salesman talks to the retailer about the advertising his house is doing, and tries to impress him with the fact that such advertising is benefiting him, the dealer comes back with, "It never done me any good, as far as I can see". And sometimes the salesman has no comeback, and goes home and reports to the advertising manager, "The trade tell me they don't feel any effect from our advertising". And the advertising manager passes the bad news on back to the advertising agent, who wonders if it is so, or if perchance it merely means that the dealer isn't competent to testify, that he has ignored the advertising instead of lining up his store to get the full advantage of it.

In Bermuda, where there is no drinking water except what falls from the clouds, each householder is compelled by law to have a watershed to secure his supply. It rains alike on the prepared and the unprepared, and it's no use to complain that you haven't got water. The answer is, "Why didn't you catch it when it was raining water?"

You would not expect so enterprising a shop as Tripler's, whose emporium at Madison and Forty-sixth is chock full of the smartest clothes the well-dressed man can wear, would be indifferent to a particularly effective piece of publicity. But this is what happened. In a recent *New Yorker* the

chap who goes round to the shops and writes up what he finds said:

If you can wear brown and are looking for a smart topcoat, Tripler's has imported some wows from England. They are made of a brown and white material known as shark's-tooth, which is about the best looking stuff I've seen for some time. Double-breasted, peaked lapels, broad shoulders, \$100. They are so well cut that the domestic imitations, of which I have written before, suffer terribly by comparison.

You will agree with me that the paragraph is a stronger and better piece of copy than most retail furnishers are able to get into their paid space. It made a hit with me. Being in need of a light overcoat, I stopped in at Tripler's and asked to see the coat that had made such an impression on *The New Yorker's* expert. To my amazement, no one knew what the paragraph referred to, or what overcoat was meant. I went away without learning what a shark's-tooth topcoat is. Well, perhaps I wouldn't have liked it anyway. But it makes me skeptical about a dealer's opinion of advertising. I think if I were Tripler's and had received such a paragraph in such a publication as *The New Yorker*, I would put that particular coat in a Madison Avenue window with a photostat enlargement of the paragraph framed, on one side, and the cover of *The New Yorker* framed, on the other. I would be prepared to back up *The New Yorker's* opinion by showing I thought it was a good coat, too.

"Doing Business" in "Other" States

How to Know When You May Be Violating the Law

By H. A. Haring

THIS matter of properly qualifying a corporation in the states where business is to be done is not a matter to be dismissed lightly by the manager.

To see one's corporation lose accounts receivable is bad enough. To be compelled to complete undertakings is worse, when the officers have learned to their dismay that their "contracts are wholly void in behalf of the non-complying corporation, but enforceable against them"—as is the law in ten states. In about thirty others the "contracts are valid but the corporation can not enforce them through any court of this state."

"A law is not a law without coercion behind it." That such is the belief of our lawmakers when legislating against "foreign" corporations is easy to see.

They have assumed that business is for profit. They have not hesitated to dip into that profit when any corporation neglects or refuses to domesticate. Less than a dozen states have omitted from their law penalties beyond the invalidation of contracts, and yet those few states are rather notable for the reason that among them are several of the most important, commercially speaking: Connecticut, Maryland, Massachusetts, New York, Oregon and Texas.

Of the forty-eight states, thirty-five lay upon the non-complying corporation specific fines ranging from \$10 to \$10,000 (Indiana laying the highest), with \$500-\$1,000 being the most usual. Nor are those states that believe in fining the corporation always content with a single imposition of this penalty. Iowa imposes a fine of \$100 for each working day in which business is transacted without compliance with the law; Michigan, North Dakota, Ohio and West Virginia make the fine apply for each month of non-compliance, three of these four laying for this purpose fines that run to



©Haring Gallery

HALF-HIDDEN in the roadside underbrush lies the boundary line that can mean trouble for the unthinking. The business that does not watch its activities in "other" states with legal knowledge can get into difficulties as costly as they generally are unexpected

\$1,000 and the fourth (North Dakota) holding out threats of twice that total. Thirteen others make their fines apply to "each offense" or "each business transaction," with, quite often, a definition in the statutes as to what constitutes them.

SOME of the states have been quick to augment their revenues by penalizing corporations that have, inadvertently perhaps, disregarded their foreign corporation laws. At one time the Supreme Court rendered a decision that went hard with corporations which use "specialty salesmen". A Minnesota milling company, in a test case, employed salesmen in Massachusetts for the purpose of inducing dealers and millers to use its flour. These salesmen were aiming to develop business for the mill's wholesalers in Massachusetts, and, to that end, they turned over such orders as they secured to wholesalers, who completed the deal.

For years the manufacturers who follow this method of "specialty salesmen" had resisted the states, their contention being that such specialty selling was merely an adjunct to interstate commerce—washing machines, adding machines, suction sweepers, typewriters, cash registers and a host of others. When, however, the highest court declared this type of selling to be "local business within the states", the states had their innings. As one illustration, the attorney general of Alabama sent peremptory letters in large numbers to specialty-selling corporations. They were told that the Supreme Court's decision made them law-breakers in that they had failed to domesticate in Alabama.

They were told that the Alabama penalty for violation was a fine of \$1,000. These notices did, however, hold out that "in view of the general idea which has prevailed that this character of business was not such as to necessitate qualification, the majority of claims will be adjust-

ed on a compromise basis of \$250". The corporations were taken by surprise. Member companies appealed to their national organizations, with the thought that a solid front would modify the demands of Alabama; but the legal counsel of one of these associations, the American Specialty Manufacturers' Association, suggested "compliance rather than contest". The attorneys assured their clients that the chances of success in a legal fight were slight; members, therefore, were advised to take advantage of the \$250 compromise offer and forthwith domesticate in Alabama.

Other states have not hesitated to issue similar circular letters, as new decisions have tightened their hold over foreign corporations. Another state, with a statutory fine of \$500, concludes such a notification circular, thus:

It is suggested, therefore, that you take up with this department the matter of the

[CONTINUED ON PAGE 44]

Bigger Business for Small Manufacturers

By *W. R. Hotchkin*

Associate Director, Amos Parrish & Co., New York

SOME years ago, when I was a struggling advertising agent, there came to my office a manufacturer who had known me as a periodic promoter of his products in the *Wanamaker* advertising. The gentleman believed in miracles—especially in two: He thought that any advertisement published in his wife's favorite magazine would cause thousands of women to rush to the post box with letters containing orders and the necessary dollar bills. And, moreover, he thought that I knew the words with which to accomplish the feat. Yet he had sold goods in Missouri!

This man told me that he had a thousand dollars with which to buy a big space in that magazine and emblazon to the world the knowledge of a new and worthy product, wanted in every home and at every picnic. Not being convinced that he was one of Mary Pickford's "Sparrows" and realizing that a miracle was rather hazardous, I spent the next hour or two in trying to demonstrate to the gentleman that a nice mink coat for his wife would be a much more satisfactory investment. I ruled out, with almost mathematical accuracy, the amount of space that one thousand dollars would buy in a section of a single column of that magazine. I indicated a fly-speck of space for the illustration of his product, and another minute spot for the marginal sketch of his picnic scene, which he thought would arouse an immediate heart's desire on the part of every reader for his product, and I had space left for a few words. But I cast doubt on the probability that his wife could find the advertisement when

she rushed to open the issue in which it would be published.

THE asterisks indicate a year of periodic arguments, in which he insisted on spending the money while I insisted that he save it until he was in position to become an advertiser. But the man insisted that his scheme should not be denied the chance to be born, and that I should be the stork. Finally he demanded action. He insisted that he was ready to go ahead and go he would, though his advertising appropriation was still limited to one thousand dollars. This time I accepted the job, but insisted that he start sanely, with some chance of securing results. My suggestion was that he start in his home city, New York, spending the thousand dollars locally.

The commodity was solid alcohol, then an almost unknown product, and

our organization created the name for it: "STERNO—Canned Heat." The Riker-Hegeman Co., then the leading drug concern, with local stores all over the city, accepted his business—a circumstance which gave him a chance to get large publicity in one great trading center, to get the implied recommendation of this well known concern, and to secure cooperation of the most valuable character. Naturally, the results were most gratifying, for we attained four objectives of successful advertising:

(A) The goods were on sale in the community in which the advertising was published.

(B) Stores where the goods were on sale were definitely named, so that anybody interested in the advertising would have no trouble in finding the goods advertised.

(C) The goods were displayed in the windows of all the stores that had them on sale.

(D) The advertising, being published exclusively for the benefit of the stores in which the goods were sold, and published in the stores' own manner over the stores' own name, created an unusually friendly attitude for the goods among the stores' executives.

Thus the product was introduced to the New York public in a most impressive manner, and a spirit of friendly interest was established in the leading store of the United States. The fact that this great store would exploit the goods in so imposing a way aroused the interest of drug stores all over the country, and a showing of the Riker-Hegeman advertising was the most compelling argument a salesman could use to in-



Courtesy The New South

THE small but ambitious manufacturer is inclined to hang on his office wall a map of the United States when he should have an aerial view of the local business center. Right around him lies the best territory in which to invest his advertising appropriations that may, through local media and interest, build up a reputation large enough to make a national campaign feasible

How Advertisers Are Getting Schools to Use Their Literature

The Demand from Teachers for Charts, Maps, Product Geographies and Special Text Books Is Greater Than the Supply

By John Allen Murphy

A RECENT editorial in a New York newspaper complained of the growing practice of "exploiting" pupils for the benefit of commercial enterprises. In many parts of the country business men are getting school children to do part of their selling. They arrange contests between schools or classes, offering prizes to the side that sells the most; or, they ask students to write essays in behalf of their product, cause, or store and award cash prizes to the winners.

The conclusion of the editorial was that business men have no right to introduce such practices into our schools; a sentiment with which I am absolutely in accord. Business should not be allowed to divert our school facilities to its own selfish purposes.

But the same editorial refers critically to another custom that is coming into wide use in both private and public schools—the tooth brush drill, the daily soap-and-water check-up, the balanced diet chart sponsored by commercial organizations. I am not in sympathy with the newspaper's criticism of that kind of school work. Dozens of our leading advertisers are cooperating with the schools and the teachers of the nation in supplying educational "helps" of that character. After investigating the subject for several weeks, I am prepared to say that there is no



From an advertisement of Lifebuoy Soap

activity in which advertisers engage that is more appreciated and more productive of results than this school work. All of it is beneficial; some of it has done a great deal of good. Not only are the manufacturers satisfied with what they have accomplished but, what is more important, both parents and teachers are also delighted with it.

TEACHERS appreciate this help from manufacturers because if it were not supplied by them, the chances are that it would not come from any other source. In a classroom many "helps" are needed which the school board does not furnish and the teacher cannot afford to buy with her own money: maps, charts, hygienic instruction books, pictures, commodity geographies, and numerous other teaching devices.

This material is in demand largely because of the development of the visual instruction system. I wrote to Dudley Grant Hay, director of visual instruction in the Chicago public schools, asking him to explain the method and to tell briefly how manufacturers could cooperate with the movement. Here is his reply:

In the teaching process the most helpful thing for teachers is the object itself, whatever that object may be. The next best thing, of course, is a good picture of the object. If it be a nature scene, the stereoscopic picture comes nearest to a reproduction of the real thing of any pictures now made. Then come good photographs, lantern slides and films. In addition to the picturization of the objects under study, it is very helpful for the teachers to have furnished to them, in brief, clear ways, the ideas wrapped up in the subject matter, as teachers as a rule have very limited means of finding sufficient data through research work to make their lessons as lucid as they desire to make them.

All of the basic industries concerned with problems of food, clothing and shelter have a place in the school room for broadening the understanding of the children of the world in which they live. Museums are furnishing exhibits in many lines of work that are very helpful. Charts which are quite enlightening are sometimes furnished, but the great movement at the present time seems to be along the line of visualizing through pictures thrown on the screen in the class room by means of slides in some form. Of course these things—the basic industries—involve the original sources of raw materials, the various steps made in producing the same, transportation, and distribution to the final consumer. Thus the customs, manners and habits of the people are studied, and various types of transportation are involved. If you have any way of getting these things directly to the teachers themselves, or to the schools, where the teachers can

have access to the illustrative material, I am quite sure that it will be very acceptable in every locality of our nation.

Several years ago I had a talk with Ralph Starr Butler about this matter. He was then advertising manager of the United States Rubber Company which since 1920 has been distributing a book entitled "The Romance of Rubber", and he then said it was astonishing with what eagerness teachers seized the opportunity to get the book. Of course the reason is that commercial liter-

ature of that kind admirably supplements regular school text books.

When the United States Rubber Company first began the distribution of "The Romance of Rubber," it sent sample copies to state and county educational directors telling them that it would furnish their teachers with enough copies for all of their pupils upon receipt of the names and addresses of the teachers. In only two instances did the company encounter opposition from school authorities because the book contained advertising material.

Later, the objections of those two authorities were withdrawn.

Only during the first couple of years did the company have to promote the publication. Now, voluntary requests for it exhaust each year's edition. The book is written so as to be of interest to pupils from the sixth grade up. Experience shows that high schools and colleges are fully as interested in "The Romance of Rubber" as are the grade schools.

The company does not depend on

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Whisker History

By George S. Fowler

Formerly Advertising Manager of Colgate & Company

ON one of the busiest of Wednesdays, the little piece by Mr. Calkins—"Advertising to Avert Whiskers" in ADVERTISING & SELLING for March 23—turned back the mental clock so far that I am going to comment on it rather *in extenso*.

A few years ago I was riding in from home and saw an announcement of an exhibit of a collection made by Mr. A. G. Spaulding of old photographs. They were groups of athletic teams, football teams, and the like. I saw the exhibit and on the same day happened to find an old miniature of my father, made when he was a young man. Here were men of twenty to twenty-five years of age with beards, mustachios fierce and lady-killing, with hirsute adornment of all varieties.

At about that time we had the over-claims of shaving creams almost equaling the parlous pack of lies which some dentifrices were exploiting. We wanted to get away from over-claims, for after all about all this race of busy Americans needs is a really good shaving soap, thorough lathering—the soap being of a kind to take up a lot of water—and then a sharp razor. I thought then, and I still think, that outside of the metropolis, thousands of men shave only two or three times a week. Nevertheless we did want to make men who had not shaved this morning somewhat ashamed to take their wives to lunch or to meet their bosses in conference.

We wanted men to feel that they had to cover their chins with their hands if they hadn't earlier in the



day covered their beards with Colgate's soap.

The idea was good in itself; the drawings, which were photographs in semblance, were ideally made by Rowden King; and after I had tried my hand at a piece of copy and found it lacked the subtle touch and was not as good as the idea itself, Sam Kiser took it in hand and made it what it was.

The first appearance was greeted by much discussion and a threatened killing of the child, a few hundred applications for samples, and a few hundred replies, including one from a man who was sick in a Seattle hospital. The letter read:

Dear Colgate & Company:

Your back page with the bewhiskered Princeton football players of the 90's gave me a heartier laugh when I saw it on Mr. Lorimer's *Saturday Evening Post* back cover than anything else Mr. Lorimer allowed in the magazine. It has done more to make me want to get well so I can shave myself. You should double your advertising man's salary.

Mr. Calkins would have rejoiced with a number of us in the grateful praises of thousands of women who had previously been kissed with tickling mustaches and scraped by stubby chins when their husbands came in from business. Clean faces for men is one of Mussolini's pieces of propandanda and will probably be as important in the future of Italy as anything else the Roman dictator has put into effect.

The whisker advertising was good advertising, and even a court of law, not to say of justice, decided that the niece of General Burnside had not been injured by the exploitation of that Civil War officer together with the fact that he happened to be a stylist in whiskers. As a matter of fact, I have always had a sneaking suspicion that that advertisement did more to bring General Burnside to the attention of present day youngsters than all the history books they read in school.

Mr. Sidney M. Colgate said, in connection with the dentifrice campaign to make school children clean their teeth. "It is a good thing to do good and make a dollar at the same time". Certainly the Colgate whisker shaving cream advertising did good, made some dollars and was a force in cleaning up the country.



Bought in the Home—Not Sold in the Store

By Roy A. Brandt

Advertising Manager, The Maytag Company, Newton, Iowa

A MANUFACTURER cannot be a merchandiser. He may be of help to the dealer in his problems of merchandising or he may be well versed in the job as a whole, but the dealer himself is the real merchandiser. With the dealer, then, seemed to lie the hard knot which our company found it must untie before washing machines could be sold on an increasing scale in the face of an inactive and morbid market. In order to get to the bottom of this problem, we felt that the first thing to do was to make a very careful and thorough analysis of the job that we were trying to accomplish. We felt that, regardless of how badly we wanted to sell the dealers machines, they were not really sold until the dealer had removed them from his floor and received settlement for them.

In working out this problem we went to the dealer and laid all of our cards on the table. He bent over this task with us and gave us an interest and assistance that was very gratifying. We found, as a whole, that the washing machine market is divided into three divisions: first, the spontaneous market which consists of all

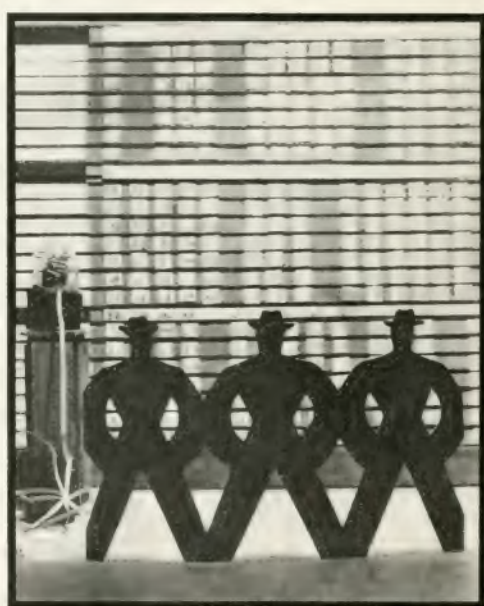
of those people in a community who are fully acquainted with the advantages of owning a washer and under ordinary circumstances would not be without one; second, the potential market, which is comprised of all of those people who, according to the conditions of their homes and incomes, should have washers, but who have never been brought face to face with the advantages they are sacrificing by not having one; third, the latent market, all of those people who today are not yet in homes of their own, but who will suddenly pass into the potential market and have a well defined need for a washing machine.

MOST dealers we found were more than willing to do anything within reason. However, most of them were general dealers, handling from twenty-five to a hundred different lines of merchandise. It was impossible for such a dealer to push one or two lines to the detriment of the rest, or to specialize on some and neglect the others. We found that most of them were getting what seemed to be their share of the washer business. By this we mean a fair percentage of all the

people who came in and asked about a washer. But the aggregate didn't amount to very much; not enough people were showing an interest.

It seemed to us that the potential market was the one which offered the most promising returns. Advertising in newspapers, billboards, or magazines had little or no effect upon them. When they read the ad they would say, "Well, I suppose that is a good machine for anybody who needs one," and that's about as far as it went. These people would never come into the store and ask about a machine, and if the dealer approached them when they came in to buy something else it was difficult to show them in a store, without clothes, soap and water, exactly what it would do. As long as the washer was sold in the store the dealer was trying to sell a machine, a mechanical contrivance which the prospect was led to believe would wash clothes. Our desire to get to the members of the potential market who, as we have already mentioned, would not come into the store, led us to take the machine to their homes instead, and to develop the idea of selling home demonstrations instead of the machine.

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A DEPARTURE from the usual that is radical in its indifference to the conventions of its kind is made by this series of clothing advertisements sponsored by Weber and Heilbroner for the Fabric Group, whose trade-mark the three figures represent. In place of the expected super-collegiate mental defective or more English than the English floor-walker traditionally employed to appear in gent's natty resters, this debonair trio in the photographs of Anton Bruehl gains attention. The designer of the threesome—"Zero"—has deftly imparted to it the "smartness" the metropolitan settings demand

Economists in Wonderland

By Edgar Quackenbush

NOT long ago (February 2-March 2) there appeared in *The New Republic* a series of five articles under the general head, "Consumers in Wonderland." This series was run over the signatures of Stuart Chase and F. J. Schlink and was announced as consisting of abridged extracts from a book by these two entitled "Getting Your Money's Worth," to be published sometime this spring by the Macmillan Company, New York.

The advertising man would do well to read these articles, or at least to study the book with some care when it is finally published. It represents the consumer's point of view, pure and simple, and it applies keen intelligence and a certain amount of analytic ability to the study of a problem which advertising men are all too prone to view only from their own narrow outlook. The authors have picked the weakest points in the advertising structure with rare shrewdness. Their tirade upon patent or proprietary medicine marketing will arouse the hearty support of every forward-looking advertising man, as will many of their passages upon fraud and substitution.

But these writers do not confine themselves altogether to the patent medicine evil and the "cease and desist" orders of the Federal Trade Commission. Their attack also hits the national advertiser and, while many of their blows are undoubtedly delivered below the belt, there is food for considerable introspection and judicial reflection in a large part of what they say. Advertising men perusing these pages are due for a jolt or two.

The main theme of Messrs. Chase and Schlink is that the consumer is not getting full value on what he pays for advertised goods. Disregarding for the moment such obvious evils as substitution, misrepresentation, out-and-out fraud, etc., upon which they dwell at some length, the base of their case rests upon the fact that the consumer pays far more for certain advertised goods than he should pay were he to buy the raw materials and manufacture the goods himself. A truly startling discovery! They rail against forced distribution, high-

powered salesmanship, the misleading claims—frequently based on pseudo-science—which even reputable advertisers sometimes make; and, paradoxically, they wax mildly vitriolic on the perverted desire of the manufacturer to make as much money as possible by charging for his product "all that the traffic will bear". Paradoxically, because the entire object of the harangue, so far as is immediately evidenced to the casual observer, is to enable the consumer to make all the money he can by shying away from these profiteers.

Therein, it would seem, lies a fallacy. The authors in attempting to make their case extraordinarily strong have been guilty of a certain amount of the common weakness of leaning over backward. Hence a vital portion of their case is seriously weakened, in the opinion of this observer, at any rate. They persist in regarding the consumer as a poor abused sort of moron who is in dire need of some Moses to lead him through the wilderness of high-powered advertising copy and to save him from his own quite human desires. As a matter of fact, there undoubtedly exist thousands of this type of consumer, but it should not be lost to sight that there are plenty of other perfectly normal, intelligent people who buy nationally advertised, mass produced merchandise with their eyes wide open and who will continue to do so even after such knights of domestic economy as the Messrs. Chase and Schlink have laboriously pointed out to the fraction of a cent how much they could save by a different sort of buying.

TAKE a hypothetical case to illustrate. Mr. and Mrs. Jones reside in a three room (counting kitchen) apartment in Westchester, or perhaps in Evanston, Brookline or Oakland. They are young and, being comparatively newly married, are at that stage of life where economy is most essential. They are getting along quite comfortably and the future looks rosy; except for Mr. Jones's truly alarming fondness for a certain nationally advertised breakfast food which is composed largely of bran. His voraciousness in this respect is remarkable. He

absorbs a package a week on the average, and such a package, holding ten ounces, retails for ten cents. Mrs. Jones has read somewhere that bran fresh from the farm brings something like four dollars a ton, and of late has been pondering upon possible household economies. But one problem perplexes her: In which of their three rooms will she store a ton of bran while Mr. Jones is wading through its 2000 pounds of fine laxative properties; which, she figures roughly, will take him in the vicinity of forty years? Furthermore, once in her younger days she visited the farm of a remote uncle where she inadvertently sampled some of the horse fodder, and she has grave doubts whether her husband would take to bran *au naturel*.

WERE she a close follower of economics as preached by *The New Republic*, she might, in the issue of February 2, have come across this illuminating fact: "The housekeeper, by grinding her own wheat in an ordinary coffee mill, can secure a good cereal breakfast food for three or four cents a pound."

Now here truly is a profound suggestion. Mrs. Jones would undoubtedly follow it immediately, save for the fact that it is not made precisely clear where she may purchase wheat in bulk or what would be a reasonable price for same at retail by, say, the bushel. Not being an authority on wheat herself, she would have no means of telling off-hand whether the bulk product she was buying was good quality or not, and would have no redress if the latter turned out to be the case.

Assume that she, greatly interested but a bit perplexed, appealed for enlightenment to Messrs. Chase and Schlink. Assume further that these gentlemen not only showed her where she might obtain good wheat at retail for a reasonable price, but, in the interest of experimentation, connived with a mid-western farmer to supply her direct with the grain at absolutely no cost to her.

This young lady, now filled with enthusiasm, economy and good intentions, sets about saving money. She buys no more nationally advertised bran and discovers that thereby she saves a total of \$5.20 a year.

[CONTINUED ON PAGE 64]

Common Sense in Advertising

By S. E. Conybeare

President, Association of National Advertisers

I THINK that common sense ought soon to teach us the limitations of advertising. It sells ideas, not goods. Too many people expect advertising to do a selling job. I maintain that advertising can only get people ready to buy. It can create desire, but he who depends upon advertising to do the work of selling is going to be disappointed.

Never before, it seems to me, has it been so apparent that we need to lay emphasis upon the right kind of selling in our retail stores and in our manufacturing organizations as we do today. The strides that have been made by the radio industry are tremendous. Through advertising in local publications and also through advertising of the radio itself it has created a tremendous interest. But do you know that in Lancaster, and I believe the same is true here in Harrisburg, there are hundreds of homes that do not have radios? People have read the advertising, they are interested, but they are waiting for somebody to ask them to buy.

Let me tell you my own story. For several years I had the idea that the radio was still an imperfect thing. In my ignorance I said that my victrola gave me much better music than radio. Then one day a friend of mine with whom I have sat at lunch I suppose once a week for the last four years, in response to some inquiry I made about radio, said, "Let me send you out a set." I didn't even know he handled radios. He brought that radio out to my house when I was out of town and showed my wife how to run it. When I got back home that radio was sold. That man could have sold me several years ago if he had backed up the advertising through personal selling.

Advertising can build an identity, a personality for your business; can tell how you can serve. Its job is an educational job of selling the idea, although there must be a meeting of minds between buyer and seller before this transaction is completed. I read an advertisement, I am interested, but there are many



questions in my mind that I want somebody to answer personally before I buy. So let us make sure that our selling keeps pace with our advertising.

There are still wonderful opportunities for the educational work of advertising. I am told that only one out of four people use toothpaste regularly. Did you ever hear the story of the rookie in a baseball camp who was drafted from a minor league? When he arrived in camp his luggage consisted of a clean collar and one extra pair of shoes. His roommate looked at him in disgust. "Didn't you even bring any toothpaste?" he said. "Toothpaste, naw," said the rookie. "My teeth stick in."

ONCE you start advertising, you should never quit. The work of advertising is never done. It is absolutely vital to the success of advertising that it be done persistently and consistently. There is no substitute for continuous repetition of your advertising story. One of the most pitiable things I think in commercial and business life is to see the recurring mistake of the fellow who buys a little advertising and then stops. How we kid ourselves about advertising! We buy some space in a newspaper or a page in *The Saturday Evening Post* and stick out our chests because we think we are big advertisers. But ten chances to one only a fraction of one per

cent of the public has really noticed our advertisement. Do you remember how you learned when you were in school? You studied your lesson at your desk and then the teacher had a recitation and you went over the lesson in class? Then the next day she reviewed the work covered the day previously and then a few weeks later she reviewed again the work you had been doing. At the end of the term you went over the whole subject again. You learned by constant repetition. So it is with advertising. Fundamentally we are telling the same message in our advertising that we started out to tell more than nine years ago. It is the first advertisement backed up by the second, third, and fourth over a period of years that does the job of creating an identity for you in the minds of the public. The public's power to forget is much greater than its power to remember.

I wonder if you fully realize the power of continuous repetition in advertising. About seven years ago there came to Lancaster a young man who was a native of our county but had been engaged in business in New Jersey. He took over an old, rundown coal business. He started out to inject new ideas and new personality into his business. He created what is now a famous checkerboard design for a trademark. This he painted on all his trucks and his buildings. He put it on his stationery. He even wore checkerboard socks and checkerboard ties. Then he took just a little space—about one column by three or four inches—in the newspapers and day after day over a period of years he found something new, something fresh to say in this little space. He pounded away continuously. Of course, he backed up this advertising with good, honest weight and good service, but in that period of time he has built the outstanding coal business of our community. He is now a candidate for Congress. In developing his business he developed himself.

I know of another little business in Philadelphia that opened up two years ago. Twice a week in the *Public Ledger* they run a little ad-

Portions of an address delivered before the Advertising Club of Baltimore.

THE · EDITORIAL · PAGE

The Literary Guild Rumpus

A TREMENDOUS fuss is being kicked up in the book trade, and in publishing circles generally, because of the advertising of the Literary Guild.

Briefly, the Literary Guild of America, Inc., is a company that has been organized to publish books on the subscription plan. The Guild publishes for an organized body of readers who pay their subscription in advance, just as they do when subscribing to a magazine. They receive one book each month.

The Guild differs radically from the Book of the Month Club, which has been in existence for some time. The latter organization selects only published books, which are sent to members monthly. The Guild, on the other hand, has its editorial board select its books in manuscript form. Any publisher, literary agent, or author can submit manuscripts. Books that are thus accepted are published in a special edition for Guild subscribers.

It is claimed for the Guild plan that authors will receive more money for their work and that subscribers will get their books at about half the usual retail price. It is this claim that is causing the rumpus. Most of the leading publishers have refused to submit manuscripts to the Guild.

Most book dealers are unwilling to take subscriptions for the Guild. The trade is up in arms. First-page newspaper stories have appeared about the controversy in several of the Metropolitan dailies. Meanwhile, the Guild is going ahead advertising its plan on a rather impressive scale.

