

# DO YOU PAY \$800,000

for a single magazine page advertisement?

*... Some advertisers do!*

---

CONSIDER two advertisers in the same field. The first invests \$8,000 in a single magazine page, which his agency fills with such skillful copy that the page interests the 2,600,000 readers of the magazine and influences their buying habits.

The second advertiser also invests \$8,000 in a page in the same magazine. But his agency prepares a dull and hard-to-read advertisement which interests only 26,000 readers. One one-hundredth as many as those who read the first advertiser's page.

Obviously, the second advertiser, with his mediocre copy, would be forced to buy 100 pages in order

to reach as many people as the first advertiser reached with 1 page. From the standpoint of value received, the second advertiser is paying \$800,000 for a page that costs the first advertiser \$8,000.

An exaggeration?—Perhaps. Yet not nearly as far-fetched as many complacent advertisers believe. For the day has long since passed when *any* advertisement gets a reading. Competition for reader attention has grown too strenuous.

Business executives, in choosing an agency, would do well to remember that they get no more circulation in a magazine or newspaper than their advertising is able to interest.

---

## JOSEPH RICHARDS COMPANY, INC.

*257 Park Avenue, New York City*

# Choose Both for Sales Success



## This Market

**T**HE Indianapolis Radius is the two-thirds of Indiana directly influenced by Indianapolis—the metropolis of the state.

In this compact 70 mile radius are 2,000,000 prosperous people, unified by race, geography, transportation, language, mutual interest . . . every factor favorable to profitable selling!

Annual purchasing power, \$750,000,000. Get your full share of business in this rich market by properly co-ordinated sales and advertising effort.



## This Medium

**T**HE Indianapolis News is one of America's really great newspapers.

Its prestige covers every phase of newspaper activity—circulation leadership, advertising dominance, editorial pre-eminence.

The powerful influence of The News on its public makes it the logical choice of advertisers. Last year, 434 national advertisers (all non-medical) used The News exclusively in INDIANAPOLIS. You're always in good advertising company when you're in The NEWS.

# The INDIANAPOLIS NEWS *sells* The Indianapolis Radius

FRANK T. CARROLL, Advertising Director

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

Chicago: J. E. LUTZ  
The Tower Bldg.

# Everybody's Business

By *Floyd W. Parsons*

## Preventable Losses

**A** WASTEFUL world will soon be depending upon its scap heap for essential supplies. With population totals being compounded at the rate of 1 per cent or more a year, it is already evident that we must perpetuate our existence through chemical synthesis. While the present generation may not see atomic energy employed widely as an industrial raw material, there is no doubt that the near future will disclose synthetic rubber made from petroleum or some other cheap source such as the soy bean. Wood will be so valuable in the hands of the chemist that we will stop burning it for fuel, thereby increasing the market for coal a hundred million tons a year. Artificial stone, or other composition material will be cheaper and no less durable than natural rock, and the furnishings of our homes will be made largely of bakelite, artificial leather and artificial silk.

Tens of millions of dollars will be saved yearly by substituting non-corroding metal alloys for copper, lead, zinc, tin and antimony. Furniture that is fireproof and resistant to decay will be made out of resinoids and other wood derivatives just as rayon, celluloid and artificial leather are now made.

And such developments are of today—not the distant future. It was only 25 years ago when a million acres in India were devoted entirely to the growing of indigo. Now the natural product supplies only 1 per cent of the world's demand. Furthermore, the chemist is actually improving upon nature. Synthetic products like procaine have practically all the virtues of the natural drug and fewer of its deleterious effects. Man's substitute for cocaine is not habit-forming, is cheaper and is less toxic.

It is these advances in the great field of chemistry that have turned our thoughts to the tremendous losses occurring on all sides. Taking business as a whole, the present ratio of waste is no less than 50 per cent. That is, our annual loss now amounts to more than 20,000,000 man-power. A half-ton of coal is left in the ground practically irrecoverable for every ton mined and sold. A like story might be told of oil, natural gas, lumber, metals, and even of animal life, particularly our fisheries. While it would be absurd to say that we can eliminate these losses entirely, we have a long way to go before we have cut out the waste that the technical arts already know how to prevent.

On the side of progress one might mention the



Courtesy Crop Improvement Bureau

## Fighting the Boll Weevil from the Air

20,000 to 10,000, increasing the volume of business 40 per cent and the turnover of stock 70 per cent, while at the same time decreasing investment and inventory. A company operating hotels made a tremendous reduction in glassware styles, carpet designs, patterns of table linen and dozens of other articles in common use and the outcome was an added profit of approximately \$100,000 a year. A food manufacturer doubled his sales by cutting his varieties in half. A shoe company reduced production costs 31 per cent, overhead 28 per cent and inventories 26 per cent when it reduced from three grades to one and from 2,500 styles to 190. A similar story comes from a hat manufacturer who effected a 40 per cent saving in cost by cutting his models from 3,412 to less than 600. Such facts explain how wages and profits can go up in some fields while prices have gone down.

But eventually there comes an end to the savings resulting from any special type of effort. When the slack has been taken up and the most obvious faults corrected, the increase in savings are sure to be at a far lower rate. It required only a few years to reduce the average consumption of coal per kilowatt-hour in electrical generating plants to a third of what it was. But it would be folly to assume that such immense economies will continue unabated. In order to maintain our advance we must be forever directing our attention to opportunities in new quarters.

Our national bonfire costs us \$600,000,000 annually, and more American lives have been lost through fires since the World War ended than were lost in the war

millions of dollars saved by revisions of obsolete building codes; the 20 per cent increase in the ton-miles of freight handled per railroad employee; the improvements in shoe manufacture that allow the worker who produced 100 pairs of shoes 13 years ago now to turn out 117 pairs in the same working time; the revolution in automobile manufacture that enables the worker to produce three cars where he only produced one; and the betterment in the cement industry that gives us 158 tons where we only got 100 tons before. There is even reason to believe that the terrific waste of the recurring business cycle has been lessened materially by our having made the dips in the business curve less frequent and less severe.

In simplification the results have been most encouraging. A chain system of drug stores cut its variety of commodities from

[CONTINUED ON PAGE 66]



## Ahead of The Crowd

Keep ahead of the crowd. Get into the newly-discovered market, the Small Town and Farm market. Sales resistance is absent in the Small Town and Farm market.

Follow it. It is a hungry market, a buying market.

The Small Town and Farm

families are better buyers because of the vast void which still exists in their possession

of innumerable goods.

Introduce your goods to this market through the

Country Newspaper.

Use any or all of the 6800 selected Country Newspapers represented by

*J. C. Penney, Chairman, Board of Directors, Penney Stores, says:*

*"Every town with a newspaper affords sufficient local news to make the local paper important, regardless of the overlapping circulation of the larger papers in that community. It gets a closer reading. It is looked upon to carry the story of the local merchant or of the national establishment serving the local public through local concerns."*

# AMERICAN PRESS ASSOCIATION

225 West 39th Street  
New York City

122 So. Michigan Avenue  
CHICAGO

68 West Adams Avenue  
DETROIT



# WHAT

## *is a GOOD MEAL to YOU?*

Steak and mushrooms, turkey and cranberry sauce, baked ham and sweet potatoes—every mother's son has his own idea of what a good meal should be.

But he doesn't want to eat that same meal every day. He wants variety; he needs variety; and it is his wife's business to see that he gets variety.

Women plan meals, day in and day out, week in and week out, year after year—more than a billion meals a year are prepared in Good Housekeeping homes. But these are not ordinary meals, they are *good* meals—steak and mushrooms or something you like better.

Most men do not plan meals. If they did they would understand better the interest attached to Good Housekeeping's cookery pages. Some men do understand, for it is men who place more food advertising in Good Housekeeping than in any other woman's magazine.

Recipes, of course, are the usual thing in women's magazines. But the general feeling is that Good Housekeeping is the first authority in matters culinary. And you can check that by asking any woman whose meals have delighted you.

# GOOD HOUSEKEEPING

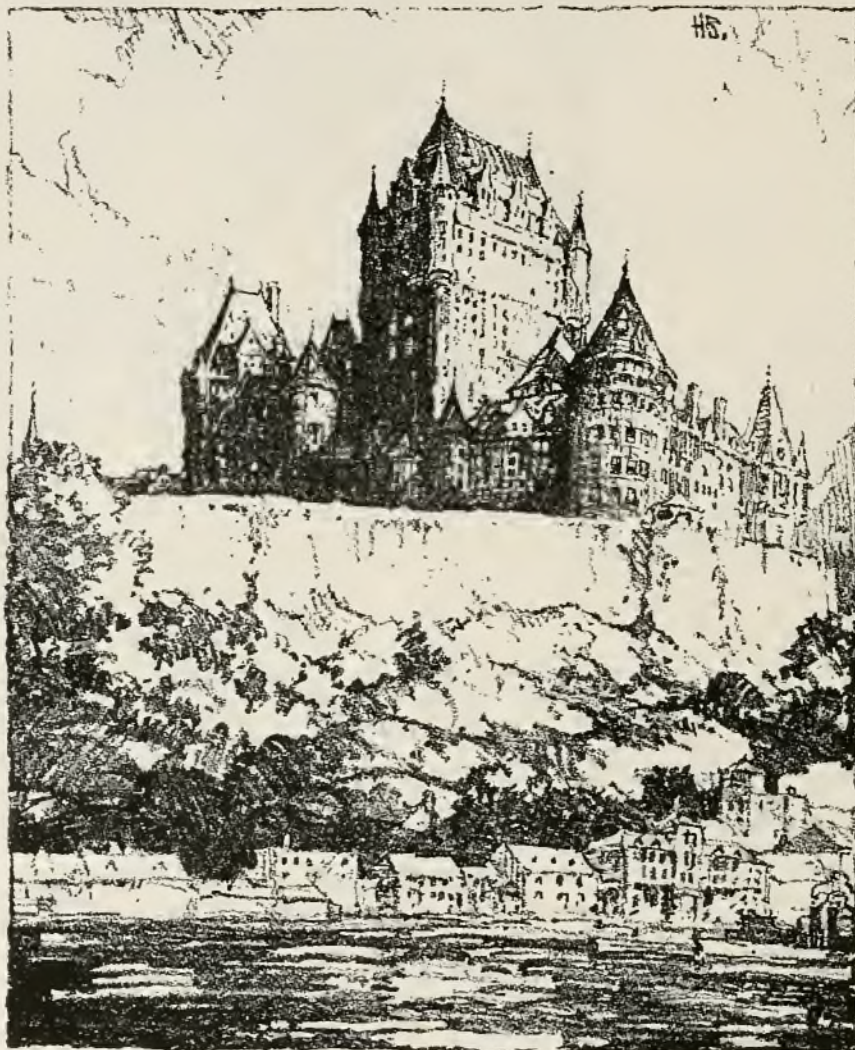
BOSTON

CHICAGO

NEW YORK

SAN FRANCISCO

*"To rise above mediocrity ~ ~ requires enthusiasm and a determination not to be satisfied with anything short of one's ideals." ~R.R.Updegraff*



Chateau Frontenac, Courtesy Ray D. Lillibridge Incorporated

***T**RULY unusual is the service offered by Gotham. **I**f rarely can the publisher or advertiser find in one establishment experts in every branch of engraving and its allied arts. Gotham through its associated companies offers this convenient and efficient service to you every hour of the day and night with unfailing adherence to your specifications of workmanship and time of delivery.*

**Gotham Photo-Engraving Co.**

229 West 28th Street

Telephone Longacre 3595

New York, N. Y.

# The Dealer Wonders What It's All About

**D**ON'T blame the dealer if he reads with a skeptical eye much of the written selling pressure that is brought to bear upon him.

When he sees various companies each soliciting his business with cries of "quality and service"—

When 'most every appeal in trade papers and direct advertising screams at him in terms of tremendous "profit possibilities"—

When he is continually told about the proverbial "tinkle of the cash register bell" and of the powerful consumer advertising that is being released for *his* good—

When he hears and reads these things, not once but hundreds of

times, and then finds himself only a few dollars ahead of last year, he naturally wonders what it's all about.

And the more he wonders, the more difficult he becomes to sell, and the less efficient he becomes as a distributing agent.

Yet he can be reached, though the method is not as simple as it once was. The mere fact that the "usual line" no longer registers on him indicates the need for unusual methods, a more thorough understanding of him and his problems and the employment of a specialized knowledge to cause him to buy and resell. He must be cultivated as intensively and as skilfully as the consumer is cultivated.

The book, "*The Third Ingredient in Selling*," discusses the "ways and means" that form the basis of our cooperation with many leading national advertisers and their advertising agencies in assisting them with their dealer problems. May we send you a copy?

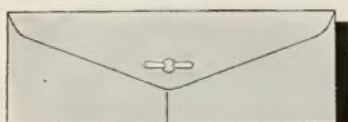
**JAMES F. NEWCOMB & Co. INC.**

*Direct Advertising* :: *Merchandising Counsel*

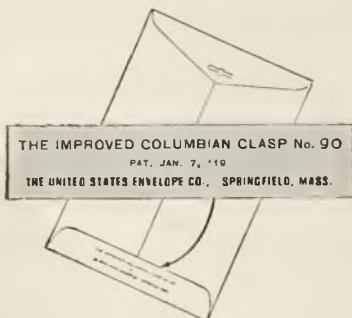
330 SEVENTH AVENUE, NEW YORK, N. Y.

Telephone PENnsylvania 7200

# Your third-class mail needs a first-class envelope



The Improved Columbian Clasp Envelope is made of tough, strong, hard-to-tear paper. The clasp is malleable, doesn't break off after three or four bendings. The metal tongues *always* line up with the flap-punch.



The name, Improved Columbian Clasp, and the size number are always printed on the lower flap.

**T**HE third class mail is more roughly handled than either first or second class.

The catalog or booklet that gets broken in the mail seldom survives to bring back orders to its sender.

If it survives at all, it probably finds the waste basket in a hurry.

The best protection you can give your catalog or booklet is to use an Improved Columbian Clasp Envelope, an envelope of strong, rough paper, with seams that hold tight.

You cannot find anything better in a stock "catalog envelope" than the Improved Columbian Clasp. The paper is tough, the malleable steel clasp is strongly anchored at four points, the flap is reinforced where the prongs pass through.

You can get the size you want right from the printer's or stationer's stock. No annoying delays. No need to pay the entire cost of having it made specially.

There are 31 stock sizes in all—small as a business card—big enough to carry an 11 x 14" catalog—complete range in between.

If your regular stationer or printer doesn't stock improved Columbian Clasp, write us.

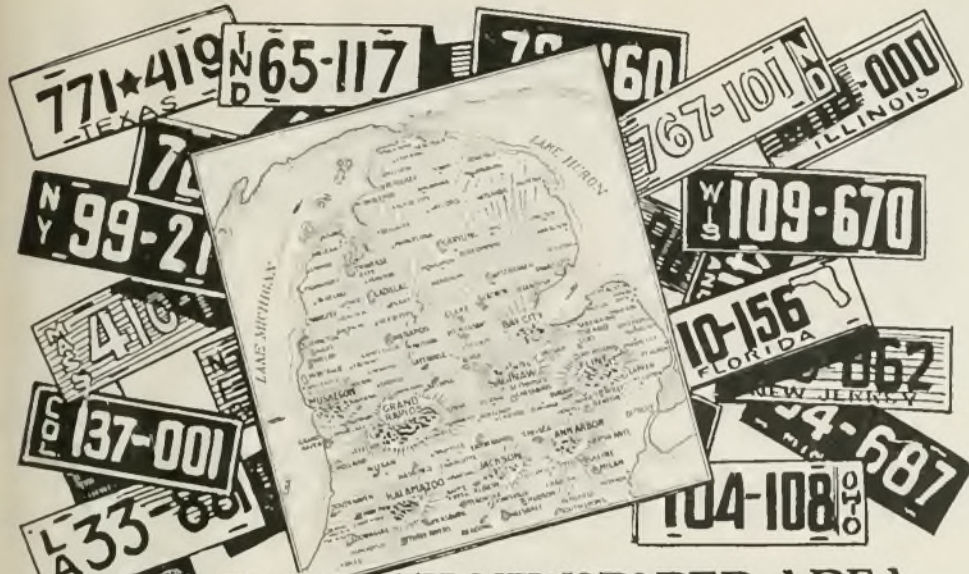
UNITED STATES ENVELOPE COMPANY

*The world's largest manufacturers of envelopes*  
SPRINGFIELD, MASSACHUSETTS

*With fourteen manufacturing divisions covering the country*

*Improved*  
**COLUMBIAN CLASP ENVELOPES**





*The* **BOOTH NEWSPAPER AREA**  
 ONE OF AMERICA'S 15 LEADING MARKETS

## \$250,000,000 Extra Business During Summer Months

In the Booth Newspaper Area summer means added activity. Tourists, resorters, and vacationists bring an added quarter of a billion dollars and a great increase in population.

Retail business reaches its peak in July and August in The Nation's Playground for many lines. It will pay to keep schedules running right through the warm months in The Booth Newspaper Area.

This greatly augmented market can be economically covered by The Booth Newspapers with a net paid evening circulation of over 260,000.

- 1,254,000 Population
- 3,699 Grocery Stores
- 660 Drug Stores
- 741 Hardware Stores
- 1,122 Dry Goods Stores

LOCATED IN

The Booth Newspaper Area  
 Write any Booth newspaper for  
 a copy of

"The Michigan Market"

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

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

**THE BOOTH PUBLISHING CO.**

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

In

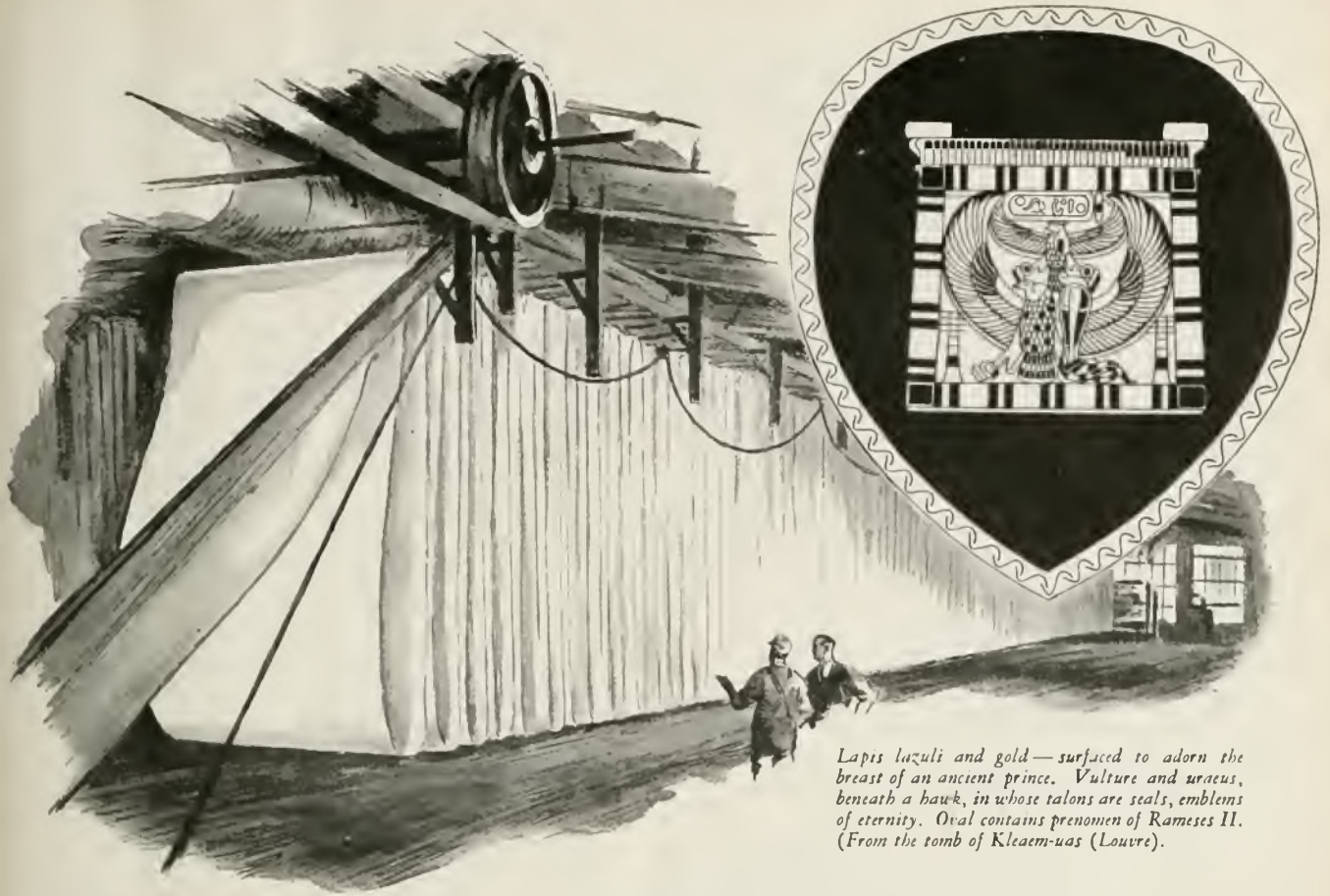
1927		APRIL					1927	
SUN	MON	TUE	WED	THU	FRI	SAT		
3	4	5	6	7	8	9		
10	11	12	13	14	15	16		
17	18	19	20	21	22	23		
24	25	26	27	28	29	30		

The **JOURNAL**  
 Carried *more* TOTAL  
 PAID ADVERTISING  
 than any other...  
 newspaper *in* **9**  
 Portland .....by  
**15,848 lines!**



The **JOURNAL**  
 Portland, Oregon

BENJAMIN & KENTNOR COMPANY "Special Representatives"  
 CHICAGO      NEW YORK      LOS ANGELES      SAN FRANCISCO      PHILADELPHIA  
 Lake State B'k Bldg.      2 W. 45th Street      401 Van Nuys Bldg.      58 Sutter Street      1524 Chestnut Street



*Lapis lazuli and gold—surfaced to adorn the breast of an ancient prince. Vulture and uraeus, beneath a hawk, in whose talons are seals, emblems of eternity. Oval contains phenomenon of Rameses II. (From the tomb of Kleam-uas (Louvre).*

# BEAUTIFUL SURFACES

*In printing, as in all other arts, success depends upon the perfection of a surface.*

**Y**OUR ideas may be brilliant, your copy persuasive, your engraver's proofs gorgeous, and the costly gathering of names through advertising may be successful; but if the sheets of paper on which you print your message are not beautifully surfaced, to adorn and hold the detail—then the whole thing goes *blab!*

The first essential—the very foundation—of good printing is coated (surfaced) paper. Coated Paper perfects the minutiae of halftones and color plates, and has a feel and appearance that makes reading a pleasure.

One of the world's largest producers of Coated Papers are the Cantine mills, which for forty years have been devoted to coated papers exclusively. From Cantine specialization, experience and facilities come dependable quality with economical production and ideal service. In the Cantine Sample Book you will find colors, weights, grades and sizes for every need.

Cantine jobbers service the country with quick deliveries. Write for nearest address, sample book, and details of our Prize Awards for outstanding skill in advertising and printing.

THE MARTIN CANTINE COMPANY, Saugerties, N. Y. (Address Dept. 338)  
New York Office, 501 Fifth Avenue

# Cantine's

# COATED PAPERS

**CANFOLD**  
SUPERIOR FOLDING  
AND PRINTING QUALITY

**ASHOKAN**  
NO. 1 ENAMEL BOOK

**ESOPUS**  
REGULAR  
NO. 2 ENAMEL BOOK

**VELVETONE**  
SEMI-DULL—Easy to Print

**LITHO C.I.S.**  
COATED ONE SIDE

# ZANESVILLE

## *and 36 other American Communities*

ANNOUNCING THE RESULTS OF A HOUSE-TO-HOUSE  
CANVASS OF 11,232 HOMES IN 37 COMMUNITIES, FOR THE  
PURPOSE OF STUDYING THE USE AND OWNERSHIP OF  
VARIOUS COMMODITIES

AN independent statistical organization, R. O. Eastman, Inc., has completed a survey, the purpose of which was to make an analysis of the average American home—

How it lives  
How it works and plays  
What it eats  
Where it spends its money

The answer to these questions is part of the solution of the problem of marketing. The results of the survey have not hitherto been published.

\*

This is not an investigation of Literary Digest circulation but of the homes in a community as they were found, and no special interest of The Digest was permitted to influence in any way the conduct of the survey.

\*

Trained investigators obtained interviews at 11,232 homes in 37 communities in all parts of the country.

*A 190-page volume containing extensive tables and charts developed by the survey is soon to be issued.*

# The Literary Digest

One of these communities was Zanesville, Ohio, which was selected as a representative city in which to visit every home, in order to obtain for the first time market information covering an entire community. The facts about the use and ownership of many commodities were obtained in more than 68.4% of the homes in Zanesville. In the 36 other communities sufficient numbers of homes were visited to afford a national basis of comparison with the local statistics obtained in Zanesville.

\*

The survey confirms the important principle that the distribution of residence telephones is a reliable index to the market for advertised commodities. It shows, for example, that

*71% of the families using package cereals have telephones.*

*80% of radios are owned by telephone homes.*

*70% of automobiles are owned by telephone homes.*

*90% of families owning 2 automobiles have telephones.*

BOSTON  
Park Square Bldg.

CLEVELAND  
Union Trust Bldg.

ADVERTISING OFFICES:  
NEW YORK  
354-360 Fourth Ave.

DETROIT  
General Motors Bldg.

CHICAGO  
Peoples Gas Bldg.

# When the Sales Manager visits Boston—



**S**OME sales managers keep a weather eye constantly on the Boston territory.

"This is a difficult market," the local distributor explains in response to inquiries. "difficult to sell, difficult to advertise in."

So the sales manager decides to go and see for himself. What does he find?

**I**N the Boston territory, within a 12-mile radius of City Hall, live 1,567,000 people, the greatest concentration of people in New England. Within this 12-mile area is the greatest concentration of grocery, hardware, drug, dry goods and furniture stores, auto dealers and garages.

Here the Clearing House Parcel Delivery, jointly employed by Boston's department stores, confines its deliveries entirely to this 12-mile area. And 74 per cent of all deliveries by these same stores are made in this area. A clearly defined market.

To cover this key market successfully requires an advertising medium whose circulation in large part parallels this 12-mile Parcel Delivery Area. The Globe fills this need exactly. Here the Globe has the largest Sunday circulation of any Boston newspaper, while the circulation of the Daily Globe exceeds that of Sunday. Uniform seven-day concentration!

Boston's keenest merchandisers—the

department stores—recognize the Globe's dominating position in this market by using more space in the Daily Globe than in any other daily paper. And the Sunday Globe carries as much department store advertising as the other three Sunday newspapers combined!

**W**HAT are the reasons for this leadership? The Globe, making no appeal to race, creed or political affiliation, enjoys the whole-hearted support of all classes.

In general news, editorials and sports, the Globe's independence has won the approval of men. And its widely-known Household Department makes the Globe the daily counsellor and guide of New England women.