Whether or not the Literary Guild plan succeeds, the experiment it is making would seem to be a good thing for the publishing business; for it stimulates thought along new lines. The book trade has been strangely set in its distributing methods. Most publishers have been loath to try new selling plans.

In most lines new distribution ideas are being experimented with constantly. New distributing machinery is always being established, some of which directly competes with the old order. But it is seldom that the old machinery is scrapped. The one thing that these experiments have demonstrated is the capacity of most industries to support several rival distributing systems. In fact, the rivalry seems to be beneficial. It stimulates business, and thus enlarges the industry.

The book trade may have the same experience. Certainly it is inconceivable that marketing twelve books a year through a new system will disrupt an industry that markets thousands of books annually through regular channels.

The Big Seventeen

AN interesting new slant on the Nation's food bill has been worked out by one of Wall Street's statistical wizards. He has discovered that seventeen articles comprise seventy-six per cent of the bill, while the other twenty-four per cent is scattered over a thousand items. This certainly appears to be a hitherto unrealized fact.

The triumphant seventeen are: milk, flour, sugar, butter, eggs, bread, potatoes, coffee, apples, ice cream, tea, canned vegetables, canned fruits, pork, fish, chickens, meats.

Some idea of their volume is indicated by the fact that they make annually approximately ninety million tons of freight.

The size and importance of the food business has never been so deeply appreciated as it is today, when the food advertisers are very prominent and aggressive; a contrast to their comparatively backward state, with a few brilliant exceptions, twenty years ago.

The American worker spends 43.1 per cent of his income on food, according to this Wall Street statistician; and there are probably no doubters of this figure, as it is well known that the workmen of today care more, apparently, about what they put in their mouths than they do about what they put on their backs. People whose memory goes back half a century say the reverse was once decidedly true. Thus we have the food advertisers prosperous today and the clothing fields worried. As a cynic recently remarked, "We may not be the *best fed* nation, but we are certainly the *most fed!*"



Concentration in the Tobacco Field

THE other day the two greatest chain store rivals in the country—United Cigar Stores and Schulte—made a working consolidation, whereby much of the goods sold by both will be manufactured by a mutually owned company.

As these two chains are the outstanding retail outlets for tobacco, and as there is already a high concentration in tobacco manufacturers, through three large companies, it would seem as though the tobacco field is narrowing down most phenomenally.

Bear in mind, in this connection, that out of the 85,000,000,000 cigarettes sold in the United States annually, 65,000,000,000 or seventy-six per cent are concentrated in three widely advertised brands, thus making a tremendous concentration of another kind; of *demand*, and brand. Doubtless this particular fact was a powerful reason for the merging of the two chains, for with cigarettes the most popular form of tobacco today, and demand concentrated on three brands, the way is wide open for profitably "getting together."

No other larger division of industry shows such an amazing degree of concentration; and its benefits are seen in the very high ratio of profit and prosperity enjoyed by these large controlling factors. Two hundred and thirty-nine manufacturers made nearly 100 million dollars in net profits in 1924, which is as much profit as the meat packing industry and the candy and ice cream field combined made. In addition, it is shown in the enormous volume of advertising done. The 1925 tobacco expenditures for magazine space alone were over \$2,000,000. Brand good will in the tobacco field is a most evanescent thing, valuable only as it is freshly and furiously maintained.



© Ewing Galloway

What the Retailer Has to Gain from Resale Price Legislation

By *T. W. McAllister*

Editor, *Southern Hardware*

A DRUGGIST in a small Texas town decided to diversify his stock—in keeping with a very pronounced tendency in his line of trade—and added a number of hardware specialties. Then, to attract customers for the new items, he reduced the prices of several of the more staple articles. Standard brands of flashlights, safety razors and aluminum utensils were offered as “specials” at prices considerably below those in effect at the hardware store across the street.

Needless to say, the hardware merchant soon lost any affection he may have had for the lines which the druggist was offering at cut prices. Those lines he pushed to the background; others, on which there was no local cut-price competition, took their place. And, not to be outdone, he started a little backfire by putting in a number of drug specialties, which were featured at reduced prices; and he even went so far (this is an actual instance) as to clear out one corner of his store for a soda fountain.

There may not be many cities where the hardware store sells drug

specialties and ice cream sodas in the effort to “get even” with a druggist who features cut-price “specials” on aluminum ware and shotgun shells. Yet, a somewhat similar condition threatens to prevail in every community, due largely to the pressure from over-expanded industries for wholesale and retail outlets and the resultant tendency on the part of the retailers to add “side lines.”

WITH the rapid trend toward diversification of retail stocks, Main Street in recent years has taken on a decidedly different appearance. Not so long ago a glance at the show windows was sufficient to determine the classifications in which the various stores belonged. Now, however, we are likely to see tubs and pails, stock food and fertilizer in the grocer's windows; phonographs, silverware and vacuum cleaners in the windows of the dry goods store; while the furniture store may be featuring anything from plumbing supplies to furnaces.

Under such conditions the difficulty of maintaining anything like a defi-

nite schedule of retail prices is obvious, particularly on standard, trademarked lines of merchandise. The retailer who may be ever so careful to adhere to definite price schedules on his staple lines often changes his policies when he takes on some products foreign to his field. He may be using the new items as “bait” to draw trade for his regular lines; or he may be striking back at some other retailer. In either case he will be inclined to disregard overhead and feature price, rather than the quality or intrinsic merit of the “side lines” he has added to his stock.

This situation seemingly has had little attention in the discussions of the price maintenance problem. Yet, from the standpoint of the small merchant it is one of the outstanding reasons for enthusiastic support of the Capper-Kelly bill, which will come up for further discussion and possibly for final action at the next session of Congress.

There is, of course, another and more obvious reason why the average merchant would benefit greatly from legislation which legalizes re-

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BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

Barton, Durstine & Osborn

INCORPORATED

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

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

F. W. Hatch
 Boynton Hayward
 Roland Hintermeister
 P. M. Hollister
 F. G. Hubbard
 Matthew Hufnagel
 Gustave E. Hult
 S. P. Irvin
 R. N. King
 D. P. Kingston
 Wm. C. Magee
 Carolyn T. March
 Elmer Mason
 Frank J. McCullough
 Frank W. McGuirk
 Allyn B. McIntire
 Walter G. Miller
 Loretta V. O'Neill
 Alex F. Osborn
 Leslie S. Pearl
 T. Arnold Rau
 James Rorty
 Mary Scanlan
 Paul J. Senft
 Irene Smith
 J. Burton Stevens
 William M. Strong
 A. A. Trenchard
 Anne M. Vesely
 Charles Wadsworth
 D. B. Wheeler
 George W. Winter
 C. S. Woolley
 J. H. Wright



NEW YORK
 383 MADISON AVENUE

BOSTON
 30 NEWBURY STREET

BUFFALO
 220 DELAWARE AVENUE

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

What Does the Farm Woman Want in Her House?

By *Bess M. Rowe*

Field Editor, *The Farmer's Wife*

IS there an "ideal" farm house? Are there differences between the home in the city, the home on "Main Street," and the home on the farm? Just what do farm women themselves consider the essentials in a farm house to be in order to make it attractive as well as efficient?

To have accurate answers to these and similar questions, a survey was made recently among a large number of farm women.

They were asked to tell what they want in their houses; what features of their present homes they would carry over into new ones, if they could build exactly what they want; what features they would change; what innovations which they had seen or read about, or had thought of themselves, they would incorporate into their houses if they could have them exactly as they wish them to be.

Eight hundred and eighty-two women responded. They described homes that had been tested by being actually lived in; that were under construction; that were in the "plans on paper" stage; that were still "just dreams". But the replies all showed in what terms they are thinking

when they made their plans, and consequently indicate the trend of the farm home market.

The information gained has been carefully tabulated and analyzed, and the figures show where the needs of this type of home differ from those of the house in the town or city. They prove moreover that the farm woman of America is alert to the latest trends of building, even though with her modern comforts take a form that differs somewhat from the customary because of the physical conditions that surround her.

Just what are the wants expressed by these actually "practicing" farm women?

Six hundred and thirty of them say that the farm home must have running water; 301 specify that the system must be complete with both hot and cold water; and 157 say that they want soft as well as hard water under pressure.

Six hundred and eighty-nine are thinking in terms of electric service. 180 want hot air furnaces; 62, steam heating plants; 72, hot water heating plants; and 267 mention a central heating system without specifying the kind.

Built-in equipment is popular. Kitchen equipment heads the list, with 772 mentioning it. Bookcases run a close second, with 447; and linen closets and medicine cabinets follow with 423 and 306, respectively. 182 want window seats, and many spoke of the space beneath as a good place for children's toys.

That the farm house is thinking in terms of children is shown by the number who mention special plans for them. 118 say that their homes must include playrooms for them; several said that their windows must be low enough to allow infants to look out; and many said that each child must have some place which

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THE farmer's wife is not the unimaginative drudge of the pseudo-Russian novel. Her wants are very real and intelligently formulated; her needs are definite and governed by the circumstances of her surroundings. Combined, the two regulate a market of importance



Direct Your Sales Message to the Right Railway Men

WHEN you plan your railway advertising campaign consider first the railway men who can specify and influence the purchases of your products. Then direct your sales message to these men.

The departmental organization in the railway industry and the widely different railway activities make it necessary to gain effectively the interest and confidence of each department individually.

Therefore, the five departmental railway publications that comprise the *Railway Service Unit* can aid you materially. They select the railway men you want to reach—for each publication is devoted exclusively to the interests of one of the five branches of railway service.



Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street, New York, N. Y.

608 South Dearborn St., Chicago
Mandeville, La.

Washington, D. C.

6007 Euclid Ave., Cleveland
San Francisco London

The Railway Service Unit

A. B. C.

*Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer
Railway Engineering and Maintenance, Railway Signaling*

A. B. P.

From A Copy-Chief's Diary

By J. P. L.

MARCH 1—I feel like a Harvard man is alleged to feel after a Princeton game. Gillespie came in and razzed me all up and down my office about our recent copy for him and, as usual, made me like the grilling. Why? Because he wasn't simply criticizing. He was spouting good copy as he talked. History repeats. A rough-and-tumble every six months and I have more than enough Gillespie material to fill the interim with big-league stuff. I wish we could afford him on one of our copy-desks.

MARCH 2—Submitted first copy to Baring today—spectacular layouts for a concern hitherto maintaining dignified reticence. Lake, gen. mgr., squirmed, questioned, hesitated, finally called in his chief eng. to prove the appeal entirely wrong for engineering temperament. Lake's face a picture when ch. eng., his court of last appeal, unhesitatingly passed blanket approval.

MARCH 3—Session today with C. D. G., chairman of the Anson board. Since they decided to break their silence and advertise, G. has read two books on advertising. Someone in the conference put a question up to him. Said G., "I know just enough now about advertising to know that I don't know anything". Which squelched one of the others present who, till then, had known all about advertising with no preliminary preparation.

MARCH 4—New experience in job applicants today. Courty gentleman, fifty or thereabouts, "seeking a suitable connection". "Unfortunate investments in Florida." First wanted to be account executive, then assistant, then any sort of an opening. Finally asked twenty cents for breakfast. Specialized panhandling.

MARCH 5—Griggs, our recent addition to copy department, came in today grinning. "I've found the right system. On the days I have to see the Dorgan Company I plan

to see Eureka, too. After the Dorgan crowd has whittled each nickel they ought to spend down to a penny, the Eureka bunch jazz me up again by talking—'Now when we're on a three hundred thousand basis.' They're good antidotes for each other."

MARCH 7—Became convinced today that Edmunds must go. When the news is broken he won't understand why. His accounts are getting strong copy and layouts but E. contributes literally nothing beyond elbow grease on detail. Yet he's pleased as Punch, without slightest personal justification for satisfaction. Whenever I put a burr under his tail, he works everybody's brains but his own—which is effective but too time-consuming for our margin of profit.

MARCH 8—Spent 2½ hours this A. M. in super-serious copy session with Continental—fifteen minutes arguing between "dependable" and "reliable", thirty minutes in cold sweat as to whether anyone might think them boasting, etc., etc. If they weren't all personally so likable and sincere, I'm afraid I would have exploded either from nerves or amusement.

MARCH 9—McAfee brought me his first batch of copy drafts on the C. D. account. It jolted him to be told that it was A-1 handling of the usual material but useless in that it failed utterly to differentiate C. D. from competition. Told him to go home and put on paper every other presentation he could evolve, not be self-conscious about it and not be self-critical but let me do all culling. Strictly enjoined him against anything that in any way paralleled other advertising in the field. McA. puzzled but willing to play ball, even with a crazy umpire. Start advertising tomorrow for man to replace Edmunds.

MARCH 10—This A. M., McAfee, full of attempted apologies and explanations, presented new roughs

for C. D. Didn't at all realize it but new stuff rings with conviction and distinction. Selected five, plus two of first batch, for immediate polishing then and there, and instructed him to go down to C. D. as soon as they were final-typed. He reported back, mid-afternoon, that Peck, mgr. of C. D., was immensely pleased, had O.K.'d five and killed two as "not up to the others". Since both rejections were from first batch, McA. is beginning to be convinced that his second attempt outshone his first.

MARCH 11—Trip to S— to submit this year's Post series. W. J., sales mgr., approved all *en bloc* but refused to comment on particular advertisements. Whenever questioned, his come-back was, "Nothing doing—last year the ad. I picked as best was outpulled 3 to 1 by half-a-dozen others. From now on you don't find me committing myself."

MARCH 12—A nose-to-grindstone day on odds-and-ends—tiring and no compensating sense of accomplishment.

MARCH 14—Advertisements for copy man brought usual harvest. Two second grade plugs, four unseasoned hopefuls, one floater unsuccessful in half a dozen other lines but fully confident that, in the "advertising game", he can make good in a big way—and one possibility.

MARCH 15—Another applicant letter in this A. M. Beginning, "If your proposition is right, you may be able to interest me." Closing, "If you reply by return mail, you may be able to talk with me in person". Which scores zero in tact and selling sense.

MARCH 16—N. w. r.—nothing worth recording.

MARCH 17—Allowed myself a fling of artistic temperament. Warm

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CAN A MILLION PEOPLE BE WRONG

in their choice of a newspaper?

THE UNKIDDABLE PUBLIC!

Barnum thought otherwise. He may have been right—one day a year. A circus can get away with murder because it moves on.



But a newspaper stays *put*—in one place, doing business with the same people day after day. It can't kid its customers often or long; or they aren't customers after awhile—and it dies. Remember all the newspapers started by men who had axes to grind or fences to build? Flops, every one of them! Neither money nor ambition nor effort can make or save a paper that isn't right, isn't read, isn't *wanted*. Like having a liar in the family—the family soon finds out. The public soon finds out about a newspaper.

There are five big morning newspapers in New York City—some of them great, all of them good. Nobody has to read or take any one of them.

The newspaper reader in New York

has lots of choice; he can shop

for newspapers to his heart's

content, try a different one

every day. He isn't even a

subscriber, with a clock, dic-

tionary, set of dishes, mousetrap

or money paid in advance to compel him to stick to one paper. Generally he finds his morning newspaper at the newsstand. He has to come and get it, every day. Nobody sells him his newspaper, he *buys*.

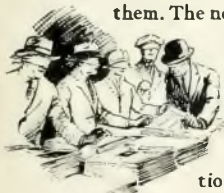
Every newspaper in New York exists in open daily competition—front pages facing the world and the customers. Every publisher put out a

new product every day; only the package is the same. Every morning paper has virtually the same news and most of the news. All of them of the same price but one. All of them are just as easy to buy, and can be bought in the same place.

BUT two fifths of all the morning newspaper buyers in and around New York City buy *one* newspaper—The News, New York's Picture Newspaper. More than a million people who might buy any other paper buy The News. It isn't just an old habit, because all of them started to buy it within the last seven years. They aren't one kind of people because there isn't a million of one kind of people in New York. They are the same kinds of people who buy all other newspapers. They live on Park Avenue as well as Tenth, in Greenwich Village and in Greenwich, Conn. They make and spend as much money as other people. They want the same things in their newspapers as other people want. . . . But they buy The News.

Can a million people be wrong in their choice of a newspaper? The News is different, tabloid, illustrated with pictures, a new type of compact journalism. If it wasn't a good newspaper, a complete newspaper, a serviceable and satisfying newspaper, would it have the largest daily circulation in America? Would more than 1,100,000 people buy it day after day if it wasn't right, wasn't wanted?

Every business man who spends money for advertising in New York City will do well to answer for himself these questions. In conclusion, may we ask another: Isn't the paper most people buy and read the best medium for your advertising?



Tribune Tower, Chicago
25 Park Place, New York

THE NEWS
New York's Picture Newspaper



INDUSTRIAL ADVERTISING and SELLING

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

Training Our Young Men

By **W. E. Underwood**

Advertising Manager,
National Lamp Works
of General Electric Co.

WE have come to believe that for us, at least, it does not pay to hire from time to time high-priced advertising men, experts in some line or other with ten or fifteen years of experience behind them. The man is too set, too inflexible, as a rule, to absorb our many unusual ways of doing business.

On the other hand, the youngster coming straight out of college has no preconceived ideas of business and we proceed to shape and train him in our own way. Naturally the green graduate does not begin at a princely salary. He is told right at the start that he is in for the hardest work he ever did—that the five o'clock whistle isn't going to mean much in his young life.

In choosing the candidates we usually have from ten to twenty young men on the waiting list. First of all, we want to see the applicant in person. It doesn't take very long to size him up for the first three qualifications—earnestness, good health, reasonably good personality.

His school record is then examined. If he has completed a university course in fairly good standing, we think more of that as an indication of tenacity of purpose than of the educational value. We like fellows who have taken an active part in everything their college atmosphere afforded. Also we're a bit skeptical about a fellow who has no sense of humor.

The next thing we require is some indication of creative ability, for unless the applicant has considerable imagination he will fail in our work in spite of his other good qualities. We find out if he really likes to read and what he reads.

He is placed in the same office with a senior creative man with the understanding that this venerable being of thirty-five or so is his friend and mentor rather than his boss.

The older man spends quite a little time explaining our organization, and the youngster is encouraged to ask questions. We urge him to join the night class of the Cleveland Advertising School which is carried on by the local Advertising Club for which we offer to pay half the tuition fee. We send him through our own factories. We put him in the hands of a big printer for a day and similarly for trips to the engraver, lithographer, etc.

The senior man passes on to him less important letters to answer, criticizes his replies, whips him into shape until he learns that it is a major crime not to answer correspondence promptly.



He is taught to dictate simply and to the point; taught to *think out* his reply before trying to say it.

Gradually work of more and more importance is shifted upon his shoulders almost imperceptibly. After six months or so the senior says to him one day, "You know I'm going out on the road for ten days. You are familiar now with everything here and I'm telling the chief that you'll handle the whole shebang while I'm away."

This is the acid test. We find out right there whether we've got a man, a jelly-fish or a buck-passer.

After from nine to twelve months the fledgling is put "on his own"—given some particular activities for which he alone is responsible and answerable only to the department head.

We find that mistakes are not uncommon and we do not bear down heavily on that score, because nothing so develops initiative and judgment as this policy of giving the inexperienced but earnest man responsibility.

The junior men next are shifted about until after a period of two or three years, they have learned to do about every creative job the department has to offer.

There are two avenues of advancement, one within the department itself, and the other through our seventeen sales divisions. Advancement within the department is, of course, to senior creative positions. These are well paid and held by men of ten or more years in the department service.

Each of our sales divisions, in accordance with our "decentralized control" plan, is an almost independent selling organization. The Advertising and Sales Promotion

Department of the home office fills a great need among the sales divisions for trained men—men who can become their own more localized sales promotion managers.

Looking back upon our several years of training green youngsters into good advertising and sales promotional men, we are conscious of much time and patient care spent in their upbringing, but it has paid well by developing a keen, clean, hard-working department and providing capable material from which to draw in any emergency.

March Meeting of E. I. A. A.

"Advertising Production" was the theme of the March meeting of the Eastern Industrial Advertisers Association, held on March 18 at the Hotel Sylvania, Philadelphia. Wesley B. Gibson of the S. W. Warren Company, New York, delivered a talk on "Paper," illustrating with motion pictures which showed each successive process in the manufacture of

paper. Other speakers, representing the other principal elements of printing and advertising were: "Engraving"—

P. L. Hildebrand, Graphic Arts Engraving Company, Philadelphia; "Printing"—Morris Weyl, Edward Stern Company, Philadelphia; "Art and Layout"—F. J. Suhr, Coan, Dempsey and Dengler, New York.

It was announced that the speaker at the April meeting will be S. E. Conybeare, assistant sales manager in charge of advertising of the Armstrong Cork Company, Linoleum Division, and president of the Association of National Advertisers. His subject will be: "Why Have an Advertising Contest?"

Allan Brown A Synopsis

A L L A N BROWN, advertising manager of The Bakelite Corporation and president of the Technical Publicity Association, made his business debut in 1912 with Niles, Bement & Pond. In 1914 he served as New York agent for three large steel companies. Reinforced



The Des Moines Register
and Tribune-Capital

gives its readers

All the Big News Services

Associated Press

United Press

United News

International News

Consolidated Press

North American Newspaper
Alliance

Washington News Bureau

Chicago Market News Bureau

400 exclusive Iowa
correspondents

Daily Circulation now
considerably in excess of
200,000 copies

PRINTER - TELEGRAPH

by this experience he joined the staff of Life Publishing Company in 1916, in charge of circulation. On this work he covered all of the principal cities in every State of the Union and in Canada. In 1917-18 he played the part of a Navy lieutenant in the big show.

The following year he became secretary and treasurer of the Condensite Company of America, and also directed the advertising of this concern. When the Bakelite Corporation was formed Allan was selected for manager of advertising and publicity. All Bakelite is Brown, and ever since the company started Brown has been all Bakelite. He has found time, however, to contribute to his profession by serving as president of the T. P. A., director of the N. I. A. A. and of the Screen Advertisers Association, member of the National Commission and chairman of the National Advertisers group of the New York Advertising Club.

Aside from advertising, his serious hobbies are building ship models and digging small white balls out of bunkers.

Tailor-Made Tire Chains

By F. C. Hodell

President, the Chain Products Company

WHILE it is generally well-known among automotive accessory and hardware dealers that tire chains offer one of the most profitable units of sale, it is conceded that tire chains have always been among the most difficult of all accessories to service, because there have never been proper tools for the job.

To maintain a representative stock of ready-made tire chains requires a considerable capital investment and large storage space. Most dealers can afford neither. Consequently most dealers carry only a partial stock, and therefore miss many sales because so often the size tire chain wanted is not in stock.

After considering all the obstacles of the old method of selling and servicing tire chains, we decided that there was only one thing to do—start a new method of selling tire chains—begin at the beginning again.

First, we decided to enable the dealer to eliminate the expensive fitting that took much of his time and for which he never was equipped. To do this we had to devise a means for him to sell tire chains that fit the tire exactly. And the only way for him to do this was actually to take over the final operation in the manufacture of tire chains. That means, of course, that he would have to be given a tool to cut chain stock the exact length required, and tool equipment to make it possible and practical for him to rivet on the side chain fasteners properly.

Reaching these conclusions it becomes obvious that the dealer's stock is very greatly reduced—reduced in fact to an arbitrary footage of each of the six standard widths of continuous length tire chain from which all size tire chains are made. So approximately one hundred feet of each width is packed in specially designed wooden shipping cases, which, when the cover is removed, slip



right into the storage space of the service station (shown in the accompanying photograph). A cutting tool, that also opens and closes connecting hooks, was designed. A rivet set that enables an inexperienced person to make a perfect riveting job was also produced. Then a long-discussed one-piece fastener was invented which fitted into the new scheme perfectly.

With these developments, designing the cabinet to hold the stock was comparatively easy. All of the tool equipment is on the hardwood work bench. Connecting hooks, fasteners and bags to hold the finished pair of tire chains are contained in bins just below the work bench. On the customer's side of the service station, a similar row of bins holds the six different widths of standard cross chains sold for repairs. Trays are provided for display of other articles in the dealer's accessory stock. The service station fully stocked and completely equipped occupies a trifle less than 9 sq. ft. of floor space.

The service station is sold outright to the dealer. It comes to him fully stocked and completely equipped, and can be made ready for business in thirty minutes. Patents are applied for on the service station cabinet, the service tool and the one-piece fastener as well as for the merchandising system of marketing tire chain in continuous lengths in the service station. The service station stock and equipment is sold through automotive and hardware jobbers just as our staple line of ready-made tire chains have always been sold.

"Speed Up with Air"

It is an interesting commentary on the universal use of compressed air

when we see the demonstration idea followed by one of the manufacturers of portable air compressors and air tools.

The accompanying picture shows a Sullivan 110 ft. portable compressor, on which the company's slogan "Speed Up With Air" is prominently displayed. The machine is mounted on a Ford truck, giving maximum portability and ease of movement from one job to another. This particular rig is used in Boston to demonstrate to contractors the added efficiency and time and labor saving possibilities of compressed air power.

Process Color Standardization

By Arthur Ogle

Secretary, Association of National Advertisers

THREE years of continuous effort on the part of the A. N. A. and other cooperating organizations in the campaign to standardize process colors used in four-color printing seem likely to culminate in at least moderate accomplishment this year.

The most important result of color standardization will be more faithful reproduction of art work and a more uniform reproduction in all publications. It is difficult to attach a tangible money value to benefits which every color advertiser will derive from this feature alone. But in addition it will result in savings of considerable magnitude in the making and proving of color plates. The entire program is without doubt the most important step forward since the invention of color printing itself.

There are four accepted process colors: red, blue, yellow and black—but the shades of these colors used by various publications extend over so wide a range that there is no possibility of uniform reproduction from the same plates. Nothing is more logical, therefore, than a move to standardize the actual shade of each process color used. This has now been definitely done by the working committee of the American Institute of Graphic Arts, working closely with the U. S. Bureau of Standards.

While the technical work has been difficult of accomplishment and has necessarily extended over a long period of time, it will mean little until the established standards are actually in use by every interest related to color advertising. The program must be accepted by the publications, by the engravers, by the ink makers, by printers, and by color advertisers and their agencies.

Actual steps toward adoption of the program have awaited further development of the technical work to the point where authoritative results could be published in the form of a complete manual for the use of advertising managers, production managers, engravers and printers. This is now being compiled by the working committee of the American Institute of Graphic Arts. Publication of the manual will not be possible before the early part of 1928, but it is believed that it will be possible to have the standard process colors in use by national magazines before the actual publication of the book.





Market Interpretations of Utmost Impartiality Are Demanded by Mr. Careful

The mere collection of market figures is but a small part of the function of *The Iron Age*. While accuracy is the foundation stone of their value, their presentation requires sound judgment in the evaluation of market developments, so they will at all times be true indicators, and fair to both buyer and seller.

The assembling and editing of the weekly reports of some fifteen field men are in the

hands of an editor who has had similar training and is well experienced in sifting, sorting and weighing market news. His familiarity with the various phases of market practices covering a wide variety of commodities brings to these figures the final touch of authenticity.

On them are based the contracts for thousands of tons of iron and steel.

That's why he reads **THE IRON AGE**

He finds in it the things he wants to know—information which he could not duplicate for a hundred times his subscription price. And because there are many thousand who hold the same opinion of their metal trades authority,

some 1300 regular advertisers use **THE IRON AGE** to reach this high type of metal trades executive.



THE IRON AGE ~ *The National Publication
of the Metal Trades*

Multiple Benefits of Compulsory Newspaper Combinations

By Rhey T. Snodgrass

Advertising Director, *The St. Paul Dispatch and Pioneer Press*

IN discussing the question of the combination newspaper as applied to national advertising campaigns, we must be extremely careful not to overlook the one most important purpose in advertising: namely, to sell goods for the advertiser. It is quite possible that some of the criticism which is offered against the combination newspaper, if thoroughly analyzed, would be found to arise not so much from the notion that combination newspaper advertising is unsound from a merchandising standpoint but that it is inconvenient as not exactly fitting the plan of campaign for the moment. Then the question becomes, not "Shall we give ourselves the most efficient possible advertising in a given city?"—but instead "Shall we follow in this given city the exact program which we are choosing in other cities?"

Going back to the origin of the advertising plan, it is not uncommon, in fact, it is rather customary for some man or group of men to decide first whether the appeal is to be made to men or women and then build up a newspaper list accordingly. Two common fallacies enter into this process. One is the assumption that because the woman actually purchases the greater part of all retail merchandise, she is therefore the sole determining factor in those purchases. This does not always hold good. In fact, a great deal of merchandise which is largely bought by women is largely influenced by men.

The second fallacy which must be looked out for is that goods appealing to women must necessarily be advertised in evening papers and not in morning papers. There are hundreds of striking examples proving that this is not the case. Some morning papers get a better advertising response from women than they do from men. Some evidently have the appeal about evenly divided. When Conde Nast wanted to get circulation for *Vogue* (just about as Simon Pure women's proposition as anything ever advertised) he placed his advertising exclusively in the *New York Times*, a morning paper. He got women readers. Some women read morning papers, some evening, some both. There are a lot of different conditions—different communities, different women, different papers, different times of year.