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



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

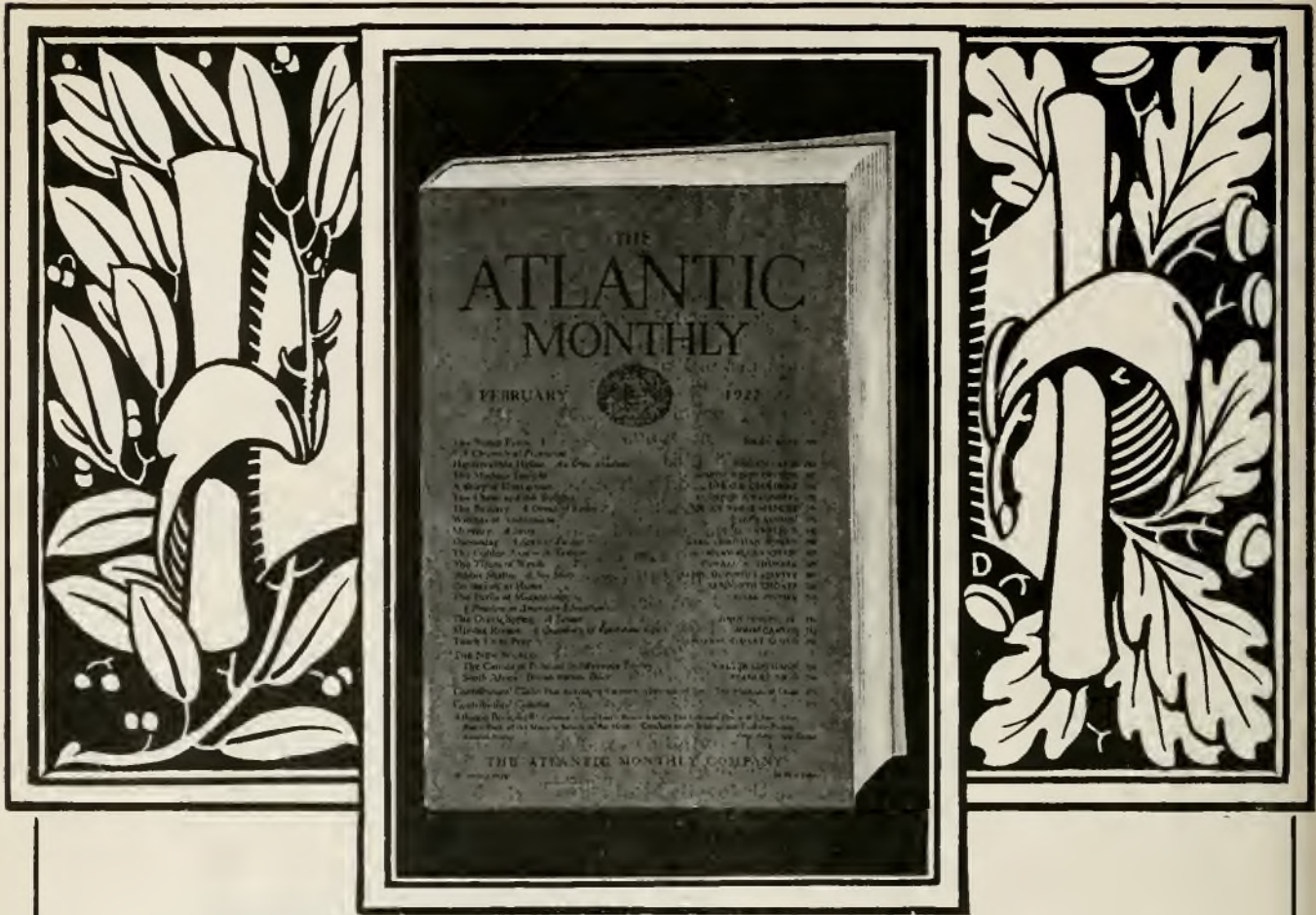
- 74% of all department store package deliveries
- 61% of all grocery stores
- 60% of all hardware stores
- 57% of all drug stores
- 57% of all dry goods stores
- 55% of all furniture stores
- 46% of all auto dealers and garages



# The Boston Globe

*The Globe sells Boston*

Our booklet "The Individual Home—the best market for any advertiser" will give you a new view-point on the Boston market. Write on your business letterhead.



# 12 Points of Distinction in The Atlantic Monthly

V

**BID \$2.00—ASKED \$4.00**

**PAR 40c.**

Professor W. Z. Ripley's first article in The Atlantic Monthly resulted in early exhaustion of that issue. So great was the continued demand that non-subscribers bid as high as \$2.00 for single copies. Some sales between readers were reported at \$4.00 each.

Since that editorial achievement circulation has climbed by leaps and bounds, augmented by the recent Marshall-Smith articles, which commanded international interest.

**PUBLICATION OF MORE THAN  
185,000 COPIES**

Of the May issue gives an unparalleled advertising value at rates still based on 110,000 Net Paid (ABC).

*Buy on a Rising Tide!*

# THE ATLANTIC MONTHLY

*A Quality Group Magazine*

8 Arlington Street

Boston, Mass.

# Advertising & Selling

VOLUME NINE—NUMBER FOUR

June 15, 1927

Everybody's Business	5
FLOYD W. PARSONS	
Getting the Farm Business Today	19
JOHN ALLEN MURPHY	
What Is the Paid-for Testimonial Worth?	20
EARNEST ELMO CALKINS	
Wanted—A National Audit of Lineage Figures	21
S. E. CONYBEARE	
How I Got My Start in Advertising	22
CLAUDE C. HOPKINS	
How Direct Selling Firms Recruit Their Sales Forces	23
W. L. WHITE	
Stepping the Pace in Today's Sales Management	24
H. A. HARING	
Are Your "Display Helps" Wasted?	25
W. L. STENSGAARD	
The Status of the Advertising Manager	27
JAMES M. CAMPBELL	
Volume Madness, the Profit Waster	28
W. R. HOTCHKIN	
The Editorial Page	29
The Advertising Man and the Balance Sheet	30
DE LESLIE JONES	
Blazing the Trail of Full Pages	32
JOHN ADAMS THAYER	
The A. B. C. and the Industrial Advertiser	34
O. C. HARN	
Session Programs Worked Out for I.A.A. Convention	36
From a Copy-Chief's Diary	40
The 8-Pt. Page by ODDS BODKINS	42
The Open Forum	68
E. O. W.	72
The News Digest	90



Courtesy Wallace C. Richardson, Inc.

UNTIL recently the average farmer threw all his profits into the acquisition of new land. This explains why many of them, though possessing impressive acreage, lived with a Spartan-like simplicity. In the lead article, "Getting the Farm Business Today," John Allen Murphy informs us that it is far different at present. The farmer has acquired a broader and more urban outlook, and is investing his ample earnings in the improvement of his domestic and personal life. Thus the country districts, Mr. Murphy shows, have become a Mecca for many manufacturers who, not so long ago, entirely ignored the farm as a market.

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.



## DIRECT CONTROL OF LOCAL CONTACTS

OFFICIAL WASHINGTON presses a button, opening a theatre in New York or a power plant in Colorado. Similarly you can set in motion the machinery of advertising in any or every part of the country.

There is a McCann Company office within easy reach of your headquarters. Make connection through it with the McCann system. You will find a nation-wide circuit, all set up, which provides that accurate, direct and personal control of local contacts so necessary to the successful marketing of nationally advertised products. National advertising requires a "National" agency.



# THE H. K. McCANN COMPANY

## *Advertising*

NEW YORK  
CHICAGO

CLEVELAND  
LOS ANGELES

SEATTLE  
MONTREAL

DENVER  
TORONTO

SAN FRANCISCO



JUNE 15, 1927

# Advertising & Selling

FREDERICK C. KENDALL, *Editor*

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

## Getting Farm Business Today

Farm Women Are Becoming More Important Buyers;  
How to Reach Them

*By John Allen Murphy*

"IS the farm market coming back?" is a question which we are hearing with increasing frequency in recent months. Many advertisers who have been out of the farm market for several years, or who have been cultivating it only half-heartedly, are wondering if it is not time for them to begin mending their badly crumpled rural fences.

Of course, the answer to the question is that the farm market is not coming back for the simple reason that it has never gone. It has been here right along, willing to surrender its accustomed yield to any advertiser who gave it sufficient attention. Those advertisers who did cultivate it consistently, such as the motor car and tire manufacturers, the makers of oil stoves and the manufacturers of water, electric and gas systems, have found the farmer of today just as good a buyer as he ever was.

Who is advertising to the farmer today? Naturally enough, those old-

time agricultural advertisers whose principal market is rural are well represented in farm publications, advertisers such as the Delco-Light Company, the De Laval Separator Company, the International Harvester Company, John Deere, the American Fork & Hoe Company, etc.



ON the average farm the wife is the farmer's partner. She helps him directly in the enterprise and naturally feels that she is entitled to her share of the proceeds. Thus she has had a direct influence in the modernization of farm living. She has become a valuable market for the manufacturer who can give her the better things of life which she is seeking today along with the more luxuriously inclined woman of the city

In addition a number of other advertisers will be found who are beginning to cultivate the farm field in a serious way. Of this type, there are, for instance, Bemis Bro. Bag Company, Mexican-American Hat Company, Harley-Davidson Motorcycles, the Standard Sanitary Mfg. Company, Three-in-One Oil Company, and the like.

An industry that is advertising on a tremendous scale in the farm press is the cooking stove business. The Huenefeld Company, National Enameling & Stamping Company, Inc., American Gas Machine Company, Inc., the Perfection Stove Company, Florence Stove Company, the Coleman Lamp & Stove Company, and the Malleab'e Iron Range Company are advertising with generous space. At least a half dozen large companies are telling the farmer why he should install their water systems. Most of the large motor car manufacturers are putting a fair percentage of their appropriations into

the agricultural field. With few exceptions all of the tire advertisers and oil advertisers are making elaborate appeals to the farmer. The manufacturers of radio sets have found the rural buyer very responsive. In season, practically all the advertisers in this field may be found in at least some of the farm papers.

But perhaps the most surprising development in rural marketing is the increasing number of advertisers who are making their appeal directly to farm women. Today we find manufacturers courting farm women quite openly and frankly. All sorts

of things to make the farm home more livable and the work of farm women easier are being offered. Old Dutch Cleanser, Barker garden machinery, Mohawk rugs, Savory kitchen ware, Armstrong's linoleum and Viko aluminum ware are samples of the type of products that at present are being advertised to the feminine members of the farm household. There always have been, of course, some advertisers who recognized the farmer's wife, sister and daughter as having a voice in determining what should be bought; but most advertisers directed their copy

to the masculine head of the farm family, figuring that in the long run he was the only one that had to be sold.

Another interesting trend in farm advertising is the large number of food advertisers that are taking space in the agricultural press. In this group will be found such seasoned advertisers as the Borden Company, Mother's Oats Company, Cream of Wheat Company, Davis Baking Powder Company, Royal Baking Powder Company, the Jell-O Company, Postum Cereal Co., Wash-

[CONTINUED ON PAGE 44]

# What Is the Paid-for Testimonial Worth?

*By Earnest Elmo Calkins*

SEVERAL times lately I have been asked what I think of the paid testimonial. I have replied from the depth of my conviction that I consider it a dishonest device, of doubtful value as advertising, and unquestionably detrimental to that confidence on the part of the public which advertising strives to maintain. In order to make my position sufficiently clear I will say that I consider the sincere, honest, unbought and unsought testimonial as exceptionally good advertising material. Just what the code of ethics is of the actresses, sportsmen and society ladies who will prostitute their good faith by selling their endorsement of any article, I do not know, but I believe that agencies which use such testimonials in their advertising, and advertisers who allow or urge them to do it, are creating a cynical and incredulous point of view on the part of the public, especially since so much publicity is now being given to the way that these testimonials are obtained. I recommend this matter to the attention of the Better Business Bureau.

If Captain Charles Lindbergh maintains his present fine attitude toward self-seeking advertisers who wish to buy his name and fame, as I have no doubt he will, it will be a triumph for both advertising and human nature, especially since we have examples in Captain Lindbergh's own spontaneous and sincere endorsements of the legitimate testimonial which is priceless. Anyone who has read the accounts of his published utterances—and who has not?—must know how enthusiastically he has spoken of the earth inductor and the whirlwind motor. There you have the testimonial at its best. There you have a man whose life depended for hours on two devices, and who caps his successful adventure with his frank and disinterested endorsement of them. The

manufacturers of both these devices are entitled to get all of the advertising out of these testimonials that they can. They are undoubtedly genuine. But what would it mean if Lindbergh could be persuaded for a consideration to endorse, for the mere sake of utilizing the publicity he has won, numerous articles about which he has no conviction and with which presumably he has had no experience? It is even possible for this absurd traffic in endorsement by well known people to be carried so far that a producer of champagne might try to buy Lindbergh's testimonial in spite of the publicity that has been given to the fact that he does not drink champagne. Such a thing would certainly not be any funnier than having Will Rogers write advertisements for a cigarette. It is possible, though not quite so probable, that a bought endorsement may be genuine; that the person who is paid for endorsing the article might really believe that it is good, but faith in that condition has been well nigh destroyed by the announcement of Famous Names, Inc., that they can secure a signed testimonial of almost any prominent actor, actress, cinema star, society lady or sportsman for any article, couched in any words that the advertiser sees fit. That mere announcement should be enough to warn advertising men to let this form of advertising severely alone. Even if it were more honest than it appears to be, the fact that it has become an organized business has resulted in this device being used so much that its original effectiveness is greatly weakened. But isn't it fine in this day that there is at least one American who can create by his deeds publicity in unmeasured volume without seeking to sully or tarnish that fame by turning it into dollars by so sordid a device as endorsing products to order?

# Wanted—A National Audit of Lineage Figures

By S. E. Conybeare

President Association of National Advertisers

**H**AS the time come for a national audit of advertising lineage and setting up a completely defined standard of what constitutes various classifications of lineage for purposes of comparison?

This is a question which many national advertisers are asking while they are listening, perforce, to solicitations on lineage figures from representatives of various newspapers, and straining to form some sort of intelligent idea as to the relative advertising position of certain papers in certain cities, out of the wealth of figures shot at them.

Those advertisers who take the time and trouble to go into the subject of how they are spending their money in newspapers have come to realize that there is often a "nigger" in the woodpile of advertising lineage. When they start to make a comparison of national lineage figures

in certain cities they discover a discrepancy between the figures of one newspaper and the figures of another; and, then, when they dig a little deeper and uncover the basis on which some newspapers develop lineage figures in the way of special rates to department stores and other local advertisers, doubts about the value of considering lineage figures at all as a means of judging a newspaper creep in. It is true that in certain cities newspapers have cooperated to set up some sort of standard of classification, and arranged to have their lineage figures audited by an outside concern. Naturally, the advertiser regards information presented on such a basis as of greater value. But, in the main, the great discrepancy existing between the methods employed by newspapers in their lineage classification in various cities is such that a real impulse for



the advertiser to throw in the sponge and buy advertising on the basis of "hunch" and hearsay is born within him.

That publishers are seriously concerned over this situation is indicated in a letter which the writer received from the representative of one of the largest newspapers in the country. This publisher states that the time has come for the newspapers to classify advertising lineage. He says:

"The increasing use of comparative lineages on different classifications as a method of solicitation for newspapers, and the frequent misuse of such figures, has come to such a point that a national bureau for auditing and classifying advertising lineage would seem to be a necessity. In the first place the method of classifying accounts varies in practically every city, particularly in what constitutes 'national' advertising. The local stores, too, often fail of proper classifications.

"The way the thing is handled now by local organizations makes it possible for an unethical paper to re-group advertisers, adding this one and excluding that one, so that most any paper can figure out a lead in most any classification. Many papers, generally the weaker ones, employ large forces of high-pressure solicitors for 'special pages and editions.' This is usually a card form of advertising placed in return for a free reading notice, or merely to get rid of the solicitor. A surprising percentage is never paid for.

"A paper here in town last year ran well over 1,000,000 lines of this type of advertising which of course is not to be compared in the same breath with the kind of copy that is designed to draw a customer into a store, and yet most of it is measured as 'national' advertising and is used in solicitations as representing advertising patronage. Of course, if a publisher can get paid for this advertising it is all perfectly legitimate, but it should be classified as special and not used as an indication of strength of appeal.

"If there could be established as an adjunct to the A. B. C. an Audit Bureau of Net Paid and Properly Classified Advertising Lineage it would be a great thing not only for the advertising managers and media departments of agencies but for the newspapers themselves who are trying to operate along ethical lines.

"The biggest problem would be the establishment of a force large enough to take care of the daily measurement of all the papers in probably about fifty of the larger cities where competitive conditions exist. Possibly two hundred newspapers would be involved.

"Inasmuch as between \$15,000 and \$20,000 in a year is spent in this city for the maintenance of a local Measuring Bureau and proportionate amounts in other cities, it would seem that the funds necessary for such an undertaking could be raised by simply diverting them from the numerous bureaus now operating.

"I understand that there is an efficient organization called the Audit Record Company, located in Chicago, which now measures the newspaper lineage of a number of cities besides Chicago. Perhaps a company of this

## *My Life in Advertising—II*

# How I Got My Start In Advertising

The Second Installment of an Unusual Advertising Autobiography

*By Claude C. Hopkins*

**M**Y contact with Mr. M. R. Bissell, president of the Bissell Carpet Sweeper Company, led to frequent contacts. Soon we entered the cold-weather season, when my duties became heavy.

"I hear you are working hard," Mr. Bissell said to me one day.

I replied, "I should work hard, for I have so many easy months."

He insisted on the details, and he learned that I was leaving my office at two o'clock in the morning and appearing again at eight. Like all big men whom I have known, he was a tremendous worker. He had always done the average work of three men. So the hours that I kept gave him interest in me, and he urged me to join his office force.

In the early stages of our careers, none can judge us by results. The shallow men judge us by likings, but they are not men to tie to. The real men judge us by our love of work, the basis of their success. They employ us for work, and our capacity for work counts above all else.

I started with the Bissell Carpet Sweeper Company in February as assistant bookkeeper at \$40 a month. By November I had advanced to \$75. I was head bookkeeper then, and my position offered no chance to go farther.

I began to reason in this way: A bookkeeper is an expense. In every business expenses are kept down. I could never be worth more than any other man who could do the work I did. The big salaries were paid to salesmen; to the men who brought in orders, or to the men in the factory who reduced the costs. They showed profits, and they could command a reasonable share of those profits. I saw the difference between the profit-earning and the expense side of a business, and I resolved to graduate from the debit class.

Just at that time, Mr. Charles B. Judd, our manager, brought to our accounting office a pamphlet written

by John E. Powers. Powers was then the dean of advertising, which meant really a wet nurse. Advertising was then in its infancy. He had been advertising writer for John Wanamaker in Philadelphia, and there he created a new conception of advertising. He told the truth, but told it in a rugged and fascinating way. Wanamaker paid him \$12,000 a year, which in those days was considered a fabulous salary. He had become the model and ideal of all men who had advertising ambitions. And so, in some respects, today. The principles for which John Powers stood are still among our advertising fundamentals.

John Powers had left Wanamaker's and gone out for himself. The Bissell Company's Eastern manager, Thomas W. Williams, was one of his great admirers. Through him I heard a great deal of Powers and his dramatic advertising.

**O**NE incident which I remember occurred in Pittsburgh. A clothing concern was on the verge of bankruptcy. They called in Powers, and he immediately measured up the situation. He said, "There is only one way out. Tell the truth. Tell the people that you are bankrupt, and that your only way to salvation lies through large and immediate sales."

The clothing dealers argued that such an announcement would bring every creditor to their doors. But Powers said, "No matter. Either tell the truth or I quit."

Their next day's ad read something like this: "We are bankrupt. We owe \$125,000, more than we can pay. This announcement will bring our creditors down on our necks. But if you come and buy tomorrow we shall have the money to meet them. If not, we go to the wall. These are the prices we are quoting to meet this situation."

Truth was then such a rarity in advertising that this announcement

created a sensation. People flocked by the thousands to buy, and the store was saved.

Another time he was asked to advertise mackintoshes which could not be disposed of.

"What is the matter with them?" Powers asked.

The buyer replied, "Between you and me they are rotten. That is nothing, of course, to say in the advertising, but it is true."

The next day came an ad stating, "We have 1200 rotten mackintoshes. They are almost worthless, but still worth the price we ask. Come and see them. If you find them worth the price we ask, then buy."

The buyer rushed up to Powers, ready for a fight. "What do you mean by advertising that our mackintoshes are rotten?" he cried. "How can we ever hope to sell them?"

"That is just what you told me," said Powers. "I am simply telling people the truth." Before the buyer had a chance to calm down every mackintosh was sold.

Such escapades had made John E. Powers a sensation. It was then, at the height of his fame, that he submitted a pamphlet to the Bissell Carpet Sweeper Company, by request of Mr. Williams. It was written on butcher paper. One of Powers' ideas was that manner should never becloud matter. I well remember the first sentence—"A carpet sweeper, if you get the right one—you might as well go without matches."

**B**UT he knew nothing about carpet sweepers. He had given no study to our trade situation. He knew none of our problems. He never gave one moment to studying a woman's possible wish for a carpet sweeper.

I said to Mr. Judd, "That cannot sell carpet sweepers. There is not one word in that pamphlet which will

# How Direct Selling Firms Recruit Their Sales Forces

By *W. L. White*

**M**UCH has been said within the last two or three years concerning house-to-house selling; much literature has appeared giving diversified opinions about this method of direct distribution, but few facts have been produced to support these opinions. A survey recently completed presents some pertinent results for those interested or affected by this method of distribution.

Current issues of five magazines edited for house-to-house salesmen contain 824 display advertisements and 1011 classified advertisements, practically all of which had been inserted for the purpose of securing house-to-house salesmen or agents. Many advertisers used both display and classified space. Many of them used two or more of the five magazines. Several advertisements of the same type of product, some of related products, or totally unrelated products appearing over the same address but under different corporate names.

There was a tendency toward concentration among certain states, just as there seemed to be a similar concentration among cities within each state. The three leading cities located in different states had, roughly, fifty per cent of the total number of advertisers. Chicago led with 198, followed by New York City with 150, and Cincinnati with eighty-three. These three cities represent the important sources of house-to-house selling campaigns.

Cities in which ten or more house-to-house selling organizations are located include:

Chicago, Ill., 198; New York, N. Y., 150; Cincinnati, Ohio, 83; Cleveland, Ohio, 29; St. Louis, Mo., 29;



*Courtesy Electrical Merchandising*

Newark, N. J., 15; Minneapolis, Minn., 14; Boston, Mass., 13; Brooklyn, N. Y., 12; Dayton, Ohio, 11; Baltimore, Md., 10; Milwaukee, Wis., 10; Indianapolis, Ind., 10; Philadelphia, Pa., 10.

**T**HESE 824 advertisements presented 182 products for sale, which included as wide a variety—valve caps, men's suits, ironing board covers, hosiery, fountain pens, fire extinguishers, bookkeeping instruction, women's hats, razors, and umbrellas. The list included articles sold for a relatively high price, such as men's suits, rugs, and radio sets. On the other hand, there were several articles which retailed at only a few cents a unit, such as valve caps, paring knives, faucet filters, greeting cards, and fuse plugs. Although some of the articles, such as vending machines, advertising specialties,

and office equipment were to be sold to business houses or retail stores, most of the products—over ninety per cent—were consumers' goods and were to be sold directly to members of the household.

Articles advertised by companies selling House-to-House included: Clothing and accessories, 318; men's clothing and accessories, 185; men and women's clothing and accessories, 78; women's clothing, 50; children's clothing, 5; automobile specialties, 193; household furnishings and supplies, 98; kitchen utensils, 82; specialties and miscellaneous, 58; toilet goods, 32; jewelry, 29; advertising specialties, 23; office equipment, 18; books, 10; food products, 9.

Buying habits and tendencies must be considered by the manufacturer who sells from house to house. These are unstable. The same individual may purchase the same type of product

through different channels at different times. If a man, for example, is on his way to catch a train, he may purchase the first shirt offered to him in reply to his rather vague request for "a white shirt with collar attached, size thirty-eight." Should he have an hour or so at his disposal, he would shop around within a store and possibly between stores before making a purchase. A housewife may telephone her grocer for laundry soap, or she may call two or three stores and make a special purchase in order to secure a particular make of laundry soap. The buying habits which are involved in the purchase of a Ford are entirely different from those concerned in the purchase of a Cadillac. A product which might properly be placed in one classification at one period may equally properly be placed in another

[CONTINUED ON PAGE 61]

# Stepping the Pace of Today's Sales Management

By H. A. Haring

“OUR mailing lists,” asserts the secretary of a manufacturers' trade association, “reveal unexpected business trends. Fully half the changes are new names of sales managers. The turnover seems frightfully large.”

And the explanation of this business mortality came several months afterward, through the comments of the general manager of one of our great corporations.

“The uneconomic practices of distribution are on the carpet today,” he declares. “Of them all, selling methods are most vital. Witness the passing of all the old-time sales managers—and ‘old-time’ runs back only to 1920 or 1921. Selling then was 95 per cent personality, but today it's nearer 5 per cent personality and 95 per cent method. Unless a sales manager can bury the ‘idea conception’ of his job, he's done, because he no longer can stop the pace of the times.”

Pressed a bit further, in the leisure of a California outing, this corporation manager thus explained his statement:

“Ten years ago sales managers went through a rage of psychological ratings for salesmen. Every applicant had to be charted and reduced to a mathematical formula, but the whole scheme fell flat mostly because the high raters failed as salesmen. Now we follow a common-sense plan of careful selection for new men, give them a brief field test at selling, and follow that with a sales training course for the promising ones.

“The big change, under all this, is that we have shifted emphasis from a man's personality to his methods. Not that sales personality is nothing, of course, but right methods in selling cost the employer less per unit



Courtesy National Cash Register Co.

**M**ODERN salesmanship has shifted the emphasis from the salesman's personality to his methods. Competent instructors are being retained, and thorough courses of instruction given by more and more of the big corporations in an effort to unify their sales efforts. Such methods as those employed by the National Cash Register Company and others have proved of incalculable value

of sale than idle patter from a charming fellow. In this change the old-time sales manager gets lost. The methods of the National Cash Register and the adding machine companies are like investing in machinery for the factory—the plant will never go back to hand labor. So it goes with selling methods. Pleasing personalities never again will be rated above sales training.”

No change of emphasis can, however, alter the fundamental fact that salesmen are personal sellers. Nor can we escape the parallel fact dinned into us by clothes advertise-

ments and barber-shop placards, that “personal appearance is the first requisite of success,” although today's pace of sales management does not recognize personal appearance as the element of highest importance, however valuable it may be.

Clever ideas for selling must, on the contrary, be tied down to systematic method in cultivating the market; pep and enthusiasm are admirable, though not effective, qualities, unless they be subordinated to skill in closing the sale; drummer's yarns are time-wasters and have been superseded by the planned approach. Much as the printed form has won its place as the world's best blunder-stopper, so has scientific sales management set the pace of today. This does not mean that we have, or can have, an exact science of selling; it does, however, mean that scientific management, planned management, has displaced faith in “the gift” of selling.

Planned selling consists in blocking out definite jobs for the salesman and starting him rightly headed for definite assignments. The salesman's success in following a plan does not hang on his possession of a “dominating per-

sonality” or some other occult power. It is a plain matter of procedure, with a schedule in hand as specific as the blueprint of the shop foreman. A salesman who knows definitely what he wants to say and is pleasantly insistent on saying it will have no difficulty in going through with a reasonably brief, orderly presentation. He may not entertain the prospect with side-splitting hilarity, but he will leave him better acquainted with the goods he came to sell.

Corporations drill their men in the workings of the law of averages.

[CONTINUED ON PAGE 83]

# Are Your "Display Helps" Wasted?

By W. L. Stensgaard

**T**HE accompanying material constitutes a summary of an extensive survey conducted under the auspices of the International Association of Display Men by W. L. Stensgaard, president of that organization and director of the display division of Stewart-Warner Speedometer Corporation of Chicago. It will be presented by him at the convention of the I. A. D. M. at Detroit.

Mr. Stensgaard compiled this material by the questionnaire method, using the blank, facsimile of which is reproduced on this page. Not the least significant phase of this investigation is the fact that those canvassed were all executives of experience and discernment; men in responsible positions directly affected by this particular type of advertising. This is best revealed by the fact that the average length of experience of those answering is given as eight years.