Some of the more violent critics go so far as to say that the use of both

morning and evening papers in a given community is a waste of the advertiser's money. This contention must be based solely on theory. There are plenty of facts to show that the combination paper not only does not waste the advertiser's money, but frequently if not usually, provides the movement of merchandise more economically than separate issues. There is no humanly possible way of determining the hour or the mood in which the customer will accept advertising and act upon it. Nearly all advertising is addressed to more than one member of the family. The one only way to make certain that your advertising fits into the family

life perfectly, gets before every member of the family at the time and under the conditions when each member is most receptive, is to place that advertising in the home delivered newspaper which most fully covers the market, morning and evening. You then have not only circulation to the home but sure circulation within the family circle regardless of each member's daily schedule or preference as to newspaper reading.

What every advertiser really wants is not a list of papers, not rates per agate line, but a thorough, definite cov-

[CONTINUED ON PAGE 56]

Combination Is Good Business

By James Kerney

Editor and Publisher, *Trenton Times*

CIRCUMSTANCES, rather than any clever planning, eventually led to the merging of what had formerly been three separate newspapers in Trenton. These were the *Evening Times*, which had easily attained to the position of ascendancy in the field, the *Sunday Advertiser*, which was a prosperous property, and the *State Gazette*, published in the morning field since 1792, which was a going newspaper but had no little difficulty in making the grade.

We have a compulsory combination rate which is enforced in our papers primarily because it is good business. If the combination were detrimental to the best interests of our advertisers, it would not be good business. When the *Times* and *Gazette* were consolidated, we did not go after "all the traffic will bear." We made a combination rate that was two cents a line less than the old separate rates in the respective morning and evening papers. This applied to both local and foreign business. I am glad to say that it apparently has met with a good reception on the part of all advertisers. The merchants of Trenton reacted pleasantly to the compulsory combination and our experience proved that we found it more economical and more efficient than the old method.

From the merchant's point of view, he is actually spending less money

under the new method, in many instances, than he did under the old, and he is obtaining complete coverage. Of that there can be no doubt. With the passing of the first twelve months the new arrangement will have been completely inaugurated without the loss of a single advertiser and with the knowledge that those who support the papers by the spending of their money have been completely satisfied. So much for the advertisers' point of view.

From the publisher's standpoint, the combination is economically sound. It permits the publisher to strengthen, in this instance, the morning paper. The very fact that the morning paper carries the same quantity of advertising as the evening paper gives an entirely different aspect to its importance and power. In this way again the advertiser is benefited. If the morning paper was not published for lack of profitable advertising or for any other reason, there would be no morning coverage in this territory. This would prove a severe handicap, not only to the local but to the national advertisers who demand complete coverage.

There is a civic point of view, too. This zone, with upward of 200,000 population, must never be dependent upon newspapers published in Pennsylvania and New York. Its morning newspaper must be a strong community organ, editorially and economically.

29.4% GAIN

IN February, McCLURE'S circulation gained 29.4%.
A strong editorial content plus effective sales promotion makes circulation strides with every issue.

Every month McCLURE'S advertising reaches between twenty and twenty-five million newspaper readers in the principal trading centers of the country—your most profitable marketing areas.

With such rapid circulation growth in the logical trading centers, many well-known advertisers find that it pays to—

include McCLURE'S!



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

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

The 8 pt. Page

by
Odds Bodkins



C. S. TROTT, of Parker-Kolon Corporation, writes a note in which he observes: "A good advertisement, like a good play, generally is one that is not written but rewritten."

Yes—and no.

It all depends on what is meant by rewriting. I have seen advertisements that were so perfect in the first draft—because they so clearly said just what was meant to be said—that to have touched them would have been to injure rather than improve them. And I have seen others that were worked over for weeks before they finally shaped up.

I believe there is entirely too much editing of copy, too much rewriting on paper that takes the freshness and life out of the copy.

The trouble is, more of this rewriting should be done in the writer's mind before he even puts a word on paper. Let him get a sound idea for a piece of copy and live with it for several days as he would with some important letter he must write. Then, when it suddenly comes to him that *now* he could write that piece of copy, let him sit right down and scribble it off, whatever the time of day or wherever he may be, and that copy will need very little rewriting. The rewriting will have been done by his subconscious mind.

Even agency copy men faced with requisitions for all the copy they can turn out in the working day would find their work easier and their copy improved if they would keep their minds always geared into copy two or three days ahead of its actual production. They would be harnessing their subconscious minds to their work, and their copy would have greater ease and depth.

—8-pt.—

Vol. 1, No. 2 of *Institutional Merchandising* reproduces a tavern sign once displayed on the porch of an old Long Island Inn which is almost a history of the time:

RULES OF THIS TAVERN

Four pence a night for Bed
Six pence with Supper
No more than five to sleep in one bed
No Boots to be worn in bed
Organ Grinders to sleep in the Wash house
No dogs allowed upstairs
No Beer allowed in the Kitchen
No Razor Grinders or Tinkers taken in

It's a wonder they didn't discriminate against "peddlers and advertising agents!"

It isn't often that I pay any attention to the luridly lithographed blotters that come to me through the mail with my grocery or meat bills, but this week I received one that should be thumb-tacked up over many men's desks. It says: "When a man loses confidence in himself, he makes the vote unanimous."

—8-pt.—

I leave it to you: will this young lady get a job?

YOUNG LADY is looking for a position. Instead of telling about my personality and experience, etc., which one usually reads about in these columns, let me tell what I have done; I have written a poem, a story, a book; I have typed, operated a switchboard and dusted desks; I have held a junior executive position, taken notes at board meetings and negotiated large sums for a banking organization; I have been on a newspaper, done publicity work, entertained celebrities; I have a college training and come of a good family; I owned a book shop and I have a sense of humor. Writing is a noble profession, but I lean one—I am willing to do anything—anything Mrs. Grundy will approve of. This is no hoax, just a genuine plea for a job. After all we must eat. —L. 67 Times.

My own private opinion is that if she were twins or triplets, she could sign herself all up without delay!

—8-pt.—

The Egyptian packet brings me a picture post card from our old friend Jesse Neal—



showing him hobnobbing with a Sheik in the shadow of the Pyramids!

Sara Birchall couldn't sleep the other night so she got up and wrote verse in an endeavor to woo Morpheus. The title explains the insomnia perhaps, but the theme savors more of a nightmare.

THE APPROPRIATION

Ten thousand dollars, sitting pretty fine,
The manager saw it, and then there were nine.
Nine thousand dollars can pay a lot of freight,
The president heard of it, and then there were eight.
Eight thousand dollars still could reach to heaven,
The printers struck for wages, and then there were seven.
Seven thousand dollars, spread thin among the hicks,
The papers raised their line rate, and then there were six.
Six thousand dollars to make a dealer drive,
Directors cut a melon, and then there were five.
Five thousand dollars to last a year or more,
The boss had a party, and then there were four.
Four thousand dollars to reach from sea to sea,
They sold the boss direct-by-mail and then there were three.
Three thousand dollars, feeling pretty blue,
The boss had indigestion, and then there were two.
Two thousand dollars? We'll put it in the ^{SINK},
The State went Democratic, and then there was one.
One thousand dollars, brooding all alone,
Can't do nothin' with it, and so there was none!

—8-pt.—

The New York Edison Company has made excellent use of a blotter to forestall complaints. This blotter shows in graphic form a month-by-month comparison of daylight hours, which accounts for the seasonal variation in electric light bills.

Just to glance at this chart and discover that there is a difference of 24.2 between June and December in the percentage of daylight explains much even to the most ignorant consumer.

So simple a device as this blotter, broadly distributed, might well effect a material reduction in the cost of complaint clerks and correspondence.

—8-pt.—

For copy subtlety I should like to cite a current Knox advertisement of just two sentences:

"Twenty-two presidents have worn Knox hats. That includes even the economical ones."



“WINDOW SHOPPING”

LEADS TO SALES!

Big merchants pay big rentals to give their show windows strategic position as to pedestrians and traffic.

THE HOUSE BEAUTIFUL

Stimulates a fascinating form of the window shopping habit in 90,000 homes, among a selected audience which *pays* for the opportunity to inspect the displays offered.

Big manufacturers—(and small, too)—buy House Beautiful strategic display space because it fronts on the Avenue of Reading Matter on *every spread*—and at a rate based on 80,000 net paid (ABC) with an actual circulation of 90,000.

THE HOUSE BEAUTIFUL PUBLISHING CORPORATION

A Member of the Class Group

8 ARLINGTON STREET

BOSTON, MASS.

"Doing Business" in "Other" States

[CONTINUED FROM PAGE 21]

liability of your company to this state, so that a satisfactory adjustment may be reached.

A corporation manager is tempted to reach the matter with:

"We've gone on so far without trouble; let's keep on till we're stopped." Dangerous reasoning that! "Getting stopped," particularly as it relates to corporations before the law, has a way of turning out to be more harsh than it would be with the conduct of an individual. The courts have a way of enforcing the law as they find it, whether the cost be \$62 as it was with Wilson & Company in an illustration already given, or \$146,637, as it was with a bank. The courts have repeatedly stated that they have no option but to enforce the law against corporations which persist in not doing what the law plainly says they ought to do.

TEXAS is one of the states which impose no penalty other than to deprive the corporation of the right to sue. In that state—whose fees are heavy—it is a remark commonly heard among Dallas branch managers:

"We watch our credits. So long as we sell no bad ones, we're all right. Our house does business only with firms that we can trust not to sneak behind the technical cloak of that law to avoid payments or break contracts."

Well and good, so far as it goes. When, however, such a contract is assigned by the Texas party, or when a receiver intervenes, or the administrator of an estate, the law comes to bear. The surety companies have brought many a corporation to grief. In another state, Tennessee, a coal mining company failed. One group of creditors made a desperate drive to collect their accounts. As they delved into matters, they made these discoveries: The coal company had failed to domesticate in Tennessee; one shareholder had borrowed against his stock and had failed to meet the loan; and a bank had taken over the stock in its own right. The creditors sued the bank. Their contention was that the corporation having failed to domesticate, its business was being done "as a partnership" and that, on that basis, each stockholder was a partner. The bank had become a stockholder. The higher courts, on appeals, supported this view of the case. A bank, 4000 miles distant from the coal mine, paid over to the creditors the sum of \$146,637.

"Interstate" transactions may be carried on without regard to the laws of any state. Just the moment, however, that business ceases to be thoroughly interstate this Federal protection is lost. Business then becomes "local" or "domestic," and the corporation is adjudged to be "doing business" in the state; the latter requiring that it shall "qualify" in order to do that business lawfully.

The vital question becomes, then: "What is and what is not 'doing business' in the technical sense in the states?" No knottier question faces the business executive. For sixty years

the problem has been the same, but only within ten or fifteen years has the matter become serious. The change, almost sudden, has come with the need of the states for more revenue. So long as the revenue feature had not developed—corporations ran little risk; but, with the need for greater incomes, the states have imposed heavier penalties in the form of fines, and their departments have a new purpose in demanding compliance with their laws.

No one has been able to find a clear definition of "doing business." The harried corporation can seldom know, to a certainty, whether it is or is not breaking the law until its acts are scrutinized. A few principles are clear:

A corporation, wherever domiciled, has the right to do business by mail, telegraph, or telephone. It has the right to send salesmen into any state for solicitation of business; but it must not permit the salesman to complete contracts. All contracts must be validated at the home office. It is for this reason that a publisher will insert in his contract with an author such a clause as this:

It is mutually agreed between the parties hereto that this agreement, regardless of the place of its physical execution, shall be treated by the parties hereto as though executed in the State of New York, and be interpreted within the purview of the laws and statutes of the State of New York.

IT is for the same reason that a manufacturer's catalog prints conspicuously under the "Conditions of Sales and Contracts" such paragraphs as the following (taken, in this instance, from The American Well Works, at Aurora, Ill.):

All quotations and prices made on behalf of this company are subject to final acceptance at Aurora by an executive officer of this company. Orders made thereon, or contracts resulting therefrom, are not binding until so accepted.

All contracts arranged or drawn in any state other than the State of Illinois by anyone for this company are subject to final acceptance at Aurora by an executive officer of this company, and are contracts of Illinois. No such contract is binding until so accepted.

Delivery of the corresponding goods must be made by shipment across a state line. Salesmen may display samples, but must not deliver either goods or parts. Contracts thus made are lawful. Their terms may be enforced through the courts. The entire transaction, when of this character, is thoroughly interstate. Authority to do such business need not be obtained from individual states, nor may any one of them lay a free-collecting hand on the profits of the transaction.

That course is simple. It is easy to see that business executives of twenty-five years ago began as boys, advanced to management, and in due time, retired into the sunshine of California without once in their business careers hearing the dread phrase "foreign corporations." In the way of conducting business a generation ago, everything was interstate by the very conditions of industry at that time.

LET the corporation, however, open a sales office in another state for convenience in covering that territory, and it approaches the dead-line of danger. Growth brings risk. The office must be conducted most carefully and the officers must step warily if they are to avoid "doing business," in the technical sense, in that state. If business is "transacted," in this legal sense, the corporation must comply with the law or run needless risks of the sort already suggested.

The validation of a contract by the local office, the keeping of an account with a local bank, the acceptance of a payment on account of some sale, the keeping of certain records in the local office, the manner of signing a lease for the office space—acts so innocent-looking as these in nearly every state will constitute "doing business."

The corporation becomes clearly liable to the law if it goes a bit further in such particulars as sending workmen into the state to make ordinary repairs or to install equipment; or to recondition, for sale to another, any goods that have been refused or repossessed. It becomes liable should the agency keep on hand and distribute repair or replacement parts; should it carry a spot stock of goods, either in agency storerooms or with a public warehouse; or should it resell "used" or second-hand goods accepted as part payment for new goods. Even isolated transactions of this sort have been disastrous, although a bit of business strictly isolated and accidental has usually been condoned by the courts.

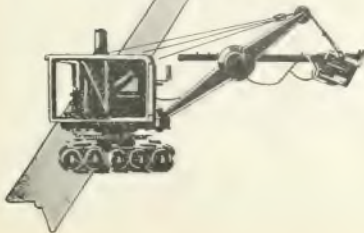
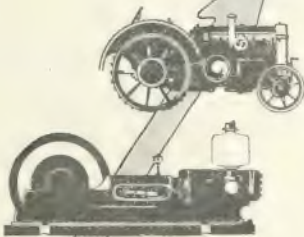
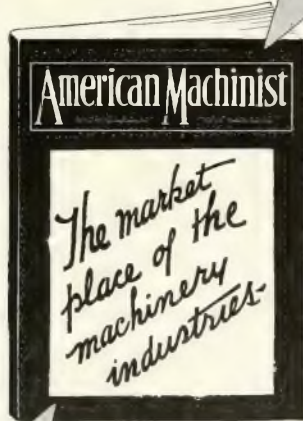
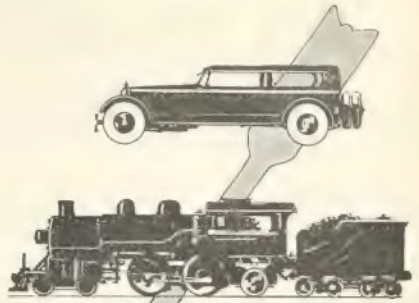
A New York court once laid down a rule that has since been generally accepted within that state, and its precedent has often been followed elsewhere. The principle is: "If the single transaction be a part of a general attempt to transact business in violation of the statutes, the first transaction is as illegal as subsequent ones."

The only rule, for transactions verging on the border-line of doubt, is that each must be examined by itself. The law-makers with each revision of the statutes strive to make the law more inclusive; they try to bring within the law everything not "interstate" beyond all question. In the illustrations already given the intention has been to show how many times a corporation breaks the law unwittingly.

Courts have a tendency to evaluate each transaction in the light of the corporation's motives. Quite frequently the motives become manifest through acts done subsequent to the one that causes the suit, so that more than once a bit of corporation conduct that had an innocent appearance has become guilty-looking by the time the case comes to trial.

The International Correspondence Schools—follow to a well-known instance—follow the mail-order method in their work. Yet they have tried, in vain, to keep their transactions "interstate." Solicitors living in Kansas and selling "scholarships" in that state, brought forth a handful of contested cases, occasioned by the Scranton cor-

The Source of Ideas for the Men Who Plan and Buy—



There is a basic connection between automobile and typewriter, between steam shovel and steam turbine, between airplane and microscope, between washing machine and printing press—

It is a fact that the builders of these diverse machines and instruments all meet common problems of shop equipment, management, labor, finance.

And as for shop equipment, the common source of information for buyers and planners is the American Machinist.

Superintendents, General Managers, Master Mechanics, Works Managers, Chief Engineers, Production Managers in the metal-working industries testify that they use the editorial section and the advertising section of this journal constantly as a source of ideas, and the latter even more than the former.

We have marketing data applying to YOUR field. Write!

American Machinist

A McGraw-Hill
Publication-ABC-ABP

Tenth Avenue at Thirty-Sixth Street - New York

"ASK ME ANOTHER"

The Advertising Man's Own Quiz —With a genuflection to Esty & Spafford and Viking Press, Inc.

Every advertising man should know the answers to these questions.

A prominent advertising agency executive scored eighty-four points out of a possible one hundred. A leading sales manager managed to score seventy-eight.

Eleven men scored one hundred. You will find out about them with the answers.

How many can you answer? Credit yourself two points for each question.

1. What industry led the United States in total advertising expenditures in 1926?

(a) What industry was second?

(b) What industry was third?

2. What type of retail stores serve more customers per day than any other?

3. What merchandise formerly imported from Japan has been largely replaced by goods of American manufacture?

(a) Why?

4. What percentage of the drug stores of this country are located in towns of ten thousand or less?

5. What margin of profit is generally allowed retail druggists on:—Fast moving proprietaries?

(a) Sundries and fancy goods?

6. How many complete service wholesale druggists are there in the United States?

(a) How many salesmen do they employ?

7. How many "drug chains" are there? (a) How many stores are operated by these chains?

8. How does the total volume of merchandise sold in chain drug stores compare with the total volume done by—

(a) Independently operated drug stores?

9. What one publication reaches practically every drug store in the country?

(a) What is its circulation?

10. How does this circulation compare with other publications serving the drug field?

11. What drug trade publication carries more advertising than the next six largest national drug trade papers combined?

12. What is the average number of different items stocked by Wholesale Drug Companies?

(a) Retail Drug Stores?

13. What is the average total overhead expense for drug stores?

14. How many drug stores change ownership each year?

15. What is the most complete and accurate list of drug stores?

16. Why is the 10th of each month so important to drug trade advertising men?

17. What is the meaning of "2-4-8" insisted upon by every druggist?

18. Why do most druggists favor advertised merchandise to longer profit unbranded merchandise?

19. Why do druggists favor the trade paper carrying the greatest volume of advertising?

20. What class of merchandise has shown

the largest growth of sale in drug stores in the past ten years?

21. What famous Advertised Product was based on a scientific discovery in France during the world war?

22. What drug trade advertised product is conceded to have done more than any other single force to break down false modesty?

23. What popular American institution is found in more than 70 per cent of all drug stores?

24. What class of dealers receive more direct mail than any other single group?

25. Why are "cut prices" disfavored by so many advertisers?

26. Where is "headquarters" for drug trade information?

27. Who are the eleven men who answered these questions correctly?

28. On what single product is expended the greatest amount for drug trade paper advertising?

29. In recent years, what has been the most rapid and remarkable merchandising success among new proprietary medical products?

30. What popular Toilet Goods line has made Des Moines, Iowa, well known in every drug store?

31. What is the proportion of drug stores to population?

32. How many drug stores are in Manhattan?

33. Brooklyn?

34. Long Island?

35. Bronx?

36. Westchester?

37. What company is generally conceded to be America's largest advertiser?

38. What industry is controlled by the greatest amount of Federal and State legislation?

39. What drug trade paper recently pulled 856 inquiries from druggists from a single advertisement?

40. How many coupons from drug stores were pulled by the same advertiser's advertisement in the *Saturday Evening Post*?

41. From *Liberty*?

42. What is the meaning of the phrase—"Never up—Never in"?

43. How does this phrase apply to advertising in drug trade papers?

44. How many pieces of direct mail are received in the average drug store each week?

45. What chance has any single one of these to get attention?

46. What sure, economical method is available to manufacturers who desire to register a sales message in the drug stores of the country?

47. What percentage of the largest drug trade national advertisers regularly advertise in the drug trade's leading publication?

48. Why?

49. When you want information about merchandising in the drug field, where have you the best chance of getting it accurately and quickly?

50. When you think of the drug field, what publication should you think of at once?

poration's effort to collect installments from "pupils." At another time the same concern shipped its text-books to Chicago in carloads, warehoused them, and then distributed them to "pupils" from that center. Again, when the school tried to collect from "pupils" in Illinois, it lost its just account; for failure to domesticate in Illinois. The interstate nature of its mail-order business had been completely altered by thoughtless modifications of the original method.

"How to know?" is, perhaps, the most uncertain phase of this whole matter. The new acceptance corporations are most unexpectedly finding themselves involved with states where they had no idea of "doing business"; publishers of newspapers and periodicals with agencies to solicit advertisements are being forced to domesticate in order to collect their accounts; publications with premium offers must guard their operations warily to escape domestication; every concern must be on guard unless it is certain beyond question that each transaction is "interstate."

Perhaps the only safe method is that of "taking counsel's advice in good season." That step, unfortunately, seems to be what corporations neglect to do; rather they persist in not doing.

Every uncertainty is apt to mean that the corporation would be technically "doing business." If this is so, a competent legal opinion is highly important; and, so tight is coming to be the definition of "doing business" in the states, the attorney's opinion is almost certain to be a recommendation that the corporation play safe by qualifying—in one alternative method or another—rather than be thrown out of court for neglect.

[This is the second of a series of articles by Mr. Haring on this subject. The next will appear in an early issue.—EDITOR.]

Obituary

FRED M. RANDALL, founder of the Fred M. Randall Co., Detroit and Chicago advertising agency, died suddenly at his desk in Detroit on March 19 at the age of 49 years. Mr. Randall was well known in the advertising field, having been an active leader in association and community affairs. He was a charter member of the American Association of Advertising Agencies and a member of the Audit Bureau of Circulations. Mr. Randall was a trustee of Cornell University and had served as president of the Cornell Club of Detroit.

JOHN HENRY SCHWARTING, who for many years was connected with Albert Frank & Co., New York advertising agency, died at his home on Sunday, March 27. He was sixty-six years of age, and had been associated with the Frank agency for fifty-three years. Through this long and varied association, Mr. Schwarting came into intimate contact with many of the prominent financial and industrial leaders of the day. He is survived by his widow and two sons, both associated with Albert Frank & Company.

what happens when we get “Metropolitan Minded”?

THE Vice-President of a manufacturing company answers this pertinent question in the February issue of *Groceries*.

He points out clearly the mistakes we fall into by “thinking in terms of the sales and merchandising problems current in the great centers of population—absorbing an urban viewpoint and allowing it to influence us unduly in our sales and advertising activities.”

“We are unfair to ourselves”

he writes, “when we devote all of our attention to the city markets and exclude the rural and farm markets—unfair to our wholesale and retail distributors in the rural and farm section.”

Who's to blame for private brand competition?

“We censure the wholesaler in these territories for neglecting the sale of our brands and for transferring his effort to the development of private brand volume. We feel the retailer is not a good merchant because he favors private brands of some commodities to a greater extent than do the city retailers.

“But in such cases is not the fault our own—are not the wholesaler and the retailer in the rural districts just as ready to sell those commodities which are easy to sell as are the city retailer and wholesaler?”

“Isn't it a fact that we have not—and are not—rendering our distributors in the country as strong sales assistance as we have and are rendering our metropolitan distributors? That we are not and have not used in proper measure the publications, farm papers and newspapers that circulate in these farm and rural districts? And so we have neglected to build brand strength—consumer demand—and consumer acceptance for our products?”

Some significant figures

The writer quotes figures compiled from government records by the International Magazine Co., whose publications are city magazines and therefore not necessarily partial to showing the strength of the country and rural districts. They show that:

“Approximately 70% of the foodstuffs are consumed by families with incomes of from \$1,000 to \$2,000 annually. About 58% of this class is urban and about 42% is rural or farm.”

Cultivate this neglected market

“It is therefore obvious that when we become ‘city minded’ we neglect a great part of our natural markets. It will pay us to study the farm and rural dweller—as he is now, not necessarily as he was—then cultivate his volume proportionately to our efforts in the metropolitan centers. By doing so we will help wholesalers and retailers serving this great rural area to obtain a greater share of the sales volume created by nationally advertised brands.

“Will this great rural area continue to be the most neglected field in the United States, or will shrewd merchants look upon this market as presenting their greatest opportunity for increasing sales of nationally advertised brands?”

M. L. CROWTHER
Advertising Manager



Sell
this
Territory
thru

Capper's Farmer

Circulation 815,000

Published at Topeka, Kansas, by Arthur Capper

THE MIDRIFF OF THE WORLD IN THE MIDWEST OF THE NATION

80% of our circulation is sent direct to the home by our special messenger system. The news stands carry the balance.

The Brooklyn Daily Times

is the popular newspaper that daily grows in favor in this field of 500,000 families. A. B. C. Auditor's report of 1925-1926 gives this newspaper the largest circulation in Brooklyn. During 1926 the Brooklyn Times' increase in advertising was 1,727,054 lines—the second largest gain of all New York morning and evening papers.

Reach This Two Billion Dollar Market
via

The Brooklyn Daily Times

The community stimulator of the most concentrated market in the U. S. Place your message where it will reach the goal.

LORENZEN & THOMPSON, Inc.
19 West 44th St., New York, N. Y.
122 S. Michigan Blvd., Chicago
Kohl Bldg., San Francisco, Cal.

The White Space Value of Broadcasting Time

[CONTINUED FROM PAGE 20]

of the programs which I heard is absolutely nil.

By elimination of the long distance listener, the determination of a station's audience is greatly simplified. The listener, as a rule, selects the loudest station which offers an acceptable program. His first act, upon turning on his radio, is to tune in the nearest high power station, delivering the loudest signal to his locality. If its program suits him, he leaves the set tuned to that station because it gives him the most realistic reproduction. Hence determination of the habitual audience of a station is a simple matter of geography and statistics, an analysis of the available audience in the service area of a station. By the service area we mean that area in which the station's programs are heard with high quality and minimum noise interference.

Dr. Alfred N. Goldsmith, chief research engineer of the Radio Corporation of America, in a paper delivered before the Institute of Radio Engineers, gives the following service ranges for broadcasting stations:

Antenna Power (Watts)	Service Range (Miles)
5	1
50	3
500	10
5,000	30
50,000	100

These ranges are admittedly conservative because the standard of reception upon which they are based is somewhat above that demanded by the average enthusiast. Merely doubling or tripling these figures, however, does not give a truthful approximation of the service range. Conditions are complicated by the fact that the listener in rural areas, having no nearby stations at his service, is willing, at a sacrifice of quality, to listen to stations at somewhat greater distances than is his city *compère*. Furthermore, radiation from stations rarely approaches perfectly concentric circles. Stations in large cities are subject to extraordinary variations in carrying power in different directions, owing to the shadow effect of buildings and other phenomena not fully understood. WEAJ, for example, when at its former site on the Walker Street Building, was more difficult to hear in Pelham, N. Y., than were Chicago stations. Extended field strength measurements in the New York area have demonstrated conclusively that such surveys are necessary to establish the actual service range of a broadcasting station.

IN the absence of such surveys the following table,* giving the approximate service range, according to power, may be applied. In those directions in which the station is known to transmit poorly, the minimum service range should be used; in other directions, the normal range. In rural areas, where no nearby, high power stations, com-

pete, the minimum and normal service ranges for rural reception should be used.

Lower in Walls	Minimum Effective Range in Urban Area in Miles	Normal Effective Range in Urban Area	Minimum Effective Range in Rural Areas	Normal Effective Range in Rural Areas Competition from nearby Stations
5	1	3	5	10
50	3	7.5	12	22.5
500	10	20	35	65
5,000	30	50	90	160
50,000	90	135	225	360

*From "Using Radio in Sales Promotion,"
McGraw-Hill, 1927.

THE application of these figures will give the radio time buyer a reasonable foundation from which to compute the area from which a station's audience may be drawn. It enables him to exclude the chance listener who is not likely to be influenced by the high character of the commercial program offered, the only thing he is seeking to accomplish by expending money in broadcasting.

Having determined the service area, we may go a step further and attempt to estimate the actual listening audience at a given hour. From census figures, the total population in the service area is obtained; then an estimate is made of the percentage of radio listeners in the area. For the country at large, the prevalent estimate is one receiving set for each three families. There is so little statistical proof for this estimate that it would not be difficult to prove that it is either fifty per cent under or over the correct figure. The percentage of listeners is largely proportionate to the length of time high grade broadcasting has been available in the area under consideration. In the absence of reliable estimates, the following may serve as a basis:

In areas served by two or more high grade broadcasting stations for at least one year, the maximum potential radio audience may be estimated at ten per cent of the population; for two years, fifteen per cent; in areas served by four major broadcasting stations, two for at least three years, the other two for at least one year, twenty per cent; in areas served by at least three major stations for four years and with a number of minor stations, twenty-five per cent. These figures will be found to be considerably below the percentage having automobiles at their disposal, assuming in the case of the automobile, as we do with radio, that each car serves an entire family.

The potential audience in an area has the same significance as the circulation figures for a magazine. When you buy space in a magazine, you buy the opportunity to reach a definite circulation. But you receive no guarantee that the entire circulation will see your particular advertisement. It is certain-

K N O W N M E R I T



COLONEL EDWARD M.
HOUSE

International Affairs





picture readers ~ all!

FIFTEEN minutes to wait for the train! Out comes the current magazine. Does he bury himself in some story, to be brought up sharply with that exasperating "Continued next month"?