Further statistics are equally impressive. Five hundred and ninety-eight retail stores of good standing were covered, representing an annual volume of retail business estimated at \$500,000,000. Of these stores, 21.3 per cent handle high grade merchandise; 46.4 per cent handle popular price merchandise, while 32.3 per cent handle both. They are divided into ten classes as follows: Department stores, 45.6 per cent; clothing, 9.8 per cent; specialty, 3.6 per cent; furniture, 1.1 per cent; public utility, 1.3 per cent; drug, 18 per cent; hardware, 1.3 per cent; jewelry, 0.5 per cent; shoe, 1.3 per cent; miscellaneous, 17.5 per cent. They have more than 280,000 square feet of window display space with an estimated daily window dis-

play circulation of 5,000,000 persons.

The questionnaire contained twenty-eight inquiries, the last five of which had to do with the individual stores reporting. The following material consists of a summary, stripped of all verbiage, of the tabulated answers to the first twenty-three of the questions, covering a wide range of vital subjects.

1. From how many manufacturers did you receive so-called "display helps" during the past year?

- Average for all classes—26%
- Department Stores—32%
  - Clothing Stores—26%
  - Specialty Shops—14%
  - Drug Stores—31%
  - Jewelry Stores—6%
  - Furniture Stores—10%
  - Hardware Stores—60%
  - Public Utility Stores—9%

- Shoe Stores—7%
- Miscellaneous Stores—10%

2. About what percentage of these display helps were you able to use in your display windows?

- Average for all classes—32%
- Department Stores—22%
  - Clothing Stores—19%
  - Specialty Shops—22%
  - Drug Stores—45%
  - Jewelry Stores—28%
  - Furniture Stores—36%
  - Hardware Stores—68%
  - Public Utility Stores—35%
  - Shoe Stores—27%
  - Miscellaneous Stores—26%

3. About what percentage were you able to use on the store interior?

- Average for all classes—24%
- Department Stores—32%
  - Clothing Stores—25%
  - Specialty Shops—31%
  - Drug Stores—20%
  - Jewelry Stores—1%
  - Furniture Stores—39%
  - Hardware Stores—30%
  - Public Utility Stores—25%
  - Shoe Stores—23%
  - Miscellaneous Stores—10%

4. Were many of these "display helps" used only on the interior, and not in your windows—if so, about what percentage?

- Average for all classes—13%
- Department Stores—27%
  - Clothing Stores—15%
  - Specialty Shops—17%
  - Drug Stores—6%
  - Jewelry Stores—3%
  - Furniture Stores—5%
  - Hardware Stores—13%
  - Public Utility Stores—21%
  - Shoe Stores—16%
  - Miscellaneous Classes—4%

5. What percentage of manufacturer's "display helps" that you receive are really worthy of first class space in your windows?

- Average for all classes—21%
- Department Stores—15%
  - Clothing Stores—15%
  - Specialty Shops—15%
  - Drug Stores—14%
  - Jewelry Stores—21%
  - Furniture Stores—25%
  - Hardware Stores—45%
  - Public Utility Stores—22%
  - Shoe Stores—20%
  - Miscellaneous Stores—20%

6. Do you save "display helps" sent you by manufacturers for use the second or third time—about what percentage of those received do you save?

- Average for all classes—19%
- Department Stores—15%
  - Clothing Stores—9%
  - Specialty Shops—13%
  - Drug Stores—16%

**I. A. D. M. QUESTIONNAIRE**

Answers to this questionnaire will be treated confidential and will only be used in making up compilation of this survey for the purpose of display publications, for the Display men with the Retailer, Manufacturer or the Display Service by the I. A. D. M.

You are urgently requested to answer each question to the best of your ability, and RETURN THIS PROMPTLY TO—

W. L. STENSGAARD, PRESIDENT  
INTERNATIONAL ASSOCIATION OF DISPLAY MEN  
1826 DIVERSEY PARKWAY  
CHICAGO, ILL.

Name Wm. J. ... Date 1927

- 1 From about how many manufacturers did you receive so-called "Display Helps" during the past year? 12
- 2 About what percentage of these Display Helps were you able to use in your Display Windows? 32%
- 3 About what percentage were you able to use on the store interior? 24%
- 4 Were many of these "Display Helps" used only on the interior, and not in your windows—if so, about what percentage? 13%
- 5 What percentage of Manufacturer's Display Helps that you receive are really worthy of first class space in your windows? 21%
- 6 Do you save "Display Helps" sent you by manufacturers for use the second or third time—about what percentage of those received do you save? 19%
- 7 If manufacturers were to produce high class Display Helps, say, of wood, tin, metal, etc., perhaps lighting or mechanical features—real decorative units of the modern type, and loan them to you, would you usually give such displays preferred space? Yes
- 8 Would you consider such displays on a rental basis from the manufacturer in preference to the usual free material now being sent your store? Yes
- 9 Considering that these more elaborate displays were well designed, unusually attractive, featured manufacturer's product lines, showed equipment, what rental per cent would you consider reasonable to pay the manufacturer for a display that would cost \$100 each to produce? None
- 10 Would you be opposed to having the manufacturer produce better display helps by saving them one half the cost of better helps? Yes
- 11 Does the manufacturer's salesman usually call on your Display Department to explain the "Display Helps" he has offers, or such information usually left with the department merchandise buyer? Merch.
- 12 Name three manufacturers whom you consider are now sending you the best "Display Helps"; that is, helps that usually find preferred space in your windows and show helps that you feel excel from points of comparison among all such manufacturer's "Display Helps" you receive?  
Wm. J. ...  
Wm. J. ...  
Wm. J. ...
- 13 Do you feel that manufacturer and national advertisements would improve their "Display Helps" if a practical display man, with retail store experience, were on their aid?
- 14 For consideration: Do if they had their own Display Departments to analyze and design their displays from a practical viewpoint? Yes
- 15 State briefly your reasons for answer to previous number thirteen?  
Wm. J. ...  
Wm. J. ...
- 16 Have local Display Services ever placed any Manufacturer's Displays in your Display Windows for you? Yes
- 17 Do you believe in tying up your window displays of nationally advertised products with national advertisements of such products? Yes
- 18 Do you tie-up your window displays with your local newspaper advertising? Yes
- 19 Do you, generally speaking, regard the "Display Helps" now being sent you by manufacturers to be of material interest in trimming your windows? Yes
- 20 Do you enter Window Display Contests conducted by manufacturers and national advertisers? Yes
- 21 State briefly your reason for entering or not entering Manufacturer's Display Contests?  
Wm. J. ...
- 22 Do such Display Contests, in your estimation, encourage larger and better showings of the manufacturer's product with increased sales of same during period of display? Yes
- 23 Have you any suggestions for improved Manufacturer's Window Display Contests?  
Wm. J. ...
- 24 State here any suggestions you care to offer that might help improve Manufacturer's Display Helps?  
Wm. J. ...
- 25 What is the type of your store? (Dry Goods, Clothing, Drug Store, etc.) 135%
- 26 How many lined feet of display front does your store have? 135%
- 27 What class of merchandise does your store feature? (High grade exclusive line or popular priced line) High
- 28 Are you a member of the I. A. D. M.? Yes
- 29 How many years have you been a member? 8

REMARKS

Display Manager for Wm. J. ...  
City Memphis State Tenn.

Voque's Paris, Office cables -  
 "Spring indications, kid shoes good, especially brown and blonde shades for entire shoes"



Vici kid announces -

"BEST SHADES in brown - Vici Bois de Rose, that bit of colour-magic inherited from Paris and perfected in America - Vici Cypri Brown, warm golden-brown of Spring - Vici Cochin, a mellow tan for sports wear.

"Best shades in blonde - Vici Cream, golden blonde - Vici Parchemin, greyish blonde, smarter at the moment than white - Vici Apricot, rosy blonde - and Vici Sudan, blonde with an undertone of brown."

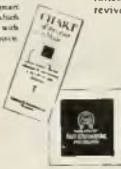
Vici kid also suggests -

The Vici Lucky Horseshoe in your wardrobe that will stay the way it is - and will stay that way - look for your luck stamped in your shoe - The Vici Charm of the Colour Made (line for the making), is best and to the smart woman who wants to know which of the Vici shades goes best with the contour-outlet of her shoes.

that you try the truly American vogue for grey. Shoes of Crystal Grey Vici accord with grey itself in all its cool and lovely tones, and contrast agreeably with navy blue and the smartly-revived black.

ROBERT H. FOERDERER, Inc.  
 PHILADELPHIA

Selling Agents: LUCKY'S SHOES & SOLES, Boston  
 Sole importers of all parts of the world



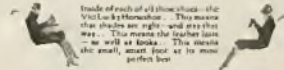
VICI kid

Shoes that go traveling smartly



NOTHING'S so nice to travel in as Vici Kid. It looks so trim, it's cool, it needs so little freshening. An extra pair slipped into your suitcase makes you feel dressed for dinner on the train - Your Bois de Rose? Sudan? Your Crystal Grey? Or that slim little black high-cut pump? ... It all depends on your costume - each a perfect for its own sake. Nothing's so nice for the long country afternoons as Vici kid. It's so immaculate. So palely, lustroly colourful in

the subdued modern fashion - Your Parchemin - low-cut, subtler than white? Your Cream? Your Apricot with its hint of pinky-rose under the beige? - Flowers, jewels - nothing could be more decorative than these delicately moulded, glove-like nie shoes that summer brings to those who know the mode. And if you find the heavier sports shoes hard to wear - why not a pair of Vici shoes in Cochin Brown? It takes through lines smartly - but it's just a feather's weight on living feet!



ROBERT H. FOERDERER, Inc.  
 PHILADELPHIA

Selling Agents: LUCKY'S SHOES & SOLES, Boston  
 Sole importers of all parts of the world

VICI kid



Put your brains on your feet!

NOT every woman has a pretty foot, but any woman can have a smart foot - if she puts her brains on it. And that's what counts today - smartness.

A suave and simple line in your shoes. A leather that keeps its contour - that shows the foot to its sleek, slim, smallest - that wears, and conceals the fact. The right colour always - Vici kid.

Do you know the chic of dull black Vici, the French woman's choice with the new smart black costumes? Not for the matter, but for you - if you're fashion-wise. Do you know the rich golden brown of Vici

Polo - the rose-brown of Vici Cin - the darker tone of Vici Cochin - the deep sheen of Vici Walnut, like an huckleberry polished by time - the winter beige of Vici Rosette?

Each of these shades is perfect with one or more of the tremendously popular new colours; each will please you as a note of contrast with the greens, the reds, the herxas, the blues of the winter colour-gamut. Because each was worked out in conjunction with the greatest of the silk and woollen fabric manufacturers - three groups of experts on every shade! And behind the colour - Vici quality, the same through changing seasons.

ROBERT H. FOERDERER, Inc.  
 PHILADELPHIA

Selling Agents: LUCKY'S SHOES & SOLES, Boston  
 Sole importers of all parts of the world



VICI kid

Believe in your luck, but not till you see it stamped inside your shoes, with the Vici Lucky Horseshoe

She stoops to conquer

WHEN she puts on her shoes, she seals her fate - in this short-skirted, sharp-eyed world where eyes begin at the pavement and travel up - slowly. If her feet aren't her fortune - she'll die poor.

Feet must look slim, trim, small, smart. They must look as though they could walk, run, dance - till the orchestra plays the milk-maid in. No feet are born that way - but all feet may slip smartness on in a split second - if the brain above knows how.

Shoes with simple lines - the mode 1927 - Shoes of Vici kid - that give a feeling of slenderness, litheness, youth. Shoes in Vici colour - planned to aid the first and last accent to a perfect costume.

ROBERT H. FOERDERER, Inc.  
 PHILADELPHIA

Selling Agents: LUCKY'S SHOES & SOLES, Boston  
 Sole importers of all parts of the world



The new Vici colours

- Vici Polo ... golden brown
- Vici Cochin ... rich, medium brown
- Vici Cin ... fine brown
- Vici Walnut ... darker brown
- Vici Rosette ... white beige
- Vici Navy ... the smart blue
- Vici D'Ardenne ... deep wine red
- Vici Black ... neat and glad - for the slim black costume



The Vici Lucky Horseshoe

Vici means "conqueror". Look for the Lucky Horseshoe stamped in all our shoes - and you conquer luck from the ground up.

VICI kid

ROBERT H. FOERDERER, Inc., uses attractive wash drawings, pleasant copy and eye-compelling layouts to sell footwear smartness to the feminine "quality" market. Yet this is only indirect advertising for Vici Kid, since that product must be fabricated into shoes after it leaves the hands of its original manufacturer.



# The Status of the Advertising Manager

By James M. Campbell

THE editor of ADVERTISING & SELLING has received several letters from advertising and ex-advertising managers, commenting on two articles of mine which appeared recently in this publication.

The most interesting of these communications are from men who, apparently, are not anxious to disclose their identity. One is signed "Ex-Advertising Manager," the other, "Moxey and His Gang."

The state of mind which these letters reveal is so general among advertising managers that some cognizance should be taken of it. But, before doing this, let me quote from the letters.

Here, in part, is what "Ex-Advertising Manager" has to say:

For a number of years I held the title of Advertising Manager in a large industrial concern until the job became so burdensome that I was compelled to abandon it.

The trials and tribulations of the Advertising Manager are varied and many, and generally the advertising department is the clearing house for complaints and criticisms very often fostered by the sales department. In my former connection there were hundreds of agents and branch managers clamoring for an advantage for themselves. If their demands were not met, a letter of criticism reached the sales manager which was passed on to the advertising manager.

It is painfully difficult for the advertising manager to discharge his duties without fear or favor, and at the same time be courteous, obliging and open-minded as Mr. Campbell's article suggests. There are always some men of influence who have an axe to grind, and if the advertising manager interposes objections, generally he is a marked man. Exaggerated complaints reach the executive department and often his job is made so difficult that he resigns.

I have met many advertising managers and observed that the ones who are making successes for their companies are generally invested with complete authority, which covers control of the agency as well as all phases of advertising and research. I do not mean to say that the advertising manager should not cooperate with everyone, but agency officials and department managers should not try to dictate advertising policies and expect the adver-

tising manager to fall in line with their suggestions, whether they are good or bad. If he is a good man he will resent it; if he is weak he will bow with supine graciousness and carry their plans through without regard to his own judgment and often to the detriment of his company.

Advertising managers are often writers and as such temperamental. They should be approached with discretion especially as regards criticism or their spirit is broken and initiative killed.

I know, exactly, how this man feels; and I have a good deal of sympathy with him, though not nearly so much as I had at one time.

Enthusiastic, ambitious, with a high sense of responsibility and a desire to "hold his end up," he has been irritated and humiliated by the conditions under which he did his work. No wonder he gave up in disgust. I would, too, if I were situated as he was. But when he asks that the advertising manager be given "complete authority," he goes too far. Other men, whose greater value to the company with which they are connected is evidenced by the fact that their salaries are much larger than the advertising manager's, don't ask that. Even the president, if he is as wise as most presidents are, is glad to consult with his associates. The other officers *must*. Why should the advertising manager be an exception?

May I ask Ex-Advertising Manager a question? Does he know a single advertising manager in the United States who should be allowed an entirely free hand? If he does, he knows more than I do.

TAKE the case of the advertising manager who has "arrived"—the man regarding whose ability there is no question. He is, usually, 35 to 45 years of age; his salary is, we'll say, \$6,000 a year; the appropriation he directs is in the neighborhood of \$500,000. He is, as Ex-Advertising Manager puts it, "a writer and, as such, temperamental." Is that a good reason why he should be given complete authority? And why, in

Heaven's name, should he think he should "be approached with discretion"?

The trouble with a great many advertising managers that they are not salesmen. Whether they realize it or not, they must "sell" the ideas and plans to their associates and superiors. Because they lack the ability to do this—or do not realize the need for doing it—they have a pretty hard time of it, a much harder time than there is any necessity for.

Another thing that advertising managers should remember is that, even if, theoretically, they should be given complete authority, they are not going to get it. The "boss" simply cannot see it in that way. For a good many years, my attitude was that I was a "specialist," not unlike a doctor or a lawyer, and that I should be allowed to follow my own judgment. On one occasion, I said something of this kind to my employer. His reply was, "Well, Campbell, doctors and lawyers make as many mistakes as anybody else. I am not infallible. Neither are you. If you and I work together, we'll make fewer mistakes than if we work separately." I think he was right.

This is what "Moxey" says:

I wonder if Mr. Campbell has ever sat in an advertising manager's chair and tried to cooperate with the members of a sales organization who are sure they know more about advertising than the A. M. Especially when there is a radical viewpoint as to what is the proper appeal. Some believe in a large illustration with 10 words; others want an engineering drawing and a technical description of 500 words. A number even suggest and write their own ads and catalog copy and feel offended if the copy is not used or a change is made by the A. M. To be patient and try to explain why the copy cannot be used does not help the situation. Some become abusive and offensive, claiming the A. M. has a "swell head," etc., etc., etc. Is an A. M. required to forfeit his self-respect in order to be open-minded, charitable to other people's opinions? Just what should he do and say? And how would you, Mr. Campbell, handle the situation? Don't forget that very often there is extreme opinion among the executive officers

[CONTINUED ON PAGE 89]

# Volume Madness, the Profit Waster

By *W. R. Hotchkiss*

Associate Director, Amos Parrish & Co., New York

**T**HE slogan of commerce during the present generation is expressed in three crisp words: "Smash that record!"

Business progress is today registered by beating quotas, and any business that falls short of making its quota of ten to fifty per cent increase on its past highest record of sales or output reports that it has had a bad year. The president's wife has to go another year without those new sables, and employees in general are told the big alibi of bad business to stall off the increases in wages.

Has any man ever enjoyed a ride in an automobile driven at one or two hundred miles an hour—anyone beside the driver who won a ten thousand dollar race? Well, by the same token, does anyone think that the Great Designer of our world planned that men should live their entire lives riding in a car driven at that heart-crashing speed? Are we no longer to stop and enjoy the perfume of the rose and ponder on its delicate beauty?

Yes, you say; on Saturday afternoons and Sundays, until our hearts go bad, and then—poof! And the brief obituary states that "He was a dynamo of energy in American business life." But, as Octavus Roy Cohen might say: "Life is the fondest thing he ain't got sca'ceely none of!" He was a wonder, but he forgot that he was put in the world to live!

But let us leave philosophy to Will Durant. Let us stick to our commercial knitting. In the last analysis, what is the Big Idea in business? *To make money*—of course—and make as much as we can.

Have you, Mr. Manufacturer, and you, Mr. Retailer, ever had a shock of surprise—after chuckling most of the year over your marvelous

gains in volume—to discover that your *net* profits had shrunk to distressingly small dimensions? If



you have not, you are indeed lucky.

Mr. Ford and Mr. Rockefeller do not enter into this discussion. They are lucky! So are many others who have found the secret of producing volume, speed and, at the same time, profit. They and others have been the bell-wethers that have lured the sheep and lambs in production.

The greatest wasters of the age are not the profligates who squander money on mad efforts to give surcease to a dull life. They are the benefactors who make the money flow back into industry; for if we did not have many thousands, in some commodities, millions, who consumed things madly, there would be no mar-

ket for which to produce them madly. The greatest money-wasters are those manufacturers and retailers who fail to make a fair profit on the golden market that they exhaust, because in their mad scramble for abnormal volume, they waste much of their deserved profit in hammering down the wall that should protect them from diminishing returns.

There is a line of volume sales in every business where abnormal sales resistance begins, and after passing that line, the resistance increases with geometrical proportion. In some instances it may cost the concern as much to force the last 10 per cent of its volume as it cost to secure the earlier 90 per cent. Thus, in order to get that last 10 per cent demanded by the autocrat "quota," the promoters waste a large part of the profit made on the volume that was easy to secure.

But who cares about net profits, when it is his job to make his quota? His boss says, "You get your quota—I'll take care of the profits." But who can take care of chickens that never come to the coop? The above example illustrates how a 110 per cent sales volume can be secured by wasting all the profits above those made on 75 per cent of the normal 100 per cent volume. Had the owners been satisfied to secure their previous peak volume of 100 per cent, they might have made full profits on the entire 100 per cent. This would show a loss of 25 per cent on the year's profits in order to force a superexhaustion of a potential market for the next year. The insanity of such frenzied promotion is obvious. And yet precisely this method is practiced by hundreds of present day manufacturers and thousands of retailers. The insane drive to beat competition in the size and volume of

[CONTINUED ON PAGE 82]

# THE · EDITORIAL · PAGE

## Trying to Sell Everybody Everything

IT seems to us that one of the big wastes in advertising comes from the fact that, to use an expression from a recent newspaper article, "nearly everything is introduced with a view to general use by all the people." Things may be so introduced, but in many cases they are not so priced. Luxury articles are advertised as though they were possible of mass consumption, and money is spent on their advertising on a mass-consumption scale, whereas often they are entirely out of reach of any but the upper five per cent.

This is due in no small measure to the solicitation zeal of advertising agency and publication representatives who talk newcomers into the belief that advertising will in some magical way overcome the inability of the masses to buy the luxuries in great volume, and that just to put on an impressive advertising campaign in mediums of large circulation will make a mass market.

Mass markets are made by mass prices, and developed, not created offhand, by mass advertising, which ultimately makes it possible to broaden still further the market by still further lowering the price.



## Prescription Advertising

A NEW vogue is springing up in advertising: getting the buyer to prescribe for himself the type of product he needs.

There are several campaigns now appearing that are based on this idea; two notable examples of which are the current advertising efforts of George P. Ide & Company, collar manufacturers, and of the Iodent Company, makers of Iodent tooth paste and Iodent tooth brushes.

The Iodent Company manufactures both its tooth paste and its brushes according to two different formulæ. One formula is for teeth that are easy to whiten; the other for teeth that are hard to whiten. The company advertises both its pastes and brushes in this way:

No. 1. For Teeth Easy to Whiten.

No. 2. For Teeth Hard to Whiten.

The reader diagnoses his case and specifies to his dealer the number he wants.

George P. Ide & Company, like all collar manufacturers, makes many different styles. In advertising any particular one it tells to what type of face the style is best fitted. It advises the man with a round, fat face to wear one style; the man with a long, thin face to wear a radically different one.

This type of advertising is a long step in advance of the copy that always recommended the article being advertised as a specific for everything that the reader wanted or needed. On the other hand, the manufacturer who asks his customers to do their own prescribing requires unusually intelligent cooperation from both consumers and dealers. If the con-

sumer makes a mistake in his diagnosis or if the dealer is careless in filling the prescription, dissatisfaction is likely to result.



## Agency Specialization

WE are much impressed with a prospectus prepared by the George Batten Company which portrays the work of that agency's trade and industrial division—one of six divisions operated by the company.

One of the significant trends of marketing practice during the past decade has been the careful study of the principles of marketing to industry. When advertising grew up, its growth was first in the direction of advertising to the consumer market where more spectacular achievements could be made. Later a realization came about that while advertising could be used as a sales instrument in professional, trade and industrial selling, it must be delicately adjusted to appeal to vastly different buying habits.

Four years ago when this publication was started as ADVERTISING FORTNIGHTLY, we defined the different principles involved in consumer selling and in industrial selling—a definition which at that time was not fully understood by advertising men generally. We are encouraged to find that this idea is becoming generally accepted so these important markets may be more intelligently served.



## Selling and Advertising Millions On Three Per Cent

NO wonder the Spanish growers of Valencia oranges are in America at present to copy the American system of cooperative marketing of fruits and vegetables. The California Fruit Growers Exchange is now selling 20 million boxes of citrus fruits annually at a cost of only 2 or 3 per cent; which is less than the selling cost in almost any line of nationally sold, nationally advertised goods. The 11,000 growers, representing 75 per cent of the California crop, have made selling history, that is certain, since 1893, when they first started.

The Aroostook, Maine, potato growers have just appropriated \$100,000 for a two-year advertising campaign, so we shall doubtless shortly see the lowly spud neatly wrapped in paper and delicately reclining in luxurious baskets like his more coddled brothers and sisters of the fruit and vegetable family. The Aroostook growers are going to finance it by means of a 50 cents per acre assessment, and 50 cents per car loaded.

The greatest anomaly presented in America today is the whining of the farmer for political and financial aid in the face of the demonstrated ability to sell and advertise a grower's product at 2 or 3 per cent cost, which percentage is the envy and despair of almost every other advertised article in America.

# The Advertising Man and the Balance Sheet

By De Leslie Jones

**T**HERE are very good reasons why the advertising agent, the advertising manager and even the high-grade advertising solicitor should know something about balance sheets and their interpretation. For the sales manager there are even more definite reasons. He, more than the advertising man, is potentially executive material, and must deal with the more basic financial elements of a business in order to plan wisely. As a matter of fact, it is the sales point of view of balance sheet analysis which the advertising man finds most immediately important, although the good-will

factor in his own particular province.

Nowadays the sales point of view is the pivot around which the business structure revolves. Today, in the keenly-managed organization, everything starts from the market possibilities. It is the sales manager, his coordinating executives and his counsellors who set the pace to be followed by production schedule and finance administration. But frequently some higher executive in a large corporation is the real sales and advertising manager; the creative, guiding, marketing brains and policy creator; for too many sales and advertising managers are so immersed in the operating details of their job that they have not the time, often not the capacity, to think from a balance sheet point of view.

Let us go into the matter of the balance sheet itself, and develop at least a surface understanding. It



**V**ARIOUS analytical deductions are important to calculations on sales. Figures mean nothing unless the reader is able to interpret them intelligently. This is something every advertising and sales manager should learn to do, for in the company's balance sheet are hidden many facts vital to his own success

must be borne in mind that a better acquaintance with balance sheets may save a great deal of money, for were ordinary investors better able to scan intelligently the balance sheets of companies whose stock is offered, much disappointment might be avoided.

**A** BALANCE sheet is, naturally, an intelligent synopsis of the general financial status of a company; a two-part statement consisting of one group of assets, and another of liabilities. Under the head of assets (although practice varies slightly) are listed: Real estate, equipment, etc.; good-will; prepaid items; mortgage notes receivable; accounts and notes receivable; inventories; cash; advertising expense; life insurance policies.

Under the head of liabilities are listed: Common stock; preferred stock; dividends payable; accounts

payable; reserve for federal taxes; accrued items; surplus.

A balance sheet is, of course, not merely a statement of income and expenses; it is a cross section or "close-up" view of the total status of the business at any given time. It does not indicate profits except as they might appear in the surplus; but it is the surplus which, perhaps more than a sheer profit figure, indicates the general health of the company.

"Good will" is the item on a balance sheet which certainly advertising men should understand especially well. Of course,

there are many corporations which have written it off the balance sheet. But, as a matter of fact, there is nothing in Wall Street more solidly established than the use of this item, or the reality and salability of good-will as an asset.

"Wall Street will not soon forget how Clarence Dillon plucked the Dodge Brothers Company away from the hands of big banking houses like J. P. Morgan & Company, by offering 74 millions for the company's good-will alone, over and above the 72 millions of tangible assets carried on the Dodge balance sheet. F. W. Woolworth Company, Goodrich Tire & Rubber, even the U. S. Steel Corporation have issued large volumes of stock on good-will assets alone, and later have seen them turn into actual money; the Woolworth Company nine times over the \$50,000,000 first listed on its balance sheet as goodwill.

[CONTINUED ON PAGE 51]

BRUCE BARTON

ROY S. DURSTINE



ALEX. F. OSBORN

# BARTON, DURSTINE & OSBORN

INCORPORATED

AN ADVERTISING AGENCY

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

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

*New York: 383 MADISON AVENUE*

*Boston: 30 NEWBURY STREET*



*Buffalo: 220 DELAWARE AVENUE*

*Member American Association of Advertising Agencies*

*Member Audit Bureau of Circulations*

*Member National Outdoor Advertising Bureau*

## Recollections and Reflections—IV

# Blazing the Trail of Full Pages

By John Adams Thayer

ONE of the first "thrills" in my advertising career came to me a few months after my employment by Cyrus Curtis, publisher of *The Ladies Home Journal*.

The *Journal's* advertising department at the outset consisted of myself and a desk, but my employer, soon hearing that I often worked far into the night, instructed me to hire a clerk to keep my records. Ostensibly, my duties were to improve the typography, to arrange the advertising on the pages in an artistic manner, and to keep a record of accounts. After this plan was well on its way to accomplishment, other ideas came, one of which was to make myself of greater value to Mr. Curtis by increasing the *Home Journal's* advertising income.

Having sold type, paper and printing presses to publishers and printers in a territory extending from Maine to Texas, while in the employ of type foundries, why could I not sell advertising? I saw my oppor-

tunity in the *Home Journal's* back cover. Full-page advertisements were rare, even at this time of low prices. The back-cover page usually held four announcements, though in dull seasons even eight would sometimes mar the space which I reasoned could be more artistically and more profitably devoted to one. My plan to utilize our cover in this manner was quickened by the fact that *The Youth's Companion*, with half a million circulation, was beginning to insert full-page advertisements prepared and sold by Mr. Francis A. Wilson, then the most successful promoter of advertising of a truly national scope.

IT was a novelty for a publication to prepare advertisements for a customer, but as advertising agents had already suffered shocks at our hands, I could see no harm in administering a few more. So with the firm resolve to sell full pages to some of our clientele, I began to scan our order book for likely victims.

At that day, advertisers would contract for a definite period with the privilege of increased space at the same price, thereby gaining an advantage over those less prudent if the rate in the meantime advanced. One of the few advertisers provisioned in this way was the Imperial Granum Co., making a prepared food for children and invalids. Spending a few days in analyzing the advertising previously done by this company, I formulated a full-page announcement which was striking and artistic. My complete plan included a handsome wood engraving at the top of the page.

But an illustration and a wood engraving meant money. At this pass I went to Mr. Bok, who had often complimented me on my achievements, took him frankly into my confidence and showed him the idea in the rough. I found him a willing listener and gained his consent to

incur the necessary expense. Long before this, of course, I had made my advertiser's acquaintance by letter, and I had now only to tell him that I meant shortly, on a trip to Boston, to stop off at New Haven, meet him personally and show him an advertisement I had prepared.

I had chosen well my customer, Mr. John Edward Heaton, a future friend, and the day I sold him my first full page gave me the first "thrill" in my advertising career. The event still remains one of the happiest memories of my business life.

One day a letter from an actress brought me a number of photographs. The letter spoke of the artistic appearance of the *Journal's* advertising pages; these had prompted her to say that perhaps some of her photographs might be utilized. There was no mention, of course, of the publicity she would receive if her suggestion were fol-

[CONTINUED ON PAGE 56]



## Child's-Play

A  
Family-Washing  
with  
Pearline



**Millions NOW USE Pearline**

**Do You?** The clothes that are washed with Pearline last just about twice as long as those washed with soap. Everything that makes a washing hard work is taken away, so the rubs, rubs aren't needed. It's possible that sooner she'll start doing the work, so that washing with Pearline is more "Child's-Play" in comparison with the old way.

**Danger** One's car should be examined as to the use of the sticky substance which is being offered by unscrupulous purveyors of adulterated PEARLINE in some sections. If your present car is not being in the place of PEARLINE in some sections of the U.S.A. JAMES EARL, New York.



ABC  
A B P

**Simmons-Boardman  
Publishing Company**

*"The House of Transportation"*  
30 Church St., New York

- 608 S. Dearborn St., Chicago
- 6007 Euclid Ave., Cleveland
- New Orleans, Mandeville, La.
- Washington, D. C.
- San Francisco
- London

**The Railway Service Unit**  
*Simmons-Boardman Publications*

# The A. B. C. and the Industrial Advertising Field

By *O. C. Harn*

Managing Director, Audit Bureau of Circulations

**T**HERE is no fundamental difference between the advertising of so-called technical products and the advertising of more general miscellaneous merchandise. Advertising of anything is simply telling people in the mass what you have to sell. When it comes to the conditions under which the job must be done certain differences in conditions may and do arise and these must be met by differences in technique. It is these differences in conditions which give rise to the perfectly logical segregation of advertising men into special study-groups, such as your successful Industrial Advertising Association.

The outstanding conditions which make the special study of industrial advertising desirable and wise are, first, the greater homogeneity of the field, second, the buyer's characteristic attitude of mind of technical or industrial products.

The breakfast food or soap-buying public is heterogeneous in almost all respects. Stomachs to fill need be the only point in common among the food sellers' prospective buyers. Skins to cleanse need be the only point in common among likely soap buyers. It makes no difference at all to the seller of such products whether the people are men or women; highly educated or only meagerly so; business men or laborers; religious or irreligious; sport loving or sedentary; poetical dreamers or technically minded. They need only have stomachs and skins.

The seller of an industrial product not only has a much narrower market but its character is totally different. Not only must he weed out from his consideration the masses who have no use for his products, but he must recognize the characteristic attitude of his prospective



buyers toward the whole transaction. The buyers of general merchandise have only normal discrimination in values; the industrial buyers' discrimination is intensified. The average buyer of general products has little expert knowledge of the thing he buys and he can be readily influenced by general claims and emotional appeals. The industrial buyer is trained especially in his field. A few cents difference in price weighs very little with the man whose purchase is small, infrequent and without bearing on future profits. The man who is purchasing something which has to do with the success of his business makes sure before he buys that the price he pays is right from the standpoint of a future transaction.

With the peculiar conditions in mind we are ready to look into the significance of data about the circulation of advertising media. Has the industrial advertiser the same need for exact data of this kind that the

more general advertiser recognizes? It would seem to me he has all the need and more.

In the first place, each unit of circulation (the individual subscriber) means more to him because his purchases are larger. In the second place, it is much more necessary to get at the right person or persons, because an industrial purchase is influenced more often than not by a number of individuals. A seller of a very generally used product might, in some cases, be perfectly satisfied with a statement of total subscriptions or buyers of the publication, verified as to correctness of number and legitimacy of subscription or sales methods. The industrial advertiser must know much more than that.

He should know, first, the class, industry or field covered by the paper. He should know also whether they are manufacturers or merchants. If manufacturers, he will want to know the functions performed by the workers who read it. That is to say, whether they are the presidents, general managers, and other executives; purchasing agents, foremen, engineers, chemists, draftsmen, or what not.

**H**E will want to know the geographical distribution. And how about the psychological distribution? That is to say, what do readers think about it? The price tells something, but do they pay it? Do they buy it on a bargain basis? Bargains may be of different kinds. The regular subscription price may be frankly cut, or something else of more or less value may be offered with the paper, at no increase in price, or the paper and a premium may be offered at an increased price over that of the paper alone. The advertiser should know all about these things so that he may judge whether or not the subscriber really

Portions of an address before the annual convention of the National Industrial Advertisers Association, Cleveland, Ohio.





*“Slip into a Bradley and out-of-doors”* . . . So says this *interrupting* illustration which is being used to sell control of the great outdoors trade for Bradley dealers—and Bradley Bathing Suits to their customers . . . All Bradley sales effort, whether illustration, copy, or merchandising plan, is based on the Interrupting Idea Principle as established by the Federal Advertising Agency, Incorporated, of 6 East 39th Street, New York.



# Session Programs Worked Out for I. A. A. Convention

[Denver, Colo., June 26-29]

**E**LABORATE plans have been completed for the reception and entertainment of the hundreds of delegates expected at the Twenty-third Annual Convention of the International Advertising Association, to be held at Denver, Colo., June 26-29. The picturesque vistas of the Rocky Mountains make an ideal setting for an affair of this kind, while the city of Denver will provide the facilities necessary for the efficient handling of the business meetings.

An unusually imposing list of prominent speakers will address the general sessions, while the programs of the various departmental groups have been worked out along broad and comprehensive lines. These are printed in detail below. The list is not complete, but contains all the programs received previous to the closing of this issue.

## General Sessions Inspirational Meeting

Civic Center  
Sunday, June 26.  
Opening 3.30 P. M.

*Presiding:* E. D. Gibbs, Chairman, General Program Committee, Advertising Director, the National Cash Register Company, Dayton, Ohio.

### Music.

Addresses of Welcome: The Hon. William H. Adams, Governor of Colorado; the Hon. Benjamin F. Stapleton, Mayor of Denver.

Response: C. K. Woodbridge, President, International Advertising Association; Vice-President and General Manager, Electric Refrigeration Corporation, Detroit, Mich.

Keynote Address: *Service and Success*—Dr. J. Whitcomb Brougher, President, Northern Baptist Convention; Pastor, First Baptist Church, Oakland, Cal.

### Music.

Broadway Theater  
Monday Morning, June 27  
9 o'clock

(Doors open at 8.30 o'clock)

### Music.

Theme of Convention: *The Growth of In-*

*dustry and the Part Advertising Is Playing in Its Development.*  
Convention called to order by C. K. Woodbridge, President, International Advertising Association.

*Advertising—An Open Door to the New Epoch*—Joe Mitchell Chapple, writer and world traveler, Boston.

*The Romance of Radio*—Merlin Hall Aylesworth, President, National Broadcasting Company, New York.

*The Women Who Buy*—Mrs. Emily Newell Blair, magazine writer and lecturer, Washington.

Monday, June 27

8 P. M.

(Doors open at 7 o'clock)

### Music.

*Some Commercial Uses of Telephotographs*—W. E. Harkness, Manager, Auxiliary Service, American Telephone and Telegraph Company, New York.

*The Market at Our Door*—The Hon. Samuel R. McKelvie, former Governor of Nebraska; Publisher, *Nebraska Farmer*.

Tuesday, June 28

9 A. M.

(Doors open at 8.30 o'clock)

### Music.

*Problems of Prosperity*—Francis H. Sisson,

Vice-President, Guaranty Trust Company; Treasurer, International Advertising Association, New York.  
*The Wings of Business*—Col. Paul Henderson, General Manager, National Air Transport Company, Chicago.  
*Community Advertising as San Francisco Knows It*—The Hon. James Rolph, Jr., Mayor of San Francisco.  
*Business Is Good in America—Why Change It?*—James F. Owens, Vice-President and General Manager, Oklahoma Gas & Electric Company, Oklahoma City.

Tuesday, June 28

8 P. M.

(Doors open at 7.30)

### Music.

*The Invisible Audience*—S. L. Rothafel, "Roxy," President, Roxy Theater, New York.

The Hon. William E. Borah, United States Senator from Idaho.

## Annual Business Meeting

Wednesday, June 29

4 P. M.

Report of President, C. K. Woodbridge, Detroit.

Report of Secretary, Rowe Stewart, Philadelphia.

Report of Treasurer, Francis H. Sisson, New York.

Report of Chairman of Advertising Commission, W. Frank McClure, Chicago.

Report of Federation of Women's Advertising Clubs of the World, Mrs. Bernice Blackwood, New York.

Report of Committees.

*The Challenge of Organized Advertising*—Harold J. Stonier, Vice-President, University of Southern California, and President, Advertising Club of Los Angeles.

Report of Resolutions.

Announcement of Nomination of Convention City by President of Board of Club Presidents.

Announcement of Selections to Executive Committee of the International Advertising Association by Sustaining Members, Board of Club Presidents, Federation of Women's Advertising Clubs, Advertising Commission and National Better Business Bureau.

Election of President.

Election of Secretary.

Election of Treasurer.

## Association of Newspaper Classified Advertising Managers

Eljebel Masonic Temple

Monday Morning, June 27

Opening 9:00 A. M.

Registration: President's Address; Secretary's Report; Treasurer's Report; Appointment of Committee.

*Value of Classified to a Newspaper*—Well-known publisher or business manager who is a classified enthusiast.

*Counter Business*—Chairman, J. A. Finerman, New York Times.

*Telephone Business*—Soliciting Room—Chairman, W. W. Murdock, Detroit Free Press.

*Telephone Room*—Voluntary Chairman, A. R. Koehler, Chicago Tribune.

*Personal Solicitation*—Chairman, Harry Gwaltney, Milwaukee Journal.

*Direct by Mail*—Chairman, John L. Irvin, New York American.

Tuesday, June 28

Large Newspapers Meeting

Chairman, Hy. Moehlman, Baltimore Sun.

(A) *Development of New Classifications*; (B) *Personnel Problems*; (1) *Salaries*; (2) *Bonuses and Prizes*; (3) *Night Work*; (C) *Corrections and Complaints*; (D) *Sales Problems*; (1) *Sub-stations*; (E) *Typography*; (F) *Records*; (G) *Censorship*; (H) *Competition*; (I) *Collections*.

Small Newspapers Meeting

Chairman, R. E. Ballou, Peoria Star.

(A) *Department Organization*; (1) *Charging and Billing*; (2) *Handling Contract Advertising*; (3) *Selection and Training of Personnel*; (4) *Salaries and Bonuses*; (B) *Complaints*; (C) *Classification of Ads*; (D) *Special Pages*; (E) *Special Rates*; (F) *Censorship*; (G) *Service Bureau*; (H) *Methods of Handling Kills, Allowances, etc.*; (I) *Competition*; (J) *Promotion*.

# TRUE TALK:

**A**N obvious truth? Of course. And yet do we not still witness campaigns that neglect the dealer entirely, and limit their effort to the consumer, hoping to create a demand the merchant will have to recognize? Campaigns which would be multiplied in effectiveness if but a relatively small part of the expenditure were devoted to selling the merchant first.

Manufacturers must still be reminded that a customer cannot buy what the store does not have in stock. That the store's endorsement of a product is a stronger reason for buying than any other. That the consumer will accept one product over another on the store's

"When the 'wide open spaces' are filled in on the distribution map, the advertiser will no longer have cause to complain that his (consumer) advertising is not pulling."—*John Allen Murphy, in Advertising & Selling.*

say-so. And that the manufacturer who neglects to cultivate and gain the buying favor of the merchant is materially limiting his sales possibilities.

But manufacturers should also be reminded that the store's cooperation can be secured, that the store can be persuaded to use its powerful promotion in behalf of the product. And, finally, that the most logical and most successful way to reach and influence the merchant, to hasten or hold distribution through dry goods and department stores, is via the Economist Group, whose papers merchants pay money for, whose contents they study, whose advertising pages help shape their buying activities.

THE *Economist Group*

DRY GOODS ECONOMIST  
DRY GOODS REPORTER      DRYGOODSMAN

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

Wednesday Morning, June 29

Opening 11:00 A. M.

Election of Officers

*Discussion of Co-operative Promotion Idea—Its Purpose and Progress—C. L. Perkins, Chicago Herald-Examiner.*

Reports of Committees at close of afternoon session.

On Monday a luncheon meeting will be held for those newspapers carrying First, Second and Third Volumes in their cities.

On Tuesday separate luncheon meetings will be held for large morning papers, large afternoon papers, and for small newspapers.

### Local Display Advertising

Monday, June 27

Opening 2:00 P. M.

Wm. E. Donahue, Mgr., local display advertising, The Chicago Tribune, presiding, Chain Store Merchandising, R. L. Whitman, Adv. Mgr., J. C. Penny Co.; The Selection of Media, Miss Claire Samels, Adv. Mgr., Carson, Pirie, Scott & Co., Chicago.

### Subjects for Open Discussions

What are the principal advantages and disadvantages to the advertiser of a "shopping news?"

Are newspapers changing policies relative to the acceptance of advertising from retail stores located in other cities?

What are the best arguments to induce independent grocers to advertise to compete with chains?

How can a newspaper best help the retail advertiser?

What service should and should not be extended to the retail advertiser?

What market data should be compiled for the retail advertiser?

What are the best arguments replying to the idea of a few retail advertisers that advertising is not as effective as formerly?

What is the effect of a large volume of bargain advertising on lineages and on business generally?

What are effective methods of stimulating interest in staff meetings?

What are practical methods of developing local lineages for light days?

### National Advertising

Tuesday, June 28

Opening 2:00 P. M.

Frank T. Carroll, Pres. A. of N. A. E.; Adv. Dir., The Indianapolis News, presiding, Coordination of the Publication Office and the Special Representative in Developing National Advertising, F. St. J. Richards, Eastern Mgr., The St. Louis Globe Democrat, Ex-Pres. The Six Point League.

The Kind of Cooperation that Pays the Newspaper and the Advertiser, Arthur H. Ogle, Secy.-Treas., Association of National Advertisers (formerly Adv. Mgr., The Wahl Co.).

Methods of Developing More Advertising on a Substantial Basis, Steve Kelton, Asst. Bus. Mgr., The Houston Chronicle.

### Subjects for Open Discussion

How can newspapers check the tendency to place national advertising through retailers?

What merchandising service should and should not be extended to national advertisers?

Can a small newspaper afford to give merchandising service?

How important is survey work in developing national advertising?

What are the most effective methods of developing national advertising?

Is it advisable to secure a special representative who confines his newspapers to one geographical area?

What are the best methods of charging advertising and handling claimed deductions when the advertisement as printed measures less than the order, due to shrinkage?

### Classified Advertising

Wednesday, June 29

Opening 9:30 A. M.

Chas. W. Nax, Class. Adv. Mgr., The St. Louis Globe Democrat; Pres. A. of N. C. A. M., presiding.

Building Classified and Making It Pay, Chas. T. Horn, Class. Adv. Mgr., The New York American.

What Classified Advertising Needs Most, Harry Gwaltney, Class. Adv. Mgr., The Milwaukee Journal.

A group of 12 classified advertising managers, representing newspapers of varied sizes, types and publication hours will be

present to answer questions in open discussions.

### Problems Concerning Complete Department

Wednesday, June 29

2:00 P. M.

Carl P. Slane, Pub., The Peoria Journal-Transcript, presiding, Rhey T. Snodgrass, Adv. Mgr., The St. Paul Dispatch and Pioneer Press.

Rotogravure from the Angle of the Advertiser and the Newspaper, Roger H. Ferrer, Adv. Mgr., The Cincinnati Enquirer.

### Subjects for Open Discussions

Should newspapers stop selling guaranteed positions?

What is the best system of payment for advertising salesmen?

What is the solution of the rate differential problem for automobile advertising?

What are the best rulings for differentiating between national and local advertising?

What is the best closing time for an afternoon paper in a city of 50,000?

What are the merits of the A. B. C. rule that prohibits a newspaper from printing a competitor's statement?

What can be done about the evident disregard by many newspapers of the efforts to curtail the use of excessive areas of black?

### Closing Business

Report of Resolutions Committee.

Report of Auditing Committee.

Report of Nominating Committee.

Election of Officers.

### American Community Advertising Association

Adams Hotel

Tuesday Afternoon, June 28

Opening 2:00 P. M.

Presiding: Dowell Livesay, Magazine Editor, Denver.

President's Remarks—Committee Appointments—Charles F. Hatfield, Secretary-Manager, St. Louis Convention, Publicity and Tourist Bureau.

Oklahomans, Inc.—A Plan—Wm. S. Key, General Mgr., Oklahomans, Inc., Oklahoma City.

Value of Tourists—Canadian Viewpoint—C. W. Stokes, Assistant Publicity Agent, Canadian Pacific Railway, Montreal.

Community Advertising by Railroads—J. W. Kearney, Manager, Publicity, Missouri Pacific Railway, St. Louis.

Influence of Travel—R. H. Faxon, President, Denver Advertising Club.

General Discussion of Following Topics:

1. Inter-Community Advertising for Sectional Growth—Mrs. Robert G. Coulter, Coulter & Payne, Inc., San Antonio, Texas.

2. Selling a Campaign to a Community—P. H. Reilly, Wisconsin Land O'Lakes Association, Rhinelander, Wisconsin.

Wednesday Morning, June 29

Opening 9:30 A. M.

Presiding: President Charles F. Hatfield. Outdoor Tie-Up in Community Advertising—C. B. Lovell, Secretary, Outdoor Advertising Association of America, Chicago, Ill.

How Travel Advertiser a Community—Harry N. Burhans, Executive Secretary, Denver Tourist and Publicity Bureau, President American Travel Development Association.

Economics of Community Advertising—Don E. Mowry, General Secretary, Madison, Wisconsin, Association of Commerce.

General Discussion of Following Topics:

1. Selling Community Advertising at Home—E. E. Hanway, Editor, Casper, Wyoming.

2. Effective Follow Up—Dowell Livesay, Editor, Denver, Colorado.

3. Checking Wastes in Community Advertising—O. W. Meilke, Portland, Oregon, Chamber of Commerce.

4. Fund Raising in Utah—Edgar M. Ledyard, President, Advertising Club, Salt Lake City, Utah.

5. Where Does the Advertising Agency Come In?—W. Frank McClure, Albert Frank & Company, Chicago.

Wednesday Noon Luncheon, June 29

12:30 P. M.

Presiding: President Charles F. Hatfield. Report on Nation-Wide Community Advertising Survey—Frank M. Surface, Assistant Director, Department of Commerce, Washington, D. C.

Address: Hon James Rolph, Jr., Mayor of San Francisco.

### Magazine Group

Monday Afternoon, June 27

Opening 2:00 P. M.

Presiding: Earle L. Townsend, The Spur, New York, Chairman, Magazine Group, Advertising Club of New York.

Co-operation between Newspapers and Magazines—Gilbert T. Hodges of the Executive Board of the New York Sun and the "Munsey Magazines"; President of the Advertising Club of New York.

The Importance of Magazine Advertising; the Appreciation of an Advertiser—Gilbert H. Durston, Advertising Manager, Mohawk Carpet Mills, Amsterdam, New York.

Some Remarks from an Editor and Publisher—Joe Mitchell Chapple of Boston.

Advertising Fifty Years Ago—Charles H. Stoddard, Western Director of the Frank A. Munsey Company, Chicago.

Fifteen Minutes for General Discussion—Led by Robert L. Johnson, Advertising Manager of Time and President Magazine Club of New York. Assisted by Elliott Odell, Eastern Advertising Manager, Needcraft.

### Graphic Arts Department

Ball Room, Adams Hotel

Monday Afternoon, June 27

Opening 2:00 P. M.

The Part Printing Plays in Financial Advertising—Clinton F. Berry, Assistant Vice-President, Union Trust Company, Detroit, Mich.

Freezing Out Business—Gordon W. Kingsbury, Director of Advertising, Kelvinator, Inc., Detroit, Mich.

Ethics of Typography—James O'Shaughnessy, Executive Secretary, American Association of Advertising Agencies, New York, N. Y.

Business and Advertising—Francis H. Sisson, Vice-President, Guarantee Trust Company of New York, New York, N. Y.

### Direct Mail Advertising Association

Ballroom, Brown-Palace Hotel

Monday Afternoon, June 27

Selling One Out of Four Farmers—C. R. Lawson, The Potts-Turnbull Company, Kansas City, Mo. Discussion.

Advertising Everybody Can Do—Robert E. Ramsey, President, Robert E. Ramsey Organization, New York, N. Y. Discussion.

A Clinic on Business Letters—Victor Klebba, Vice-President, Superior Advertising Service, Chicago, Illinois. Discussion. Adjournment.



[CONTINUED ON PAGE 74]

# TRENDS and INDICATIONS

[[ Apologies to Dorrance,  
Sullivan & Co., Inc. ]]

- a gain of over six thousand lines of commercial advertising for the first five months of 1927.
- in second place in radio advertising.
- in second place in automobile advertising.
- in second place in tire advertising.
- in second place in house furnishings and equipment advertising.
- in second place in tractor advertising.
- with a gain on all above classifications.
- the one national farm paper that fits best on all national magazine lists. (And needed, too.)
- more than five hundred building plans sold to subscribers since the first of the year. Indicating big market for building materials and supplies.
- 35,000 letters from subscribers in answer to a feature story in January issue. Indicating tremendous reader-response.
- one of the first national farm papers to feature moving picture department to meet intense interest in "movies" by farm folks.
- outstanding leadership in radio news and service to readers.
- first national farm paper to offer four color covers in highest grade printing.
- more circulation in "better than average" counties in the thirteen Middle-western States than any other national farm paper.
- less duplication of circulation with any other national farm paper.
- leadership in circulation in the territory we claim to cover. (Not all nationals can prove this point.)
- covering a section of the country that is predominantly rural and rendering a service to the farmers of this rich section based on close, personal contact — a service which cannot be equalled by national farm papers originating in the east.

Sell  
this  
Territory  
thru



M. L. Crowther  
Advertising Manager  
Graybar Bldg., New York City

# Capper's Farmer

Circulation 815,000

Published at Topeka, Kansas, by Arthur Capper

THE MIDRIFF OF THE WORLD IN THE MIDWEST OF THE NATION

# From a Copy-Chief's Diary

**M**AY 2—I sometimes wish my friends weren't quite so desirous of being helpful. There are four of them whom I can count on for at least three visits each per year to present me with grand and glorious advertising ideas. The least effort ever expected of me is to dislodge some long established agency connection in order to get the new idea into print—from that all the way up to organizing an association to finance the requisite advertising campaign. It was C. W. N. today with a revolutionary idea which, in time, would compel all financial advertising to head into our office. He was willing to organize a new department to handle the volume. I never quite dared not to listen to these hunches—they're too fraught with the possibility of a really feasible one developing some day.

\* \* \*

**M**AY 3—The spring bug again bit deep today. Instead of searching for business-revolutionizing ideas, my mind harped back to a rotogravure picture of some weeks back, showing four girls carrying placards reading "Stop roaming. Try Wyoming." As a result, I kept coining slogans for other States, such as "Yield to the mania for Pennsylvania"—"It's horrida than Florida"—"Why, oh, why, oh, leave Ohio?"—"Let Georgia gorge you"—"Seeking joy? Oh, boy! Illinois!!"—and others also. Spring has its poisonous aspects.

\* \* \*

**M**AY 4—A real prospect came into the office today, and I certainly hope he picks us. He knows copy and I think he'd be an inspiration to work with and for. He sat down and studied our copy on eight of our accounts for which he knew the markets and made keen comments in every instance. Then he made extended visits in each other department, investigated our inside systems thoroughly and left nothing uninvestigated. He even told us the difficulties we would face if we landed his business. His explanation was that he was "through with buying salesmen's personalities and general reputations and this time was going to buy an organization as

nearly glove-fitted to his needs as he could locate within a reasonable distance of his place of business." Said he wouldn't decide before the end of June and the new agency's work would not be appearing anywhere before November. When more advertisers select on that basis, account turnover will become negligible.

\* \* \*

**M**AY 5—Markham of The Silsby Co. came into the office this morning to talk while Mrs. M. did some shopping for house-furnishings. Said he was more interested in telling us about the additions to the S. line which will be ready for the fall trade. After which Garland and I took them to lunch and were scolded by Mrs. M. for keeping him so long when she needed time to sell him an Oriental rug she wanted for the living room in their new home.

\* \* \*

**M**AY 6—Gillespie made up for his acid comments during his last visit to the office with a letter of sweeping praise for the first finished advertisement of the new series. And Dorgan stood out in contrast with a nasty kick on a two-day delay in delivering a rush job of printing on which Griggs had done almost the impossible in getting it out this week. G. will never sit up nights again for Dorgan.

\* \* \*

**M**AY 7—Coleman looks better every day. His B-P copy, submitted today, put the quietus on our neighbor's efforts to dislodge the account. (B. P. said frankly that it would have been all over for us had we kept Edmunds on their job.) The way Coleman is taking hold at Silsby is making a hit with Markham. Continental is his hardest problem—he isn't yet accustomed to their super-caution and it wears on him.

\* \* \*

**M**AY 9—Longman landed back at his desk today from his sickness. Looks fine, feels rested and is on his toes again. Wanted all the latest gossip and all the news about Anson, DeK, Electa, et al, and was full of a new slant on the

latter which he can't wait to submit. He's a pleasant tonic to an organization that has been through a driving winter and needs the vacations that are coming.

\* \* \*

**M**AY 10—All-day session with Baring, who had their district sales managers in to discuss policy changes.

\* \* \*

**M**AY 11—Longman had some first drafts ready today on his new Electa idea. I'm gradually getting round to the view that he is on the track of something better than the past appeal, but it isn't right yet. His enthusiasm makes it hard to remain judicial.

\* \* \*

**M**AY 12—Griggs asked to be relieved of Dorgan account. Offered to handle any two other accounts and stay down nights if necessary. Asked him to stick it out one month more and authorized him to be as hard-boiled as they. He cheered up instantly.