Not on your life! No time for anything but pictures. Like a kid with a new picture book, his eye seeks them. They *tell* him something.

Serve him what he wants. Tell him — *sell* him the story of your product, in attractive half-tone, line-cut, or color. Make him *see* it. He'll remember it long after mere type is forgotten.

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 434 230 South 7th St.
P H I L A D E L P H I A

ly open to debate whether eight out of ten readers or but two out of ten readers saw the advertisement on page 180 of the last issue of the *Saturday Evening Post*.

As soon as we inquire into the number of actual listeners rather than potential listeners, we are carrying out a study equivalent to determining how many people actually read a certain advertisement in a certain issue of a magazine. Such an investigation of the radio audience might be dismissed as useless guess work were it not for the frequent claims of nationwide audiences totaling millions made by some enthusiastic commercial broadcasting stations.

THE potential audience divides itself in several ways. Were there no competition from other broadcasting stations and did every receiving set serve its entire listening group at all times, the potential listening audience would be the actual listening audience. Both assumptions, however, are quite unreasonable. The percentage of the audience actually listening varies with the hour of the day and the season of the year. Further, the actual audience divides itself among competing stations serving the same area.

It is impossible to apply scientific principles or the aid of statistics to such questionable factors. During the first month of set ownership the set is often employed five or six nights out of the seven. In the suburbs we often find listeners who maintain that listening pace month in and month out. On the other hand, there are those who wait for an important broadcasting event before they will bother to use their receivers. It is next to impossible to make a satisfactory determination, confidence in which cannot be shaken by a good argument.

The following table* of percentages is a conservative estimate, based on consensus of opinion, questionnaires and observation, of the percentage of the potential audience actually listening at a given time. It makes allowance for the fact that the entire family may not listen every evening, for faithful listeners whose receivers work overtime night after night and for the spasmodic listener who uses his receiver but rarely. It does not, however, take into account the greatly augmented audience readily secured for a big broadcasting event. The first Victor program, the Dempsey-Tunney fight and the World's Series, for example, no doubt brought out not only practically the entire potential audience but also attracted many visiting listeners who are not normally served by radio reception. The commercial broadcaster is, however, almost invariably concerned with average conditions.

	Mid-summer	Remainder of Year
	%	%
Morning	5	7½
Afternoon	7½	10
Evening— 6 to 8	10	18
8 to 10	15	25
10 to 11	12½	20
11 to 12	8	12

*From "Using Radio in Sales Promotion," McGraw-Hill, 1927.

The final apportionment of the listening audience is the distribution of those remaining after several deductions among the several broad-

casting stations serving an area. In the absence of proof, based upon extended questionnaires and unbiased investigation, the broadcasting space buyer may form his own estimate of the division of the audience among different stations. The simplest way is to listen critically to all the stations serving the same area for a period of several weeks and to assign to each a percentage of the audience based upon its general program standards and quality of transmission. A number of such estimates distributed among employees of different ranks may give a basis for estimating a station's popularity. Each person's estimate reflects his personal tastes and, as a consequence, it is necessary to employ good judgment in obtaining estimates from a varied group, including not only the highly educated type likely to enjoy "higher grade" programs, but also persons of average tastes and education.

Admittedly, the deductions from the potential audience to determine actual audience and the distribution of the remainder among broadcasting stations is largely guess work, but it disposes effectually of broadcasting station solicitors who claim audiences of millions. Even in the largest centers of population it requires a very good station to win a regular audience of 100,000.

In the New York area, for example, there are approximately 15,000,000 people. Assume a listening audience of 25 per cent, or 3,750,000. At 8 p. m. of a winter evening, 25 per cent, or 937,500 of that number, may be listening in. These listeners are divided among thirty-six stations, perhaps as follows: Station A, 28 per cent; B, 24 per cent; C, 16 per cent; D, 10 per cent; E, 8 per cent; F, 6 per cent and the remaining 8 per cent among thirty stations. On that basis, Station A has 262,500 listeners; B, 225,000; C, 150,000; D, 93,750; E, 75,000; F, 56,250 and the smaller stations an average of but 2,500. Now, if station A charges \$600 an hour and one of the smaller stations \$100, the cost per actual listener of the former is about 4½ cents and the latter 25 cents! So, hypothetical as our inquiry is, it brings to light rather startling information.

IN spite of these substantial deductions from the potential audience, it must be recognized that the commercial broadcaster has the opportunity of making this still large number his guests for a period of half an hour or an hour. That opportunity is not to be lightly regarded, especially when it is compared to the fleeting glance given to an advertisement in a publication. The commercial broadcaster is invited voluntarily by the radio listener to entertain him, while the user of general advertising media depends largely upon chance for his reward of reader attention. Circulations and listening audiences, therefore, are not fairly comparable from the numerical standpoint alone.

Broadcasting stations usually have a specific personality, based upon the habitual standard and nature of their broadcasting programs, which has an important bearing on station selection. This personality is of value in judging the type of audience the station attracts. Some stations broadcast mostly jazz and singers of the vaudeville type. Frequently such stations can claim

**despite the
very little difference
between the
local circulations
of the two evening
newspapers of
Detroit there is
too little overlapping
to warrant
belief that either
one can "cover"
the market alone**

*P. S.
This is an advertisement of the
Detroit Times*

METAL PRINT CRAFT

IF you use Metal Signs-
Name Plates-Number
Plates - Badges - Checks -
Emblems - Ornaments -
Tablets - Tags - Fobs - Dials -
Panels - Display Stands -
Coins or Novelties, either
Etched - Printed - Litho-
graphed - Engraved - Em-
bossed - Cast - Stamped -
French Enameled -
Porcelain Enameled - or
Celluloid Facing with
Metal Back, Grammes
Metal Print Craftsmen
can serve you in an artis-
tic, economical and effici-
ent manner.

By this mark
you will know
Metal Print Craft



Ask for "The Story of Metal Print Craft"

L. J. Grammes & Sons
INCORPORATED
Allentown, Pa.

NEW YORK PHILADELPHIA CHICAGO

large mail response, just as some publications are known to secure a large volume of inquiries. The number of letters a station draws is not an important index to its popularity, because not all classes of people are habitual letter writers. The experienced station program director could, if he desired, formulate a program policy which would make his station a world beater in winning large letter response. The jazz audience and the premium seeking audience are the leaders among letter writers. If advertising in publications pulling large volume of inquiries is successful, the radio audience of such stations may also be useful to the commercial sponsor. But mere volume of mail response, with both media, is not a conclusive criterion of actual value.

ON the other hand, there are stations appealing to a more diversified audience by maintaining consistently high program standards and including the entire range of available broadcasting material in their regular programs. This ranges from highbrow classical symphony orchestras, semi-standard music, entertainers and dance music, as well as special features like sporting events, theatrical productions and speeches by individuals in the public eye. Statistical studies of the audiences of such stations as to the percentage owning their own homes, possessing motor cars, and other usual factors in such statistical studies, indicate audiences which are practically a cross section of the area served.

Business organizations have a definite personality based upon the cumulative effect of their contact with the public through sales, satisfied customers, and advertising. Broadcasting stations, likewise, have personalities, and the commercial sponsor should associate these two in a natural relationship. You would certainly be surprised to hear a tin pan jazz orchestra through WHN appearing for the purpose of winning good will for Tiffany's, and you would also be surprised to hear a Harlem haberdasher patting himself on the back in front of WJZ's microphone; yet things fully as unsuitable as these can be heard almost every evening of the week. Station and sponsor character, as well as audience numbers, should be considered when buying time on the air.

In a previous article the writer outlined some of the principal considerations which make a product and its maker a suitable sponsor for a commercial program. These factors are quite simple and definite. The selection of stations also is a matter of ordinary human judgment which may be fortified by a consideration of the facts regarding range and power, percentage of listeners in the population, percentage actually listening at certain hours and, finally, the division of those who remain, after these deductions, among the stations serving the area. The habit of associating listening millions with the broadcasting station microphone is one not easily disposed of, but by the application of the suggestions made above, the space buyer may form a more reasonable conception of the numbers he has an opportunity to reach. The cost per listener varies tremendously among stations serving the same area and, like any class of commodity or service, the cheapest is rarely the best buy.

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

The
BELVEDERE
New York

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

Will there Ever be too much advertising?

OCCASIONALLY a discussion is started or an article written around the assumption that there will soon be too much advertising in the publications.

The point is not raised by the public. It is raised by the business men who might more wisely inquire into the *demand* for advertising—the people's *need* of printed information concerning the things they want to buy and use.

Set out to spend more than a few pennies in the purchase of nearly any commodity and you will find yourself wishing you knew more about it.

Take the subject of furniture, for instance. Your neighbor can quickly explain why

he chose his radio; but can he tell you the name of the firm that made his furniture, or how furniture is made, or what makes good furniture?

Or building. Everyday some hopeful home-builder comes a cropper through attempting to build minus the services of an architect. Why does he run this risk? Mainly because the public at large has no clear conception of what an architect does to earn his fee.

Or planting. Our government offers without charge a vast amount of printed information on this subject; so does the British Government. London advertises the fact. Washington does not. Is there any wonder that our

average suburbanite can't tell you the name of the Bureau that supplies information on insects and tree pests?

Or textiles. How many men know the difference between cheviot, serge, unfinished worsted? Which wears longest? Why?

And still men stop to ask whether or not there is too much printed information placed before the people to tell them how to spend their money intelligently!

Next time somebody asks if we are approaching the saturation point in advertising, ask him when he thinks we will have reached the saturation point in science, in education, or in human progress!

GEORGE BATTEN COMPANY, INC.

Advertising



You Subscribe For A Number Of Different Magazines Don't You?

Is there any magazine you regard as so valuable that you subscribe for 20, 30 or 40 copies so that your business associates will be sure to have their own copy at home?

There are hundreds of banks which think well enough of one publication to subscribe for 10, 20, 30 and 40 copies to go to the homes of their officers.

It's the American Bankers Association Journal—high in reader interest and not open to every advertiser—but carrying unusual copy from scores of nationally known accounts.

*The Journal's story
will interest you.*

AMERICAN BANKERS ASSOCIATION JOURNAL

Edited by James E. Clark

110 East 42nd St., New York City

Advertising Managers

ALLEN B. BANTER, 110 East 42nd St.,
New York City.
CHARLES W. RAVELL, 332 S. La Salle
St., Chicago, Ill.
GEORGE WIGHT, 25 Kearny St., San
Francisco, Cal.

(MEMBER A.B.C.)

What Does the Farm Woman Want?

[CONTINUED FROM PAGE 32]

he can call his own even though it be only a drawer, or room under the window seat for his toys.

What are some of the ways in which the ideal farm house differs from the house in the city or the small town?

In the first place it must serve many purposes which in other homes need not be considered. As one of our readers from California put it: "In planning a farm house the first thing to take into consideration is the fact that a farm house, besides being a home, must also be its owner's business office; and the farmer's wife, besides being a housekeeper, must also be her husband's private secretary and telephone girl. (I can hear groans of assent to that last statement from every farmer's wife in the United States! Unless you have actually done it yourself, you have no idea what a bugbear it really is.)

"The kitchen should have windows on at least three sides, and I have mine arranged with one window toward the road so that I can look out on my flower garden and the distant mountains. There is room in the kitchen for two stoves—an oil stove in addition to the range—and they are placed together with a good sized pot closet near by. The box for the fireplace wood is under the bookcase in the living room, concealed by a door, and this box opens through to the hall, where it may be filled."

The same thought is expressed by a woman from northwestern Minnesota: "The planning of a country house is very different from that of a city house. The country house has many needs that a city house never has to meet; such as plenty of room for storage.

"The house can be separated into three divisions: the living area, working area, and sleeping area. The first refers to living room, dining room and porches; the second to kitchen, pantry, basement, laundry, and stairs; the third refers to sleeping rooms and bath.

"The living area should be comfortable; the working area must be convenient; the sleeping area must have privacy. All house planning is based on these three principles."

THE letter mentions one great difference between the successful country home and the home in the city: The former must have plenty of storage room for the products raised on the farm and for supplies bought in quantity. This, in turn, leads to another requirement: It must be built so that it is rodent proof, for the large quantities of grains stored on many farms draw rats and mice. To keep them from invading the farm house itself is a real problem.

One person, in commenting on this survey, said, "I would be willing to bet that they all want big kitchens." On that point the popular conception is wrong. Farm women realize that

their time and strength are too precious to spend in doing a marathon back and forth across the kitchen, and the consensus of opinion among those who replied to the questionnaire was that the kitchen must be small enough to prevent a waste of energy during the greater part of the year when one woman is doing the work of the house but large enough to allow two people to work in it with reasonable comfort at those times when there are extra men to cook for—at threshing time and at silo filling time.

SINCE ground space is not at a premium on the farm it seems a good plan to many farm women to have the laundry on the same level as the kitchen. They feel that this is especially desirable when there are small children, but that it is desirable even when there are none because the farm housewife must do many tasks simultaneously, and she can do them much more easily if she does not have to go up and down basement stairs. On this point, however, there was distinct difference of opinion; the women being divided as to whether the laundry should be on the first floor or in the basement.

Another important suggestion in planning was that a bedroom be placed on the first floor. Such a room is important because of its convenience when there are small children or old people in the house. In case of illness it is absolutely necessary, for the family is often too far from any hospital to take the patient there, and it is almost impossible to secure a nurse in the country. This means that the farm woman must be nurse as well as housekeeper, and she can fully meet this dual responsibility only when the patient is on the first floor.

Many of those who expressed themselves in this survey would not use this downstairs room as a bedroom except when it would be required for invalids, and would use it at other times as a study, an office, a sewing room or an informal living room.

As the farm home is the one type which still does a large amount of sewing, farm women want a special room for that purpose. They suggest that it be equipped with drawers and shelves for materials and supplies, and several want the door of such a "cabinet" to lower and form a cutting table. Most of them want their sewing room downstairs so that they can pick up the work in the short intervals between other duties.

A number said that they want a corner in the kitchen where they can have a low rocker, with a shelf near it to hold a book or magazine. This is a real need in the farm home which still carries on many of the duties that have gone out of the town or city home. With this comfortable corner the mother can drop down for a few minutes to "cuddle" a cut finger or a



... guffaw ...

Minus Mutt—Minus Jeff

MANY a U. S. citizen, not knowing who represents him in Congress, not knowing who is Secretary of Agriculture, is intimately acquainted with every feature, every exploit of Messrs. Mutt & Jeff.* Mutt, vicious, sadistic, punches Jeff, and millions guffaw. Jeff, tricky, worm-turning, clubs Mutt, and the populace holds its sides.

No animus

TIME has no animus against the comic strip. But neither can it find room for alleged "funnies" or many other distracting newspaper features.† TIME'S space is crowded, precious. Perhaps developments in China must be reported in two columns, or a prime minister's speech analyzed in 200 words. With so many significant things to relate, the insignificant is necessarily ignored.

*Mutt & Jeff. Famed comic-strip clowns originated by Cartoonist Bud Fisher. †Ernest Eimo Calkins, able advertising agent, estimated (Atlantic Monthly, January 1927) that newspapers gave the Dempsey-Tunney fight more than \$2,000,000 worth of free publicity.

Printing—attracting

TIME, printing the things that really matter, is thereby attracting the people that really matter. Not necessarily "bloated" plutocrats or butlered bluestockings, but alert, keen-minded, progressive U. S. citizens who pay \$5 yearly for a clearer, saner world-picture than their newspapers can give.

Worth reaching

Is such a reader worth reaching? Are 135,000 of him a good market? Advertisers themselves have answered these questions by giving TIME (guaranteed average circulation 135,000) more advertising than is carried by any other weekly in the less-than-a million class.

ROBERT L. JOHNSON, *Advertising Manager*
25 W. 45th St., New York City
Main Office: Penton Bldg., Cleveland, O.

\$5 yearly: TIME costs more per word than any other U. S. Magazine

TIME

To Press Tuesday—THE WEEKLY NEWSMAGAZINE—To Reader: Friday

There's Only One Paper

That Blankets the Dairy Farms of "The New York City Milk Shed"

THE circulation of the Dairymen's League News in the "New York City Milk Shed" is about three times the combined circulation of the two leading national dairy papers in the same territory. To reach Eastern dairy farmers effectively and economically, you must use the News.

The News is carefully read for its market reports, vital to every dairyman. The "Savage Feed Service" Department is the standard authority on Eastern dairy practice. The stories by George Duff are farm classics. In addition, there is a well-edited Home Page for farm women and a Kiddies' Korner that delights the youngsters.

Your sales message in the Dairymen's League News goes into homes where the milk check is an assured monthly visitor. Reader interest plus sustained buying power assures a responsive market.

Write for Sample Copy and Rate Card

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



DAIRYMEN'S League NEWS

New York Chicago
120 West 42nd Street 10 S. La Salle Street
W. A. Schreyer, Bus. Mgr. John D. Ross
Phone Wisconsin 6081 Phone State 3652

bumped head; she can relax here when she is waiting for the men to come in to dinner; she can get in a few minutes of reading while the bread is baking or the cans are "processing".

In addition to such definite comments nearly 900 women also suggested some of the intangible things that go to make the successful farm home. Their letters reflect the philosophy of the following extract:

"Children are quick to feel the pulse of the home. Aspiration, inspiration, high ideals, peace and calm must be in it. We women should make use of all the labor saving devices possible, that we may have more time to devote to our children and to the betterment of the community in which we live. Our houses should be homes—the places 'where the heart finds rest.'"

Compulsory Newspaper Combinations

[CONTINUED FROM PAGE 40]

erage of a given market at a total cost which is compatible with fair merchandising expenses. This is exactly the problem of the daily newspaper. The strong probability is that the newspaper which has worked out this problem successfully for itself will also carry the advertiser along the same efficient and economical lines, to his decided advantage.

You may say you do not want our morning paper but only wish the evening edition. You do not know to what extent the strength of the evening edition is attributable to the very fact of the combination. You might just as well ask the *Saturday Evening Post* to sell you their R. F. D. circulation and not bother you with the cities.

It is objected that some newspapers permit local advertisers to use morning or evening editions optionally but require national advertisers to use the combination. This is the final condemnation hurled at combination newspapers. It is even called "rank discrimination."

Local advertisers on the average use far more lineage in proportion to their volume of business than national advertisers. They are bulk buyers of space. The probability of a local advertiser using sufficient space to make progress and profits is far greater than in the case of the national advertiser. For one thing, he has a more direct daily check upon his results. The newspaper's staff is in closer contact with him, perhaps daily, to point out the strength or weakness of his advertising effort. But still more interesting is the fact that the tendency of local advertisers to use the combination is on the increase.

In the case of the *Dispatch* and *Pioneer Press*, the advertising rates in combination are very little more now than they were twenty years ago when

Get Your Story Over!



To make people see, read and buy, use our Mechanical Advertising Books. Proven to be more interesting than any window display—medium size repeated. Highly endorsed by some leading for full particulars.

CHESTER MECHANICAL ADVERTISING CO., INC.
Specialists in Motion Display, 428 W. 41st St., N. Y. C.

ELECTRICAL
ANIMATED
AND
STILL

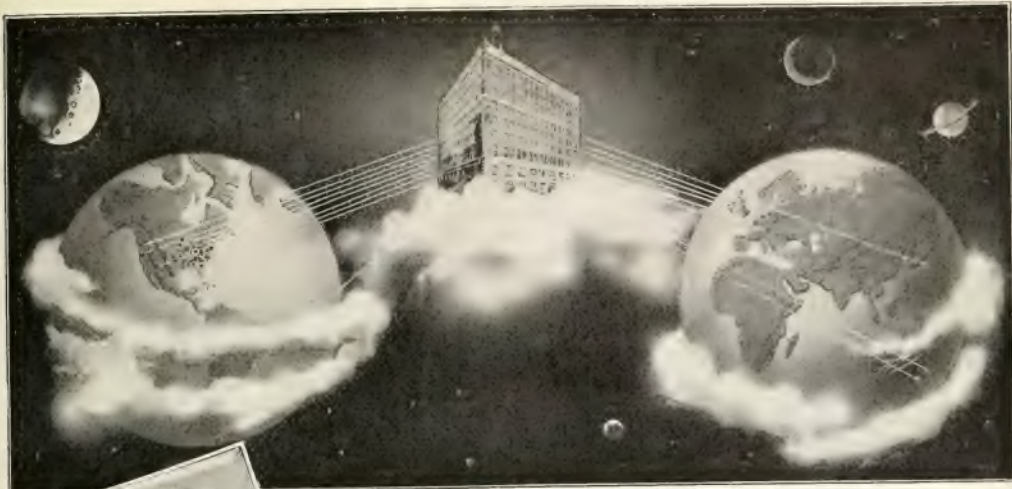
DISPLAYS

for
WINDOW,
COUNTER,
and EXHIBITS

Effective - Dignified
Planned Inexpensively

CONSULT WITH EXPERTS

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



From East and West— Centering in the House of Penton

SERVING the hundred odd thousand industrial buyers who depend on the Penton Publications for business intelligence and engineering information, is a headquarters organization in the Cleveland office of thirty-five editors and assistants. A number of these men are nationally recognized as experts in iron and steel production and distribution, in the economics of business, in foundry practice, abrasive engineering, and marine transportation.

This co-ordinated, seasoned central editorial organization controls the activities of the worldwide news gathering staff of The Penton Publishing Co. Every day the radio, wires, and mails bring an avalanche of business information into the House of Penton for the benefit of the great army of industrial executives who *depend* on publications like Daily Metal Trade, Iron Trade Review, The Foundry, and Abrasive Industry, for vital business and technical information.

It is because they render real editorial service of tangible value that the Penton Publications are chosen by the country's most progressive and successful manufacturers to carry their advertising messages directly to industrial buyers.

The Penton Publishing Co

Penton Building

Cleveland, Ohio

The Penton Press—Printers of newspapers, business papers, national magazines, books, catalogs, etc.

Member, Audit Bureau of Circulations.

Member, Associated Business Papers.



INDUSTRIAL MARKETING AT WORK

THE PRINCIPLES

THE STEPS

1. MARKET DETERMINATION

1.....Markets

MARKETING
POLICIES

2. BUYING HABITS

2.....Types of Buyers
3.....Prospect List
4.....Nature of Sales Organization

3. CHANNELS OF APPROACH

5.....Territorial Plan
6.....Personnel
7.....Publication Advertising
8.....Manufacturers Literature
9.....Special Promotion

MARKETING
PLANS

4. SALES APPEALS

10.....Buyer-Interest Keynote

"Can WE apply the McGraw-Hill Four Principles to OUR Industrial Selling?"

Manufacturers are hearing more and more about the successful results that follow when the McGraw-Hill Four Principles of Industrial Marketing are applied. They are interested in knowing if and how the Four Principles apply to their particular Industrial Marketing and Advertising problems.

The chart graphically shows ten simple steps that translate the Four Principles into practical, sound Industrial Selling policies and plans for any line of products designed for industrial consumption.

The help and data of the McGraw-Hill organization are fully and freely available to manufacturers and their advertising agents in either preliminary or advanced consideration of these Principles and their possibilities.

New Book

"Industrial Marketing at Work"

HOW different manufacturers have followed this step-by-step application of the Four Principles is revealed in a new book, "Industrial Marketing at Work," which will be off the press soon. If industry is your customer nationally, a McGraw-Hill representative will be glad to discuss this book and leave with you a complimentary copy. Direct your request to the nearest McGraw-Hill office.

ELECTRICAL

ELECTRICAL WORLD
ELECTRICAL WEST
ELECTRICAL MERCHANDISING

CONSTRUCTION & CIVIL ENGINEERING

ENGINEERING NEWS-RECORD
CONSTRUCTION METHODS

INDUSTRIAL

AMERICAN MACHINIST
INDUSTRIAL ENGINEER
CHEMICAL & METALLURGICAL ENGINEERING
POWER

MINING

ENGINEERING & MINING JOURNAL
COAL AGE

TRANSPORTATION

ELECTRIC RAILWAY JOURNAL
BUS TRANSPORTATION

RADIO

RADIO RETAILING

OVERSEAS

INGENIERIA INTERNACIONAL
AMERICAN MACHINIST
(EUROPEAN EDITION)

CATALOGS AND DIRECTORIES

ELECTRICAL TRADE CATALOG
ELECTRICAL ENGINEERING CATALOG
RADIO TRADE CATALOG
KEYSTONE COAL MINING CATALOG
KEYSTONE COAL BUYERS CATALOG
KEYSTONE METAL QUARRY CATALOG
CENTRAL STATION DIRECTORY
ELECTRIC RAILWAY DIRECTORY
COAL FIELD DIRECTORY
ANALYSIS OF METALLIC AND NON-METALLIC
MINING, QUARRYING AND
CEMENT INDUSTRIES

McGraw-Hill Publications

McGraw-Hill Publishing Company, Inc.

NEW YORK

CHICAGO

SAN FRANCISCO

ST. LOUIS

CLEVELAND

PHILADELPHIA

LONDON



A new editorial feature you should know about

THE full details are embodied in an announcement just issued. A copy will be mailed to any advertiser or agency upon request.

The net paid circulation of The Shrine Magazine is 607,112 copies monthly. A distribution statement, by states, is available.

THE SHRINE MAGAZINE

1440 Broadway · New York

Phone: Pennsylvania 7827

CHICAGO

122 So. Michigan Blvd.

Phone: Wabash 6944-5

BOSTON

Little Building

Phone: Hancock 8086

the papers were operating separately and when nearly everything including advertising rates was lower than today. The present circulation service, moreover, is more than 50 per cent greater, so that the actual milline rates of today are decidedly lower than they were under separate operation. Bear in mind that the coverage is more thorough and complete. Bear in mind also the enormous increase in power and prestige of the stronger publications. This is but the logical result of needed consolidation with benefits to the advertiser in the direct form of lower rates and improved service.

When a national advertiser comes into St. Paul he frequently wants and needs the benefits of a thorough knowledge and grasp of the local market. Sometimes this service is indispensable. He always wants not only the mechanical printing of his advertising in the paper but, far more important, the power and prestige which the newspaper has developed. In the case of a combination paper, like ours, this extra service and this power and prestige are put behind the advertising campaign without extra charge as the joint service of a strong combination newspaper. This service and prestige cannot be divided. It belongs to the morning and evening newspaper in combination. It has been developed as the direct result of this strong combination and it must therefore be applied to the advertising campaign in combination. No advertiser can check the power and influence of the morning paper separately from the evening paper because it does not exist.

EVERY leading newspaper in every community of size enough to be called a market has something which every national advertiser wishes he had. It is a close and confidential contact with the great bulk of the people. Whether the newspaper gets this power by a single morning or evening issue or by a combination of morning and evening issues is a matter of no logical concern to the advertiser. For him to suggest that the publisher tear down his structure to meet the imagined requirements of the advertiser is almost like asking the Pennsylvania Railroad to operate without locomotives. The one point of vital interest to every advertiser is full and favorable access to the market. In many markets this can clearly be done best through a combination paper. In some markets it can only be done this way. No advertiser can say the extent to which the newspaper's power is built up through the very means of the combination, the thing which some advertisers would like to tear down. From the standpoint of economy, it also happens that a great many markets can be fully reached more economically through the combination paper than by any other means. It also happens that the establishment and growth of the combination paper has lessened the relative cost of covering that particular market.

HOTEL EMPIRE

New York's newest and most beautifully furnished hotel—accommodating 1034 guests
Broadway at 63rd Street.

ROOM WITH PRIVATE TOILET.
\$250
ROOM WITH PRIVATE BATH.
\$350

Bakers 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.

The Authority in the Lumber Field

American Lumberman

Est. 1873 CHICAGO A. B. C.



Every TYPOGRAPHIC DESIGNER should have a copy of the Linotype Specimen Book within easy reach. It is convenient in size; loose-leaf for the addition of supplements; and contains generous blocks of type-matter solid and leaded so that you can judge color and appearance in the mass. *The coupon will bring yours!*



MERGENTHALER LINOTYPE COMPANY

CHICAGO NEW ORLEANS BROOKLYN, NEW YORK CANADIAN LINOTYPE LIMITED

SAN FRANCISCO

29 RYERSON STREET

TORONTO

REPRESENTATIVES IN THE PRINCIPAL CITIES OF THE WORLD

ADDRESS NEAREST AGENCY



PLEASE SEND ME
MY COPY OF THE
LINO TYPE
SPECIMEN
BOOK

.....

.....

.....

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.....

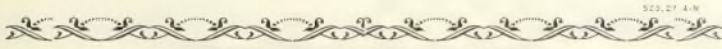
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SEE 27 4-W



The OPEN FORUM

Individual Views Frankly Expressed

Overproduction of Radio

MR. Edgar H. Felix says (ADVERTISING AND SELLING, March 9): "Radio is inexpensive in its first cost and maintenance and, therefore, its market should be at least as large as that of the motor car. . . . Despite its high pressure merchandising and intensive advertising, and its great unsold market, every summer huge quantities of radio sets are marketed at forty, fifty and sixty per cent below list prices. How can there be overproduction in an industry which has sold less than one-fourth of its normal market and which uses intelligent selling methods?"

Its market should, and is, but surely radio could not be expected to accomplish in sales during, say, a four-year period what the automobile industry has taken more than a quarter of a century to accomplish. Unalterably opposed to dumping of radio sets on the market, I nevertheless must point out the fallacy of the argument that assumes, evidently, that radio must reach complete coverage of its market before overproduction can set in. Theoretically, Mr. Felix's interrogation may stand up, but in practice it does not. Is there not overproduction of cotton in certain years when, according to its potential market, every pound could be absorbed and utilized? While pointing out an evil—and the evil has grown less and less each year in radio (this season the dumping has been and will be far less than ever)—Mr. Felix in the question he asks by no means establishes that there is something wrong with the industry as a whole because some manufacturers may not have been able to dispose of their merchandise, at list prices, to the ultimate purchasers. The whys, the hows and the wherefores of this angle of radio form another and complete story in themselves.