\* \* \*

**M**AY 13—Our very desirable prospect returned today with four intelligent questions for us to answer. Says the field has narrowed to three.

\* \* \*

**M**AY 14—Fixed definite vacation dates for the department.

\* \* \*

**M**AY 16—Longman has finally struck it for Electa. What Electa's first reaction will be is hard to tell, but the company wives who have been used as testers unanimously approve it. One said, "Who's the woman that wrote this?"

\* \* \*

**M**AY 17—Drove to Silsby plant with Coleman to see first samples of new line. Brought one each back for Jansen's use in designing labels and counter display package.

\* \* \*

**M**AY 18—A day of interruptions—nothing of importance.

\* \* \*

**M**AY 19—Anson's first taste of advertising—and results—has ap-

[CONTINUED ON PAGE 37]

## THE PROOF OF THE PUDDINGS!

**O**LD-FASHIONED palate-tickling recipes for everything from mock-turtle soup to strawberry mousse were received from SMART SET'S youthful audience in response to a small prize offer which appeared once on a left hand page in the front section of the magazine.

That these readers—1,638 of them—took the trouble to write and send in their favorite recipes proves conclusively that they possess a keen interest in their homes, in foods, in cooking.

At the same time, it is astonishing that the great preponderance of these recipes had their origin in past generations, even in foreign lands. Apparently, SMART SET'S youthful audience, not heretofore habitual magazine-readers, have not had the opportunity to benefit by the more modern advertised conveniences and food preparations.

A new food market—buyers also of furniture, kitchen appliances and utensils, floor coverings, linens and labor saving devices—in short, they are buying everything to make themselves and their homes more interesting, more beautiful.

SMART SET, published "for the 4,000,000 not the 400," reaches this new buying market, the younger element, *buyers for the next 40 years.*



# SMART SET

*Stories from Life*

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

# The 8 pt. Page

by

## Odds Bodkins

A READER sends me a memo about the afternoon tea served to passengers on the C. & E. I., informing me that the Chicago & Alton goes the C. & E. I. one better; that between four and five each afternoon tea is served on the Alton Limited by a Japanese maid, the service being complimentary. And on the back of the tea invitation slip is a list of books forming a free lending library maintained in the observation lounge car—a library of eighty-six volumes carefully selected for travel reading.

I wish the Eastern roads would take up this idea, not merely of serving tea on through trains, but also of serving complimentary breakfasts on the morning commuters' trains!

Speaking of commuters' trains reminds me of an interesting development in Middle West commuting. Within the past two or three months the Chicago and Northern Railroad has changed two of its trains running between Milwaukee and Chicago so that they now start from northern Milwaukee suburbs instead of from the city station. It is estimated that there are from 500 to 600 living in these suburbs, ninety miles from Chicago, who work in that city.

If this keeps up the railroads will have to put sleeping cars on their commuting trains!

—8-pt.—

I don't know why, but all day today I have been thinking of two characters who played in "Just Married," a comedy which made a big hit in New York three or four years ago. One afternoon I saw the performance from behind the scenes. While I was interested in the mechanics of the play, these two characters made the most lasting impression.

One was a man, who sat out in the alley smoking a pipe most of the afternoon. The other was a woman, dressed for an ocean voyage, who sat off in a corner of the stage reading a novel.

Just about every so often during the performance, the woman would close her novel and saunter to the "wing-side," as it were, and the man in the alley would park his pipe on the door-sill and saunter in and join her. At their cue, he would take her by the arm and together they would stalk grimly across the stage (the setting was a steamer deck) as a take-off on the demon promenaders that are to be

seen on any steamship. Not a word did they speak, just hurried silently across the stage. Reaching the other side, they parted, the woman going back to her novel and her companion to his pipe in the alley, their brief turn having left the audience roaring.

I learned afterward that, under another name, the play had failed when first produced, and this promenade burlesque was one of the sure-fire laugh producers that the play doctor had put in that saved it.

Advertising needs more of this sure-fire treatment. There is too much *trying* and not enough *knowing*.

—8-pt.—

This business of reviewing books is expensive. I had no more than started to read Richardson Wright's "Hawkers and Walkers in Early America" (Lippincott) than I had to buy copies to send to four friends. At \$4.50 per copy.

This book, "wherein is set forth an account of strolling peddlers, preachers, lawyers, doctors, the circus, players, artists, dancers, rivermen, vendors and others," is quaintly fascinating. And to the sales manager or advertising man it has a certain significance, too, for it reveals the humble beginnings of American selling.

The salesman who thinks his sample trunks are a nuisance, or his sample case a bother, may take comfort from this illustration from the book—



showing how some of the early "salesmen" carried and displayed their wares. In order to attract attention, they were obliged to be their own display advertisements; in order to "deliver the goods," they had to "tote" them; and in order to live, they had to sell just what they had on hand, or, more accurately speaking, on head.

Yes, I think "Hawkers & Walkers" is a good book for advertising men and salesmen to read.

—8-pt.—

Willard Meyers of Meyers and Golden sends me a Rust Craft advertisement from *The Gift and Art Shop*



which he says every advertising man ought to wish he had written.

Our line isn't entirely perfect. Sometimes there are flaws in our manufacturing. Once in awhile our service falls down. Our selling helps do not always sell.

Our house organ, The Rustler, runs out of wind at times, but, who's right all the time?

The fact remains that Rust Craft merchandise sells and pays a big profit, due to quick turnover. Are you using Rust Craft goods? If not, let's get together.

Having bought and sold a considerable volume of Rust Craft merchandise in the early days of the company, when I was buyer for a mail-order gift business, I can testify that this advertisement is true, line by line. In other words, it's an honest reflection of an honest business, and as such inspires confidence.

—8-pt.—

Think over this paragraph from Mark Sullivan's "Our Times":

"As democracy in America had expressed itself, the period 1900-25 is unparalleled in the importance of the rôle played by the average man. He was the principal spectator; indeed, he was the whole audience. He not only watched the performance, but largely determined the actions of those who from time to time were upon the stage, regulated the length of their tenure in the spotlight, retired them to the wings or summoned them back. It was his will or his whim, his applause, his disapproval or his indifference, that dictated the entrances and the exits. He himself was one of the performers—was, in fact, the principal performer in a more fundamental sense and more continuously than any of the actors; for the drama consisted essentially of the reactions of the average man to the actors, and of the actors to him. This average man, this audience, was also in a true sense the author and the stage manager. In short, he was, as he himself would express it, "pretty near the whole show."

I wonder: Is the "average man" going to play anything like as important a rôle in the second quarter of this century? I'm not so sure. Science and mass forces may alter life considerably in the next ten years.



---



---

**MILWAUKEE—First City in Diversity of Industry!**

---

# Breaking All National Lineage Records in May!

**T**HE stable prosperity of the Milwaukee-Wisconsin market is attracting national advertisers in ever-increasing numbers to this rich territory. And they consistently concentrate the bulk of their appropriations in The Milwaukee Journal alone for maximum results at one low cost per sale—

## A New High Single Month Record!

In May 1927, The Milwaukee Journal printed 553,156 lines of paid national advertising—exceeding by 60,612 lines its own high record volume for a single month.

## A New High Week-Day Record!

On Friday, May 27, The Journal's volume of 25,068 lines of paid national advertising broke all previous high records for any regular week-day issue.

## A New High Five Month Record!

During the first five months of 1927 The Journal printed more paid national advertising than in any similar period in the history of this newspaper.

## 25% Over Two Other Papers Combined!

The Journal printed 25 per cent more paid national advertising during the first five months of this year than the other two Milwaukee papers *combined!*

## You, Too, Need Only One Paper Here!

No other paper is needed for thorough coverage of the prosperous Milwaukee-Wisconsin market. The Journal is read regularly by more than four out of every five families in Greater Milwaukee and in the better class homes throughout Wisconsin. Build *your* sales through The Milwaukee Journal alone!

# THE MILWAUKEE JOURNAL

**FIRST BY MERIT**

---



---

**WISCONSIN—First State in Value of Dairy Products!**

---

# Getting Farm Business Today

[CONTINUED FROM PAGE 20]

burn Crosby Company, Quaker Oats Company, etc. Advertising foods to the farm family may seem like carrying coals to Newcastle, but while it is true that farmers raise a large percentage of the food that they consume, it is equally true that the farm is one of the best markets for food.

But to return to the country woman. She is a very much better prospect for the manufacturer today than she was a few years ago. Until recently farmers in many parts of the country put their money into barns, outer buildings, machinery, and the purchasing of more land. It was a common sight in the Middle West to see magnificent barns surrounding a dingy little dwelling house. The live stock received the benefit of the first improvements to be made. The farmer and his family did not improve their own standard of living until the business end of the farm had received all the attention it needed. The old school of farmers never could get enough land. Most of the memories I have of my grandfather, who was a pioneer Minnesota farmer, have to do with his buying of land. It seemed to me that he was always considering the purchase of another "eighty" or "hundred-sixty."

Those old-time farmers should not be blamed for their land mania. They were able to buy land cheap and in a few years had the satisfaction of seeing it worth several times what they paid for it. At that time the buying of land was an easy way to make money.

It was the collapse of the post-war boom in 1920 that put a stop to land buying. During that boom the land that my grandfather and others of his generation had bought at figures ranging from ten to fifty dollars an acre during the 70's, 80's and 90's, was selling for several hundred dollars an acre. It wasn't worth the price. No crop could be raised on it to justify any such valuation. Inevitably the boom had to crash. It was a good thing it did, although it caused a lot of hardship until the country adjusted itself to the change.

**T**HE farmer has learned his lesson. He now sees that he has enough land. He appreciates the fact that he can make better headway by improving the land he has and by adopting a higher standard of living than he could were he throwing his earnings into the annexion of additional acres of dubious value. Hence, for the last five or six years, farmers have been more inclined to put their profits into comforts, conveniences and even luxuries, such as a trip to California or Florida in the winter. Where the rural male did not take this stand of his own accord, his more Enlightened Half insisted that he take it. All she has to do now is to remind him of the \$4400 he lost in 1920 and Congoleum, Nesco, Delco and Sheet-rock are hers.

Scarcely a move is made on the place, from the digging of a post hole to the purchase of a new harvester, that is not made a matter of family discussion. If

the city business man buys a new machine or hires a new salesman, the chances are that he does not discuss the venture with his wife. Kin Hubbard dedicates his latest book as follows: "To My Wife: Who Doesn't Care What I Write, So Long as I Write." That is the attitude of the average city woman. But the farm woman does care. She is her husband's partner. She helps him directly in the management of the enterprise, works just as hard as he does, and naturally feels that she is entitled to her share of the proceeds. She contends that she should be consulted at least as regards the spending of profits.

That being the situation, it is up to the manufacturer to recognize it in his selling. The time is not far distant when advertisers will be telling the farmer's wife that, by installing their silos or buying their cattle feed, so much more money will be made that it will be possible for her to get all those conveniences for the home on which she has set her heart. To a certain degree that slant is being employed already in selling to the farm family. Certainly it is no longer possible for a manufacturer to conduct a successful campaign to only one member of the farm partnership. He has to get his message to both members if he wants to do a profitable business on the farm.

**A**NOTHER point that should be remembered in selling to rural residents is that the farmer's wife has an inferiority complex, although she would not recognize her failing by that name. Perhaps she doesn't even know that she has this failing. But she has and she has caught it from her husband. The farmer is a born pessimist. He usually takes a down-in-the-mouth attitude toward everything. The weather, crops, prices, the hired man are never right.

If we were to believe all the political propaganda to which we have been listening for several years, we would expect the farmer to be as poor as a church mouse—certainly, too poor to buy anything. Now I don't deny that the farmer has grievances. He has troubles, and plenty of them. Taxation is burdensome. The prices of the things the farmer sells have not kept step with the prices of the things that he buys. The question of finding a market for surplus crops is a grave problem. There are other matters against which the farmer has a just kick.

But the farmer is not as badly off as he thinks he is. Even during the hard years through which he has been passing, the average farm income has been well above \$2000. Since the average is this high it is easy to conclude that thousands of farmers have been producing yearly incomes of \$4000, \$5000 and \$6000. Here is the average income per farm of certain counties in the United States, selected at random:

Chambers County, Alabama.....	\$1,894
Apache County, Arizona.....	3,429
Arkansas County, Arkansas.....	4,201

Colusa County, Cal.....	\$15,809
Crowley County, Colo.....	2,963
Tolland County, Conn.....	2,453
Baldwin County, Ga.....	1,959
Bingham County, Idaho.....	4,379
Champaign County, Ill.....	5,144
Clinton County, Ind.....	3,301
Benton County, Iowa.....	4,796
Barton County, Kan.....	4,893
Mason County, Ky.....	2,159
Dodge County, Minn.....	3,586
Gloucester County, N. J.....	3,756
Livingston County, N. Y.....	3,496

**S**PACE does not permit a more extended list. Enough has been given to show that the American farmer is not as poor as we have been led to believe. Furthermore, those figures do not tell the full truth about the farmer's purchasing power. It is a well authenticated fact that a farmer's income has at least fifty per cent more purchasing value than a similar income in the city. The reason for the difference is that the farmer raises much of the food for his family. He also produces all or part of his fuel supply. He has no rent to pay as his residence is a necessary part of the farm property. An \$1800 income on the farm is as good as a \$3000 income in the city. How many city families regularly make \$3000 a year? Look up income tax statistics and you will find that the number is very small.

From this analysis, it is apparent that, financially at least, the farm family is better off than the average city family. The farm family has more money to spend for merchandise other than bare necessities than has the family living in the urban community.

Does the farm woman know this? She certainly does not. She works her inferiority complex so hard that she believes her sister in the city is vastly better off. It is true that the city woman may not work so hard and may spend more money, but she spends the bigger end of her income for things that the country woman is able to pick from her own vine and fig tree.

Is it necessary to prepare special copy for the woman who lives on a farm? No, it is not. All that is necessary is copy that is true to the average life. The farm woman is interested in the same things that the city woman is. The automobile has placed a city or a large town within a half hour's traveling time to the farm districts. The automobile makes it possible for any farm woman to run into town to see a movie, attend a church social, to get a book from a library or to have tea with a friend. Recognizing this fact, the Paramount Pictures Corporation has been using farm papers regularly.

The automobile has also made it possible for farm women to dress better. When driving with a horse and buggy or wagon, it was difficult to keep clothes in condition. The closed car is in use in the country as well as the city. With the car, the farm women can now ride to town in luxury.

Of course, there are many different types of media which an advertiser can use in reaching the farm market. In selling merchandise for the business end of the farm, the use of regular





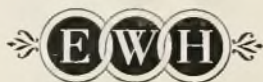
## In Mahomet's fashion

Have you not wished at times that you could personally conduct your prospects through your plant, pointing out to them the efficiency of your methods, the quality of your materials, the skill of your workmen, the great care exercised throughout?

If prospects are too distant, too busy, why not, in the fashion of Mahomet, take your plant to them?

That you can do, dramatically and forcefully, with the aid of direct advertising.

To a discussion of this problem of selling your manufacturing to logical prospects, we will bring, at your request, a breadth of experience and a specialized knowledge.



EVANS-WINTER-HEBB Inc. Detroit

822 Hancock Avenue West

agricultural media is imperative. In advertising to the home side of farm life, it is well to use the agricultural press also, to supplement other media which may be employed. There are obvious reasons for this.

For instance, the farm family eats more heartily than do city folks. Breakfast is served at six, dinner at noon, and, in summer, supper (this meal still survives in the country) generally about eight o'clock. In many places a lunch is served in the morning and afternoon to the men in the fields. This means that the farm women will buy larger packages of food than it is possible to sell the city cliff-dweller. When the Sun-Maid Raisin Growers brought out a four-pound package of raisins they found a tremendous market for it on the farm. That big package looked good to the hearty-eating farmer. More than twenty-five per cent of all meals served in the towns and cities are served in public eating places, but the farmer does most of his eating at home.

THERE are other aspects in which the farm market is different. Eighty-five per cent of all surfaces that should be painted in the cities are inside surfaces. In the country the reverse is true. In the city most painting is done in the spring. The farmer does as much painting in the fall as he does in the spring. Because of apartment-living, home-preserving is rapidly declining in the city. There is just as much home-preserving in the country as ever. The farmer is class-conscious about many of the products he uses. He likes to buy tools that are sold to him as good tools for farm use. He is insulted when an overalls manufacturer bids for his business by showing him a picture of a railroad engineer wearing the overalls. The farmer feels that, if his business is worth anything at all, the manufacturer should be at least willing to grant him the courtesy of soliciting him as a special market. He cannot feel that he is being regarded as very important when he is bunched with firemen, machinists and others.

In the agricultural press, it is not necessary to prepare special copy for a product, unless its use is peculiar to the farm. It is well to run a word or two, however, to indicate that the appeal is being made to people living on a farm. Wrigley accomplished this by showing a silhouetted character, holding a pitchfork, in the act of taking a piece of gum. The Association of Carbonated Beverage Bottlers do it by saying "when you're hot and tired, during a hot day in the field," etc.

One more point about selling to farmers and I'm through. Many farm campaigns do not achieve the results that they should simply because the advertising was not properly merchandised to the retail trade and to the traveling salesmen. *This is important.* Some farm paper publishers are overcoming the objection by getting out trade supplements. A publisher of a sectional farm paper gives a free subscription to his paper to all salesmen covering the territory in which his publication circulates. Several agricultural advertisers are using color and are sending broadsides containing these advertisements to the trade. Trade paper advertisements are being used by others to merchandise the farm campaign.

## Before the Mood Cools

The making of a sale is so much the making of a mood that the shrewd advertiser these days takes no chances in letting the buying mood cool off. He wants action, direct and to the point.

So he puts his story in the magazines that comprise the All-Fiction Field knowing that these magazines lie directly across his prospect's road to market. They sell best where his products sell best, in the great retail outlets of the country—the drug and department stores where the buying mood is keenest.

# All-Fiction Field

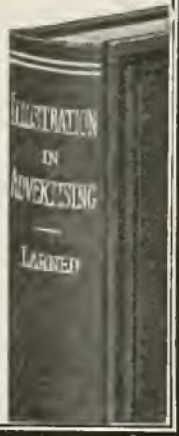
*Magazines of Clean Fiction*

NEW YORK    CHICAGO    BOSTON    SAN FRANCISCO

When you  
and this  
book  
get to-  
gether

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

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



# LARNED'S Illustration in Advertising

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

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

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

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

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

### Some Special Topics

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

### Examine It for 10 Days

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

Examine this book  
for 10 days FREE

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

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

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

Name .....

Address .....

City ..... State .....

Position .....

Company .....

A. F. 6-15-27

# How I Got My Start in Advertising

[CONTINUED FROM PAGE 22]

lead women to buy. Let me try my hand. In three days I will hand you a book to compete with it, based on knowledge of our problems."

Mr. Judd smiled, but consented. During the next two nights I did not sleep at all. On the third day I presented a pamphlet which caused all to decide against Powers. He sued them for his fee, but on my pamphlet they fought and won the suit.

The carpet sweeper business was then in its infancy. Users were few and sales were small. On the strength of my pamphlet I asked for permission to try to increase the demand. Christmas was approaching. On my night's pacing of the streets I had thought of the idea of a sweeper as a Christmas present. It had never been offered as such. I designed a display rack for exhibit. I drew up cards, "The Queen of Christmas Presents." And I went to the manager and asked his permission to solicit trade by mail.

HE laughed at me. He was an ex-salesman, as were all of our directors. He said, "Go out on the road and try to sell sweepers. Wherever you go you will find them covered with dust, with dealers ready to give them away. The only way to sell a new lot is to use a gun. Get a man in a corner and compel him to sign an order. When you talk of selling such men by letter, I can only laugh."

But the pamphlet I wrote had won his respect. He consented to try a few thousand letters. So I wrote and told the dealers about our display racks and our cards. I offered both free for Christmas, not as a gift, but as a reward. Not then, or ever since, have I ever asked a purchase. That is useless. I have simply offered service. I required a signed agreement from the dealer to display the sweepers on the rack with the cards I furnished. This made him solicit me.

I sent out some five thousand letters. They brought me one thousand orders, almost the first orders we had ever received by mail. That was the birth of a new idea which led me to graduate from the expense account to the field of money earners.

Even then I had no courage. I did not dare to enter the business-getting field without an anchor to windward. That, again, was due to mother. So I decided to devote my days to these new adventures, and my nights to work on the books. Thus I continued for long. Very rarely did I leave my office before midnight, and I often left at two in the morning.

As a boy I had studied forestry. I gathered samples of all the woods around me and sent them to other boys for exchange. Thus I accumulated scores of interesting woods. This little hobby of mine led directly to my next merchandising step.

I conceived the idea of offering Bissell Carpet Sweepers in some interest-

ing woods. If my Christmas idea had excited ridicule, this excited pity. I asked them to build Bissell carpet sweepers in twelve distinguished woods, one in each wood to the dozen. I wanted them to run from the white of the bird's-eye maple to the dark of the walnut, and to include all the colors between.

That aroused real opposition. As I have said, all the directors of the company were ex-salesmen. One was the inventor of some new devices and was a power to be regarded. He said "Why not talk broom action, patent dumping devices, cyclo bearings, and the great things I have created?"

"I am talking to women," I replied. "They are not mechanics. I want to talk the things which they will understand and appreciate."

They finally let me do that as a concession. Since I had done what they deemed impossible and sold sweepers by letter, they could hardly refuse me a reasonable latitude. They agreed to build 250,000 sweepers, twelve woods to the dozen, for me.

While they were building the sweepers, I arranged my plans. I wrote letters to dealers, in effect as follows: "Bissell carpet sweepers are today offering twelve woods to the dozen—the twelve finest woods in the world. They come with display racks free. They come with pamphlets, like the enclosed, to feature these twelve woods. They will never be offered again. We offer them on condition that you sign the agreement enclosed. You must display them until sold, on the racks and with the cards we furnish. You must send out our pamphlets in every package which leaves your store for three weeks." I offered a privilege, not an inducement. I appeared as a benefactor, not as a salesman. So dealers responded in a way that sold our stock of 250,000 sweepers in three weeks.

LET us pause here for a moment. That was my beginning in advertising. It was my first success. It was based on pleasing people, like everything else I have done. It sold, not only to dealers, but to users. It multiplied the use of carpet sweepers. And it gave to Bissell sweepers the practical monopoly which they maintain to this day.

Other men will still say, "I have no such opportunity. My line is not like that." Of course it isn't, but in all probability it offers a thousand advantages. No man is in any line that is harder to sell than carpet sweepers were in those days. I care not what it is. The usual advertising was impossible. A carpet sweeper would last ten years. The profit was about one dollar. Never has anyone found an ordinary way to advertise profitably an article of that class.

No young man finds himself in any field with similar opportunity. Any man in a bank, a lumber office, a tire



*Iowa wholesalers and retailers recognize newspaper advertising in Iowa's trade centers as an important factor in any successful plan for merchandising a general product.*

# How to Get Your Full Share of the Increased Business in Iowa

**B**USINESS follows income and the marked increase in Iowa's agricultural and industrial income during the last twelve months is bringing a corresponding increase in Iowa's commercial activity.

Get your share of this increased business. Get it through intensive sales effort, backed by newspaper advertising in Iowa's trade centers.

The sales value of such advertising has already been established. Merchants themselves are using it. They know from experience that local newspaper advertising will help them move your merchandise.

That is why men who understand the Iowa situation regard newspaper advertising in these twenty-one key cities as necessary in securing their full share of the increased business from the rich Iowa market.

## IOWA DAILY PRESS ASSOCIATION

### Davenport, Iowa

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

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

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



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



## YOUR DEALER

will advertise your products if you only

### Show Them How

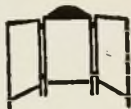
Furnish them with Dealer Helps that really produce results. Give them the kind of display material that ties up with your publication advertising at a point where sales are actually made.

#### Counter Merchandisers

Dealers gladly place Multiplex Merchandise Racks on their counters where they serve as Silent Salesmen and advertise your merchandise. All Multiplex Dealer Helps are specially designed to meet individual requirements.

#### Window Screens

Remind consumers of your merchandise and bring them into dealers' stores with Multiplex Window Display Screens. These substantially constructed screens are more economical than printed or lithographed window screens because they can be used time and again with seasonable posters.



#### Literature Racks

Multiplex Literature Racks are used by hundreds of advertisers to keep down waste and increase the efficiency of distributing folders, pamphlets and booklets.



#### Get This Book

"How We Distribute Dealer Helps" is written by five prominent advertisers. Tells you how others get greatest value from the advertising dollars they spend. Mail coupon for your copy.



concern or a grocery has a far better opportunity than I had. The only difference lies in his conceptions. I felt that clerkship was an expense, and expenses would always be minimized. I was struggling to graduate into the profit-earning class where no such limit exists.

My success with the twelve woods gave me great prestige. Then I sought other unique ideas. I went to Chicago and saw a Pullman car finished in vermilion wood. It was a beautiful red wood. I went to the Pullman factory and asked them about it. They told me that the wood came from India, that all the forests were owned by the British Government, that the wood was all cut by convicts, then hauled to the Ganges River by elephants. The vermilion wood was heavier than water, so a log or ordinary wood was placed on either side of each vermilion log to float it down the river.

That gave me the idea of an interesting picture. Government forests, convicts, elephants, the Ganges. On the way home I visualized that appeal.

But I returned to realities in Grand Rapids the next morning. My employers there had no conception of Government forests, Rajahs, elephants, etc. They had perfected a new dumping device.

So I argued long and loud. I asked them to order a cargo of vermilion wood. They laughed. Again they said that sweeper users were not buying woods, that they wanted broom action, efficient dumping devices, pure bristle brushes and so forth. What folly! One might as well discuss the Einstein theory with an Eskimo.

But my successes had brought me some prestige, and I finally induced our people to order for me the single cargo I desired. While waiting for it I prepared my campaign. I had letter-heads lithographed in vermilion color. My envelopes were vermilion addressed in white ink. I printed two million pamphlets with vermilion covers and a Rajah's head on the front. The pamphlet told a story intended to arouse curiosity, to bring women to see that wood. No other activating factor compares with curiosity. Pictures showed the forests, the convicts, the elephants, the Ganges River and the Pullman car. One hundred thousand letters were printed to offer this wood to dealers.

AFTER some weeks the wood arrived in the shape of rough-hewn timbers. A few hours later Mr. Johnson, the factory superintendent, came to me with tears in his eyes. "We tried to saw that vermilion wood," he said, "and the saw flew to pieces. The wood is like iron. It cannot be cut. That whole cargo is waste."

I said, "Brace up, Mr. Johnson. We all have our problems to solve. They told me I could not sell carpet sweepers by letters, but I did. Now you, as a factory expert, cannot afford to fall down."

He cut up the logs in some way with a cross-cut saw. Then he came with a new complaint. He could not drive a brad in the wood, so he saw no way to build a sweeper with it.

I said, "Johnson, you annoy me. Come take my desk and try to sell those sweepers and I will go and make them. Bore holes for your brads."

But the storms were gathering for

me. Manufacturing had almost stopped. The cost of the sweepers was mounting. So I had to make the concession of offering only three vermilion wood sweepers as part of each dozen, and the rest in ordinary woods.

Soon I was ready to mail the letters. They did not urge dealers to buy the sweepers. They offered the privilege of buying. Three vermilion wood sweepers would come in each dozen if orders were sent at once. The dealer could sell them at any price he chose. But never again could he obtain Bissell sweepers built in vermilion wood. The only condition was that the dealer must sign the agreement enclosed. He had to display the sweepers until sold, had to display the cards we sent him, and had to enclose our vermilion pamphlet in every package which left his store for three weeks. Thus again I placed the dealer in the position where he was soliciting us.

The response was overwhelming. The Bissell Carpet Sweeper Company made more money in the next six weeks than they had made in any year before. They had vastly increased the number of dealers handling carpet sweepers. And they had multiplied the interest of women in a device which was then in but limited use.

AFTER that I gave up my bookkeeping and devoted my time to selling. I sold more carpet sweepers by my one-cent letters than fourteen salesmen on the road combined. At the same time our salesmen increased their sales by having new features to talk. Thus Bissell Carpet Sweepers attained the position which they hold today. They came to control some 95 per cent of the trade. The advertising was done by the dealer. The demand grew and grew until the Bissell company became, I believe, the richest concern in Grand Rapids.

My business was to devise three selling schemes a year. They all referred to finishes and woods. I found a man, for instance, who had patented a method of coloring veneers. The coloring liquid was placed on the under side. It came through the veneer wherever the ends of the grains showed on top, creating a weird and beautiful effect. I gave the resulting wood a coined name and enclosed samples in my letters.

Again, I offered to supply dealers three gold-plated sweepers as a part of each dozen, exactly the same as we exhibited at the World's Fair in Chicago. Thus I placed thousands of World's Fair exhibits in windows the country over.

But in two or three years I found myself running out of schemes. There are distinct limitations to exciting varieties in carpet sweeper finishes. New ideas came harder and harder. I felt that I was nearing the end of my resources, so I began to look for wider fields.

Just at that time Lord & Thomas of Chicago first offered me a position. They had a scheme man named Carl Greig, who was leaving them to go with the *Inter Ocean* to increase the circulation. Lord & Thomas, who had watched my sweeper selling schemes, offered me his place. The salary was much higher than I received in Grand Rapids, so I told the Bissell people that I intended to take it. They called a directors' meeting. Every person on the board

## CLIP THIS COUPON

**MULTIPLEX**

MULTIPLEX DISPLAY  
FIXTURE COMPANY

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

Please send me without obligation my copy of "How We Distribute Dealer Helps."

Name .....

Firm .....

Address .....

City ..... State .....



had, in times past, been my vigorous opponent. All had fought me tooth-and-nail on every scheme proposed. They had never ceased to ridicule my idea of talking woods in a machine for sweeping carpets. But they voted unanimously to meet the Lord & Thomas offer, so I stayed.

That, however, as I knew then, was but a temporary decision. I felt the call to a wider field, and the Chicago offer had whetted my ambitions. Soon after I received another and a larger offer, and resigned.

In the third installment of his autobiography, Mr. Hopkins tells how he obtained the position of advertising manager for Swift & Company, the famous Chicago packers. Here he met with unexpected opposition which tested his resources as they had never been tested before. How he put across the company's new product, Cotosuet, and thereby established his position, will be detailed in the June 29 issue of ADVERTISING & SELLING.

## Advertising Manager and Balance Sheet

[CONTINUED FROM PAGE 30]

The good-will item may appear to be a bit hard to define, but we have it on the authority of James J. Hill, the great railway man, that "a property is not necessarily worth only what it represents in the way of real estate, building and plant. Hard and fast rules of valuation cannot be applied. Good-will and earning power must be reckoned in." The American Chicle Company was capitalized at nine or ten times its tangible assets. So are many other enterprises today. Earning power, standing with consumers, the state of sales resistance and rate of growth of sales are the live factors today; but the only one of these that gets on a balance sheet with some corporations is good-will. Even if it is not on the balance sheet, through conservatism or local accounting policy, it is a certainty that the good-will item will be one of the greatest factors in valuation. How can one account, except through good-will, for the increase in valuation of the Postum Company in five years from 17 to 200 million dollars?

The relation of advertising expenditure per annum bears definite relationship to the good-will item on a balance sheet. Certainly the practice of calculating every dollar of advertising expenditure into the good-will account would appear to be sound when it is recalled that for years back every sale of every well-known company, the good-will of which was paid for beyond the tangible asset appraisal, brought a price far beyond the advertising expenditure. The price paid purely for Dodge good-will was approximately ten times the advertising expenditures for 15 years past. When Shinasi Bros. was sold some years ago, two millions were paid for good-will alone, which represented about 10 years' advertising expenditure.

A study made of ten large consolidations showed that 60 per cent of the par value of securities issued represented intangible good-will value. It is true that the new "no par value" plan of stock has made somewhat unnecessary the good-will item; but whether it is technically on the balance sheet or no it is right behind and through the balance sheet. As the

**if you're planning  
a campaign  
in Detroit with only  
one paper—to  
be consistent  
you'll have to send  
the salesmen  
out here on  
half-fare—and  
a salesman under  
12 is foolish,  
like trying to cover  
the city without the  
Detroit Times**



### TRY THIS

Ponder a minute over the development of the particular drug store you patronize for your personal needs. No farther back than when you were introducing a safety razor to your upper lip, that drug store was a mere museum of medicine. Today it's a thriving merchandising mart.

\*\*\*\*

What has happened to the drug store in your neighborhood has happened to the drug stores of the Nation. Drug store prosperity has been widespread. Indeed, it would have to be to enable the drug stores of the United States and Canada to sell \$1,300,000,000 of goods annually. That was last year's figure.

\*\*\*\*

### "IT'S FRAE, SANDY!"

Maybe you saw our arresting spread in a recent issue of *PRINTERS INK*. We mean the one that was labeled: "9540 druggists that cost you absolutely nothing."

\*\*\*\*

The advertisement pointed out that *DRUG TOPICS*' present advertising rates are based on our 1923 circulation of 43,256 whereas the current circulation is 52,796 (our advertisers are getting this extra circulation of 9,540 copies a month at no extra charge).

\*\*\*\*

So far we haven't had any requests from Edinburgh advertising agencies asking us to distribute circulars to these extra 9,540 druggists without charge.

\*\*\*\*

But then it takes a little while to get circulars printed.

\*\*\*\*

### DOING NICELY, THANK YOU!

Just as we are sending these powerful words on their rumble down through the corridors of time—

\*\*\*\*

We are told that this week's advertising orders for *DRUG TOPICS* total 179½ pages.

\*\*\*\*

The products covered by these orders range all the way from electric vaporizers to rubber patches—and include shaving cream, bottles, baby food, tooth paste, capsules, tonic, face powder, and sanitary specialties.

\*\*\*\*

Schedules of varying kinds are outlined—from a solitary quarter page one time to an eight page insert every issue for a year.

\*\*\*\*

### UNSOLICITED, TOO.

One of the orders is an increase from a manufacturer who offers some words\* of wisdom along with his new (and enlarged) advertising contract. And these they are:

\*\*\*\*

\*"We have passed the 25,000,000 bottle mark on (name on request) and it is going bigger and better than ever before. I thought you would be interested in this because we feel that your publication *DRUG TOPICS* is helping us as much as anything we have ever used."

\*\*\*\*

He also says: "The manufacturer of a proprietary medicine or any product sold through drug stores, to my mind, makes a big mistake in thinking he can force the retail druggist to handle and push his goods solely by national advertising and the consumer demand he may get thereby."

\*\*\*\*

"My many years' experience in the drug trade business has taught me the impor-

tance of the good will and whole-hearted support of the jobber and retailer. Consumer demand may get a certain distribution and a sale on call, but won't by itself get the dealers' enthusiastic support, won't get counter display, windows, personal recommendation, and the many other helps a real dealer can give a product he is sold on and believes in.

\*\*\*\*

"Consumer advertising without a real dealer and jobber tie-up is, to my mind, only about 50% efficient—for maximum results, the cooperation and friendly mental attitude of the retailer toward a product is vital if manufacturer is to obtain his share of the 'breaks.'

\*\*\*\*

"For this reason, we made a thorough investigation of ways and means of telling our sales story to the drug retailers of this country and Canada, and as a result of this investigation decided to use *DRUG TOPICS* almost exclusively for our trade paper advertising, and to tie up our national consumer campaign with the trade."

\*\*\*\*

What's that? Sure, we'll gladly tell you his name for the asking—and show you the letter!

\*\*\*\*

### QUICK, THE PAPER STRETCHER

As usual, here we're down at the bottom of the column completely surrounded by unwritten paragraphs screaming for space—and there is no space!

\*\*\*\*

Yet, as much to show that *DRUG TOPICS* is not jealous as anything else, we'll simply have to swipe a pica or two to record that over at the other end of the continent, "The Los Angeles Dealer Herald" has given an editorial send-off to the service rendered by one of our sister publications, *DRUG TRADE NEWS*.

\*\*\*\*

A monthly supplement to the Los Angeles Evening Herald, the Dealer Herald, pounced upon the inspiring *DRUG TRADE NEWS* story of the monumental direct mail advertising received by a typical druggist in a week, and reprinted it, pictures 'n' everything.

\*\*\*\*

If you are pasting "believe it or not" in your scrap-book, you can refresh your memory on the high spots of that story by referring to the May 4th installment. Therein we intited:

\*\*\*\*

That druggist who fails to appear behind the counter the very instant a customer appears before the counter, is undoubtedly in the back of the store reading his direct mail literature. Investigation shows he receives 103 pieces every two weeks. Looks like too much. What do you think?

# Drug Topics

The National Magazine of the Drug Trade  
**TOPICS PUBLISHING CO., Inc.**

Also Publishers of  
WHOLESALE DRUGGIST,  
DISPLAY TOPICS,  
DRUG TRADE NEWS

291 Broadway, New York  
Atlanta Chicago St. Louis  
Boston Cleveland San Francisco

president of Montgomery Ward & Co. once put it, "good-will is equal to the entire net assets of the company, although neither these nor other intangible assets are carried on the books."

So much for the balance sheet alone. Let us proceed now to the "income" or "operating" statements, as they are usually called. These are somewhat more simple, but often too simple. Companies unwilling to disclose anything much about themselves leave out sales and other tell-tale items. As a rule, however, they include:

Gross sales  
Discounts and allowances  
Net sales  
Gross profit  
Selling expense  
General administrative expense  
Net operating income  
Other income (itemized)  
Balance  
Deductions (depreciation, taxes)  
Net profits  
Dividends paid  
Balance to surplus

The gross profit in relation to net profit is a very interesting item to study. From corporation tax returns I recently unearthed the fact that gross profit in all business (successful and unsuccessful) throughout the United States was 17.8 per cent; among manufacturing firms only, 22.4 per cent; whereas net profits were, among manufacturers and all concerns alike, 4.9 per cent, although the cost of doing business was 16.7 per cent for manufacturing firms, and 24 per cent for all corporations.

**V**ARIOUS analytical deductions are important to calculations on sales. The fluctuations of sales volume often confuse the sales manager, advertising man or executive as to the accurately calculated growth. Suppose that over a five-year period a given company has reported sales as follows: first year, \$38,350; second year, \$29,700,000; third year, \$48,200,000; fourth year, \$56,150,000; fifth year, \$36,800,000. At a glance it is a little difficult to tell whether the trend of sales is upward or not. A weighted average of sales will tell the story. It is obtained by multiplying the sales of the fifth year by 5, fourth year by 4, third year by 3, and so on. Now divide the total of these weighted sales by the sum of 5, 4, 3, 2, 1 which is 15. The result is a weighted average of \$43,396,667. It compares with an actual average of \$41,840,000, showing an upward trend.

Do not forget also that the tricky modern dollar must be discounted. A sales volume of \$5,000,000 in 1913, contrasted with \$10,000,000 in 1920, looks like progress; but in truth it is no gain whatsoever because of the war prices. It is surprising how often this corrected ratio of growth is forgotten.

Credit policy is reflected in the sales receivables. A constantly increasing proportion of receivables to sales is a warning against relaxing credit standards.

Now let us not forget ratio of net operating income to sales or margin of profit. This may, of course, be influenced by the current condition of competition or business status generally, but a steady, even ratio is a sign of health. If the ratio gets large, competition is invited.

I fear that I have only made a few "pot shots" at this very broad—and deep—subject; but at least it is a beginning. There is sure to be an increasing interest in the story that a balance sheet can tell a new-type modern sales or advertising manager.

*News is not enough*—for any newspaper today. News is a variable commodity. One day the world is filled with it, and good stories crowd each other into the waste-baskets. But tomorrow the world may do nothing, and the scripts on the copydesk be as devoid of interest as an empty slab in the city morgue.

News is not enough to make consistently and uniformly interesting papers, to make stable circulations, to make fixed quantitative audiences for advertisers. The always interesting newspaper depends on news *plus*. The *plus* makes the paper.

**T**HIS MORNING in New York City and its suburbs, newspaper readers bought some 2,380,000 copies of six English language New York morning papers. But 1,080,000\* of these newspaper buyers bought one paper—The News. With a choice of six papers, nine in every twenty buyers bought News. Why the preference? The *plus* of The News, for one thing.

What is this *plus*? Pictures, as we have previously explained; and *features*—comics, special departments, articles, fiction, and various attractions that inform, help or amuse.

The *features* in The News are the Lindberghs of newspaper features. Every newspaper publisher, editor and circulation manager knows them,

\*Average city and suburban circulation for The News for six months period ending March 31, 1927—1,086,134.

# The largest circulation in America daily and Sunday



prizes them. Hundreds of metropolitan newspapers share them with The News. In all they enjoy a circulation of almost 17,000,000 copies daily. They build and hold circulation for the Atlanta Constitution, the Boston Herald-Traveler, the Philadelphia Ledger, the Washington Post, the FortWorth Star Telegram, the Seattle Times, the San Francisco Chronicle, the Chicago Tribune—as well as for the New York News. Publishers of large circulation mass papers and small circulation class papers pay more for them than for any others syndicated. They are proven assets to any newspaper, assets to any reader.

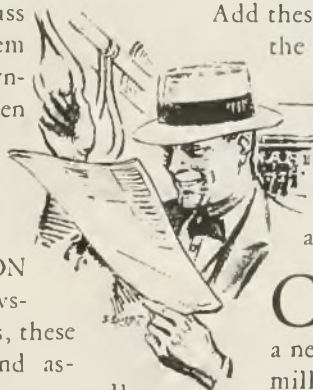
**T**O EVERY PERSON who comes to a newsstand and buys a News, these features are pledge and assurance that today's issue, regardless of its news content, will be interesting, worthwhile his time and reading. He will consort with Andrew Gump, philosopher of the commonplace and, as H. L. Mencken might or would say, self-portrait of the American proletariat. He will review the interesting if not momentous affairs

of the one-time foundling Skeezix of Gasoline Alley; of little Orphan Annie, entrepreneur in happiness; of Winnie Winkle, the fashion-plate working girl; of the adolescent high-schooler Harold Teen, who has been responsible for the cut-down hand-lettered Ford fad and a score of seventeen-year-old crushes and crazes; Smitty, irresistibly entertaining office boy, and his family;

and Moon Mullins of the derby hat and inexhaustible gaucheries.

Elsewhere there is information, advice if asked for, on health and other items of personal importance. If the reader is a she, there are departments that concern her interests—romance, cooking, clothes, children, charities. These departments give service of various sorts, of which hundreds of thousands of readers avail themselves annually. Last but not least, there is fiction—first run, new, good.

Add these to a good newspaper and the preference of a million people becomes plain. Add these and advertising gains new life, new interest by association; loses some of its wastes and risks.



**C**AN ANY ADVERTISER make a mistake in using a newspaper that more than a million people prefer, particularly when it costs less, accomplishes more? Get all the facts about The News when you consider New York schedules!

## THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 Park Place, N. Y.



# INDUSTRIAL ADVERTISING

## *Opened the Door*

MORSE pleaded with ten Congresses before his telegraph received any attention.

BELL nearly starved while the people laughed before the possibilities of his telephone were recognized.

*Handicapped by a lack of prestige or influential introduction!* The uphill struggles of these pioneers would have been much easier if in some way they had first gained the confidence of the minds they sought to sway.

*The same situation exists in Industrial Selling.* When an idea runs counter to established custom, although it be sound as gold, it needs an influential introduction to gain recognition for itself.

### *Morse & Bell Up to Date*

A manufacturer sought to make Industry reverse its thinking and adopt a method which would revolutionize its production methods. His opposition was the groove of custom and the lack of recognition or influential approval. His allies were economy and speed in manufacture and strength in fabricated product. Notwithstanding a meritorious idea little progress was made until the manufacturer added another ally—the sound use of Industrial Advertising

For this purpose 3% of gross sales was appropriated. Advertising copy that especially recognized Industry's common trait to accept nothing new without careful weighing and deliberation, was

persistently published in McGraw-Hill Publications reaching the industries which could profit from the new method.

Before a year was out many worthwhile installations of the revolutionary process were made. Prospective users openly stated that they eagerly watched these publications for each new advertisement in the campaign.

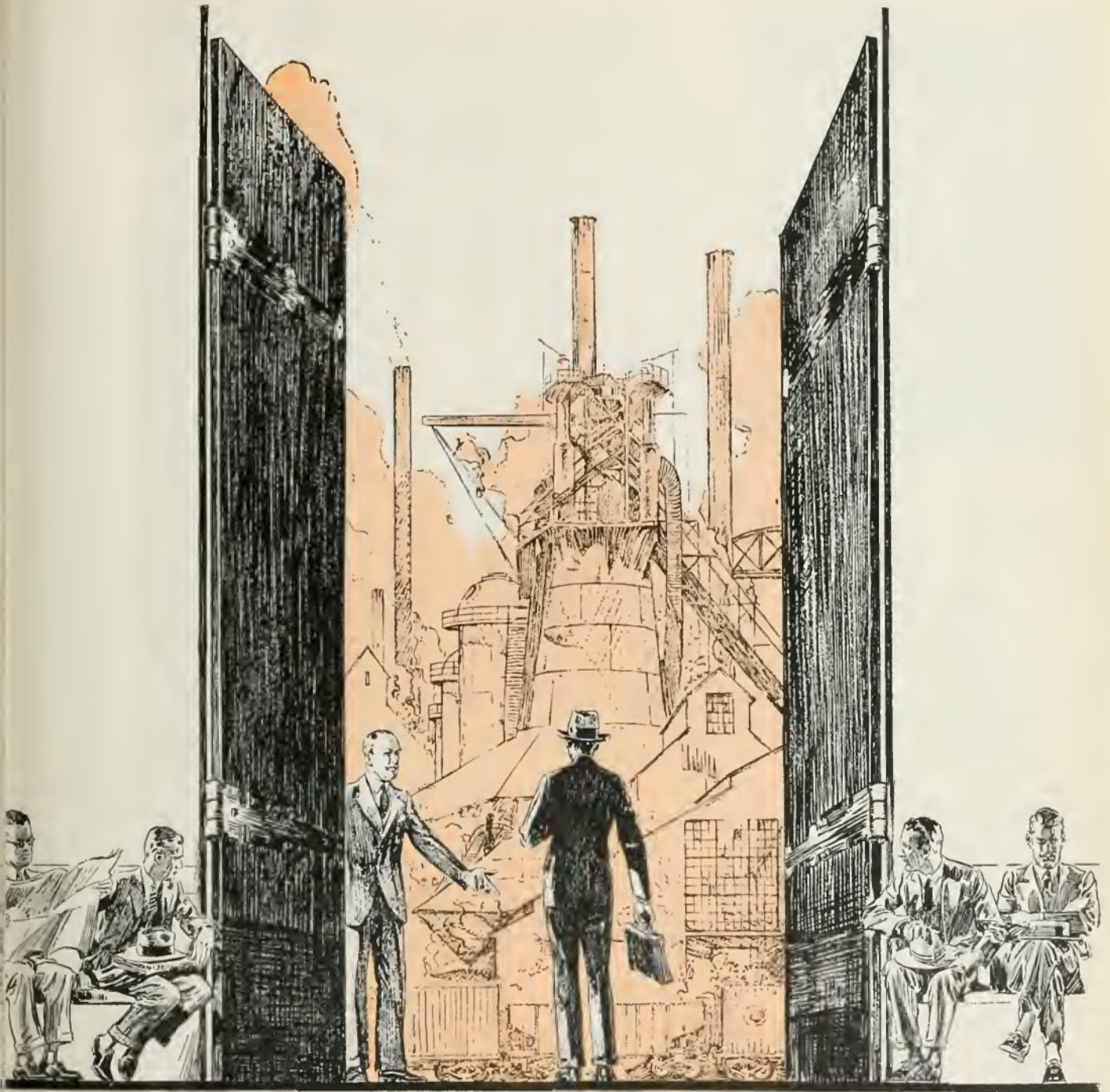
### *Changes An Industrial Practice*

The surface is but scratched although the process is being rapidly extended. The Industrial Advertising carries on, writing on the wall another great change in industrial practice.

It is a curious anomaly that the eagerness of Industry for better products and methods is obstructed by disinterest and even suspicion when new ideas are not supported by the influential introduction that Industrial Advertising can give them.

McGraw-Hill Publications, possessing the confidence of industrial readers, provide the influential introduction which turns indifference into recognition. A study of the McGraw-Hill Four Principles of Industrial Marketing shows how Industrial Advertising holds the power to open buyers' doors and minds. McGraw-Hill, with its reservoir of data and experience, may be freely consulted by any manufacturer or his advertising agency in coping with all phases of industrial marketing problems.

A new book, "Industrial Marketing at Work," has just been published to show how to make a step-by-step application of these Four Principles. If Industry is your customer this book will help establish your advertising and selling on a foundation of certainty. Ask the nearest McGraw-Hill office to deliver a copy.



McGraw-Hill Publishing Company, Inc., New York, Chicago, Philadelphia, Cleveland, St. Louis, San Francisco, London Publishers of

# McGraw-Hill

## Publications

*Electrical*  
 ELECTRICAL WEST  
 ELECTRICAL WORLD  
 ELECTRICAL MERCHANDISING

*Construction & Civil Engineering*  
 ENGINEERING NEWS-RECORD  
 CONSTRUCTION METHODS

*Industrial*  
 POWER  
 AMERICAN MACHINIST  
 INDUSTRIAL ENGINEER  
 CHEMICAL & METALLURGICAL ENGINEERING

*Catalogs and Directories*

COAL FIELD DIRECTORY  
 RADIO TRADE CATALOG  
 ELECTRICAL TRADE CATALOG  
 CENTRAL STATION DIRECTORY  
 ELECTRIC RAILWAY DIRECTORY  
 KEYSTONE COAL BUYERS CATALOG  
 BOMBIGHT SURVEY OF ELECTRIC POWER & LIGHT COMPANIES IN THE U. S.

KEYSTONE COAL MINING CATALOG  
 ELECTRICAL ENGINEERING CATALOG  
 KEYSTONE METAL QUARRY CATALOG  
 ANALYSIS OF METALLIC AND NON-METALLIC MINING, QUARRYING AND CEMENT INDUSTRIES

*Radio*  
 RADIO RETAILING  
*Transportation*  
 BUS TRANSPORTATION  
 ELECTRIC RAILWAY JOURNAL

*Mining*  
 COAL AGE  
 ENGINEERING & MINING JOURNAL

*Overseas*  
 INGENIERIA INTERNACIONAL  
 AMERICAN MACHINIST  
 (EUROPEAN EDITION)

43,000 ADVERTISING PAGES USED ANNUALLY BY 3,000 MANUFACTURERS TO HELP INDUSTRY BUY MORE EFFECTIVELY



## Time Proof Covers for Time Proof Monuments

**A** GAIN Molloy Made Covers have been called upon to help merchandise an unusual product in an unusual way, this time for the Consumers' Monument Co., Ball Ground, Georgia.

By its suggestion of permanence and its rare beauty, this Molloy Made Cover conveys a definite impression of the beauty and permanence typical of the monuments pictured inside. The work of selling is well begun before the book is opened at all.

Let a Molloy Made Cover add its mighty selling force to your next book! No matter what you are selling—or to whom you sell it—Molloy Made Covers will strengthen your catalog, increase its sales power, and lengthen its life.

Molloy Made Covers are used on every kind of sales or advertising book—catalogs, sales manuals, dealer books, advertising portfolios, proposals, statistical reports, market surveys, etc. They are made either for loose-leaf or case bound books, and in stiff or flexible style. Write for samples and suggestions, telling us about your next book.

## MOLLOY MADE

THE DAVID J. MOLLOY COMPANY  
Commercial Covers for Every Purpose

2863 North Western Ave.  
Chicago, Ill.



Branch Offices in  
Principal Cities

# Blazing the Trail of Full Pages

[CONTINUED FROM PAGE 32]

lowed. At this time I was racking my brain for an idea to be utilized for an advertisement of Pears' Soap, and the letter solved it. While unacquainted with the writer, I immediately dispatched the following telegram:

MISS DOROTHY SHERROO  
Tim Murphy Company  
St. Louis, Mo.

Please have four poses made by best St. Louis photographer, one with Easter lilies back of head, another holding them, three quarter length, evening dress, nine by twelve inch plate. Two others, without lilies, your taste. Will refund expense lilies. Have photographer send proofs and bill to us. Want for back cover advertisement of Pears' Soap Easter number. Can you do this? Answer collect. John Adams Thayer.

The photographs arrived in due time; the reading matter in the panel was supplied by Mr. Lyman D. Morse, advertising agent, who represented the house of Pears'. "As Pure As The Lilies of Easter" was the keynote of the advertisement.

When the Easter number appeared, Mr. Curtis complimented me highly on the artistry of the Pears' advertisement, saying laconically: "Your back cover is better than the front!" Little did Mr. Curtis realize the inspiration derived from his terse remark.

**A** LITTLE story is timely here. Mr. Morse was an able as well as a successful advertising agent; he knew his clients well, and knew how to please them. A demand for a guaranteed circulation or a rebate, was one of his proclivities. Somewhat egregious, and possessing idiosyncracies, he often excited the irascibility of advertising men. One day, after calling upon Mr. Morse to show him some ideas which I had formulated for the advertising of Pears' Soap, I went to our New York office, of which Mr. E. W. Spaulding was manager. An able man, energetic and successful, he followed me as advertising manager of the *Home Journal*. With an acute though serious mind, he possessed an impetuous disposition, of a Rooseveltian type.

Soon after my arrival I was greeted with the remark: "I'm through with Morse! He insulted me yesterday."

"He did?" I questioningly replied. "What did he say?"

"He told me that I didn't know anything about advertising, and I got out," was Mr. Spaulding's answer.

I laughed, for this was one of Mr. Morse's pet accusations. I told Mr. Spaulding of my call and mentioned that he had made the same remark to me.

"What did you say?" I was asked.

"Not taking the question seriously," I told Mr. Spaulding, "I replied in a solemn and faltering manner that I knew his statement was true, and for that reason I called frequently upon him, to sit at his feet, and listen to the advertising words of wisdom which fell from his lips."

"And what did Morse say to that?" Mr. Spaulding inquired.

"He didn't say much," I rejoined. "There could be no argument; he just looked over his glasses in a quizzical way, and mentioned that he was an extremely busy man; gave me an order for two full pages—and I left."

**A** DVERTISERS and agents seemed to be pleased with my efforts and the advertisements we prepared. They were readily accepted. Mr. James Tolman Pyle, who, with his brother, directed the fortunes of Pyle's Pearlina, was one of my strong adherents.

Mr. Pyle was a tall, fine looking man, genial of personality, and something of a *bon vivant*. He was most entertaining. I recall that he told me of the start of the Pearlina advertising, which had then reached a large amount for that period. The Pearlina business was established by his father, who was a friend of Horace Greeley, editor of the *Tribune*. Advertising had not reached even the experimental stage when James Pyle began the manufacture of Pearlina. One day, however, Horace Greeley had an idea which was foreign to his editorial work, and he expressed it thus: "Jim, you can't afford to spend money in advertising now, but it *might* pay you. Let's try it. You give me a little announcement for the *Tribune*, change it daily, and if at the end of a year the advertising increases your business, you can pay me what it's worth; otherwise it will cost you nothing." It was on this basis that the advertising of Pearlina began. It resulted in a large fortune.