R. M. KLEIN, *General Manager,*
Fada Radio,
New York.

Apprehensive Approach to a Market

IHAVE been a consistent reader of ADVERTISING AND SELLING since the first issue. I have followed the trends of business as described in your columns, but none has struck home as forcibly as the occasional references to the advertising of cigarettes to women. Like others I, too, have watched the

Marlboro "hand" series, and thanks to the earlier articles in "A & S," have appreciated that this hand would sooner or later become a full-grown woman. And now comes the final step, with a mere youngster, like my daughter in high-school, calmly puffing her cigarette with the air of a sophisticated chorus-girl. In this way does Marlboro, and others no doubt, hope to reach a tremendous "market."

The very method of approach of this campaign has reminded me of the way I used to crawl over a stone wall, when a boy, to reach the fruit on a neighbor's tree. The same gradual extension of the hand into forbidden territory, then the whole arm, and finally the boy was in the orchard, but always with a feeling of apprehension and guilt. Whoever wrote the article, "Marlboro Makes a Direct Appeal," certainly gave evidence of apprehensiveness. Everything has been done so carefully, so cautiously, so judiciously. I am quoting words from the article, itself.

It is a vastly different thing to influence a young girl to use cigarettes than to use perfume, or lace, or jewelry. The use of cigarettes becomes a life-long, irresistible habit. The use of the other things are fads or fancies that can easily be stopped or changed. This is not intended to be a discussion of the ethics or morals of cigarette smoking. I merely point out that the tremendous forces of advertising are gradually being used to defile our womanhood for the sake of creating a "new market." What a glorious victory for "advertising"! Let us, of the advertising profession, hang our heads in shame.

A. H. FENSHOLT,
Chicago, Ill.

One Space Buying Practice

IRISE to defend the space buyer against your March 23 editorial, "Honesty in Space Buying."

First off, the "space buyer" is very often not the *actual buyer*, but an analyst and advisor to service committees and account managers who have the final say.

Second, the representative—and I include those of non-publication media as well as publication "reps"—is very apt to lug his story in out of season, when even the most honest analyst going can't give him any satisfaction.

My own practice came to be this—to tell the salesman to "hold it" while I outlined the situation or situations. Then I'd tell him where an offhand

size-up of his medium seemed to indicate its greatest probable strength. I'd tell him, as nearly as I could schedule it, exactly when we were going to need his dope in full.

Then I'd say, "If I let you speak your piece now, I've got to write it down, or *you* have, or else it will be hazy by the time I need it, and we'll have to do it all over again. You can write your story better than I can. I might leave out your very best argument. Now that I've outlined our problem, you take your time and show in your very best fashion the *specific application* of your medium to the case in hand.

"Yonder is a compact file of just such presentations. When we start to build our plan, our first step will be to review our 'possibilities,' our objectives and our media. We're gathering evidence all the while against that day. We'll be too busy then to stop and give ear to every eleventh-hour solicitation. Lick your story into shape to add to that collection. Then you can be dead sure you won't be overlooked, and you'll be represented as you want to be, or it will be your own fault."

Some fellows thought I was hard-boiled, but I wasn't. I merely looked ahead and used Tom Sawyer methods to get my media survey done. I gave the salesman the facts and let *him* figure out the application. I gave him time to *think* before he spoke. It took less of my time and put the burden where it belonged—on the seller. Dishonest or not, I'd do it all over again.

I don't like your editorial. It went off half-cocked.

LYNN ELLIS,
New York.

A Public Necessity

ARGUMENTS of some advertising agencies against compulsory combinations delight me because they are all based on the theory that a newspaper serves as a public necessity, that a national manufacturer must use the newspapers in order to sell his goods. This is the first time I have heard these gentlemen admit this great truth so frankly, and if the compulsory combination rate has accomplished nothing else, it is at least valuable in having provoked this admission from some of the leading space buyers in the country.

J. DAVID STERN, *Editor and Publisher,*
Evening Courier-Morning Post,
Camden, N. J.

We would like Mr. N. A. Schuele, Advertising Manager, The Sherwin-Williams Company, to read this page.

How About Covering This Part of the Earth, Mr. Schuele?

We've heard tell that it is hard to sell good paint to farmers. That may be true in general but we don't believe it's true of a great big slice of Comfort circulation.



TRADE MARK, SHERWIN-WILLIAMS CO.

You see 78% of Comfort Subscribers own their own farm homes—and the average size of their farms is 198 acres.

They are prosperous—they have real pride in their homes and buildings—and they can be made to see paint from two angles—protection and beauty.

Are they responsive to advertising? That's the point we would like to talk over with you, Mr. Schuele, or with Henri, Hurst & McDonald, or with anyone else interested in getting the whole story of the million farm homes reached by Comfort.

COMFORT—THE KEY TO HAPPINESS AND SUCCESS IN OVER A MILLION FARM HOMES—**AUGUSTA, ME.**
JULIUS MATHEWS SPECIAL AGENCY · BOSTON · NEW YORK · CHICAGO · DETROIT

SHOW YOUR DEALERS HOW TO MAKE THEIR ADVERTISING DOLLARS COUNT

Retailers need advertising no less than manufacturers.

But their expenditures are small by comparison. They cannot command the expert Advertising Agency and Direct Mail counsel upon which the manufacturer depends.

They do not know HOW to advertise to best advantage—Here is the manufacturer's opportunity.

Help your dealers—be their advertising adviser—supply them with the advertising material and the co-ordinated merchandising plan that will stimulate them to push your product.

The overwhelming majority of retailers serve restricted communities—towns, villages, city districts.

Their natural first medium—often their *only* practical medium—is Direct Mail. Offer them a campaign, fully prepared, localized and ready to mail, linking the national prestige of your product with the local buying urge of their names.

Electrograph specializes in this form of Direct Mail—to consumer, *through* the dealer, *for* the factory. Electrograph plans, creates and handles every detail of production and distribution—and supplies in addition a promotional campaign to the dealers that stirs them to greater activity.

Electrograph furnishes Direct Mail counsel and service that are approved by the nation's largest advertisers.

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

Electrograph

Created **DIRECT-MAIL** Localized
Individualized
Distributed

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

Economists in Wonderland

[CONTINUED FROM PAGE 27]

She buys herself a "common coffee mill" (in her former benighted state she had been using Maxwell House, already ground and packed in a nice tin box) and sets about grinding the wheat of Messrs. Chase and Schlink.

SHE does not know how long it will take to cook this ground wheat, but she assumes that Mr. Jones is not to be required to devour it absolutely raw. Say she finds a method of cooking it which only requires ten minutes of her time, inclusive of the time required to grind the wheat. At the end of a year she pauses to figure things out and discovers that she has spent approximately sixty-one hours at her grinding and cooking. Placing an arbitrary estimate on the value of her time of twenty-five cents an hour (a fraction of the cost of employing a servant on the part time basis in her locality), she is brought face to face with the startling fact that her husband's cereal for a year has cost her slightly over fifteen dollars, despite the fact that the raw material employed was furnished her free.

And, besides, the chances are that her husband has not enjoyed the darn stuff, anyhow.

On the face of the transaction she is obliged to write off a loss amounting to the difference between \$15 in time and trouble and \$5.20 in cash saved by discarding the packaged product. She recalls also that some of the wheat which had come in bulk had been spoiled by too long keeping, while the packaged bran came wrapped in waxed paper in such a way that the contents of the package managed to retain its fresh crispness to the end of its usefulness.

Now, Mr. and Mrs. Jones may be far from typical of the American family, but they are fairly typical of an increasing class of city dwellers who, by congestion, have been forced to economize on space and to lay a premium on compactness and convenience. And they are reasonably intelligent. If Mr. Jones derives ten cents' worth of nourishment and enjoyment from the bran flakes of a Mr. Kellogg (or a Mr. Post), he sees no reason why said Mr. Kellogg (or Mr. Post) should not retail his package for ten cents even though this represents a profit to him and his distributors of several hundred per cent. He realizes that neither of these gentlemen is in business primarily for his health, and he realizes further that there is no law compelling him to subsist on their bran, anyway. If Mr. Quaker Oats or Mr. Ralston's Purina happens to put out an identical bran flake at seven cents rather than ten, Mr. Jones is at perfect liberty to tell Messrs. Kellogg and Post precisely where they can get off. He pays his \$5.20 *per annum* for his bran because he likes it and is willing to pay for his little luxuries. That is eminently his privilege. If he prefers to value his wife's time at zero and to subsist for a year on a highly beneficial mess of wheat ground-in-ordinary-coffee-mill, he may save \$5.20, possibly in order to purchase the amiable

A Shortened Name & a New Address

ON APRIL FIRST we move into our new offices in the new Graybar Building, just a step from our present location in the Pershing Square Building. Coincident with this move, we will change our corporate name from Myers-Beeson-Golden, Inc. to what it has *actually* been for the last two years, Myers and Golden, Inc. There will be no change in ownership, management or personnel.

Among those products whose sales we are helping to increase by advertising are Empire Bolts and Nuts, Triplex Gasoline Hose, Fostoria Fenders, United States Sandpaper,



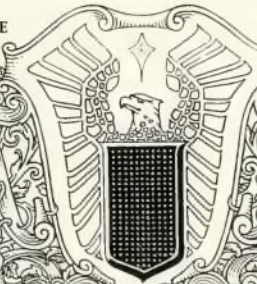
Wraplock Clamps, Nolex Radiator Cement, Mor-Acs Hot Water Heaters, Chambersburg Hammers and Presses and Fleming Precision Tools and Valve Lifters.

Myers and Golden

INCORPORATED
GRAYBAR BUILDING
NEW YORK

TELEPHONE

LEX. 3783-4



THESE ARE THE FACTS *the moral is . . .*

THE *Forum* has always had its share of articles reprinted in the newspapers. The *Forum* knows what is timely and what will interest people. Last November all records were topped—847 newspapers reprinted *Forum* articles in their columns. That is pretty good.

But in December that record was bettered—926 newspapers reprinted articles from the *Forum*. 926 newspapers . . . 259 columns . . . 5439 inches . . . these are the facts . . . and the moral is . . .

The *Forum* is a magazine of discussion read by live, interested people. They have keen intelligence. They can think for themselves. They must necessarily be responsive to what they read, and certainly they constitute an audience well worth reaching.

There are 75,000 *Forum* readers. Are you going to put your advertising message before them in 1927?

FORUM

Edited by HENRY GODDARD LEACH
247 Park Avenue
New York

White space is clay in the hands of the typographic sculptor. He puts a little here, and a little more over there, keeping constantly in mind his objective: to mold an advertisement that will hold the roving eye.



WIENS TYPOGRAPHIC SERVICE
INCORPORATED

203 West 40th St., New York

Longacre 7034

tone of Messrs. Chase and Schlink. And that, too, is his privilege.

Mrs. Jones made many other remarkable discoveries from the estimable work of Messrs. Chase and Schlink. For instance, she found out that disinfecting spray could be made with comparative ease from a mixture of formalin, perfume and Lake Michigan water for a cost of about forty-seven cents a barrel, although this was being retailed at \$62 a barrel. There were further enlightening facts about carbon tetrachloride, trisodium phosphate, mineral oil and government writing ink. The Chicago Y. M. C. A. saves eighty-nine cents a gallon by making its own liquid soap. "Four hundred and ninety-five dollars' worth of Listerine has the antiseptic action of one cent's worth of corrosive sublimate." Much material here to provoke economic thought. But Mrs. Jones has little room in her three room apartment for barrels of disinfectant, gallons of ink and liquid soap, or various pounds of assorted polysyllabic chemicals. The economic figures on Listerine are interesting, but "corrosive sublimate" does not sound exactly intriguing as a prospective mouth wash.

Her experience with the wheat-ground-in-an-ordinary-coffee-mill has made her a bit cautious about entering the manufacturing business on her own initiative. She does not have such a great deal of leisure time on her hands, anyway, and she still preserves some traces of her uneconomic youthful predilection for reading *The New Republic*, going to the theater once in a while and perhaps treating herself to an occasional visit to the New York Philharmonic or the Metropolitan. Such pursuits require a certain amount of leisure time, even as do the more pecuniary occupations of making liquid soap and grinding wheat in an ordinary coffee mill. For this leisure she is willing to pay, even at the expense of the Jones' saving account. She is now quite disillusioned with national advertising, but—well, what of it?

OBVIOUSLY, there is something wrong somewhere with the economic structure. If she were addicted to *Advertising and Selling* rather than *The New Republic*, she might have learned that there are certain functions of manufacturing and distribution which must necessarily be performed. These cost money, either in the form of time or actual cash, and that price must be paid, no matter what agency takes it upon itself to perform said functions. If she wants to perform them herself, she is quite at liberty to do so. Thereby she will undoubtedly eliminate much of the profit now accruing to manufacturers, salesmen, jobbers, etc., but on the other hand she will be losing the advantages gained by mass production, warehousing facilities, and again etc.

It is manifestly unfair to select a single portion from a rather voluminous work in order that wholesale destructive criticism may be indulged in. It is particularly unfair here in the case of Messrs. Chase and Schlink, for much that they say is absolutely sound and eminently practical. Their voice opinions which are coming more and more to the fore as the distribution situation becomes increasingly complicated and the cost of doing business continues to soar. If they can work out a satisfactory solution for

Arthur Henry Co., Inc.

*Designers and Producers of
Distinctive Direct Advertising*

1482 Broadway, New York

Telephone BRYANT 8078



Leaflets
Folders

Broadsides
Booklets

House Organs
Catalogues

Copy Writing
Illustrating

Engraving
Printing



Send for further information



these, the principal troubles of business today, they will indeed be hailed as the Adam Smiths of the Twentieth Century.

But in the opinion of this humble observer, at any rate, they will accomplish nothing of value so long as they disregard this one very simple fundamental: The consumer pays for service and convenience, and as a rule he does so quite consciously and quite willingly. The America of today is not the America of 1880. The consumers of today are not the helpless morons that Messrs. Chase and Schlink appear to believe. If they get only a fraction of their money's worth in actual goods received, they make up a large proportion of this in convenience and time saved. They will continue to buy nationally advertised goods, and the general publication of the high cost of the same will in no way deter them.

There is good reason to believe that the solution of the distribution problem actually does rest with more sympathetic consideration for and understanding of the consumer's point of view. But nothing of value can be achieved except by careful study of fundamentals. No superficiality, no mere quoting of figures, however accurate, either by Messrs. Chase and Schlink or by the many opponents who will rise up against them, will ever accomplish anything one way or another.

**From a Copy-Chief's
Diary**

[CONTINUED FROM PAGE 34]

day. Sunny. Kidding myself that I would make some retail store contacts, drove something more than 100 miles in country with better half for company and went in one store only. However, though I didn't drive the snakes out of Erin, I cleaned up on my spring fever.

MARCH 18—Made up for yesterday with a big day's work. Wonder what, if any, part was due to playing hockey. The theory is pleasant.

MARCH 21—A blue Monday. Our latest batch of copy for Acme, which, because of our enthusiasm for the series, represented considerably more than profitable investment of time, came back today "OK as corrected," the corrections consisting of arbitrary word-changes, injection of irrelevant and consistently valueless addenda and a general manhandling of copy and layouts—blue pencil vandalism. McAfee—between curses—is broken-hearted and I don't blame him. Now we must spend additional time to get the corrections annulled.

MARCH 22—There's a startling contrast between Acme's ways and those of McQ. of Y-S. On a piece of copy arriving back today McQ. had written in pencil half-a-dozen corrections, but just above the approval stamp

**"—opened
accounts merely by showing
the Portfolio."**

W. M. Finck Co.



Pyramid Sales Portfolios are used to sell everything from Colortype and automobiles to overalls. W. M. Finck Company's salesmen are opening new dealer accounts in many cases by merely permitting the portfolio to tell the story. Read what Mr. Lee, Advertising Manager, writes about this new "Sales Maker."

You may be interested in knowing that our salesmen are very much pleased with the portfolio which you sold us and which we filled with our advertising plan and showing of our dealer help.

The portfolio enables us to present our sales plan in such a way that several of the salesmen have reported that on many occasions they opened accounts merely by showing the portfolio and without showing samples of the merchandise.

We feel very much pleased with our purchase and will certainly order more Pyramid Sales Portfolios, from time to time, as we need them.

"Ask the Man who uses one."

Our 15 page booklet, "Pyramiding Your Profits," covers both the single and double visual, very completely. May we send you your copy, today?

**Pyramid Sales
Portfolio**

L. R. Patent No. 1577659



Pyramid Sales Portfolios have interchangeable adaptors permitting one binder to be used for two or more sales messages.

**Michigan
Book Binding Company**
Schmidt Power Bldg., Detroit, Mich.

EXPERTS

MR. OSWALD COOPER says that *experts* in typography are getting to be more numerous than boot-leggers.

Regardless of both, we maintain that we are

NOT EXPERTS

in typography, &c &c—but printers. Printers with the common sense and taste to know what the customer should have, in physical form, from his copy—and with skill, gained from study and experience, to properly produce good work. There are firms around New York who want this kind of printing and with the executives of such firms we would like to talk. Not with the idea of quoting a price to get an order but to work with that firm and produce good printing in keeping with that business.

The Marchbanks Press

114 East 13th Street, New York

was added, "Disregard any or all of above changes if you do not believe they are improvements. They are suggestions only".

By respecting the other fellow he earns in turn, the respect, loyalty and best efforts of every department here. Service to him is never given grudgingly.

MARCH 23—Cleaned up desk preparatory to trip to X—— convention.

MARCH 24—Conventioning.

MARCH 25—Ditto.

MARCH 26—Back to work and glad of it. Spent virtually entire A. M. translating pencil scrawls in note book into intelligible and decipherable memoranda. On the whole, a bigger haul than usual from a convention. From point of view of time-investment I'd testify conventions and shows are as big a gamble as shooting craps.

MARCH 28—Nice letter in from Baring:—"We know it is bad judgment on our part to tell you and we know that you will be insufferable as a result and will need to be taken down several pegs as promptly as possible, but honesty compels us to report that our territorial representatives are apparently unanimous in real enthusiasm for the new advertising, judging from acknowledgments of first proofs sent them. This isn't conclusive evidence that you were right and we in error but it helps soothe our fears and doubts, at least for the time being."

MARCH 29—I'm talked out tonight. Session with Anson—10.00—12.00—Y-S lunch and on to 2.30. Continental 3.00—5.30. And me supposed to be a writer rather than an orator or conversationalist. I didn't raise myself to be a talker.

MARCH 30—Another boost for the new Baring copy. Letter from N—— Magazine complimenting the copy and adding, "You have produced the kind of advertisement which is an asset to any publication. Having a preferred position left open at closing, we are giving the Baring insertion the benefit for our mutual advantage."

Phoned the news to Lake, who was properly appreciative.

MARCH 31—Gave E. his walking papers plus advance check. If anything, he seemed relieved, as though glad a period of uncertainty had ended. I yearned to sermonize but didn't feel wholly entitled to that privilege after dismissal.

Tomorrow is April—our creative let-up period, if any. Won't mind having more free thinking time.

Sell
COLUMBUS
and the G-C-O-M

29 Rich Counties More than a million people

The G. C. O. M. (Great Central Ohio Market), with Columbus its trading center and Capital, is one of the most attractive holds in America for the sale of all kinds of Merchandise. The wealth of this territory is more than 2 1/2 billion dollars.

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

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

The Dispatch, with a circulation of 106,814, reaches practically all of the worthwhile homes in Columbus and covers the great Central Ohio Market as no other newspaper even claims to do.

Dispatch
OHIO'S GREATEST HOME DAILY

ALLENTOWN PA.

Where Wages Are High
and
Everybody's Prosperous

90% of its 100,000
People
Read The
Allentown Morning
Call

Story, Brooks & Finley
National Representatives

"Ask Us About
Advertisers Cooperation"

The Regulation of Business

By Gilbert H. Montague

RECENT attempts by Professor Ripley and others to gain popular interest in new programs for the regulation of business, though assisted by all the arts of sensational publicity, have signally failed for several reasons.

Prosperity is today more widely diffused throughout the rank and file of the American public than has ever been the case before in America or in any other country.

This, and the widespread ownership of stocks and bonds, by labor unions, by employees, by consumers, and by investors in every walk of life have enormously increased the immunity and the resistance of the American public against demagogic attacks upon "big business."

Existing laws are amply sufficient, as the Supreme Court in repeated decisions during the past fifteen years has fully demonstrated, to deal with any situation that is obnoxious to the spirit of the anti-trust laws.

What fed the flame against "big business" in the late Roosevelt era and the early Wilson era was bad times, concentration of security ownership in a limited class, and dissatisfaction with the Supreme Court and other federal courts in their administration of the anti-trust laws.

Business standards have steadily improved, since the agitation against "big business" during the Roosevelt and Wilson eras.

Throughout his widely advertised "expose" of "big business" Professor Ripley in his search for lurid examples has been obliged to go back twenty and thirty years, and to resurrect episodes long since dead, which never have been repeated, and could not possibly have been repeated, at any time during the last ten years.

Were there any inflammable materials present today in any considerable degree in the structure of American business and political life, the persistent attempts of Professor Ripley and others to start a blaze would by this time have certainly produced a conflagration.

Summary of an address delivered before Columbia University Law School.

Chilton to Abolish Agency Commission

The Chilton Class Journal Company, Philadelphia, publishers of automotive business papers, have announced their abolishment of the fifteen per cent agency commission on advertising placed in their publications. This new order goes into effect on June 1.

The reason given by the Chilton company in an announcement sent out under date of March 31 is: "Relatively low business paper rates, with correspondingly low agency commissions, undoubtedly interfere with adequate service charges by the agencies to their clients. . . ." The new system will, therefore, ". . ." permit the agencies to deal with their clients on a basis that will distinctly advance mutual interests. . . ."

WHO else in your company should read certain articles in this issue?

After digesting the contents why not tear out the attached form and give your fellow executives an opportunity to read some real sound constructive articles?

WE SUGGEST

Bigger Business for Small Manufacturers
Page 22

W. R. HOTCHKIN

The White Space Value of Broadcasting Time
Page 19

EDGAR H. FELIX

How Advertisers Are Getting Schools to Use Their Literature
Page 23

JOHN ALLEN MURPHY

What Does the Farm Woman Want in Her House?
Page 32

BESS M. ROWE

----- TEAR OUT AND CLIP TO COVER -----

PLEASE SEND THIS MAGAZINE TO

Dear.....
You will want to read the article on Page 19 I think you will find it of much interest

P.S. If you would like a personal copy there is a form on Page 84 you can use

Selection

A MOST important duty of the sales manager is the selection of salesmen. Every "lemon" picked means not only the waste of the man's salary but also loss of business from that man's territory.

'Tis a difficult duty.

A most important duty of the advertising manager is the selection of media. It corresponds with the above-mentioned duty of the sales manager. Much money can be wasted in unwise choices.

Some sales managers make the old, old mistake of judging a man by his clothes and his appearance.

Similarly, some ad men make the old, old mistake of "judging a book by its cover"—or its size—or the pretty type employed in printing it. The advertising manager sometimes falls for the promises made for a magazine.

But, actions speak louder than words—or appearances. "What have you done?" not "What do you claim you can or will do?" should be the insistent question. And, at that, the time-gap between what has been done and the present should not be too long. Requirements, conditions and performances change from year to year. Ancient history is not dependable. A good record for a reasonable length of time in the immediate past is the best of all guides.

It is neither claims, nor "missionary" work, nor national consciousness, nor A. B. C., nor keeping-your-name-before-the-public, *per se*, that pay the dividends. It is just plain, ordinary, everyday results that count. You send salesmen out to sell goods. You advertise for identically the same purpose.

In judging an advertising medium a safe guide is the amount of actual inquiries and sales produced. All else is vanity.

Then, reduced to its simplest phases, that medium is best for you which can produce the greatest amount of tangible returns per dollar of expense.

A. R. Maujer.

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

INDUSTRIAL POWER stands prepared to show you a clear record of results in your own or a similar line, covering a reasonable length of time in the immediate past. Will you ask to look it over?



"Metropolis"

In "Metropolis," the Germans have scored again, though not quite so decisively as in "Variety" or "The Last Laugh."

The story is nothing to get excited about. It falls apart—or nearly so—more than once. And at no point in its development is it entirely convincing. But there are, perhaps, half a dozen spots in the play which are tremendously reassuring to those who believe that the "pitchers" have not awakened to their possibilities. And there are scenes in which one gets a glimpse of what the future may have in store for us that make one gasp.

The Imperative Form

Most of New York's theatrical managers are blessed (or cursed, I hardly know which) with office boys whose ability to size up callers is truly amazing. There's a reason, I suppose. Doubtless, nine-tenths of the men and women who seek interviews with play-producers and vaudeville booking agents want favors. And these bright-eyed, preternaturally intelligent youngsters who are to be found in the ante-rooms of theatrical offices know this. Nine times in ten, they know something else—exactly what kind of favor the caller wants.

A few days ago I called at the office of a theatrical big-bug. I had been asked to do so. In the elevator which carried me aloft were half a dozen men and women, who had "I-want-a-job" written all over them. They—and I—were herded into a tiny ante-room. The presiding deity—a boy of 16 or 17—gave us an appraising glance. He knew what we wanted—that is, he knew what all of us wanted except the middle-aged, bespectacled man who looked like a parson and who happened to be myself. Who the hell was he? What the hell did he want? He swooped down on me like a young hawk. "Well," he said. It wasn't a question, you understand, but a sort of recognition of my presence.

"Tell Mr. Blank that Mr. So-and-So is here," I said. I did not say "please" or "won't you kindly?" or "I should like to see Mr. Blank." Not on your life. I used the imperative form—*do*

so and so. Twenty seconds later, Mr. Blank's door swung open and he greeted me with a smile.

I may be mistaken, but I am strongly of the belief that if I had used any other form of address, I should have had to cool my heels in that ante-room for an hour—perhaps for longer.

A Dying Business

I spent the best part of an afternoon, recently, with a man who is in business for himself as a manufacturer's agent.

He has done fairly well but he is beginning to wonder if he wouldn't be better off as sales manager of some well-established concern. Here is the situation, as he outlined it to me: Five different times, he has "taken on" the representation of manufacturers who were anxious to get distributor for their goods in that part of the United States where he operates. Five different times, he has succeeded in building up a handsome volume of sales for these manufacturers. Five different times, he has had the unpleasant experience of having them notify him that they had decided to establish their own branch-offices in his territory. They had no fault to find with what he had done. On the contrary, they were enormously pleased with his showing—so much so that they felt justified in taking their accounts away from him. "I suppose," he said, "if I had made only a half-success, I'd still represent them. But because I made a real success, I worked myself out of a job."

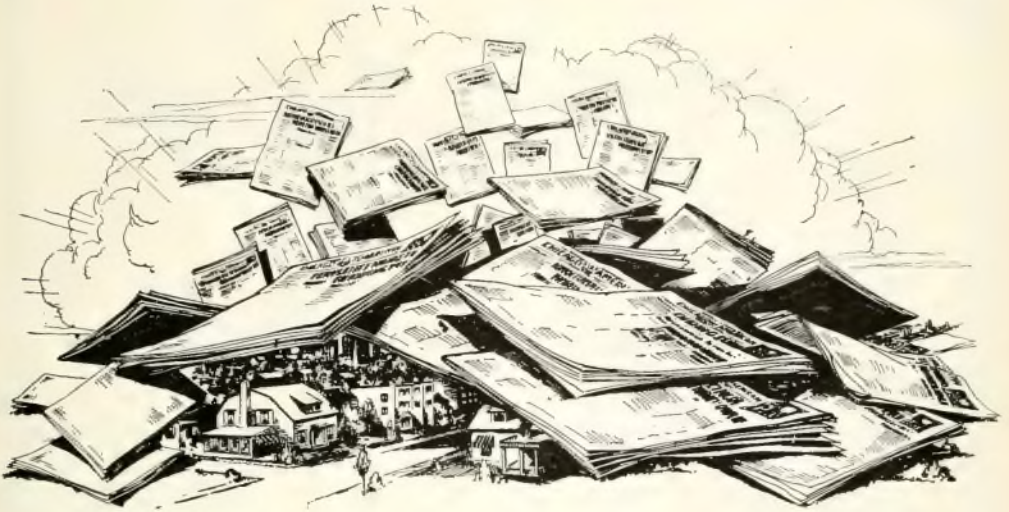
It is for that reason that he is decidedly pessimistic regarding the future of that branch of industry with which he is identified.

Bigger and Better Bodies

I rode, recently, in a closed car of the vintage of 1916—a Cadillac, it was. As far as power and pick-up are concerned, it seemed to be as good as the product of today; but the body was absurdly small. I am far from stout. Yet, to get through the door of that old-fashioned automobile, I had to twist and turn in a way that would have delighted a professional contortionist.

There are some problems which automobile manufacturers have not yet solved. That of roominess is not one of them. Without greatly changing the chassis, they have given us bigger and better bodies—and doors which even a 300-pounder can get through without difficulty.

JAMOC.



Blanketing Chicago!

CIRCULATION in the bulk may be impressive—but frequently it is misleading. What kind of circulation is it? Where does it go? Does it reach the HOME?