My initial full page for Mr. Pyle was entitled: "Child's Play—Washing with Pearlina." The idea for the caption and the illustration was conceived during a long walk up Broad Street one summer evening, for advertising and full pages engrossed my thoughts day and night. Securing the assistance of Jessie Wilcox Smith, who long since has received distinctive fame as an illustrator, and paraphrasing matter which had been previously used in "Pearlina" advertising, a fine proof of the completed page (reproduced with this article) was made and pasted on the back cover of the *Home Journal*. I called upon Mr. Pyle at his office and after discussing a program of smaller advertisements to be used regularly, I reached back, drew from under my coat the aforesaid magazine, and flashed the full page.

For the moment Mr. Pyle was as much interested in the utilization of my vest strap as a carrier of magazines as he was in the advertisement itself. It was no new idea to him. I learned that "Child's Play" was not original with me; it had been used previously in "Pearlina" advertising.

Then followed in rapid succession full pages of Mellin's Food, Cuticura Soap, Brown's French Dressing, Wal-



**May I Increase  
Your Sales?**

And I mean at no additional cost to you. It can be done, and your package improved. I have done it for others—I can do it for you, if given the opportunity. I am to your package what a good looking suit of clothes is to your salesman—an asset.

Besides, I permit—by a mere quarter turn of the wrist—the cap of your container to be removed, or the container resealed.

The public today seeks the cap which can be removed easily, can be replaced, and which, when sealed, is tight.

*May I have a chance to "show you?"*

AMERICAN METAL CAP COMPANY  
Brooklyn, N. Y.

**THE AMERSEAL CAP**

*Branch Offices:*

Chicago  
Cleveland  
Detroit

St. Louis  
Los Angeles  
San Francisco

Portland  
Seattle  
Louisville

© 1927

# Q. E. D.

The five leading  
professional journals

Architect and engineer  
subscribers.

ARCHITECTURAL RECORD . . . . .	7,160
Second Medium . . . . .	5,347
Third Medium . . . . .	5,010
Fourth Medium . . . . .	4,659
Fifth Medium . . . . .	4,157

To interested manufacturers and agencies on request—latest A.B.C. Auditor's Report—new enlarged and revised edition of "Selling the Architect" booklet—latest statistics on building activity—sample copy.

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

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

## Where New Equipment Must Buy Itself



THE Monroe Calculating Machine Company requires savings on all new equipment to pay for it in one year. In a typical article in June MANUFACTURING INDUSTRIES, Mr. C. R. Britten, Plant Manager, gives facts and figures of installations which have paid for themselves and saved many thousands of dollars.

MANUFACTURING INDUSTRIES is giving more fact, figure, result information like this than any other publication.

It has planned-quality circulation in a wide range of important industries; and is highly effective for advertising if you sell industrial equipment.

# MANUFACTURING INDUSTRIES

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

ter Baker & Company, Hires' Root Beer, and many others, all prepared and sold from the home office. Soon orders were taken for two, three or four full pages from one advertiser for future covers, at an increasing price and with less difficulty than the earlier sale of a single page.

By this time advertisers and agents had become imbued with the value of the full page idea, so that with their assistance, and that of our New York and Chicago offices, managed respectively by Eugene W. Spaulding and Thomas Balmer, our back cover and our second and third covers were occupied by page announcements; frequently a page or two would appear in the body of the magazine.

The back cover, since the trail was started, has been continuous with full pages. On only one occasion did the record look as if it would be broken. Every possible advertiser had been approached, but the back cover for that particular issue remained unsold. Almost at the last moment I sent a special delivery letter to Mr. Bok in Maine, where he was on vacation with Mr. Curtis, suggesting that he use the cover for a feature announcement of Maria Parloa, the cooking expert, who had recently joined the editorial forces of the *Journal*. This idea did not appeal to Mr. Bok nor to Mr. Curtis, but the urgency of the matter caused Mr. Curtis to make a hurried night trip from Maine to Philadelphia. Upon his arrival the next morning, after assuring him that every possible full page advertiser had been seen, I quietly remarked that he was the only one who could dispose of the page in the emergency which confronted us.

His inquiring look gave me encouragement to go on: "Advertising agents should advertise their business; it would be an innovation, but a wise innovation. You can sell the page to N. W. Ayer & Son—I couldn't.

He did. It was the first of a number of page announcements of advertising agencies which have since appeared in the Curtis publications.

In depicting briefly the inception and progress of the full page advertisement idea in the *Home Journal*, inaugurated some thirty-five years ago, one has only to look at a current issue and compute the full pages and spreads therein, to discern the primordial cause of its marvelous growth and astounding advertising income: an increase from about a million dollars annually then to some sixteen million dollars annually, now.

## Audit of Lineage

[CONTINUED FROM PAGE 21]

kind might be used as the nucleus of the organization necessary to take on the work on a national scale.

"Whether there is anything in this that the A. B. C. would want to take up I don't know, but there is no doubt that advertising lineage is now twisted and padded in much the same way that circulation was before the A. B. C. was started."

When the newspaper publishers themselves admit that there is a need for more authoritative facts on advertising lineage, it is time that advertisers generally wake up and look into the matter. It is a natural tendency for the seller of any commodity to put his best foot foremost, and newspaper men are just as human as manufac-



# The Lillibridge Viewpoint

Number Fourteen

Issued by Ray D. Lillibridge Incorporated

New York

## Life of Sir William Van Horne

A BOOK may be written about any great man, but his life and the secret of his genius usually may be epitomized in a sentence.

It is so of that picturesque character, Sir William Van Horne, whose imagination conceived and whose driving energy created the great Canadian Pacific Railway System.

Walter Vaughan has written a book, *The Life and Work of Sir William Van Horne*, but if all of that thick volume but page 358 were lost to the world, we would still be able to understand the greatness of Van Horne. For on this page Vaughan quotes one of the empire builder's favorite sayings:

*"Nothing is too small to know,  
and nothing is too big to attempt."*

The reason for the failure of many promising enterprises is that their sponsors attempt the big thing without bothering to know the small things that make it up, or else get so close to the small things that they cannot see the big picture.

That is the value of an advertising agency: having the outside viewpoint it can keep a perspective on the big picture while it is helping work out the details. Its viewpoint is always objective, whereas the client's is bound to be subjective.

## The Nature of Progress

MOST advances in practical affairs are made by those who have the courage to attempt what others with good reason think unattainable. When such at-

tempts have succeeded, the world simply revises its classification of things attainable and unattainable, and makes a fresh start."—*Castle*.

## Focused Light

THE *Missouri Utility News* says that electric light is so cheap that the average dining room can be lighted for an hour for the cost of one candle on a baby's birthday cake.

It's so cheap that the average living room can be lighted for an hour for less than the cost of your newspaper.

It's so cheap that the average bedroom can be lighted for an hour for less than the cost of a couple of hair-pins.

It's so cheap that the average kitchen can be lighted for an hour for less than the cost of a small box of matches.

Your halls and stairways and attic and cellar—all together—can be lighted for less than the cost of a postage stamp.

§ § §

Advertising is a good deal like electricity, a form of light with a unit cost comparing very favorably with the cost of electric current. Just how effective this form of light is depends on the focus.

It is because our "objective" method of working focuses so sharply that it is so effective.

## Control of the Market

BRUCE BARTON made a good point in a recent talk at a luncheon of the Boston Chamber of Commerce when he said: "Neither patents, processes nor secrets are

any longer an assurance of success. The men responsible for the financing of industry have come to recognize that scientific methods have largely leveled down the advantages between one product and another. There are no longer any secrets in business, at least not in the most successful businesses."

Today, control of the market is the essential to a big success in nearly any line . . . A name that the public knows and trusts is worth far more than a secret process, and a favorable picture of a product in the minds of the masses is more important than a patent locked up in a safe deposit box.

### Tomorrow's Business

THE forward-looking executive will find stimulus as well as food for sober thought in an essay entitled, "Tomorrow's Business and the Stream of Life," by Robert R. Updegraff of our company, which has been reprinted in pamphlet form.

A copy will be sent gratis to any interested business man.

### Decision is a Sharp Knife

ONE day late last summer one of the executives of our company had lunch with the manager of one of New York's largest hotels. The talk drifted around to the difficulty of making decisions.

"Of course we all know that making wise decisions, and making them promptly, is one of the most important concerns of any executive or department head," said the hotel manager. "Yet most of us fall into the habit of putting off the making of decisions

until the very last minute when they might just as well be made months ahead and put out of mind.

"Right now," he continued, "we are trying to fix on the date for closing our Roof Garden, but we don't come to a decision. We keep waiting, ostensibly to see what the weather will be about the middle of September. Whereas, the fact of the matter is, we have weather records for September for years past and we have our working diary which shows when we have closed the Roof Garden every year since the hotel was opened, and whether we were too early or too late. The law of averages proves to us conclusively that the closing date should be September 16th. [As we recall the date he mentioned.] We always get a few hot days after that, but our experience shows that it is a mistake to keep the Roof Garden open for them; there are too many cool days in between. But, in spite of all this, we are inclined to keep putting off the decision."

§ § §

This lack of decision is one of the biggest time and energy wasters in business. It keeps an executive's mind running around in circles of indecision and it holds back the work of those under him. George Horace Lorimer said a *Postful* when he wrote, "Decision is a sharp knife that cuts clean and straight; indecision, a dull one that hacks and tears and leaves ragged edges behind it."

§ § §

The making of the decision to do something definite about your advertising is a matter of only a moment—yet a matter of great moment to your business. Why not write that letter now?

RAY D. LILLIBRIDGE INCORPORATED

*Advertising*

NO. 8 WEST 40TH STREET • NEW YORK

Telephone: Longacre 4000

Established in 1899

turers and no doubt dress up their merchandise just as attractively as they can, especially when they want to make an impression on the space buyer as to their relative standing in a given community. When we look about us and see the czars in the movie world and baseball world, whom these interests have set up to govern the ethics and practices of their respective lines of business, no deprecating reflection on the newspaper publishing world can be construed as intended when the necessity for an Audit Bureau of Advertising Lineage is emphasized.

The sooner we put advertising on the basis of known facts, both in regard to advertising lineage figures, as well as circulation and markets, the sooner will all advertising men guide their destinies more intelligently.

## Direct Selling Forces

[CONTINUED FROM PAGE 23]

later. At one time, tooth paste might be nothing more than just tooth paste which could be purchased at any drug store. Later, however, tooth paste might be any one of a number of specific brands.

With these handicaps in mind, a classification has been established which solves the buying-habits problem. Consumers' goods were divided into a "convenience" goods and "shopping" goods. Each group is subdivided into "staples" and "specialties."

By "convenience" goods is meant those goods usually purchased by most people at easily accessible locations without undue consideration of price, style, quality, or service. "Staple convenience" goods are consumers' goods, usually necessities, for which there are few substitutes, which are ordinarily called for by general or class name and for which there is, at the time, little brand consciousness. Such products might well be staple grocery products, such as dairy products and meats, drug products, such as common medicines, and certain household specialties, such as small plumbing fixtures and supplies, brushes, mops, and kitchen utensils.

"Specialty convenience goods," on the other hand, are goods, sometimes luxuries, which are ordinarily called for by specific name and for which there is, at the time, considerable brand consciousness. Many grocery and confectionery products, such as canned meats, vegetables, fruits and boxed candies are included in this classification; also, many products distributed through drug stores, such as rubber goods, branded toilet articles, paints and varnishes, specialized kitchen utensils, ovenettes, nests of pans, and some clothing, especially that of men, such as caps, belts, collars, and ties.

Contracted with "convenience goods" are "shopping goods." In general, they are those goods usually purchased at some distance or at considerable inconvenience, after a comparison of price, style, quality, or service. Staple shopping goods are those shopping goods, usually necessities, for which there is, at the time, little brand consciousness and which are usually compared through the emphasis of some combination of price, quality, or service. Household furnishings, such as rugs,

IF you were a salesman, wouldn't you rather spend your time on prospects who



already know about your product



or have said they are interested



or have asked for details



or have asked you to call?

*All these are made possible by*

**CAXTON A·D·A**

*Write for details*

**THE CAXTON COMPANY · Cleveland**

# A Recent Canvass of Dallas Homes

developed the fact that there is just *half* as much duplication between The News and The Journal as between The News and the largest of the other two evening papers.

\* \* \*

Yet you can buy The News and The Journal as an optional combination at a substantial discount and with only one handling. *Maximum coverage — minimum cost.*

\* \* \*

Nobody can buy a combination *subscription* to The News and The Journal. Hence the comparatively small duplication.

## The Dallas Morning News The Dallas Journal

*An optional advertising combination covering the Dallas market*

curtains, standard pieces of furniture, and many articles of men's clothing, present typical examples.

Specialty shopping goods, finally, are shopping goods, usually luxuries, for which there is, at the time, considerable brand consciousness. Examples of this classification are many automobile accessories, women's dresses, women's hosiery, such household articles as phonographs and radios, and other types of consumer's goods, such as automobiles.

The products described in the 824 display advertisements were listed under these four headings. There were 165 companies distributing products which were listed as convenience goods; twenty-three staples and 142 specialties. The products of 661 firms were listed as shopping goods; 333 as staples and 300 as specialties. There were twenty-six blind advertisements completing the total of 824. No such classification can be hard and fast but any regrouping would not materially change the results. Convenience goods, which are fundamentally specialties are more widely distributed from house-to-house than are staple convenience goods. Although there are numerous examples of convenience goods which are sold from house-to-house, about seventy-five per cent of all the products advertised in these five issues are shopping goods. Contrary to general opinion, staple shopping goods are more widely distributed from house-to-house than are shopping specialties.

Only fifty-one of the 824 display advertisements failed to extend an evident offer to the readers. Over sixty per cent, 507 merely desired the reader to ask for more information and booklets, through which the manufacturer expected to inform the applicant concerning the sales proposition and to induce him, if possible, to become a representative. Of the advertisers, however, ninety-two went immediately to the heart of their propositions by offering free sample outfits. Only thirty-four of the 824 advertisements contained offers for free samples which would be sent on condition to any inquirer. About fifteen per cent of the advertisers, or 120 firms, asked for various sums to pay for samples. It is impossible to ascertain to what extent these latter ones were legitimate offers, or to what extent they merely represented a desire upon the part of the advertiser to sell one or more units of his product.

### Offers extended in the 824 Display Advertisements

Information and booklet.....	507
Money for sample.....	120
Free selling outfit.....	92
Free sample.....	34
Free sample if references are satisfactory.....	20
No offer.....	51

House-to-house manufacturing and distributing organizations are as aggressive in securing agents as they are in soliciting the ultimate consumer. A short time ago inquiries were sent to fifty such companies which published advertisements for new agents in one or more of five magazines edited primarily for house-to-house sales people. The cards bearing the request, "I should like to know more about your proposition," were mailed on Friday afternoon. By the following Monday evening, five replies had been received; thirteen more arrived the next day. Over sixty

per cent, thirty-one replies, were received by the close of the sixth day; the last reply was received during the thirteenth day. The promptness of reply is even more striking when it is realized that three letters came from California. Such firms (ninety-six replied) are thus not only prepared to answer inquiries but to answer them with dispatch.

During the same period and for several weeks following, twenty-one of these concerns followed up their original letter with one or more pieces of mail; one with seven. Each of the follow-up letters emphasized the original proposition, explained the probable reason for delay in responding, and usually concluded with a repetition of one or more reasons for immediate action upon the part of the applicant.

### Number of follow-up pieces

None.....	27
1 piece.....	10
2 pieces.....	7
3 pieces.....	2
4 pieces.....	1
5 pieces.....	0
6 pieces.....	0
7 pieces.....	1

During the same time, other letters were received from firms, not among the original fifty, who had evidently purchased a mailing list upon which appeared the name and address of the investigator. Within sixty days, fourteen new companies had written, one explaining: "A mutual friend requested that I send you the enclosed card." Another stated: "You were recommended to me very highly as an honest, high-class agent who has the ability to make money if he can secure the right kind of a line."

Of the forty-eight replies to the original inquiries, all but one were letters, thirty-six were sealed and carried a two-cent stamp. The single exception was a private mailing card acknowledging the inquiry and stating that the local territory was taken. From the list of forty-eight legitimate house-to-house selling organizations, this one was the only one which reported that it already had an agent in the home territory of the investigator.

On the other hand, with only one exception, no attempt was made in any of the correspondence to explain a reason why the local territory was open at the time the inquiry for information was made. In that case, the company was undergoing an "expansion program."

The letters varied according to the method used in transcribing them. Approximately seventy-five per cent, thirty-three, were mimeographed or processed; only eleven were individually typed. Of the total number, three were apparently run off in large quantities on a job printing press.

Well over one-half, thirty-one, however, contained personal headings and salutations. Many of the letters which did not purport to be personal opened with some such statement as, "My good friend," "Mr. Salesman or Agent," "Answering your question, How to make more money," or "Here is that big paying proposition."

All but two companies gave specific reasons for immediate replies to their offers. Of the total number, thirteen offered high incomes at the outset, nine more assumed that their prospects were ready to make sales immediately and thus indirectly emphasized the same offer, and five stated that territories



City of London, headquarters of the European Organization of The Penton Publishing Company. Inset shows Penton offices at Caxton House, Westminster.



## Keeping Penton Readers in Touch With Europe

**A** BIG coal strike takes place in England. In West Virginia miners' wages are advanced fifty per cent.

Cause and effect.

This is merely a pertinent illustration of the fact that every day something happens in Europe of direct significance to industrial America.

Sensing this fact some years ago, the Penton Publications opened branch offices in Paris, Berlin, and Birmingham, England under the direction of a European Headquarters in London. In addition correspondents were engaged in strategically located centers such as Brussels, Dusseldorf, and Vienna.

This complete European organization is in charge of an experienced manager familiar with both the American and foreign points of view. The European staff of The Penton Publishing Co. is an integral part of the parent organization. It serves to round out and complete the vast service of specific market information, business news, and technical data which the Penton Publications furnish to some 102,000 industrial buyers in the United States.

## 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.



\*Reproduced through the courtesy of Haas Bros.  
Fabric Corporation

Pins or pianos.  
Lace or locomotives!

Anything that  
Can be  
Photographed  
Can be  
Photo-sold.

Let *Apeda*  
Photo-sell it for you!

*Apeda*  
*Studio*  
INC.  
PHOTOGRAPHERS

212 West 48th Street,  
New York  
Chickering 3960

were going fast; the remainder cited a variety of other reasons. Such information was even more strongly emphasized in the follow-up letters.

## A. B. C. and Industrial Advertising

[CONTINUED FROM PAGE 34]

was interested in the paper or only in the premium.

Renewal of subscriptions tells something more than whether or not the readers liked it well enough to renew. It tells the advertiser who has been using the paper, how many new readers the paper has for him to talk to and how many old ones he is repeating to.

It is important to know whether or not a subscriber is cut off promptly when the period for which he has paid expires or, if not, how much of an additional period is allowed to dun him into paying up for a second term. The Federal government allows a publisher to count a subscription among his net paid so long as the subscription is not more than a year in arrears. The majority of A. B. C. members have decided that six months is ample to enable publishers to poke up the deliberate payers and the rules of the A. B. C. therefore allow only those less than six months in arrears to qualify as net paid subscribers. For the accommodation of those advertisers who think that even this is too liberal, the A. B. C. also requires the publisher to state the percentage of his subscriptions which are in arrears up to three months and also the additional percentage in arrears from three to six months. The advertiser can thus deduct if he wishes and arrive at the number actually paid according to his own more severe interpretation.

Some publications, in the business field as well as in other fields, sell copies to an individual or corporation in quantity for distribution to other individuals who do not pay anything. These are known as sales subscriptions in bulk, or, under certain conditions, as mail subscriptions special. Any careful advertiser will recognize the necessity for special consideration of such subscriptions in order to satisfy himself of their value.

Besides the net paid subscriptions the publishers of business periodicals often call attention to the value of certain parts of their unpaid distribution. If the advertiser agrees that such distribution has value, he will want to know something about it, such as the number sent to advertisers, to correspondents, copies sent as samples to prospective readers, etc.

The industrial advertiser is in no better position than the general advertiser to obtain by his own effort the information he needs. He requires the same uniformity of circulation language and the same verification of statements.

Previous to the establishment of the Audit Bureau of Circulations nearly thirteen years ago the advertiser bought circulation without real knowledge of what he was buying. This is no sweeping charge that all publishers were circulation liars. Far from it. There were enough circulation liars to taint the whole situation with sus-

**SOME** set type to fill in space. **SOME** set type to keep busy. **SOME** set type to have a job. **We** set type to sell goods—and it costs no more!

Write for booklet

E. M.

**Diamant**  
Typographic Service

195 Lex. Ave. CALedonia 6741

**SELLING AID**

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

SELLING AID  
616 N. Michigan Ave., Chicago

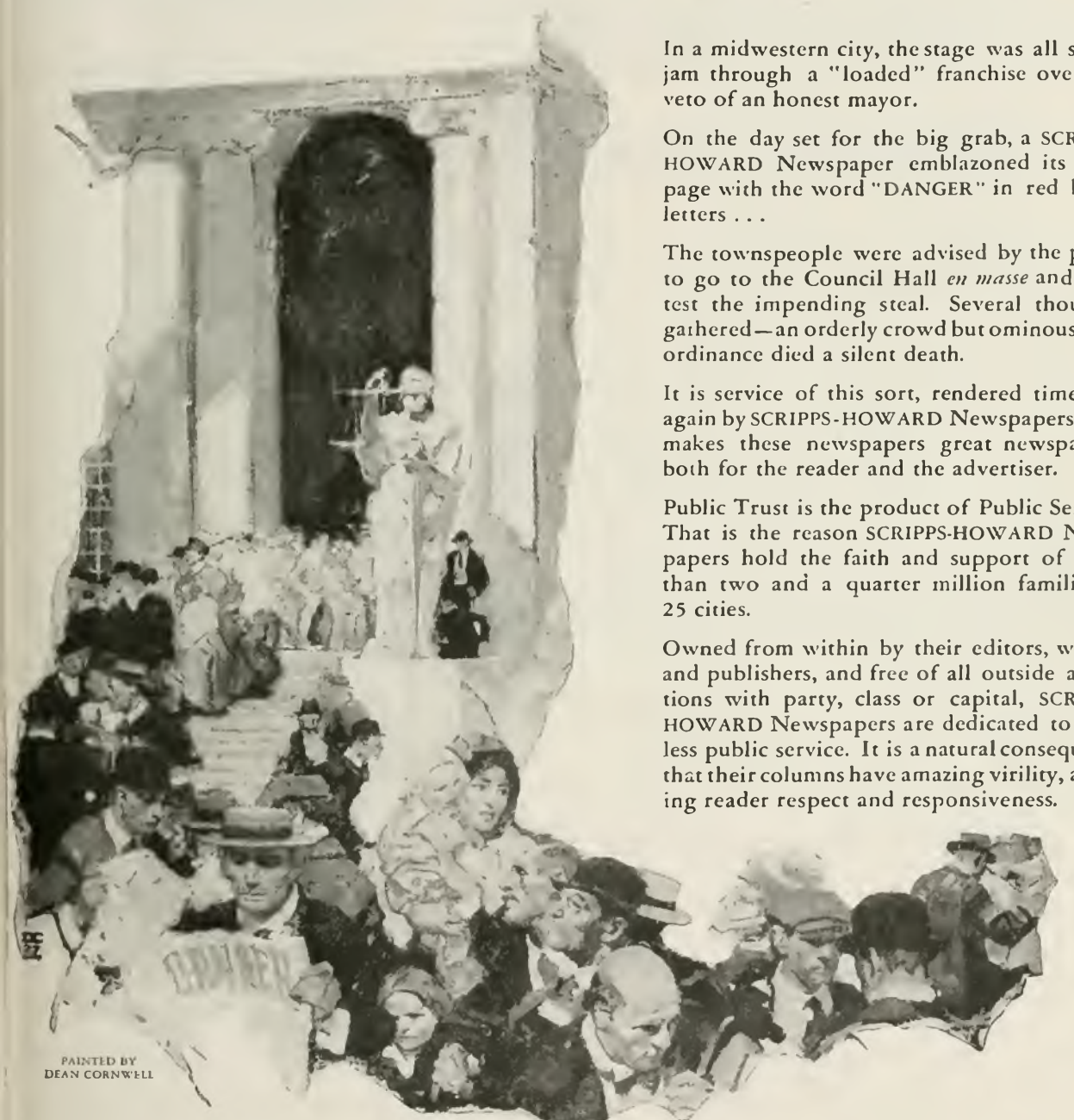
Established 1907 **BAKERS' HELPER** Chicago A.B.P. and A.B.C. Published Twice-a-month

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.

*Little dramas in the life of a great newspaper system*

# The stage was all set . . . *and then came the upset!*



PAINTED BY DEAN CORNWELL

In a midwestern city, the stage was all set to jam through a "loaded" franchise over the veto of an honest mayor.

On the day set for the big grab, a SCRIPPS-HOWARD Newspaper emblazoned its front page with the word "DANGER" in red block letters . . .

The townspeople were advised by the paper to go to the Council Hall *en masse* and protest the impending steal. Several thousand gathered—an orderly crowd but ominous. The ordinance died a silent death.

It is service of this sort, rendered time and again by SCRIPPS-HOWARD Newspapers, that makes these newspapers great newspapers, both for the reader and the advertiser.

Public Trust is the product of Public Service. That is the reason SCRIPPS-HOWARD Newspapers hold the faith and support of more than two and a quarter million families in 25 cities.

Owned from within by their editors, writers and publishers, and free of all outside affiliations with party, class or capital, SCRIPPS-HOWARD Newspapers are dedicated to fearless public service. It is a natural consequence that their columns have amazing virility, amazing reader respect and responsiveness.

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



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

## SCRIPPS-HOWARD NEWSPAPERS

MEMBERS AUDIT BUREAU OF CIRCULATIONS AND MEMBERS OF THE UNITED PRESS

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

COMING  
The Third Annual Design Number  
of  
**THE POSTER**  
ISSUED SEPTEMBER 1st, 1927

Filled to the brim with monotone and color reproductions of the year's best posters collected by our representatives in America and abroad.

AN IMPORTANT PICTURIZATION OF THE YEAR'S  
PROGRESS IN POSTERS

*You can't afford to miss it*

60c a copy

Or included in the yearly subscription price of \$3.00  
Canada \$3.25; Foreign \$3.50

**THE POSTER**

307 South Green Street  
CHICAGO

*Bernhard Cursive*

*is a new tool for your work, a new medium of expression, a new bearer of impressions, thoughts and feelings. It is a vehicle of supreme grace and rare beauty. It expresses through its form and proportions a subtle message of quality and charm and does it more convincingly than any words.*

*Ask for our Portfolio of Inspirational Prints*

The BAUER TYPE FOUNDRY Inc

New York · 239 W 43<sup>d</sup> Street

BERNHARD CURSIVE IS PROTECTED BY NUMEROUS DESIGN-PATENT APPLICATIONS

picion, it is true, but by far the most important element of unsatisfactoriness was the lack of any uniformity in method and language in circulation statements. Without such uniformity how could intelligent discussions and comparisons of value be made?

The Audit Bureau has provided this uniformity. It put solid ground under our feet. It banished the Babel of tongues from the Tower of advertising and everybody was able to go back to work.

**Everybody's Business**

[CONTINUED FROM PAGE 5]

itself. During this short period we have burned up property having a total value almost equal to the national wealth of Belgium, which is a serious indictment in view of the fact that 90 per cent of all fires are preventable, the match of the careless smoker ranking first as a cause. Our fire cost is five dollars per person or 20 times that in Europe, and the premium payers of the insurance companies pass this loss on to the public, chiefly in higher rents. An evil that snuffs out 12,000 lives a year and causes injury to twice that many people is something to think about.

One of the least understood of all our problems is that of insect pests which cause us an annual loss of more than \$2,000,000,000. Ten per cent of everything raised on American farms is destroyed by insects. In the spruce forests of New York, Maine and eastern Canada, the yearly damage by insects is equivalent to the paper requirements of all our periodicals for two weeks. The boll weevil costs us tens of millions of dollars annually, while the Pandora moth, the crambus, the hornworm and thousands of other species of beetles, rootworms and moths ruin hundreds of thousands of acres of timber, tobacco, beans, potatoes, nuts, melons, vineyards and orchards. This yearly damage to crops nullifies the labor of nearly a million people.