The Evening American today stands as a superior selling force in Chicago because it reaches more than three out of every five HOMES in this, the second greatest market in America. No other Chicago daily newspaper can give anything like this coverage of HOMES.

Daily Average Net-Paid
Circulation for January

573,224

which exceeded that of
the second evening paper
by 126,283 copies daily

National Advertisers interested in building volume sales at reduced cost during 1927 may do so by **CONCENTRATING** the bulk of their copy in the Evening American. By doing this they are assured of reaching more HOMES than can be reached through any other Chicago daily newspaper—

And certainly there is no question as to the value of Home Circulation.

CHICAGO EVENING AMERICAN
a good newspaper

WITH the largest annual increase in manufactured gas sales ever recorded, the year of 1926 was the best in the history of the gas industry.

The expansion of distribution facilities, in the last year, enabled the gas companies to reach 400,000 new customers, which brought the total number to 11,000,000. Together with the extension of distribution systems, there has been a coincident growth in plant and manufacturing processes.

Naturally, the purchasing demand of the industry has increased in proportion to the growing demand for gas service, and manufacturers supplying the industry with equipment also enjoyed an unprecedented year of business.

In launching your product in this field, Gas Age-Record, with its 99.47% coverage, will place it squarely before practically all the important executives in the industry.

We shall be glad to advise you frankly and without obligation, as to what volume of sales you may expect for your product in the gas industry.

Gas Age-Record

A. B. C.

A. B. P.

9 East 38th Street

New York

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

Gas Age-Record

"Spokesman for the gas industry"

What the Retailer Has to Gain

[CONTINUED FROM PAGE 30]

sale price contracts on standard, trade-marked goods. Such legislation would enable him to hold his own against the encroachments of concerns whose tremendous growth in recent years has been due in large part to deceptive sales tactics.

IT is generally recognized that the small retailer is at a serious disadvantage in competing with the mail order houses, the chain stores and the department stores. What is not so generally recognized is the fact that on most lines these competitors are not in a position to undersell him to any great extent. In the case of the mail order houses and the department stores, at least, the ability to buy at lower prices is offset to a considerable degree by their necessarily higher cost of doing business.

In a Southern city there is a hardware retailer who has built up a substantial, profitable business in a suburban shopping district. But he wanted to sell out a few months ago. One of the leading mail order houses was opening a mammoth branch warehouse and retail store within a few blocks of his place of business. "I know enough to get out of the way when I see a cyclone coming," this retailer explained.

Later, he had a different story to tell. He had been through the new competitor's retail store and had come to the conclusion that on fully ninety per cent of the goods which he carried in his own stock, his prices were as low as those of the catalogue house. Only on some of the latter's widely advertised "specials" did his own prices appear in an unfavorable light.

This situation would have been very consoling had it not been for the attitude of the public. The crowds which thronged the new stores were sufficient evidence of a general impression that the prices offered by the catalogue house were lower, on its entire range of merchandise, than those in effect in the small retail stores over the city.

A retailer's prices may compare very favorably with those of any of his competitors, but if the public thinks otherwise, his chief occupation will be twiddling his thumbs and wondering what's wrong with business—unless, of course, he is so favorably situated that the service he offers is considered of more value than price.

The small merchant—and particularly the small-town merchant—has not been educated in the school of deception; in which respect he is at a very serious disadvantage in the present-day race for business. He has been trained in the old-school idea that the merchant's first duty is to consider the needs of his customers; selecting his merchandise on the basis of quality



THE ONLY WEEKLY PAPER IN THE
BRITISH EMPIRE EXCLUSIVELY
DEVOTED TO PUBLICITY

THE ONLY ADVERTISING PUBLICA-
TION IN GREAT BRITAIN GIVING
AUDITED NET SALES FIGURES

PUBLISHED FOR ALL WHO WISH
TO BE INFORMED ON BRITISH
ADVERTISING AND ITS DEVELOP-
MENT

*Subscription \$5 annually, post free. Advertisement rates
on application to*

New York Office
9 EAST 38TH STREET, NEW YORK CITY

or

New England Office
C O MR. FRANK E. WILLIS, 148 STATE ST., BOSTON, MASS.

The Leading Magazine of the World for School Teachers



Order now
on a
Rising
Market

A
Sound
Advertising
Investment

NORMAL INSTRUCTOR
and **PRIMARY PLANS**

ANNOUNCES AN

Increase in Rates

Effective August 20, 1927, and based on an
A. B. C. net paid circulation in excess of

180,000

Average Distribution (A.B.C.) for twelve months
ending December, 1926, in excess of 192,000

NEW RATES: \$720 per page of 684 lines
\$1.20 per line for less than 1/4 page

Present Rates: \$600 per page of 684 lines
\$1.00 per line for less than 1/4 page

ORDERS may be placed now at the present low rates for space to be used as desired up to and including the issue of September, 1928.

Normal Instructor-Primary Plans circulation is honest circulation, clean circulation, built solely on the merit and usefulness of the magazine.

Its advertisers are leaders in their respective fields, attracted to Normal Instructor-Primary Plans by its reputation as a business producer. They have remained with it (some as long as 25 years) because it lives up to this reputation.

Some of Our Regular Advertisers

- | | | |
|--------------------------|------------------------|----------------|
| Binney and Smith | Esterbrook | Pepsodent |
| California Fruit Growers | Grolier | Postum |
| Colgate | Kellogg | Pro-phy-lactic |
| Compton | National Kraut Packers | Victor |
| Cream of Wheat | Lever Bros. | Wrigley's |
| Doubleday | Palmolive | |

F. A. OWEN PUBLISHING COMPANY, Dansville, N. Y.

CHICAGO: 1018 So. Wabash Ave., C. E. Gardner, Advertising Manager
NEW YORK: 110 West 34th Street, George V. Rumage, Eastern Representative

and selling it at prices which will leave him merely a fair margin of profit.

In fact, the small-town merchant is finding it very difficult to get anywhere in practicing this new art of deceiving the public. Recognizing the lure that is drawing his trade elsewhere, he has started to buy his merchandise on the basis of price alone, and has even been experimenting with occasional "specials". But he lives too close to his customers; they know him too well. If he forces a customer to pay \$2 for an article which he was offering last week at \$1.59, the chances are that he will have lost that customer's patronage permanently. Or if he buys low-price merchandise which fails to give service, he is likely to lose more customers. And, obviously, the small-town merchant cannot afford to lose many customers; he does not have the city merchant's shifting crowds to bring him new customers when old ones stray elsewhere.

Still, he must do something. His volume has not kept pace with the increasing expenses in recent years. More and more of his customers are patronizing the big stores in the nearby cities. Sensational advertising in the metropolitan newspapers has convinced many of his one-time regular customers that his prices are entirely too high. Automobiles and good roads make it easy for them to visit the city stores.

These customers see advertised in the city newspapers for \$1.59 a staple trade-marked article which they have been buying in the home-town store for \$2. The conclusion is obvious: The local merchant either is a highway robber or does not know enough to buy his goods at the right price.

They do not realize that the item which the city store sells today at a cut price may be sold tomorrow at the regular price, or that the offer of the trade-marked item at a big reduction is merely "bait" which brings in customers on whom private-brand goods may be palmed off at highly satisfactory margins of profit. Their one definite reaction is that the local stores either are inefficient in buying or are making exorbitant profits.

THERE is still another reason why retail merchants need the protection—or rather, in this case, the guidance—afforded by definite schedules of resale prices. This reason is found in the lack of systematic accounting methods in the smaller stores, the amazing ignorance of what constitutes overhead, and the frequent tendency to mark goods at prices which leave the retailer little or no net profit and which in many cases mean that he is selling the goods at an actual loss.

Many a retailer who some years ago found that a margin of fifty cents was entirely adequate on an article costing him one dollar is inclined to believe that he is still making the same satisfactory profit when he adds a margin of fifty cents to his present cost of, say,

The Leading Magazine of the World for School Teachers

1—AN ADVERTISEMENT BY THE EDITOR



sssh!

THEY were forbidding personages, those prophets of olden days. When their followers questioned, groping toward the light—"Hush!" they warned stertorously; "you mustn't!"

And even in this age of flappers, "freedom" and amateur iconoclasts, we feel the inhibitions of another advertising generation.

Not long ago the word got out that we were planning to open for discussion a subject which has long been the source of much misunderstanding, actual and incipient. A friend of ours advised us earnestly. "You really mustn't," he declared. "This subject is a sore point. If discussed at all, this should take place behind closed doors—with curtains tightly drawn."

Our opening editorial elicited fifty-four letters from readers. The sore has not been healed by any means; but the atmosphere has been clarified. At least the parties implicated now understand each other better. After all, it was merely in the point of view. They

must have been surprised to find how like—in essence—their points of view really were.

Most of the so-called controversial issues, we believe, are not controversial at all. Natural problems must arise in an industry as diverse in structure as advertising, and we regard it as one of our functions to discuss openly, frankly and without bias *all* problems that face advertising as a whole. We aim to make of our columns a meeting place for alert minds, each of which may present its honest convictions and depart refreshed by a stimulating contact with other minds. Our function is interpretative, not dictatorial.

We do not aim to please all of our readers all of the time. We do not aim to be agreeable above all else. If we can stimulate thought, if we can clear up misunderstandings, if we can do our mite to make advertising a more clear-sighted, more progressive business—then we shall feel that we are working out our destiny and justifying our existence. That is our editorial ambition.

For the statistically minded:

Founded as Advertising Fortnightly in May 1923, the name was changed to Advertising & Selling upon purchase of that publication in 1924. In three and a half years its circulation has increased 128%. Its volume of business has increased from an average of 21 pages per issue in 1923 to an average of 59 pages per issue in 1926. It will continue to capitalize its courageous editorial policy and through able business management make further substantial progress in 1927.

This is an advertisement for Advertising & Selling



Advertising Managers!

Send for Catalog Describing this Better Method of Displaying Advertising Matter

Multiplex will assist you in your work. Mount samples of your advertising on the page-like wings of Multiplex and you have always before you, arranged in proper order, a complete loose leaf record of your advertising. The wide variety of available types of Multiplex Fixtures are illustrated in a catalog sent upon request. Mail the coupon.

Keep Salesmen Posted

For the benefit of salesmen, mount samples of your advertising on Multiplex. Advertising campaigns properly grouped on these swinging wings, make the story of your advertising plans clear and forceful.

Use in Reception Rooms

Decorate Multiplex with samples of your advertising, photos and testimonial letters. Place it in your reception room. Observe the interest it holds for your customers and visiting dealers.

Send for Catalog

See just how Multiplex equipment will serve you and save you time and inconvenience. Note the flexibility and adaptability of the equipment—the numerous types available—the reasonable price of the fixtures. Get catalog, and price list. No obligation is incurred.



two dollars. Anyone who has made a close study of merchandising practices knows that in almost any line of trade there are enough retailers of this type to make it somewhat difficult for other merchants to operate at a profit.

IN the several lines of merchandising with which the writer is fairly familiar, it is the exception rather than the rule that a retailer knows with approximate accuracy his cost of doing business or handles his accounting in such a way as to be able to arrive at that cost. Frequently he disregards depreciation of stock and fixtures and the interest on his investment as items of expense. If he owns his business building, as likely as not there will be no item representing rent in the expense account, and in that account he may not include a salary for himself even though all his attention is given to the business.

The small retailer may be a close buyer and an aggressive salesman but, as a rule, he is not an accountant, nor does he have any adequate appreciation of the necessity of accurate accounting. If his business is not large enough to justify the services of an experienced bookkeeper, he is likely to be operating his business blindly, trusting to luck and chance that the margins on his various lines of merchandise are sufficient to permit him to continue in business.

Some will be inclined to say that this situation does not need the attention of legislative bodies; that the inefficient retailer will eliminate himself in time; and that, anyway, what a merchant buys is his own property, to sell at such prices as he may see fit to place upon it.

Inefficient retailers did eliminate themselves, and without injury to others, there would be few to mourn their passing and the problem would solve itself. But the trouble is, the price placed upon an article by the inefficient retailer is also the price at which the other retailers in the same trade territory *must* sell that article if they want to maintain their prestige with the buying public. Thus the retailer who guesses at his costs and marks his goods at dangerously low margins makes it difficult for others to do business at a profit; and as soon as he passes out of the picture another and equally inefficient store-keeper usually takes his place.

The fact is, it should not be left to the discretion of a dishonest retailer who brings trade to his door with price-cutting bait, or to an inefficient retailer who has little or no knowledge of business costs, to determine the resale prices on any standard, trade-marked line of goods. It should not be left to the discretion of any one of the thousands of retailers who may be selling a certain manufacturer's product to play havoc with the prestige of that manufacturer or to make it impossible for other retailers to sell that manufacturer's products at a profit.

It is said that what a distributor or

A Business Builder

A Protestant, thirty-three years of age, married, of Scotch-English descent, American born and reared, possessing an excellent education, enjoying splendid health, with a brilliant thirteen year record as director of sales, general manager and chief executive America's foremost manufacturers and national distributors of food products and packaged specialties, seeks new connection where big things are demanded and rewarded.

Experienced executive in sales, advertising, production, credits, finance, is capable of satisfactorily filling the position of executive officer and general manager or is willing to assume the position of director of sales of a National organization where the story must be told with "results" and "black ink figures."

Combines youth, progressiveness, aggressiveness and great skill, with experience, poise, and a personality which enables him to lead men to unusual achievements in merchandising at a profit on a large scale.

References of the highest possible character.

All replies will be held in strict confidence.

Address Box 454

Advertising & Selling
9 East 38th Street, New York City

CLIP THIS COUPON

MULTI-
PLEX

MULTI-PLEX DISPLAY
FIXTURE COMPANY

917-927 North Tenth Street, St. Louis, Mo.

Please send me catalog of Multiplex Fixtures for displaying advertising matter.

Name _____
Firm Name _____
Address _____
City _____

State _____



The Dimensions of Textile World Are Those of the Industry

IN applying the yardstick to the textile industry you are in truth applying it to Textile World. It is the one publication in the industry that reaches all sections and all branches. From the mills of New England to those of the New South, its coverage and prestige are almost identical with the strength of the great industry it serves. Its subscribers are the key men of these mills—the men who

control 90% of the machinery of the industry, in other words, the buying power.

Over 800 advertisers use Textile World regularly. The journal of the **WHOLE** industry, it has for years been consistently the backbone of successful campaigns directed to the mills.

Send for booklet "How to Sell to Textile Mills."

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

"I took home a copy"

The Charles Advertising Service

H. H. Charles, President.

23 and 25 East 26th Street

New York City.

Feb. 3, 1927.



TELEPHONE ADL 4-4338

Dear Mr. Watt:

Last evening I took home a copy of your February number and had a most enjoyable time looking through its 162 very, very interesting pages.

We not only want to compliment you on the make-up and the editorial content, but we want to congratulate you on the large number of advertisements from representative poultrymen, manufacturers, etc.

Wishing you the continued success that you deserve, we are

Very truly yours,

THE CHARLES ADVERTISING SERVICE

H. H. Charles
President

Mr. J. W. Watt,
Poultry Tribune,
Mount Morris, Ill.

WHEN a busy agency president like Mr. H. H. Charles finds a magazine interesting enough to take it home and enjoy looking "through its 162 very, very interesting pages," we have reason to broadcast the fact for it reflects the high reader interest in Poultry Tribune. Perhaps this explains Poultry Tribune's unusual pulling power which is being enjoyed by present advertising customers.

Poultry Tribune

"The Voice of the American Hen"

Mount Morris

Illinois



dealer buys is his own property, to do with as he sees fit.

However, it has been said with equal truth that the house which a man buys is his own property, and yet he is not permitted to apply a match to it if that act endangers the property of others.

Both the small manufacturer and the small retailer are handicapped by our present laws, or our interpretation of those laws, as regards price maintenance.

The small manufacturer, selling through jobbers, is unable to regulate the resale prices of his products. If some distributor or dealer chooses arbitrarily to cut the prices of these products, others will not want to handle them, or at least will not be inclined to sell them aggressively, for they have become unprofitable items. However, the manufacturer whose resources are large enough to permit him to maintain his own branch houses, to sell directly to the retail trade, or who is strongly enough entrenched financially to handle retail stocks on a consignment basis, is able to regulate retail prices.

And the small retailer, as has been explained, is seriously handicapped because he is not an adept in the art of deception or because his limited clientele does not permit him to use deceptive tactics; while he is also more or less at the mercy of other retailers who cut prices merely through ignorance of business costs.

Recently another factor has entered into the equation; this is the cut-price jobber. In this day of hand-to-mouth buying the jobber's logical trade territory is becoming more restricted. The so-called national jobber is finding it difficult to maintain his hold in the outlying territory. He is resorting more and more to cut-price "specials" on standard trade-marked goods—a practice which has brought about price demoralization on many lines and has done irreparable damage to many a manufacturer's distributing organization.

Opponents of the Capper-Kelly bill contend that the public would suffer from such legislation in that it would have to pay higher prices than now prevail.

Such an argument, however, seems to be more fanciful than real.

IT may be taken for granted that a manufacturer would establish a resale price schedule which would give distributors and dealers a living profit and thus encourage them to merchandise his products aggressively—in most cases merely presenting as definite resale prices his present suggested resale prices. Jobbers and dealers would be the first to complain, and would refuse to handle his products, if his resale margins were too high; for in this case they would not be able to sell his products in competition with the lower-priced products of other manufacturers.

Competition is too keen to permit the

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 ARC.

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

THE JOHN IJELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

Topeka Daily Capital

The only Kansas daily with circulation throughout the state. Thoroughly covers Topeka, a national primary market. Good real cooperation. An Astor-Carter publication.

Topeka, Kansas



The Only Denne in
Canadian Advertising

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

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

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

To Select the Proper Advertising Mediums *you need*

STANDARD RATE & DATA SERVICE

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

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

.....USE THIS COUPON.....

Special 30-Day Approval Order

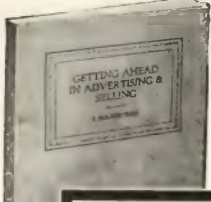
STANDARD RATE & DATA SERVICE,
536 Lake Shore Drive,192.....
Chicago, Illinois.

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

Firm NameStreet Address

CityState

Individual Signing Order.....Official Position



FREE
to you

Hall's new book with Hall's great Library

Are you breaking into advertising?

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

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

S. Roland Hall's LIBRARY OF ADVERTISING AND SELLING

4 Vols. 3323 pages 1050 illustrations, flexible binding, \$1.50 in 10 days and \$2.60 monthly.

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

\$20 worth of books for \$17.50

Only 7 cents a day

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

Examine for 10 days FREE

No money down

Small monthly payments

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

Prove it for yourself
Mail the coupon now



FREE EXAMINATION COUPON

McGraw-Hill Book Company, Inc.

370 Seventh Avenue, New York

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

If the books are satisfactory, I will send \$1.50 in ten days and \$2 a month until your special price of \$17.50 has been paid. With the Library I am to receive **one** copy of Hall's **GETTING AHEAD IN ADVERTISING AND SELLING** if not wanted, I will write you for shipping instructions.

Name
Address
Position
Company

A 51437

maintenance of resale prices higher than would merely give distributors a fair compensation for their efforts.

After all, is there any real argument why jobbers and retailers should not have such compensation? Does the public gain in the long run in buying an occasional trade-marked article below cost and making up for it on other goods—especially when this is done at the expense of thousands of small retailers who find it impossible to combat effectively the deceptive tactics of unscrupulous competitors?

As a matter of fact, the legalizing of resale prices should benefit the public immeasurably.

It would tend to eliminate much of the present confusion, inefficiency and wasted effort in merchandising and thus eventually reduce the prices paid by the public as a result of lower cost of distribution.

One of the best examples of what price maintenance means to the public is found in the automobile, which always has been sold at a definite and well-maintained retail price.

Let us consider the Ford car, for instance. With a definite resale price which encouraged dealers to build up efficient organizations and install adequate service facilities, sales increased to the point where production cost per unit became but a fraction of what it once was.

Production and distribution economies were passed on to the public. The dealer made a satisfactory profit, but the public gained still more.

Definite resale prices were not the only factor, of course; but imagine how different the situation would have been had the Ford car been distributed, say, through jobbers, and no effort had been made to maintain a definite schedule of retail prices. Certain it is that there would have been few efficient dealer organizations. Sales would have been limited, production and distribution costs would have been high, and for many years the public would not have enjoyed the benefits of low-priced transportation.

Real efficiency in distribution means that each link in the chain of distribution must receive fair compensation, otherwise there is no incentive to continued and increased effort.



Picture a Busy Industrial City

With Its People Employed in Skilled Industries

- who earn good incomes
- who live in their own homes or in two-family homes
- who are busy all year round
- who are seldom unemployed
- who spend freely and who patronize their neighborhood stores.

and you have a Picture of **Bridgeport** Connecticut **Trading Market**

Merchants will tell you that the POST-TELEGRAM reaches a buying class whose 64,000 wage earners alone have an \$84,000,000 payroll to spend annually

The POST-TELEGRAM with its 44,446 daily circulation represents quality, quantity and volume. Manufacturers of luxuries or necessities can obtain quick and economical distribution in Bridgeport, and the entire trading area can be merchandised as one unit with one cost, because 98% of the POST-TELEGRAM circulation is concentrated in this territory.



National Representatives
GILMAN, NICOLI & RITTMAN
New York, Boston, Chicago, San Francisco

Convention Calendar

MAY 4-28—Sixth Annual Exhibition of Advertising Art, held by the Art Directors Club at the Art Center, 65 East 56th Street, New York City.

MAY 9-11—Semi-Annual Convention of the Association of National Advertisers, Detroit, Mich.

JUNE 13-15—Sixth Annual Convention of the Industrial Adv. Ass'n., Cleveland.

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

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

Common Sense in Advertising

[CONTINUED FROM PAGE 28]

vertisement telling about their service, and their way of doing business, creating for themselves an identity, a personality. This advertisement is only two columns wide by four inches deep. The manager tells me that it has built his business for him. When his salesmen go out to call on prospects they know his firm; they have confidence in it. From nothing to a business of approximately a quarter of a million dollars a year is a big achievement in the city of Philadelphia, developed through the continuous and persistent use of advertising.

Persistence in advertising does pay. I heard of a firm that received a letter in response to their advertising which was as follows: "Have noted your picture of one pair of corduroy pants in *Home* magazine for past four months. More I see of them, better I like them. If not sold yet please enter my order for same."

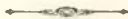
Not only must we keep our message everlastingly before the public but we must be persistent in our use of media. The big job ahead of advertising is to study media as we have never studied it before.

In our business we use magazines as the backbone of our campaign. Ours is a color product, we have a color story to tell. We started with the *Saturday Evening Post* in 1917 and added the *Ladies' Home Journal* and have continued to add carefully year after year until we are using a total list of fifteen major magazines. We do not make up lists, our lists are already made up. We proceed very carefully before adding a new magazine because once we start advertising to that particular audience we expect to continue advertising to that audience unless the magazine slips in its quality or circulation or goes out of business.

The way we plan it is this. Magazine advertising does the educational job. It works twelve months a year telling the story of the decorative use of Armstrong's Linoleum floors to the women of this country. Think of it! We are reaching four out of five worthwhile homes in every town and city. And then we use newspaper advertising in selected communities to get action. We cannot hope to get the full benefits of our magazine advertising this year or next. That is building for the future, but we go into a town with newspaper advertising where the local retail stores have developed a good laying facilities and are able to service the public properly on our line. The purpose of the newspaper advertising is to say to the woman who reads the magazine, "Now is the time to go into the local retail stores and see Armstrong's Linoleum and select designs for the floors of your home." We try to run newspaper advertising over a period of weeks long enough to make a real impression and we come back regularly spring and fall.

Some of my friends say, "Well, if you are using fifteen big magazines your cost of duplicate circulation must be terrific." We know that to be true. But this is how we try to make our advertising pay. The old idea was for

CONTINUED ON PAGE . . .



There you are reading an interesting article on distribution and you come to that inevitable "continued on" line. Expectantly you turn—only to find the page torn out. On the other side there was an illuminating article on Direct Mail, torn out by the Sales Promotion Manager for his special file.

Prevent a recurrence by having a personal copy. Mail the coupon back—but do it now!

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.....

The CHICAGOAN



NOW
BEING
PUBLISHED
BY

MARTIN J. QUIGLEY

PUBLISHER

Exhibitors Herald Better Theatres The Studio

The Box Office Record and Equipment Index

407 South Dearborn Street
CHICAGO

565 Fifth Avenue
NEW YORK

5617 Hollywood Blvd.
LOS ANGELES

8-10 Charing Cross Road, E. C. 2
LONDON

the advertising agent to get up twelve magazine advertisements a year and run them one for January, one for February, one for March, etc., and run the same advertisement in every publication. That will not do for us. We study each magazine in which we advertise individually. We try to create advertising that fits the particular audience of that magazine. Then we do not buy twelve advertisements in a monthly magazine. We buy six advertisements in *Woman's Home Companion*, six in *Pictorial Review*, six in *McCall's*, six in *Delinicator*, and we stagger them. We know that a lot of *McCall* readers also read *Pictorial Review* and we really get the effect of twelve months' advertising by appearing every other month in these publications.

In April there will be eleven distinct Armstrong advertisements appearing in the magazines. If your wife reads *Good Housekeeping* magazine she will get one type of appeal on Armstrong's Linoleum. If she picks up *Saturday Evening Post* she will get another advertisement, the *Ladies' Home Journal* still another. We vary our illustrations, headlines and appeal because we believe that every person cannot be reached as effectively by the same appeal. But every advertisement tells the same fundamental story.

It seems to me that it is just plain common sense to understand that you cannot buy a little advertising. All you buy is an opportunity to tell a story to the public. Like the old song of McDonald's farm, "Here a rattle, there a rattle," some advertisers make a little noise but they do not create an identity. If you have only a little money to spend spend that in one publication and do a thorough job. Don't try to spread advertising too thin. When you do it breaks down and accomplishes little or nothing.

Now I come to the last point that seems to me to have a lot of common sense in it. And that is that advertising must keep step with changing conditions. Just think for a moment of the conditions under which we live. In the last twenty years our daily life has been almost completely revolutionized. Read Mark Sullivan's "Our Own Times," which tells the story from a newspaper man's point of view as to what has happened in this country since 1900. You will find that you have forgotten how quaint and different we were then as compared to now. Today not only has the number of newspapers published and the number of magazines published increased, not only is the attention of the family taken up with the automobile, with the radio, with the movies, with all the other distractions that crowd into our daily lives. We are living at a rapid pace and under conditions that our mothers and fathers marvel at when they think back to their own younger days.

All this means that advertising has an increasingly hard job to get attention. We have got to step on the gas in our advertising if we are going to get people to stop, look, and listen. All this means that you men who spend dollars for advertising have got to spend them to make far better advertising if you are going to get the returns for your advertising money.

All this means better illustrations, simpler copy, more truthful copy, freer from bunk. We have got to tell our

story quickly and make it dig in. I often marvel at the kind of stuff that is dished out in retail store advertising, \$97.50 coats for \$17.95. Exaggerated claims, stupendous bargains. Do you fellows who prepare that kind of advertising think anybody believes it? "Well," you say, "they come and buy." Gentlemen, I believe that a lot of your customers buy in spite of your advertising rather than because of it. Look what R. H. Macy is doing in their editorial type of advertising, at John Wanamaker's store advertising—how it is using an astonishing amount of copy to tell people facts about the merchandise that great store has to offer. If I were a copy writer in a retail store, I would watch Sears, Roebuck & Co.'s retail advertising in Philadelphia. I was in Chicago a week ago and was talking to one of the advertising men for Sears, Roebuck who helps make up their great catalog. They have learned how to describe merchandise to create sales. Every page in that catalog must pay. I believe in greater care in the preparation of advertising, more thought, better typography.

After all when we think of this advertising business is very simple. It only needs common sense. We must know first of all where we are going, what the objectives of our advertising are if it is to be effective. It must be based on sound and enduring sales policies expressed in terms of years, not in months. Our advertising must be planned to express the personality of our business. It must be built around a fundamental idea. The job of advertising is to sell the fundamental idea of our business or our product, and successful advertising can only be built on quality; quality of service or quality of product, and not on price. We must bear in mind that the job of advertising is to get people ready to buy. We must not depend on it to do the job of selling. Personal salesmanship will always be required to complete the transaction of a purchase of our article or our merchandise. There is no substitute for consistency and persistency in advertising. Its job is to mold public opinion and it can do this job only over a period of time.

It is a harder job than ever before to prepare effective advertising because people have so little time to read what we have to say. Advertising and selling are the push and pull twins of business. Advertising pulls people toward the product, selling pushes the product toward the prospective customer. When the two meet business results.

Several years ago it was my good fortune to spend a period of time in the little country of Siam, a fascinating land that is just emerging out of the primitive conditions of ancient, oriental civilization. In the *Bangkok Times* appeared this little advertisement: "The news of English we tell of. It is writ in perfect style and do a murder get commit we hear and tell of it. do a mighty chief die we publish in emborder somber. Staff has each one been in college and write like the Kipling and the Dickens. We circulate every town and extortionate not for advertisements."

Sometimes advertising is wonderfully and fearfully made, but a little common sense will make it pay dividends in the building of prestige and good will for our houses and in getting the public ready to buy our product.

ASK FOR OUR PORTFOLIO OF INSPIRATIONAL PRINTS

Bernhard Cursive

designed by Lucian Bernhard, is used as the leading type for the Headlines and Captions

throughout the April Issue of
HARPER'S BAZAR
 because of its Charm, its
 Elegance & Femininity

PRINTERS: THE SCHWEINLER PRESS

THE Bauer Type Foundry INC * New York * 239 W 43rd ST

BERNHARD CURSIVE IS PROTECTED BY NUMEROUS DESIGN-PATENT APPLICATIONS

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

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

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

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



At the conclusion of each volume an index will be published and mailed to you.

Kenilworth Inn

ASHEVILLE, N. C.

Special Weekly Rates

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

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

Listen in on W/VNC any evening

AMERICAN PLAN with Meals

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

Delightful, dignified surroundings
 FURTHER INFORMATION UPON REQUEST

ROScoe A. MARVEL
 MANAGER

THE ARCHITECT

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

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

Your copy will be sent upon request.

243 West 39th St. New York

"ASK ME ANOTHER"

Answers to Questions on Page 46

1—The Drug industry. (a)—Automotive. (b)—Foods. 2—Retail drug stores. 3—Tooth Brushes. (a)—The power of advertising 4—30%. 5—33 1/2%. (a)—40% up. 6—295. (a)—3,225. 7—373. (a)—1,867. 8—15%. (a)—85%. 9—1 DRUG TOPICS. (a)—Guaranteed over 50,000 per issue. 10—Largest circulation ever achieved in drug field; over 30% greater than any other publication. 11—DRUG TOPICS. 12—30,000. (a)—8,000. 13—28 1/2%. 14—Approximately 3,000. 15—The DRUG TOPICS mailing list. 16—The monthly closing date of DRUG TOPICS. 17—Maximum wholesale prices of \$2.00, \$3.00 and \$8.00 per dozen for 25c, 50c and \$1.00 items. 18—Easier to sell; faster turnover. 19—DRUG TOPICS advertising is a useful buying directory of fastest selling merchandise. 20—Toilet articles; beauty products. 21—Zonite, the antiseptic. 22—Kotex. 23—Soda fountain. 24—Druggists. 25—They encourage the substitution of lone profit under-advertised merchandise. 26—Topics Publishing Co., Inc. 291 Broadway, New York City. 27—The eleven DRUG TOPICS representatives, each one a drug trade merchandising expert, ready to assist you with your drug trade problems. 28—Probably Inecto, the remarkably successful hair dye. 29—Probably Ferminin—the laxative chewing gum. 30—The Armand Line. 31—One drug store for each 2,100 population. 32—1,296. 33—1,160. 34—179. 35—469. 36—199. 37—Sterling Products Company (Bayer's Aspirin, Castoria, Diamond Dyes, etc.). 38—The Drug Industry. 39—DRUG TOPICS. 40—24. 41—18. 42—Never up—Never in. In golf if the putt does not reach the hole, it can't go in. 43—Applying "Never up—Never in" to drug trade advertising—means if the publication carrying your advertisement does not reach all the drug stores, your advertisement will never enter all the drug stores. Your possibilities only go as far as the circulation of the publication goes. 44—102. 45—Darn little—the druggist is a busy man. 46—The advertising pages of DRUG TOPICS—because it is a known fact that they are read and used by druggists. 47—70% advertise in DRUG TOPICS. 48—Because they have found it pays. 49—Topics Publishing Company, Inc. 291 Broadway, New York City. 50—DRUG TOPICS—because it is the acknowledged leader.

(Advt.)

Bigger Business for Small Manufacturers

[CONTINUED FROM PAGE 22]

duce other druggists and dealers to buy.

The kernel of this tale is that this small manufacturer, without the financial facilities with which to start national advertising, was able to build a solid foundation for advertising growth and influence by advertising in a strong way in his own community, for the direct benefit of stores local to his factory!

Many ambitious manufacturers fritter away their capital in a hopeless struggle to go into national competition; often without any material distribution of their goods, often with the sad and futile hope that the advertising will create a demand which dealers will be compelled to supply. Wall Street holds no more hopeless gamble!

You may point to marvelous successes made by that policy. So can Wall Street. But the place to look for data that may prevent such destruction is in the history of wrecked hopes and industries caused by such advertising gambling. National advertising has its own magnificent function to perform, and is a vital necessity for the successful selling of goods that have national distribution, but its vast power and great cost may prove destructive to the novice who dares its speeding wheels too soon.

But the object of this article is to stimulate advertising; not to discourage it. It is to suggest to new advertisers and to small manufacturers a way by which they can not only compete with great national advertisers but also beat them: by concentrating a strong promotion campaign in the district or zone surrounding their own factories.

A local investigation by any small manufacturer will doubtless show that many retailers within his community and his district of fifty to a hundred miles from his factory are buying competitive goods from distant manufacturers. Often the reason for this is that the distant manufacturer is a national advertiser whose trade-mark has won the confidence of the stores' customers, and the retailer finds it much easier to sell the goods from afar than to spend energy on trying to make people buy unknown goods produced by a local manufacturer.

So the small manufacturer wastes his energy and shaves his profits struggling to sell his goods over a wide territory to dealers who get business by selling goods at lower prices than standard lines demand. Thus both manufacturer and dealer have to fight forever against a stiff sales resistance which advertising could overcome. The local retailer wastes money in paying freight charges to get goods that his customers know about, while the local manufacturer wastes energy and profit in hunting for distant customers. For all this the public pays, and wonders

why the costs of distribution should be so high.

The manufacturer, the dealer, and the public will all benefit when the local manufacturer starts to be an intelligent local advertiser.

THE small manufacturer may well pity himself when he thinks of facing a national advertising campaign; but he can throw away that pity when he begins to realize what tremendous advantages he really has in his local territory if he uses the powerful facilities that are right at his hands, at a cost that he can easily afford to pay.

Just consider these three conditions of power that are possessed by the local manufacturer:

1. He can save the local dealers a large part—perhaps all—of their freight bills on the goods he makes, because he can deliver the goods right to their doors.

2. He can enable the dealers to carry smaller amounts and never be out of stock of his goods, because he can make deliveries any day they want the goods in a few hours, or one hour's time.

3. He can do larger and more impressive advertising in his locality than can any national advertiser, because he can concentrate all of it in the newspaper and other local media.

By adopting such a local advertising policy the small manufacturer will have a powerful inducement to present to the local stores. He will then begin to build up a local prestige for his goods that will grow into a local pride. This confidence in his goods may be built up and stimulated by local exhibitions of his products in the stores or in his factory. The manufacturer should inaugurate periodic inspection days, when his factories would be put in order and people of the locality would be invited to visit them and see how the goods are made—always a matter of general interest. He may be able to give visitors samples of his goods. If they cannot be sampled, his display will probably be larger and more interesting than that shown in any individual store; and yet the local store can be helped to make the sale whenever a customer is interested in an item which the store does not have in stock. Thus, when the people realize how well the goods are made, they will grow to accept no other goods. The distant manufacturer may make goods just as well or better, but the confidence of the public is always greatest in the goods it sees made, if the making is convincing and honest.

The small manufacturer's advertising may be of such proportions as his means and the conditions warrant. Such advertising not only wins the stores' friendliness and creates public desire for the goods and public con-

NO SELLING TALK Just Lots of Space for Your Signature

ADVERTISING AND SELLING
9 East 38th Street, New York

Please enter my subscription for one year (26 issues) at \$1.00 and send bill

Name _____
Company _____
Address _____
Position _____
City _____ State _____

confidence in them; it also builds up a partnership of interest with the local newspapers which is often a powerful factor in success, entirely apart from the direct results of the advertising. Any newspaper is naturally interested in a client, and the larger the success of the advertiser, the larger will be the amount of money to be spent in advertising. The interest is mutual. Also, the larger the industry the more people it will employ, and the growth of employees is growth of the city and an increase of customers for the stores. Thus both stores and newspapers have a common ground of interest with the local employer of labor.

BUT local loyalty must be stimulated. Every manufacturer should be an advertiser. The greatest asset of any business is its name—its prestige and good will; but it has a limited value if it has rarely or never been advertised. It has a large value if it has been exploited and respected through the years.

Advertising when intelligently done is not an expense; it is the most valuable of all investments, paying a higher rate of interest than any other element of the business. The work must be undertaken by the representatives of the local newspapers, who will explain all the merits of advertising and of local cooperation to the manufacturer. He should be shown how he can dominate his community and win its confidence. He should be shown just how his advertising will open up this whole scheme of common benefit for the general prosperity of all three great interests.

After the small manufacturer has won his local territory, and has a solidly established home trade, he may develop a wider zone. He may even open a new factory in a near-by district, doing the same type of local advertising, winning the same local interest in the new industry and the goods that it produces. One new zone will quickly lead the way to another until finally the structure has grown to such size and strength that it will automatically go into advertising on a national scale with confidence.

It must always be remembered that national advertising done in communities where the advertised goods are not on sale is spending money to sell the goods of competitors; for when they are asked for and are not on sale, the dealer will always sell a product of a competing factory.

The small manufacturer will review the "three points of power" that he possesses against the national advertiser, and will start his new growth and prosperity by concentrating his energy on his own community, his own district or zone, and its opportunities.

Beg Your Pardon

In our issue of Feb. 23 we published a page advertisement of *The Chicago Daily News* containing a statement of the average circulation of the Saturday Photogravure section. Through an error the circulation figure was incorrectly quoted. The statement should have read, "Average Net Paid Circulation of the Photogravure Section in January, 1927, 454,936." The *Chicago Daily News* was in no way to blame for the error.

— — — A Gain of More Than 595% in 7 Years

— — — A Gain of More Than 90%
in One Month



WE BELIEVE that this is, without doubt, an unbeatable record for all time—a gain of more than 595% in Pattern Sales in seven years, with a gain of more than 90% in one month's Pattern Sales during that period.



This is a strong indication of the tremendous reader interest shown by the farm women subscribers to *THE FARMER'S WIFE*. These readers turn to their own magazine for most of their practical help in living.

Textile manufacturers doing business in the United States are dependent upon the farm women for their continued profits. The striking gain in reader interest demonstrated by these figures is one more proof that farm women can determine the sales volume of the household merchandise of America.

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

THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS
St. Paul, Minnesota

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

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

Member Audit Bureau of Circulations

Ask Yourself This Question

IS your product used in some industry that uses explosives? If the answer is "yes," your product should be advertised in *The Explosives Engineer*. For this magazine, as a forerunner of progress in mining, quarrying, and construction, is read—and read thoughtfully—by the men who specify and buy not only explosives, but all of the supplies and equipment for these great industries.

THE EXPLOSIVES ENGINEER

Among the products represented in its advertising columns are steam locomotives, electric and steam shovels, air drills, hoists, portable compressors, rubber hose, mining specialties, gasoline locomotives, field storage magazines, notation oils, and lubricants.

"Its arrival is eagerly looked forward to," "extraordinarily well gotten up," "absolutely in a class by itself," "should be in the office

FORERUNNER OF PROGRESS

of every mine operator," "a wonderful paper," "exceptionally attractive," "very readable," "entertaining and valuable," "very, very fine indeed," "best trade magazine in the world,"—these are just a few of the comments that are constantly coming in.

Write for a sample copy. Examine the A.B.C. report on it. Then you'll understand why so many manufacturers are finding it such a valuable selling aid.

The Explosives Engineer, 1000 Delaware Trust Building, Wilmington, Delaware.

IN MINING QUARRYING & CONSTRUCTION

"We have just completed a survey of the results of a campaign and I know that you will be interested to learn that *The Explosives Engineer* stood first and foremost in the number of returns"—writes one advertiser.

Advertisers Get Schools to Use Their Literature

[CONTINUED FROM PAGE 24]

the requests for the book as a proof that it is really accomplishing something. Every once in a while a check-up is made to determine exactly what use is being made of it. The tests reveal that in nearly every case the publication is used for classroom reading, and when the work on it is finished, each pupil is furnished with a copy to take home. In many cases the publication is made the subject of composition work. In numerous instances teachers have their pupils write to the company expressing thanks for the book and telling some of the things they have learned from it.

Nearly every manufacturer receives an occasional request from a teacher asking for literature about his product that could be used in classrooms. Most manufacturers answer these requests by sending out their regular literature. That is a mistake. Teachers will not, as a rule, use literature that is prepared for the general consumer, because it too obviously stresses an advertising viewpoint. While publications like "The Romance of Rubber" contain advertising, their success is due to the fact that they are written primarily as text books and not as advertising pamphlets. An executive of The Hills Brothers Company says that to gain recognition from schools, commercial literature must be unselfish and absolutely reliable.

The companies who have been most successful in getting their literature used in schools prepare special material for this purpose. There is, for example, a book published by The Palmolive Company called "A Day in the Palmolive Factory." While this book mentions the name of the company and its products throughout the text, it is by no means an advertising publication. Its purpose is, primarily, to tell the reader something of the history of soap, what the ingredients of Palmolive Soap are, and just how Palmolive Soap is made.

A SIMILAR publication is got out by Robert H. Foerderer, Inc., manufacturers of Vici kid. It tells the story of Vici kid from the time it leaves the backs of goats in India to the time it reaches, as footwear, the fashionable thoroughfares of the world. The Minute Tapioca Company gets out "The Story of Minute Tapioca," which is used extensively in schools. The Hills Brothers Company distribute to schools a beautifully illustrated book called "The Romance of the Date."

Armour & Company for years distributed a series of six booklets: "Dreams That Came True," "The Story of a Soap Bubble," "The Story of Glue," "The Story of Musical Strings and Pharmaceuticals," "Feeding the Farm," "The River of Food." In offering them to teachers the company made this announcement:

This little booklet has been prepared to

meet the urgent demands of the public for a better understanding of the business that it is designed to portray. It has been published for free distribution among teachers, and arrangements have been made with the publishers whereby classes will be furnished at the actual cost of paper and printing, which is approximately five cents a copy.

The thing that surprises most manufacturers is the ease with which specially designed school literature can be distributed. When an advertiser first enters this field, he usually makes the mistake of not being prepared for the avalanche of requests that he is likely to receive. Many advertisers have told me that the school teachers of this country are avaricious for industrial educational material.

ONE manufacturer put an advertisement in a publication reaching teachers, offering a sample of his product and other material for school use. He had to discontinue his campaign, temporarily, after the second insertion, because he received so many requests that it took him six months to send out the material.

To give a definite idea of how teachers respond to offers of cooperation from manufacturers, let me relate an experience of the L. E. Waterman Company, makers of the Waterman Ideal Fountain Pen. It ran just one coupon advertisement directed to teachers, offering maps to school children. Six thousand coupons came in, requesting 300,000 maps.

A manufacturer who is conducting one of these school campaigns should have some sort of a dealer tie-up. I repeat that it is easy enough to get requests from the schools, but turning these inquiries into actual orders from retailers is another matter. It can be done, however, if the manufacturer will let the retail merchant know what he is doing with the schools.

An experience of Lever Brothers, makers of Lifebuoy Soap, shows how this can be accomplished. They ran two full page advertisements in an educational publication, offering wash-up charts and sample cakes of soap. As a result of those two advertisements 39,000 teachers responded. They requested 1,560,000 charts and the same number of sample cakes of Lifebuoy. In the communities from which these inquiries came, the company wrote to its dealers and "prospects" explaining its campaign on the schools. As a result approximately 2000 new accounts were opened.

This campaign also demonstrates how a manufacturer can work with school children to overcome a prejudice which may exist against his product. Because of the presence of carbolic acid in Lifebuoy Soap many persons are prejudiced against its odor; so Lever Brothers decided to acquaint school children with the soap and to get them into the habit of using it before they had a chance to form a prejudice.



Important Books Should Look Important

WHEN the Life Insurance Sales Research Bureau published its Manager's Manual, the importance of impressive covers was recognized.

All four volumes of this Manual are filled with information to help managers write more life insurance — important facts gleaned from years of experience. Molloy Made Covers are used to convey an impression of importance—they look important.

Through their handsome appearance Molloy Made Covers gain prestige for every book on which they are used. And by their extreme durability they add to its life of service—whether it goes into an insurance office or a machine shop.

Make your new book look as important as it is. Write us for suggestions and samples. There is no obligation.

MOLLOY MADE

THE DAVID J. MOLLOY COMPANY
Commercial Covers for Every Purpose

2562 North Western Ave.
Chicago, Ill.



Sole Office in
Principal Cities

The school campaign accordingly centered around the wash-up chart; an interesting method of getting a child to acquire habits of daily bathing. On the chart there is a place for the teacher to mark each child's credit, and on its reverse there is a talk to mothers, to make sure that the message will go into the home.

THE National Kraut Packers' Association is another organization that has to overcome a prejudice against its product. It, too, has worked with school children with amazing results. The booklets of the association have been distributed by school teachers throughout the United States.

Most of the manufacturers who are conducting campaigns to school children are in one way or another delivering a health message; for in the last few years a tremendous change has come into the average school curriculum. Education no longer revolves around the three "R's." Educators now admit that it is more important to build good character and strong physique than it is merely to teach such basic subjects as reading, writing and arithmetic. Advertisers have contributed almost as much to this change in education as have the educators themselves. Colgate & Company have been working in this field for seventeen years. It is largely due to the efforts of that company that the use of the tooth brush has become a daily habit, particularly among the school-attending generation in this country. The California Fruit Growers Exchange, the Cream of Wheat Company, the Propyl-lactic Brush Co., the Borden Company, the Shredded Wheat Company, the Postum Cereal Company, the Kellogg Company, Sealright Company, Inc., and the Royal Baking Powder Company are a few of the many advertisers who have been contributing to these changes in the average curriculum.

There is still, however, much work to be done. It is estimated that there are 6,000,000 school children who are under-nourished. Dr. R. M. Smith, in talking before the Harvard Medical School a few weeks ago, said that 15,000,000 school children in the United States have some physical defect detrimental to good school work, most of which could be remedied through proper diet.

Numerous advertisers are working to overcome this condition. For example, the Postum Cereal Company advertises to tell teachers about Grape Nuts. Trial packages of the product and "A Book of Better Breakfasts" are offered to convince both the teacher and the pupil. This company also shows the teacher how to start the Postum Hot Lunch plan.

The Borden Company has led for many years in carrying on educational work in schools. The basis of the activity is a book entitled "Nutrition and Health with Twenty Suggested Lessons for Nutrition Classes." This book is authoritative and is in extensive use. The California Fruit Growers Exchange has been conducting an elaborate school service for the last four years; 260,000 bulletins alone are distributed to teachers each month. The association also gets out a wall chart which explains and pictures the citrus industry, showing how the fruit is planted, irrigated, picked, budded,

Penetration

If you are seeking a new market for your product, consider the "Island territory" comprised of the states of Maryland, North Carolina, and the two Virginias. This fertile territory stands out with an increase of 25,000 new farms in the last five years. The farmers in this region lead in thrift, and in diversified farming to the extent that they have made their crop values the highest in the country. Their buying ability is unusually great, and their buying habits have never failed to reward the enterprise of advertisers who have gained and held their attention.

The Southern Planter, the oldest agricultural journal in America, has carried numberless products into the acceptance of its subscribers. With a fortnightly circulation of over 180,000, the Southern Planter, in its home territory, goes to one home in every two, and in its entire territory, one home in every three. This "penetration" practically predetermines the success of consistent advertising.

The Southern Planter

Richmond, Va.

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



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

Position Wanted

Young man seeks position in Production Department, or as executive assistant in New York agency. Two years' experience handling making copy, correspondence, contracts, schedules, in magazine advertising department. Stenographer. Familiar with type, engraving, etc. Address replies to Box 455, Advertising & Selling, 9 East 38th St., New York, N. Y.

We need a combination copy writer and layout man. Prefer young man between 25 and 30. How many years you have been in advertising will not be the deciding factor—it is how much you know and can do that counts with us. The job pays \$50 a week; but you must be able to earn every cent of it. This agency is two years old and fully recognized. Now carrying advertising in leading national publications. The right man can find a splendid opportunity with us. You must be able to originate your own ideas, write them to completion, visualize your illustrative treatment and make the typographic layout. You must have a good working knowledge of engraving and printing. We will want you to go to work at once. Write everything you know about yourself. Send us good references and authenticated samples of your work. Dudley Davis, Inc., Advertising Agency, Memphis, Tenn.

ADVERTISING ASSISTANT

My nine years' experience with agency, publisher, and advertising department backed up by a college education and courses in advertising, has fitted me to assist busy executive. Thoroughly familiar with buying of engravings, electrotype, lithography, paper and printing. Also copywriting and layouts. Familiar with advertising department routine. Age 28. Christian. Address Box 450, Advertising and Selling, 9 East 38th St., New York City.

Woman with experience as Editor of house publication making an appeal to women, wishes position as Editor of house-organ or sales publication. National reputation as writer for women's magazines. Especially qualified on subjects allied with housekeeping, interior decoration and home economics. Will work in own suburban studio or in a New York office. Address Box 446 Advertising & Selling, 9 East 38th St., New York City.

Wanted: Sales representative in eastern territory for practical, popular, nationally advertised salesmen's portfolios. Our product is being purchased by thousands among firms with large sales forces. A reputable man calling on such firms will give an exclusive territory on a profitable commission basis. Leads furnished. All correspondence held in strict confidence. Box A, Advertising and Selling, 1328 Peoples Gas Bldg., Chicago, Ill.

EXECUTIVE ACCOUNTANT OFFICE MANAGER

Of character ability and integrity; broad-viewed and energetic; versed in the theory and experienced in the practice of corporate and inter-corporate accounting office management, and thereby well equipped to assume responsibility. Magazine or book publishing business preferred. Box 449 Advertising and Selling, 9 E. 38th St., New York City.

Advertising Solicitor—Young woman desires connection with publication or advertising agency in New York City. Several years' experience. Pleasant personality energetic, result producer. Further details can be given in an interview. Box 452, Advertising and Selling, 9 East 38th St., New York City.

Position Wanted

YOUNG WOMAN ARTIST

Young woman artist recently returned from Paris seeks full time position in agency or publication office. Close student of styles and style illustrations. Box 457, Advertising and Selling, 9 East 38th St., New York City.

TWO DIRECT ADVERTISING SALESMEN WANTED

1. A seasoned man with a successful selling record who can produce sizeable and profitable business.
2. A Cub with character who is worth training. Both of these opportunities are with an established successful Direct Advertising concern with complete facilities, including printing in all processes. Localized Advertising Corporation, 2000 E. Atwater St., Detroit, Mich.

SALES executive who has successfully organized and trained numerous selling forces desires congenial permanent connection; thoroughly experienced in high grade specialty selling using the one-call method, merchandising and advertising; age 36, Christian, married; bank, character and business references. W. S. Cary, McKenna-Muller, 44 Court St., Brooklyn, N. Y.

For Sale

For Sale: A complete set of Bound Volumes of Printers' Ink Weekly from October 3, 1918, to September 28, 1922, in good condition. Volume numbers 105 to 120. Price for sixteen volumes \$30.00. Box 456, Advertising and Selling, 9 East 38th St., New York City.

Multigraphing

FOR SERVICE Telephone Barclay 3355
BUREAU

19 Park Place, New York City
JOHN F. FITZPATRICK, Proprietor

Quality and Quantity Multigraphing
Addressing, Filling In, Folding, Etc.
DEHAAN CIRCULAR LETTER CO., INC.
120 W. 42nd St., New York City
Telephone Wis. 5483

Press Clippings

BUFFALO CLIPPING BUREAU
offer reliable National or regional newspaper reading service. Branch Bureaus Everywhere. General offices. One Terrace, Buffalo, N. Y.

Miscellaneous

BINDERS

Use a binder to preserve your file of Advertising and Selling copies for references. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 East 38th St., New York City.

and packed. Last year 6000 of them were distributed.

In fact, charts are one of the most popular "helps" that manufacturers can offer to schools. The demand for them is much greater than the supply. Many teachers, not being able to get the sort they want, make up their own by cutting illustrations from current advertisements and arranging them so as to tell a story.

Notable among those that have been distributed to teachers is the Educator Shoe Chart, put out by Rice & Hutchins, Inc. The Takamine Corporation, manufacturers of tooth brushes, get out a Takamine Vacation Chart. Its purpose is to get the pupil to brush his teeth twice each day during the summer and then to take it back to the teacher in September. The Pro-phylactic Brush Company offers a chart which makes the brushing of teeth a fascinating game. The Shredded Wheat Company distributes one illustrated in ten colors showing the entire process of manufacturing its product. The Pillsbury Flour Company send to schools a photograph showing a cross-section view of its mills.

No advertiser in the United States gets out such a wide variety of material for school use as does the International Harvester Company. Among its offerings there are thirteen different kinds of charts. Lantern slides are furnished on eighteen subjects and motion picture reels on nine subjects.

The Palmolive Company has used cards on which the pupil is asked to sign the following pledge:

Dear Teacher:
I promise to wash my face and hands with my little cake of Palmolive Soap before every meal and before going to bed until it is all used up.

The Cream of Wheat Company uses a card on one side of which is a message addressed to the mother in which the child tells her what she learned at school about playing a breakfast game. This is signed both by pupil and teacher. On the reverse side of the card is a space in which the mother can indicate that her child has eaten a hot cereal for breakfast three times a week for four weeks. At the end of that period the mother signs the card and returns it to the teacher.

Malpot, Inc., manufacturers of Toddy, employs an athlete who does a number of physical culture stunts. The entertainment he offers is furnished free to schools. This man gives a talk in which he says that he owes his own fine physical condition to eating such helpful products as Toddy.

THERE are any number of manufacturers who furnish schools with exhibits. The Corticelli Silk Company is one. Last year it raised at its plant 100,000 silk worms whose care requires the constant service of sixteen people. The worms are used in a display which is routed around to schools and retail stores.

Judging from the incidents which have been cited, it would seem that the manufacturer would have no difficulty in working with schools. Apparently he can get almost unlimited cooperation from them if he happens to have a product that in any way contributes to the health, comfort, and well being of the close to 25,000,000 school children in the United States.

"GIBBONS knows CANADA"

J. B. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

Bought in the Home— Not Sold in the Store

[CONTINUED FROM PAGE 25]

The percentage of demonstrations that were closed, in turn, led to a very important conclusion: That a washer is bought in a woman's home and not sold in a dealer's store. Regardless of how carefully the operations and advantages are explained in the store, few women can visualize them. Only by actually doing a washing in her own home, with her own clothes, and under her own home conditions, can she realize the advantages. In her own home she does not think of it as a washing machine, but as a service. She sees the time that can be saved, the wear and tear on the clothes, the extra and additional time it gives her to do other things, cleaner, whiter clothes, and a multitude of other advantages which she had no way of realizing when she stood on the dealer's floor and gazed at an inanimate object of aluminum, iron and rubber.

THE next thing, of course, was the obvious thing. The dealer himself was busy with his entire store and stock. He was a generalist, while the work of taking the washer to the housewife was a specialist's job. So we helped him train a specialist, a man whose job was demonstrating, talking, advertising and selling washing machines. This man did little or no work in the store. His work was done in the home by actually washing and by educating the prospect to a new order of things. The dealer suddenly found himself ordering machines without the solicitation of our field man. This man who is known as a district manager is a manager in every respect of the word. His duty is to help the dealer manage his washing machine department, see that it is operated on a profitable basis, help him promote a better organization; to hire, train and prepare men to do the actual selling. If this is properly handled the dealer will be more than willing to order as many machines as are necessary to keep the sales force busy, because he sees an outlet that he did not see before. He sees a comparatively small investment turning itself over and over and putting profit into his bank account, while before the same amount of money moved slowly and uncertainly.

As this plan proved more and more successful, we found our dealers placing more and more confidence in our ability to operate and handle their washing machine business advantageously. This additional confidence shown in us by our dealers meant to us an additional responsibility—that of giving to our dealers only sound, workable, and dependable service. We did everything we could to deserve this confidence and to keep it.

While our business was chiefly that of manufacturing and marketing, we had helped ourselves by helping our dealer. We worked out the best way of training men; we standardized on demonstrations, delivery methods, time payment financing, and other details concerning the dealer's distribution. In short, we had made his problems our problems.

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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
George O. Benson	Niagara Metal Stamping Corp., Niagara Falls, N. Y., Sales Mgr.	Same Company	Vice-Pres. in Charge of Sales
John Clyde Oswald	New York Employing Printers Ass'n, New York, Managing Dir.	Abbott Press & Mortimer-Walling, Inc., New York	Pres. (Effective October, 1927)
E. S. Wortham	Scullin Steel Co., Chicago, Sales Dept.	Same Company	Vice-Pres.
L. S. Chapin	Johnson Educator Food Co., Cambridge, Mass., In Charge New York Territory	Same Company	Vice-Pres.
R. O. Kennedy	Cluett, Peabody & Co., Troy, N. Y.	Same Company	Vice-Pres.
S. B. Solinger	B. H. Shapiro Shoe Co., Chicago, Adv. Mgr.	The Sonatron Tube Co., Chicago	Adv. Mgr.
F. H. Camp	Blackett & Sample, Inc., Chicago	Armour & Co., Chicago	Sales Mgr., Sand Paper Div.
L. E. Nash	Nekoosa-Edwards Paper Co., Nekoosa, Wis., Vice-Pres. and Sales Mgr.	Resigned	
W. E. Nash	Nekoosa-Edwards Paper Co., Nekoosa, Wis.	Same Company	Vice-Pres. and Sales Mgr.
Joseph Netter, 2nd	Retail Ledger, Philadelphia, Eastern Adv. Staff	Morris & Co., Inc., Baltimore	Ass't to Pres.
H. McLellan	New York World, Editorial Staff	The Homeland Co., New York	Dir. of Adv. & Sales Pro.
J. M. Handy, Jr.	Erwin, Wasey & Co., Paris Office	Delco Light Co., Paris Office	Gen. European Adv. Mgr.
A. W. Eaton	Eaton, Crane & Pike Co., Inc., Pittsfield, Mass., Pres.	Same Company	Chairman of the Board
W. H. Eaton	Eaton, Crane & Pike Co., Inc., Pittsfield, Mass.	Same Company	Pres.
C. C. Davis	Eaton, Crane & Pike Co., Inc., Pittsfield, Mass., Vice-Pres. in Charge of Sales	Same Company	Executive Vice-Pres.
R. E. Kimball	Eaton, Crane & Pike Co., Inc., Pittsfield, Mass.	Same Company	Vice-Pres. & Dir. of Sales
A. T. Spratlin	Eaton, Crane & Pike Co., Inc., Pittsfield, Mass.	Same Company	Treas.
C. A. Rogers	Federal Motor Truck Co., Detroit, Ass't Treas.	Same Company	Treas.
W. S. Boice	The Heywood Mfg. Co., Minneapolis, Sales Dept.	George A. Clark & Son, Minneapolis	Adv. Mgr.

CHANGES IN PERSONNEL—(Agencies, etc.)

Name	Former Company and Position	Now Associated With	Position
Robert A. Smalley	N. W. Ayer & Son, Philadelphia, Copy Pro. Mgr.	Lyddon & Hanford, New York	Copy Dir.
B. W. Lewis	The Indianapolis News, Indianapolis, Ind.	Hailey & Lewis, Inc., El Paso, Tex.	Partner
Fred K. Miller	L. S. Donaldson Co., Minneapolis, Head of Adv. Dept.	Miller Adv. Co., Chicago	Pres.
R. P. Stewart	Walker & Co., Detroit, In Charge of Sales Pro.	Same Company	Acc't Executive
M. J. Klein	Daily Mirror, New York, Adv. Dept.	Idea Shop, Inc., New York	Pres.
Otto Kleppner	Prentice-Hall, Inc., New York, Adv. Mgr.	The Kleppner Co., Inc., New York	Owner
Frank F. Casey	Burnham & Fishler, New York	LaPorte & Austin, Inc., New York	Acc't Executive

Among all American newspapers The Detroit News in 1926 took four **FIRST** places out of a possible six in advertising

*Figures Given Here Are Taken
From Editor and Publisher, March 12th Issue*

NATIONAL ADVERTISING LEADERS Evening and Sunday

Detroit News	5,198,004
Milwaukee Journal	4,897,542
St. Louis Post-Dispatch	4,696,720
Philadelphia Public Ledger	3,853,098
Brooklyn Eagle	3,747,396
Baltimore Sun	3,617,487
Seattle Times	3,564,970
Minneapolis Journal	3,509,466
Pittsburgh Press	3,486,770
Minneapolis Tribune	3,440,630
Denver Post	3,323,180
Washington Star	3,214,964

LOCAL ADVERTISING LEADERS Evening and Sunday

Detroit News	21,028,742
Washington Star	19,944,122
Baltimore Sun	17,226,220
Pittsburgh Press	16,943,192
Columbus Dispatch	15,785,085
St. Louis Post-Dispatch	15,505,280
Birmingham News	13,017,704
Kansas City Star	11,729,231
Oakland Tribune	11,433,436
Dayton News	11,402,580
Canton Repository	10,424,080
Milwaukee Journal	10,294,186

CLASSIFIED ADVERTISING LEADERS Evening and Sunday

Detroit News	7,803,824
Brooklyn Eagle	6,153,510
Baltimore Sun	5,821,641
Washington Star	5,741,738
Kansas City Star	5,634,008
Oakland Tribune	5,523,938
St. Louis Post-Dispatch	4,959,920
Pittsburgh Press	4,828,768
Columbus Dispatch	4,100,375
Seattle Times	3,942,285
Milwaukee Journal	3,758,651
Dayton News	3,072,832

LOCAL ADVERTISING LEADERS Evening—Six Day

Detroit News	16,868,376
Washington Star	14,566,736
Chicago News	14,072,237
Pittsburgh Press	12,656,938
New York Sun	11,952,526
New York Journal	11,795,415
Philadelphia Bulletin	11,647,545
Los Angeles Herald	11,221,406
St. Louis Post-Dispatch	11,156,880
Baltimore Sun	11,133,920
Grand Rapids Press	11,081,854
Akron Beacon Journal	11,010,160

CLASSIFIED ADVERTISING LEADERS Evening—Six Day

Newark News	5,184,723
Detroit News	4,984,168
Brooklyn Eagle	4,659,974
Chicago News	4,584,330
Washington Star	4,498,371
Philadelphia Bulletin	4,178,772
Baltimore Sun	4,019,615
Buffalo News	3,854,832
Los Angeles Herald	3,624,320
Cleveland Press	3,440,729
Indianapolis News	3,429,498
New York Evening Telegram	3,003,962

NATIONAL ADVERTISING LEADERS Evening—Six Day

Newark News	5,041,045
Philadelphia Bulletin	4,872,339
Boston Traveler	4,229,131
New York Sun	4,068,489
Indianapolis News	3,934,419
* Philadelphia Ledger	3,853,098
Buffalo News	3,429,584
* Milwaukee Journal	3,214,745
* Detroit News	3,166,016
Chicago News	3,154,945
* St. Louis Post-Dispatch	2,986,200
New York Journal	2,962,594

*These are the week-day issues of daily and Sunday newspapers.

*In Total Advertising Volume The
Detroit News in 1926 Led All
Other Newspapers in America.*

The Detroit News


365,000 Sunday Circulation

The HOME newspaper

330,000 Weekday Circulation


 Advertising
& Selling

The NEWS DIGEST

 Issue of
April 6, 1927
 

CHANGES IN PERSONNEL—(Agencies, etc., continued)

Name	Former Company and Position	Now Associated With	Position
Frank J. Rohr	The Barron G. Collier Co., Mgr. Toledo Office.	The Edwin A. Machen Co., Toledo, Ohio.	Rep. in Toledo and North-western Ohio
A. L. Gale	Fred M. Randall Co., Chicago, Chicago Mgr.	Gale & Pietch, Chicago.	Partner
A. S. Graham	Hyatt Roller Bearing Co., Harrison, N. J., Pub. Mgr.	Joseph E. Hanson Co., Newark, N. J.	Acc't Executive
Richard Fielding	Phila. Electric Co., Philadelphia, Pa., Lighting Sales Dept.	John Falkner Arndt & Co., Philadelphia	Member of the Staff
A. S. Stewart	Des Moines Capital, Des Moines, Iowa.	Evans, Kip & Hackett, Inc., New York	Ass't Space Buyer
T. H. Curley	Albert Frank & Co., New York.	Doremus & Co., Boston.	Acc't Executive
John N. McMath	N. W. Ayer & Son, Philadelphia.	The Richard A. Foley Adv. Agcy., Inc., Phila.	Executive Member
F. A. Hartwell	F. H. Bennett Biscuit Co., New York Adv. & Sales Mgr.	Olmstead, Perrin & Lef- tingwell, Inc., New York.	Merchandising
M. V. Kelley	Martin V. Kelley Co., Toledo, Ohio, Pres.	Street & Finney, Inc., New York	Treas.

CHANGES IN PERSONNEL—(Media, etc.)

Name	Former Company and Position	Now Associated With	Position
G. W. Cushing	McKinney, March & Cushing, Inc., Detroit, Sec'y	American Press Ass'n.	Detroit Mgr.
T. J. Kivlighan	News-Leader, Richmond, Va., Adv. Staff.	Same Company	Adv. Mgr.
A. R. Sharton	E. T. Howard Adv. Co., Inc., New York, Vice- Pres.	Journal of Commerce, New York	Adv. Mgr.
H. Gould	American News Co., New York, Gen. Mgr.	Same Company	Pres.
D. E. Sampson	Daily News, New York, Adv. Dept.	Same Company	Sales Staff, Chicago Off.
E. S. Hobbs	Barber-Greene Co., Chicago	Sports Afield, Chicago	Business Mgr.
Charles R. Wright	Class Journal Co., Kansas City, In Charge Western States Territory	Concrete and Building Materials, New York	Eastern Mgr.
M. R. Mackey	Journal, Portland, Ore.	M. C. Mogensen & Co., Inc., Portland	Mgr. Portland Office
A. N. Steele	Union Bed & Springs Co., Chicago, Sales Mgr.	The Chicago Tribune, Chicago	Mgr. Merchandising Ser- vice
E. P. Frenz	MacFadden Publications, Inc., New York, Circulation Mgr.	Screenland Magazine, New York	Circulation Mgr.
L. C. Rosenberg	Louis C. Rosenberg, New York	Women's Wear Daily, New York	Adv. Counsel
W. W. Shaw	Doyle & Waltz Printing Co., Cleveland, Mgr. Direct Mail Dept.	Briton Gardner Printing Co., Cleveland	Sales Dept.
R. Lee Webb	The Ben Franklin Press, Inc., Atlanta, Ga.	Townley Printing Co., Atlanta	Partner
C. A. Martin	The Ruralist Press, Inc., Atlanta, Ga.	Townley Printing Co., Atlanta	Partner

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNT.

Name	Address	Product	Now Advertising Through
Colonial Air Transport Co.	New York	Aeroplane Transporta- tion	Calkins & Holden, Inc., New York
Parker-Kalon Corp.	New York	Metal Screws	Rickard & Co., New York
Chilean Nitrate of Soda Educa- tional Bureau	New York	Nitrate of Soda	The Corman Co., New York

Largest Afternoon Circulation In the South!

The Memphis Press-Scimitar has more *city* circulation—and more *suburban* circulation—than any other Memphis daily newspaper.

The Press-Scimitar leads in daily local display advertising and leads in total volume of daily advertising.

Daily average circulation of the Press-Scimitar since the consolidation, November, 1926, to April 1, 1927, is—

93,562

No other newspaper in the entire South has so large a proportion of its circulation delivered by regular city carriers as has the Memphis Press-Scimitar — now the first daily newspaper in Memphis.

The Press Scimitar

A Scripps-Howard Newspaper

MEMPHIS, TENN.

National Representatives: Allied Newspapers, Inc., 250 Park Ave., New York

Chicago


Cleveland

Detroit


San Francisco

Seattle

Los Angeles


 Advertising
& Selling

The NEWS DIGEST

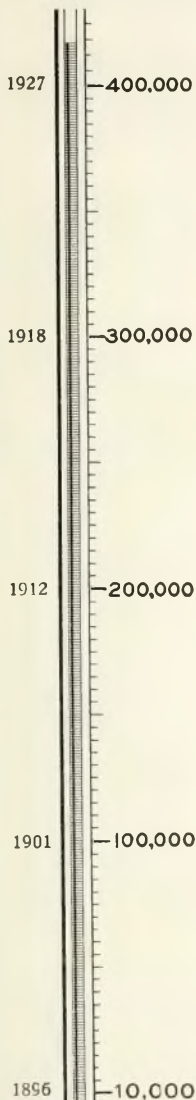
 Issue of
April 6, 1927
 

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
*Freed-Eisemann Radio Corp.	Brooklyn, N. Y.	Turbax Electric Washing Machine	United Adv. Agency, New York
The Socony Burner Corp.	New York	Socony Oil Burners	Patterson-Andrews Co., Inc., New York
The Slack, Rasnick Co.	New York	Furniture	The Arthur Hirshon Co., Inc., New York
The Bankers Trust Co.	Knoxville, Tenn.	Finance	Edwin Bird Wilson, Inc., New York
The Diamond Bottling Corp.	Waterbury, Conn.	Diamond Ginger Ale	Reimers & Osborn, Inc., New York
Charles H. Webb & Co., Textile Division	Philadelphia	Canvas Goods	McLain-Simpers Organization, Philadelphia
The Evaporated Milk Ass'n.	Chicago	Evaporated Milk	Gardner Adv. Co., St. Louis
Stormfeltz-Loveley Co.	Detroit	Real Estate	Grenell Adv. Agency, Detroit
Mills Chemical Co.	Girard, Kan.	Soap	Turner-Wagener Co., Chicago
Clark Lumber Co.	Newark, N. J.	Lumber	Joseph E. Hanson Co., Newark
Leonardo Co., Inc.	New York	Liv-Dine Tables	Brown Adv. Agency, Inc., New York
David Mann Furniture Co., Inc.	New York	Furniture	Brown Adv. Agency, Inc., New York
Christman Piano Co., Inc.	New York	Pianos	Brown Adv. Agency, Inc., New York
American Trust Co.	Charlotte, N. C.	Finance	Charles W. Hoyt Co., Inc., Winston-Salem, N. C.
The Shoe Tred Corp.	Boston, Mass.	Wescott Soles	O'Connell-Ingalls Adv. Agency, Boston
Young & Griffin Coffee Co.	New York	Franco-American Coffee	The Harry Porter Co., New York
Emil J. Paidar Co.	Chicago	Beauty and Barber Shop Equipment	Hurja-Johnson-Huwen, Inc., Chicago
The M. S. Co.	Attleboro, Mass.	Bracelets	G. S. Standish Adv. Agency, Providence, R. I.
The Little Brown Jug, Inc.	Reading, Pa.	Insecticide	Robert H. Dippy, Philadelphia
The Old Virginia Brick Co.	Salem, Va.	Old Colonial Brick	Tuthill Adv. Agency, Inc., New York
American Storage Battery Co.	Boston	Batteries	Glaser & Marks, Inc., Boston
The Standard Sanitary Mfg. Co.	Pittsburgh, Pa.	Standard Plumbing Fixtures	Porter-Eastman-Byrne Co., Inc., Chicago
Joseph H. Dodson, Inc.	Kankakee, Ill.	Bird Houses	Hurja-Johnson-Huwen, Inc., Chicago
The Blue Bird Diamond Syndicate	Chicago	Diamond Rings	Campbell-Ewald Co., Chicago
The Health-O Quality Products Co.	Cincinnati	Groceries and Toilet Specialties	Campbell-Ewald Co., Detroit
The Federal Motor Truck Co.	Detroit	Motor Trucks	Walker & Co., Detroit
R. & H. Simon Co.	New York	Dress Goods	Bolland-McNary, New York
The Taylor Co.	Hammondsport, N. Y.	Grape Juice	Reimers & Osborn, Inc., New York
General Typewriter Exchange	New York	Gold Standard Remanufactured Typewriters	LaPorte & Austin, Inc., New York
J. F. Ryan & Co.	New York	Office Equipment	LaPorte & Austin, Inc., New York
Southern Toy Co.	Hickory, N. C.	Toys	The Bennett-Williams Co., Inc., High Point, N. C.
Allen Air Turbine Co.	Detroit	Ventilators	Whipple & Black, Inc., Detroit
Sparks-Withington Co.	Jackson, Mich.	Spartan Radios and Motor Car Horns	Brooke, Smith & French, Inc., Detroit
The Homer-Alden Co.	No. Attleboro, Mass.	Arch Supporters	Granville Standish Adv. Agency, Providence, R. I.
The Viscose Co.	New York	Rayon Yarn	N. W. Ayer & Son, New York
The W. A. Hathway Co.	New York	Furniture	F. J. Ross Co., New York
The Metropolitan Securities Corp.	Chicago	Finance	Wm. H. Rankin Co., New York
The Treasure Chest	Asheville, N. C.	Gifts	E. G. Stellings Co., Wilmington, N. C.
The Apinol Corporation	Wilmington, N. C.	Antiseptic	E. G. Stellings Co., Wilmington, N. C.
Interstate Hotels Co.	Raleigh, N. C.	Hotel System	E. G. Stellings Co., Wilmington, N. C.
The Astypodyne Chemical Co.	Wilmington, N. C.	Antiseptic	E. G. Stellings Co., Wilmington, N. C.
Bernard Schwartz Cigar Corp.	Detroit	R. G. Dun Cigars	Harry Atkinson, Inc., Chicago
Central Adirondack Hotel Ass'n.	Utica, N. Y.	Hotels	Fred D. Stevens, Utica, N. Y.
The Netherland	New York	Apartment Hotel	Ray D. Lillibridge, Inc., New York
Norwalk Tire & Rubber Co.	Norwalk, Conn.	Automobile Accessories	LaPorte & Austin, Inc., New York
Pellard-Alling Mfg. Co.	New York	Addressing and Mailing Equipment	LaPorte & Austin, Inc., New York

*The Paul Cornell Co., Inc., New York, continues to handle the advertising of Freed-Eisemann radios.

Average Daily and Sunday Circulation



Vindicating Newspaper Readers

THE steady, continuing growth of the circulation of The New York Times is a vindication of the newspaper reading public; and an answer to the question "Is this a jazz age also for newspapers?"

The increasing circulation of The Times, strictly a newspaper, refutes pessimists who think that there is a diminishing interest in accurate, full information of what is going on in the world.

The New York Times is designed for intelligent, thoughtful people—a newspaper with dependable news, impartial and non-partisan—surpassing and excelling all others that are in any way to be compared with it.

414,990

*Average Daily and Sunday Sales
a new high record for The New York Times*

This total of 414,990 has never been equaled or approached by a newspaper of quality circulation, morning or evening, in the City of New York or anywhere else in the world.

NET PAID SALE AVERAGE DAILY AND SUNDAY
as reported to the Post Office Department March 31, 1927.

Average for six months ended March 31, 1927	414,990
Average for six months ended March 31, 1926	392,695
<i>Average daily and Sunday gain in one year</i>	22,295
	Daily Sunday
	Average Average
Net paid sale	375,249 653,437
Gain over average of preceding year	\$18,778 \$43,396



*Of the gain in the daily sale 83 per cent., or 15,570 copies, was in New York City and suburbs; of the gain in the Sunday sale 72 per cent., or 31,210 copies, was in city and suburbs.



The New York Times

"All the News That's Fit to Print"

Newsdealers cannot return unsold copies of The New York Times. Consequently they are able to supply only the regular steady demand. To be sure of a copy make your reservation in advance from your newsdealer.

	<i>Advertising & Selling</i>	<h1 style="margin: 0;">The NEWS DIGEST</h1>	<i>Issue of April 6, 1927</i>	
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NEW ADVERTISING AGENCIES AND SERVICES, ETC.

The Kleppner Co., Inc.	113 West 42d St., New York	Advertising	Otto Kleppner
The Samuel Shefferman Agency	1 South Howard St., Baltimore, Md.	Advertising	S. Shefferman and M. Shefferman
Muller Adv. Co.	Chicago	Advertising	Fred K. Miller
E. Hans Krause	12 West 31st St., New York	Art Studio	E. Hans Krause
Gale & Pietch	Chicago	Advertising	A. L. Gale and W. G. Pietch

NEW PUBLICATIONS

Name	Published by	Address	First Issue	Issuance	Page Type Size
The Magazine Advertiser	The Magazine Advertiser, Inc.	11 Waverly Place, New York	March	Monthly	5 1/2 x 8

PUBLICATION CHANGES AND APPOINTMENTS

The American Druggist, New York	Has been purchased by William Randolph Hearst.	The July issue will be the first one published under the new ownership.
Monrovia, Cal., Messenger	Has suspended publication.	Its circulation lists have been taken over by the News, Monrovia, Cal.
Current History Magazine, New York	Has appointed T. F. Magrane, Boston,	as its New England advertising representative.
Courier, Grants Pass, Oregon	Has appointed M. C. Mogensen & Co., Inc.,	San Francisco, as its national advertising representative.
The Morning Journal, East St. Louis, Mo., a morning paper	Has suspended publication.	This in no way affects the afternoon paper, the East St. Louis Journal.
Post-Tribune, Jefferson City, Mo.	Have appointed Scheerer, Inc.,	New York and Chicago, as its national advertising representative.

MISCELLANEOUS

The Bingham Co., Philadelphia, direct mail advertising	Has opened a New York office under the direction of F. S. Goodspeed at 349 Broadway	
Syverson-Kelley, Inc., Spokane, Wash., Advertising Agency	Has become affiliated with K. L. Hamman Advertising, Inc.	
M. C. Mogensen & Co., Inc., Newspaper Representatives	Have opened an office in Portland, Ore., at 446 Morrison St.	M. R. Mackey is manager.
Myers-Beeson-Golden, Inc., New York Advertising Agency	Name changed to Myers & Golden, Inc.	
The J. C. Black Printing & Publishing Co., Chattanooga, Tenn.	Name changed to the Eagle Printing Co.	
The Bedford Adv. Agcy., Inc., Brooklyn, N. Y.	Has opened a New York City office at 55 West 42nd St.	

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
A. M. Stockman Adv. Agency	Advertising	127 Duane St., New York	20 Vesey St., New York
The Oil and Gas Journal, Advertising and Editorial Offices	Publication	30 Church St., New York	101 Park Ave., New York
Frank M. Comrie Co.	Advertising	Straus Bldg., Chicago	The Tribune Tower, Chicago
W. I. Tracy, Inc.	Advertising	270 Madison Ave., New York	Graybar Bldg., 420 Lexington Ave., New York
The Audit Bureau of Circulations	Circulation Audits	Century Bldg., Chicago	Builders Bldg., Chicago
Arthur Henry Co.	Direct Mail	1482 Broadway, New York	40 East 49th St., New York
The Shelmar Products Co.	Printing	Milwaukee, Wis.	5301 West 65th St., Chicago
The Bergen Adv. Co.	Advertising	Carleton Bldg., St. Louis, Mo.	Pennant Bldg., Locust and Washington St., St. Louis
Harry Atkinson, Inc.	Advertising	322 So. State St., Chicago	Wrigley Bldg., 410 No. Michigan Ave., Chicago
Patterson-Andrews Co., Inc.	Advertising	1 Madison Ave., New York	244 Madison Ave., New York



It's the same D & C Duchess

DILL & COLLINS Co's.
Distributors

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

THE WHITE COMPANY, twenty years and more ago, were known for requiring as high a standard in their printing as in the fine cars they sold. In our files is a beautiful specimen whose cover is Duchess.

Edward Stern & Company, fine printers for an equally long period, just completed the book on Gimbel's new Office Building. Not only the cover but the inside pages as well are on Duchess. Good workmen have always appreciated good tools and materials.

The D & C line of papers has always been complete in meeting the printer's requirements. New colors, like Nileen Green and Coraline Red in Duchess, have been added whenever they improved the color possibilities. If you are not familiar with all the D & C papers ask your paper distributor to tell you the story of the D & C complete line.

DILL & COLLINS
Master Makers  *of Printing Papers*
P H I L A D E L P H I A

MILWAUKEE—First City in Diversity of Industry!



\$50,000,000 For New Milwaukee Homes!

MILWAUKEE'S prosperity—always consistent—is climbing to new high records. More than 5,800 families plan to build or buy new homes this year, according to the 1927 Consumer Analysis of Greater Milwaukee. This means that approximately \$50,000,000 will be spent for building materials and construction alone. Many additional millions will be spent for furnishing and decorating these new homes.

Grasp this unusual sales opportunity! Like the exclusive Milwaukee Journal advertisers listed on this page, you, too, can sell a maximum volume of equipment in Milwaukee, through one paper, at the lowest advertising cost per sale. The Journal, read in more than four out of every five Milwaukee homes, is the only newspaper needed to thoroughly cover this rich and stable metropolitan city.

Exclusive 1926 Building Material Advertisers!

Automatic Oil Co.
American Nokol Co.
American Radiator Co.
Barrett Roofing Co.
Berry Bros. Paint Co.
Boston Varnish Co.
Bradley-Vrooman Paint Co.
The Celotex Co.
C. F. Church Mfg. Co.

Crane Co.
E. I. Du Pont de Nemours Co.
Johns-Manville Co.
Marquette Cement Co.
May Oil Burner Co.
Monarch Metal Products Co.
Northern Machine Co.
Pascoe Oil Burner Co.
Republic Paint & Varnish Co.

Pittsburgh Plate Glass Co.
Velumina Paint
Water Spar Varnish
Southern Pine Association
Wayne Oil Burner Co.
Weil-McLain Co.
Wood Conversion Co.
Wolverine Heater Co.
Wright Rubber Products Co.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

WISCONSIN—First State in Value of Dairy Products!



\$75,000 in home appliances

This year The Danville Lumber Co., a building supply dealer, will sell more than \$75,000 worth of home appliances. In building their business these people have discovered that their primary function is to merchandise: that they must have display rooms and salesmen for both inside and outside selling. They further discovered that they must not only sell products such as brick, cement, lumber, etc., but that they must sell most of the products that go into the construction and maintenance of homes.

In most of the key cities of this country you will find established and successful firms who are merchandising the products used in building and the maintenance of buildings. These firms are invariably known as building supply dealers and they represent the logical and largest outlet for the thousand and one things that enter into every building program.

If your product is one used in any process of building, ask us to tell you of these building supply dealers and the opportunity they offer as a retail outlet.

BUILDING SUPPLY NEWS

"Edited for the Merchant of the Building Industry"

407 South Dearborn Street, CHICAGO

Member: A. B. C. and A. B. P.

NEWS and comment about The Chicago Tribune, its sales, marketing and advertising, prepared by the Chicago Tribune Business Survey.

World's Greatest

THE MILLION DOLLAR CLASS AND THE TRIBUNE

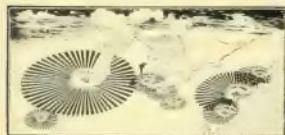
TWENTY-THREE advertisers among some 300 listed by the bureau of advertising of the A.N.P.A. each spent a million dollars or more in newspapers in 1926. Twenty out of the 23 spent more for advertising in The Tribune than in any other Chicago newspaper.

Several spent more in The Tribune than in all other Chicago newspapers combined. This is not recorded in a boastful spirit. We hope simply to show how important The Chicago Tribune is considered in the advertising of manufacturers who have built up enormous successes through advertising.

All but one of the 23 advertisers used The Tribune. The one exception is now in The Tribune, carrying a large program of advertising in 1927. The Tribune's leadership covered various lines—automobiles, food, drug, publishers, gasoline, tobacco, and household utilities. A gum, a soap, and a drug account were the three in which The Tribune did not lead.

The Chicago Tribune has helped to build business for nearly all of the big national advertisers.

Chicago rubs elbows with no other metropolis



OF all the world's main markets, Chicago alone commands an independent dominion of far-flung influence—a vast trade empire without a neighboring metropolitan rival. Southward, the nearest big city is St. Louis—284 miles away. Eastward lies Detroit—272 miles away.

New York, in its proud place as first city, finds Philadelphia, third metropolis, less than 300 miles away. Manhattan encounters a net work of self-sufficient cities until its radius reaches the rim of Boston's domain. Philadelphia confronts Baltimore; Detroit shares its sovereignty with Cleveland.

Born without boundaries, alone in its greatness, the course of Chicago's empire lies westward to the Rocky Mountains and southward to the Gulf. In every direction this



TRIBUNE TOWER

With the extension of Michigan Avenue across Chicago river, Chicago's finest architectural development began. Towers of stone and steel, the newest symbols of Chicago's progress, are set almost beside the antiquated houses erected in the seventies, just after the fire.

titian of trade can enlarge its influence to the fullness of its destiny as the master market of America.

By FRANK FINNEY

President of Street and Finney Agency

"I was talking to a big national advertiser the other day. He has been advertising in the magazines for 25 years and is being constantly surprised to learn how many people there are who have never heard of his product.

"Their people would have heard about it had he told his story in the newspapers."

HAIRPINS, COMBS, CORSETS

HARPER LEECH, Tribune staff writer on economics and labor problems, has had a formidable background for his work Before coming to The Tribune, Leech had been at various times reporter, Washington correspondent, managing-editor and publisher The Tribune has just published an interesting booklet reprinting more than a score of Harper Leech's best stories He goes far and wide for his material Makers of Hairpins and Combs Survive the Bobber Corsets Vanish, You say? Not by \$77-214,839 The Five Day Week as a Social Fetish Harper Leech's booklet will be gladly sent to you free of charge Write for it on your business stationery.



Harper Leech

The Million Dollar Class Elbow Room Hairpins, Combs, Corsets Women An Untouched City of a Million

Newspaper

Studebaker 115,755;

Hupmobile 106,429

TWO national advertisers, Studebaker and Hupmobile, used more than 100,000 lines of advertising in The Chicago Tribune last year. Three other automobile companies, Chrysler, Nash and Buick, used between 75,000 and 100,000 lines. Eight advertisers used from 50,000 to 75,000 lines. They were the American Tobacco Company, Dodge, General Cigar Company, Hudson-Essex, Oakland-Pontiac, Paige, Reynolds Tobacco Company, and Willys-Overland. Nineteen other national advertisers used between 25,000 and 50,000 agate lines of advertising in The Tribune in 1926.



This design won the first prize for six-room houses in The Tribune's \$7,500 homes competition. 848 designs were sent in. The contest and the publication of designs in The Tribune has stimulated home building in The Chicago Territory. Plans and specifications of the three leading prize designs were offered for \$1 each at The Tribune's Public Service Office. Within a few days more than 2,000 plans had been purchased.

The Sunday Tribune is known throughout the entire country for its circulation and influence in 5 states. And yet right at home, in Chicago and suburbs, The Sunday Tribune reaches a "city of a million people" not touched by any other newspaper. Note the figures:

City and Suburban Circulation	
Chicago Sunday Tribune	748,517
Chicago American (evening)	519,000
Chicago Daily News (evening)	420,895
Sunday Herald and Examiner	485,688

Excess of Tribune over American	229,517
Excess of Tribune over News	327,622
Excess of Tribune over Herald and Examiner	262,829

Multiply the amount of excess circulation by the government figure for an average family and get the number of persons served by The Tribune and not reached by any other newspaper.

It is equivalent to a city of a million people.