Many have wondered why it has taken man tens of thousands of years to get a secure footing on the face of the earth. Is it not likely that our type of animal has been all but wiped out many times by the savage attacks of insect enemies? The tepeguas or black ants of Mexico have been known to move in such numbers that every living thing in their path—frogs, rodents and even snakes—was actually eaten alive. A few months ago out in California millions of mice swarmed up out of the bed of Buena Vista Lake, over-running the countryside, destroying crops, invading homes and making the highways slippery with the remains of their mangled bodies. A sheep caught in a pen was killed by the rodents and its bones stripped of flesh. The Government lent aid and 50 miles of trenches were dug and partly filled with poisoned grain to stop the march of the mice. This defensive measure was effective and millions of the pest were killed. What would have happened in case of such an invasion two or three thousand years ago when there was no chemistry to support the efforts of man in such a vital emergency as this?

The entomologist tells us frankly that insects are better fitted for exist-



ence upon the earth than is humankind. Their birth rate is tremendous, many species laying half a million eggs in a single batch. A microscopic organism known as the stylonchia has a birth rate so high that if it were not for the equally high death rate, this minute body would produce a mass larger than the earth in a week's time. Fifty years ago three rabbits were taken to Australia, and 40 years later 96,000,000 rabbit skins and 25,000,000 frozen rabbits were shipped back to Europe. The problem is serious because our intensified farming methods and widespread transportation facilities have opened up new and greater opportunities for the spread of pests from region to region and continent to continent. Civilization in Africa is now blocked by the tsetse fly, and realty values in many parts of the United States are held at a low level by that insect pest, the mosquito.

WHERE is practically no phase of life today untouched by waste in materials or motion. Hundreds of thousands of people are idle against their wills because of seasonal employment, strikes and lockouts, booms and depressions, preventable accidents and preventable sickness, excess plant capacity and overloaded inventories, too great a variety of styles, too many retail stores, high-pressure salesmanship that verburdens the consumer with debts, and a lack of research coupled with the deliberate obstruction to better methods by those who refuse to discard obsolete machinery.

The field of business economy is one virgin with opportunities. Wooden structures all over our land are being destroyed by fungi notwithstanding that technical knowledge has disclosed simple measures to check the dry rot of woodwork. Decay is progressive and infectious. The fundamental rule of rot prevention is, "remove all diseased pieces at once." While such things as creosote should be used in the course of construction, they can be applied with excellent results even afterwards, and it is no exaggeration to say that a can of creosote and a paint brush in every American home, office and factory would save us tens of millions of dollars annually. Also the far wider use of insecticides would reduce national waste by many more millions of dollars.

The present loss of human energy in idleness of effort that add nothing to the health, wealth and happiness of humanity is beyond estimation. An army of people are engaged in commercialized quackery. Some handle fake medicines, while others seek easy money through gambling, through fraudulent business promotion, and even through capitalizing the faith and error of religious sects. Then there are those who deal in the adulteration of goods, and who devote their time to the production of super-luxuries. All this must change: just now we are engaged in converting an idle military establishment into a useful adjunct to commerce and industry. These transformations, of course, will not come instantly, for they can only be realized through the slow processes of education and dire necessity.

Folks who are wise will go after the waste problem right now, securing the advantages that accrue to those who look ahead and prepare.

## New England's Second Largest Market

# Rhode Island's Food Supply

Rhode Island—noted for its density of population and the diversity of its industries—with its population 97% urban and 3% rural—depends upon outside sources for nearly all of its total food supply. Many carloads of foodstuffs are shipped into this state daily to supply the demand. This market offers great opportunities to manufacturers and producers of food products. The population is served through 1800 grocery and delicatessen stores. These stores are served through 21 wholesale grocers and 27 produce dealers with Providence as the distributing center.

## The Providence Journal

and

## The Evening Bulletin

with a combined net paid circulation of 110,000 reach the great majority of English speaking families in Rhode Island which enables the advertiser to reach this market at a minimum cost.

## Providence Journal Company

Providence, R. I.

Representatives

Chas. H. Eddy Company  
Boston New York  
Chicago

R. J. Bidwell Company  
San Francisco Los Angeles  
Seattle

# The OPEN FORUM

*Individual Views Frankly Expressed*

## Last Minute Solicitations

I READ Mr. Ellis' article in the June 1st issue, and there is certainly a lot of truth in it. One thing struck a sympathy note with me and that was the idea of the representative making a general and complete presentation to the space buyer.

There is too much last minute solicitation. A lot of this is frantic catch-as-catch-can effort, and the representatives seem to feel that if they can take up enough of your time it will change the list.

I have always contended that there were about three hundred business days before each list is made up and that if the representative does a good selling job when he gets an audience, it won't be necessary for him to come tearing in asking for information and attempting to change the selection.

Probably not twenty per cent of the space buyer's business day is consumed in making recommendations unless he absolutely shuts the door to solicitation, and he seldom does this because he wants to be polite and he wants to be fair. He is trying hard not to make any mistakes, so he burns some midnight oil and takes as his day's work the necessity of sticking around on Saturday afternoons and coming in part of Sunday.

FRANK HUBBARD, *Assistant Treasurer*  
Barton, Durstine & Osborn, Inc.,  
New York.

## The Laundry Campaign

IN the May 4 issue of ADVERTISING & SELLING on page 62 appears a very interesting letter under the heading, "Help the Poor Laundryowner." The first question which arises in connection with this letter concerns the advisability of printing such a letter without giving the name of the individual who wrote it, in order that the readers might have a real understanding of the whole situation.

I happen to be an advertising manager, also. I happen to be one of the very allies referred to in the letter which you published. As such, I venture to offer the opinion that this national advertising campaign being launched by the Laundryowners Association of America is one of the largest if not the very largest cooperative advertising campaign every put on by an American industry, as a group. As such, its very magnitude puts it beyond the realm of influence by critics such as wrote the letter which you have published, which, if I may venture a very

humble personal opinion, exhibits a narrow vision and a tendency to be swayed by surface indications rather than by the deep current of the advance movement which is represented by that L. N. A. advertising campaign.

The possibilities of this campaign are so enormous that the business of our friend the advertising manager who wrote your letter together with our own business and the business of every other ally in the laundering industry cannot possibly afford to sit back, criticize and say "no" as has been done in that letter.

In justice to his viewpoint, it must be said that there is a real question as to the wisdom of some of the methods adopted by those who would raise the finances for the campaign of advertising. These men, however, are honest in intent, they are certainly courageous in their vision and they have a movement under way which is going to stand as a milepost in cooperative advertising and which I thoroughly believe is going to succeed despite the mistakes that may be made in carrying on the work.

S. H. FELLOWS, *Sales Manager*,  
The Cowles Detergent Company,  
Cleveland, Ohio.

## How Can This Condition Be Remedied?

WE are manufacturers of Collapsible Tubes, and are keenly interested in advertising because if our customers do not sell their tubes, we do not get orders to make them.

We want to bring to your attention a matter which is giving us considerable concern, and that is the unfortunate treatment which some of the advertising companies give their clients. We dislike to use a stronger word than "unfortunate," but the word should be used.

We have in mind one of our customers, a widow, whose husband died and left her some \$80,000. She had a cream which had either been in the family for many years, or which she knew about, and in order to supplement her income on this \$80,000 she thought she would manufacture and place on the market this cream. She got into the hands of a supposedly reputable advertising agency who, instead of first trying out certain selling methods, started out on an advertising campaign spending over \$70,000 before they had actually sold \$5,000 worth of the merchandise, and after she failed they endeavored to collect from the assignee on long term

contracts and other agreements, which fortunately they were not able to do.

Just this week another one of our customers came in to see us with about the same story. This man had a medical preparation, and without giving him the kind of treatment which an advertising concern is supposed to give, and without first testing out certain selling plans, a so-called reputable advertising agency—we say they are reputable because they are listed in the agency list of the Standard Advertising Register—went into an advertising campaign which caused him to lose \$248,000. He is now down, out and broke.

Now these instances may interest you and they may not, but they uncover a situation which should give real concern to any legitimate advertising agency, a situation we shall merely let it go with the words—most unfortunate.

GEORGE H. NEIDLINGER, *President*,  
Peerless Tube Company,  
Bloomfield, N. J.

## Engineers and Advertising

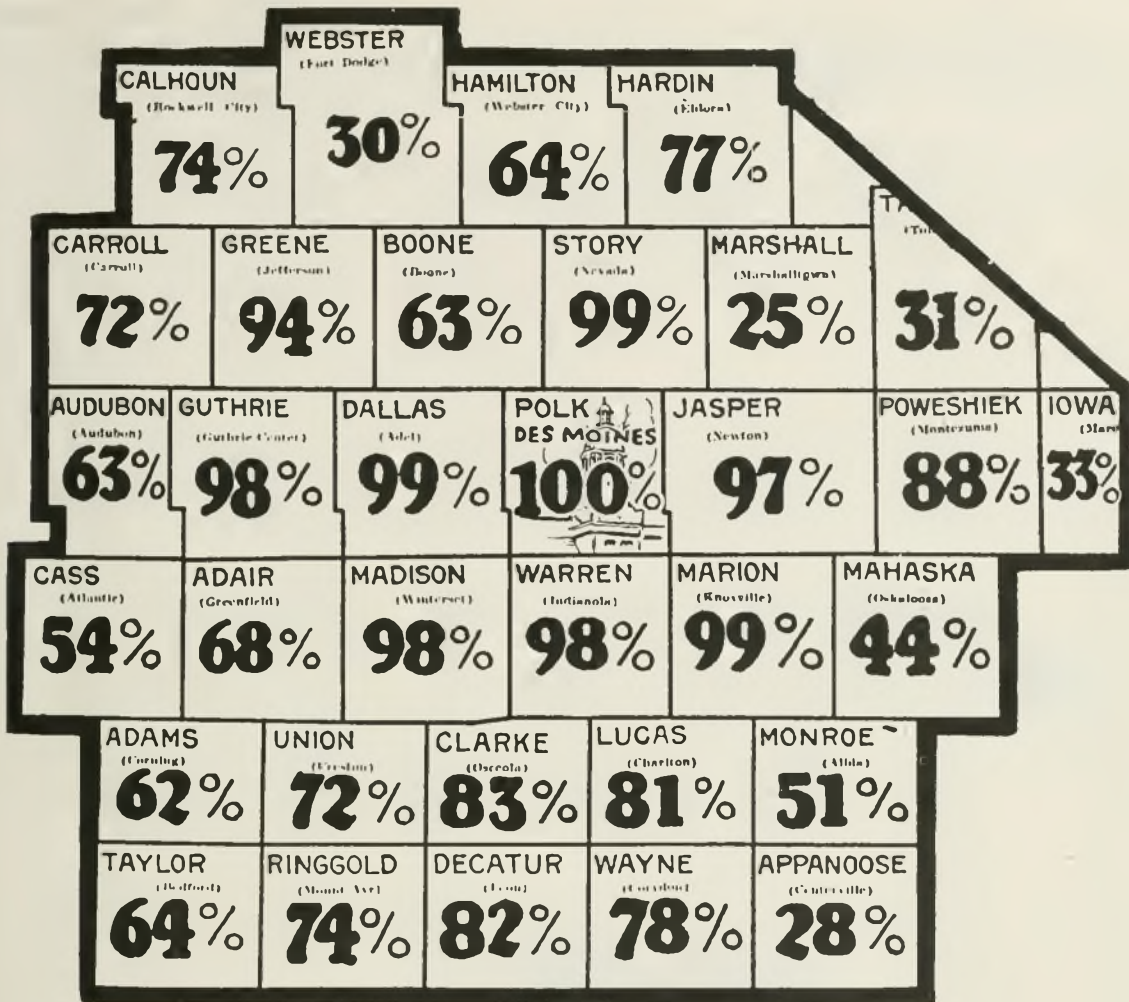
ADVERTISING has been explained and interpreted in terms of new and old testament, circus bally-ho and God knows what not. The latest slant is that of the engineer in an exceedingly interesting article in your May 18 issue by C. F. Kettering. However, Mr. Kettering seems to leave a few wide openings in his dissertation. Among others he states:

"An advertising man's ideas about an advertisement are worth little."

Now, suppose the shoe is on the other foot. Would he say that an engineer's ideas about an engineering plan are worth little?

He suggests that we should go out and get the ideas of "a high school full of boys and girls." He will agree with me that high school pupils represent a very unsatisfactory cross section of America's purchasing public. What these youngsters do not know about actual workaday life would fill two libraries. These laboratory experiments may make interesting readings in school rooms, but any live office boy can acquire the same knowledge after working for a couple of weeks in a good agency. No, Mr. Kettering, engineering principles can only be applied to advertising when advertising will become an exact science. But until that happy day comes, the trial and error methods—expensive as they are—will be used.

LOUIS BREWER,  
New York



This map indicates the percentage of the homes in each county in the Des Moines retail shopping radius (A. B. C.) reached daily by The Des Moines Register and Tribune-Capital.

*Most Thorough Coverage  
of any Middle-Western Newspaper*

April Net Paid Average 229,491

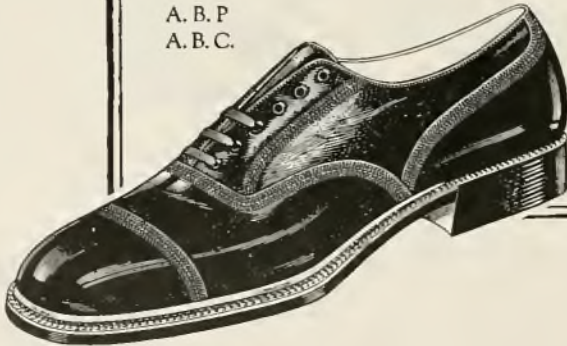
**The DES MOINES REGISTER  
and TRIBUNE-CAPITAL**

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

Edwin Clapp Shoes are the embodiment of sound craftsmanship in men's shoemaking. Boot and Shoe Recorder advertising has further enhanced this old and fine prestige among the shoe merchants.



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



Chicago New York Philadelphia BOSTON Rochester Cincinnati St. Louis

## N. I. A. A. Shows Creditable Growth

By William A. Wolf

Publicity Department,  
Western Electric Company

President National Industrial Advertisers  
Association

**T**HE sixth annual convention of the National Industrial Advertisers Association finds it stronger than ever before in point of membership and more generally recognized as a potent factor in the advertising cosmos.

The present convention brings to a close a year of consistent effort to do three things. The first has been to increase the number of members at large and, while the result is not spectacular, it is gratifying to know that the gospel can be spread in the wide open spaces between the larger centers where industrial advertisers are.

The second has been to increase local memberships. Drives were well organized and seem to have brought many new and worthwhile advertisers into the fold. As a chronic New Yorker and taking, therefore, considerable pride in the Technical Publicity Association I can announce with a great measure of satisfaction that that organization leads the procession with a total membership of 207. Cleveland is close at our heels with 203. Next in line is Chicago with 181 and coming along strong in the order named are Cincinnati, Philadelphia and Milwaukee.

The third object has been to foster in every way possible the formation of new local organizations. Last fall we had in mind seven industrial centers which seemed to offer fertile soil for cultivation. Cincinnati has come through with a unit unusually strong for a six-months-old child. Following close on its heels comes St. Louis, where for two years local conditions held up final organization. These obstacles have been surmounted, and we welcome this week the first official St. Louis delegation. And as the culmination of another long-wished-for development, we can all take pride in extending a welcome to our new Pittsburgh chapter.

With a larger local organization, and new ones added to the roster, the N. I. A. A. is meeting in Cleveland with a total membership of over 800, representing a decidedly healthy increase of 60 per cent. And the end is not yet. I am confident that the next administration will see the total far beyond the 1000 mark, and no effort will be spared to pass that milestone.

Portions of an address before the Sixth Annual Convention of the National Industrial Advertisers Association, Cleveland, Ohio.

## Six Point League Elects

At the annual meeting of the Six-Point League of New York, held on June 2, the following officers were elected for the ensuing year:

J. Frank Duffy, president, The John Budd Co.; George A. Riley, vice-president, American Press Association; W. A. Snowdon, secretary, Story, Brooks & Finley, and W. D. Ward, treasurer.



*I am a Free-lancer*

IRVING  
PINCUS

Layouts,  
Lettering,  
Designs &  
Cartoons

9 East 38th St. N. Y. C.

## Jewish Daily Forward, New York

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



*The Only "Denne" in  
Canadian Advertising*

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

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

The circulation of The Indianapolis Daily Star for the month of May broke all records.

It was also the greatest May in the history of The Indianapolis Sunday Star.

The average net paid circulation of The Indianapolis Star for the first five months of 1927 was as follows:

SUNDAY 140,393

DAILY 103,538

*Special Representatives*

**Kelly-Smith Company**

Chicago — Tribune Tower

New York — Graybar Bldg.

Boston — Waterman Bldg.

Philadelphia—Atlantic Bldg.

**Gravure Service Corporation**

New York—Graybar Bldg.

Chicago—400 N. Michigan Blvd.

# The Growing Circulation of The Brooklyn Daily Times

*A. B. C Audit Report  
for fiscal year ending  
March 31, 1927*

74,442  
Daily

71,034  
Sunday

*Net Paid Circulation  
for April, 1927*

94,021  
Daily

89,219  
Sunday

*Net Paid Circulation  
for May, 1927*

100,459  
Daily

87,834  
Sunday

This establishes a new  
high monthly record in  
Brooklyn Journalism.

Over 75% delivered into  
the home by carriers.

# The Brooklyn Daily Times

reaches the Buying Power  
in a Billion and a Half  
Market.

National Representatives

Lorenzen & Thompson

NEW YORK Inc. CHICAGO  
SAN FRANCISCO SEATTLE

Member A.B.C.



## The Royal Mail Line Quits New York

The Royal Mail Steam Packet Company has discontinued its service from New York to Cherbourg and Southampton.

Offhand, there would seem to be nothing in this that interests the advertising fraternity. Yet there is.

Here is the story: Nearly twenty years ago, the Royal Mail entered New York as a serious competitor for transatlantic traffic. It had had, to be sure, service of a sort from this port for many years prior to 1908; but it was only "of a sort"—sailings at irregular intervals and by round-about routes.

The Royal Mail, I would have you know, is no tyro in handling transatlantic traffic. It is one of the oldest of the British steamship companies, having been in the South American trade since 1840 or thereabouts. And it has won for itself an unrivalled reputation in that field.

Its experiences in the North Atlantic have not been entirely happy. It tried, at first, to compete with the strictly first-class lines; but its vessels were not so fast as theirs nor so large. Then it made two of its steamers "cabin" liners, two others remaining as they were—carriers of first, second and third-class passengers. That did not work very well—men hesitated to use a line which offered first—or cabin—service only once a fortnight. So another change was made—all four steamers were made cabin liners. For the last two summers, the Royal Mail has done fairly well. Then, its owners purchased the White Star Line and withdrew their own vessels.

My belief is that if twenty years ago, the Royal Mail had analyzed the requirements of North Atlantic traffic thoroughly, it would now be firmly entrenched as one of the most popular lines across the Atlantic. If they had done this, it would have been made clear to them that—I am not now referring to steerage travel—speaking broadly, only two classes of steamships have more than a chance of success in the fight for traffic to Europe—big, fast, luxuriously furnished vessels carrying passengers who are willing to pay high rates, and smaller, com-

fortably furnished vessels catering to people who are not in a hurry and who are unwilling to pay the prices which the racers demand. The Royal Mail liners occupied a mid-way position. They were thoroughly comfortable and the service they offered was good enough for anybody; but they were not fast—so the men and women who want to reach the other side in six days gave them the go-by. And they weren't as low-priced as some of their competitors. So—

What's the moral? *Know your market.*

## All Things to All Men

I wonder if the French Line will not substitute for its slogan, "the longest gangplank in the world" another one, "the longest bar afloat," for, on their newest liner, Ile de France, there is a bar twenty-nine feet long!

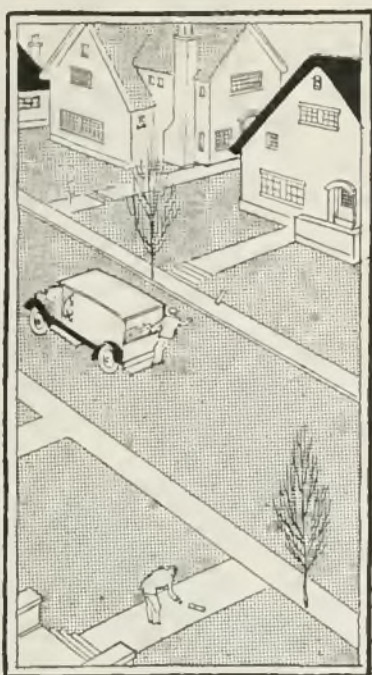
To maintain the balance 'twixt wets and dries, they also provide a two-story chapel. Other features include a sixty-car garage and a dozen "smart Parisian shops."

All that is lacking to make traveling Americans completely happy is a golf-course and a written guarantee against seasickness.

## It Is in the Blood

Among my intimates is a man of Italian ancestry. Born in St. Louis and educated almost entirely in the United States, he is as nearly "100 per cent American" as any man I know. Neither in manner, dress nor speech is there about him the faintest trace of his Latin origin. Yet, when, as happens occasionally, his wife says to him at breakfast "we're going to have macaroni for dinner tonight," he makes a point of getting home earlier than usual so that he may personally supervise the preparation of the dish of which Italians are supposed to be fondest. And he does it—takes off his coat, rolls up his sleeves and does it.

The man at the head of the foreign department of one of New York's trust companies is tarred with the same stick. French by birth, and a bachelor by choice, he gives half-a-dozen dinner parties in the course of a year. Whenever one is scheduled, he leaves his office early in the afternoon and spends the rest of the day in his kitchen. There isn't the faintest doubt in my mind that, if he ever lost his trust company job, he could get an equally well-paid one as a chef. JAMOC.



AVERAGE RENTS



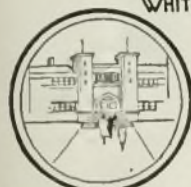
DISTRIBUTION OF AUTOMOBILES



DENSITY OF POPULATION



FAMILIES PER DWELLING



LITERACY



HOME OWNERSHIP



NON-INDUSTRIAL

# Share The Globe-Democrat's Influence

in more than 3 out of 4 homes in those sections of St. Louis and suburbs where these conditions are most favorable



Are talking now about net paid city circulation.

Let's forget for a moment The Globe-Democrat's unchallenged dominance in the towns of The 49th State outside St. Louis.

Let's see about covering the city itself.

Here is St. Louis' largest daily. The oldest newspaper here. An established institution which has been read and accepted for generations. The people here have known it since they first began to read as children. Their fathers have followed it in the same way.

So that's the sort of influence which The Globe-Democrat enjoys.

### Among People Who Can Respond

The Globe-Democrat reaches both sections of St. Louis—the so-called "better section" and the "poorer section." (Any city naturally divides itself in this way.)

In St. Louis a check of the eight fundamental economic characteristics shows clearly where the principal buying power is concentrated. You'll find it in that Mass-Class section where the rent average is higher. Where home ownership and automobile ownership show the higher percentages. Where literacy is highest. Where native white families dwell. Where there are few factories—or none at all.

### Reaching More Than 3 Out of 4 Mass-Class Families

Now it is right in this Mass-Class Section, and in the higher ranking suburbs that The Globe-Democrat exerts its big influence. The daily net paid circulation here reaches more than 3 out of 4 families.

In the lower-ranking section The Globe-Democrat gives adequate coverage,—reaching the sort of people who would naturally read an established newspaper.

You can picture them yourself—substantial, thrifty, more or less conservative families. Good people to do business with.

It all boils down to this:—

The Globe-Democrat has found the worth-while readers in St. Louis. In seventy-five years a newspaper naturally does that. It builds up its good will among the great majority—the dependable people who pay the grocer regularly, or buy new clothes regularly, and enjoy their homes, and rear good families.

Day after day The Globe-Democrat is going into these St. Louis homes. Influencing these St. Louis people. Winning business for advertisers.

If you would share this influence, we can show you how. It's an easy matter—and economical.

The Globe-Democrat has larger circulation, by far, than any other St. Louis Daily

# St. Louis Globe-Democrat

The Newspaper of The 49th State

F. St. J. Richards.....New York  
Guy S. Osborn.....Chicago



Jos. R. Scolaro.....Detroit  
C. Geo. Krogness.....San Francisco  
Dorland Agency, Ltd.....London

# Investment Bankers and Brokers

are a huge market for office equipment and appliances as well as many other commodities. We blanket the financial district in every city in the United States and Canada large enough to maintain its own stock exchange.

*There are only 5,000 rated investment bankers and brokers in the U. S. A. and we are the only magazine that covers this field!*

V. E. GRAHAM  
Advertising Director.

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

Member A. B. C.

42 BROADWAY

NEW YORK

No. 3 of a Series

## The Art and Practice of Typography

EDMUND G. GRESS

615 high-class type arrangements of permanent applicability—the majority in color—with approximately 100,000 words of text relating directly to the examples shown, constitute this indispensable book written for the typographer.

Historical information combined with practical instructions make this an extremely interesting, as well as an instructive volume.

300 pages, 41 inserts, 615 illustrations, size 9½x12¼ inches, strongly bound in cloth, \$10.00; 45 cents extra for postage and packing.

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

## Denver Convention Programs

[CONTINUED FROM PAGE 38]

Tuesday Afternoon, June 28

*Cold Facts About Direct Mail*—Gordon W. Kingsbury, Director of Advertising, Kelvinator, Inc., Detroit, Mich. Discussion.

*How We Enlarged Our Market by the Use of Direct Mail*—Clarke A. Richards, The Coleman Lamp & Stove Company, Chicago, Ill. Discussion.

*How Auto Dealers Were Secured Through Direct Mail*—W. R. Ewald, Campbell-Ewald Company, Detroit, Mich. Discussion. Adjournment.

Wednesday Morning, June 29

*Selling Building & Loan by Mail*—Thomas L. Crawford, Advertising Manager, The National Savings & Loan Association, Wichita, Kansas. Discussion.

*Direct Mail Tie-Ups and the Business They Brought*—Miss Lena Osborne, The Osborne Advertising Agency, Oklahoma City, Okla. Discussion.

House Organ Round Table. Adjournment.

Associated Retail Advertisers

Consistory Auditorium

Monday, June 27

Opening 2:00 P. M.

*Presiding*: George B. Forristall, President, Associated Retail Advertisers, Advertising and Sales Manager, Foley Bros. Dry Goods Company, Houston, Tex.

*Report of President*—Report of Secretary-Treasurer—Appointment of Committees on Nomination and Resolutions—Report of Chairman, Program Committee.

*Howdy*—H. Maurice Weiland, Sales Promotion Director, the Neustetter Co., Denver, Colo.

*Profit—The Measure of Advertising Success*—F. W. Crankshaw, member of executive staff, Amos Parrish & Company, New York, N. Y. Questions and Discussion.

*Accent on the "Manager"*—Lulu E. Eckels, Past President, Los Angeles Advertising Association. Questions and Discussion.

*Straightening Out the Volume Kinks*—Ray M. Wright, Advertising Manager, Scruggs-Vandervoort-Barney, St. Louis, Mo. Questions and Discussion.

Adjournment.

Tuesday, June 28

Opening 2:00 P. M.

*Presiding*: H. M. Voss, Advertising Manager of the Denver Dry Goods Company, Denver, Colo.

*Foreword*—The Chairman.

*The Business of the Better Business Bureau*—Edward L. Greene, Managing Director of National Better Business Bureau, New York, N. Y. Questions and Discussion.

*The Proper Use of Space*—W. E. Donahue, Manager, Local Advertising Department, Chicago Tribune, Chicago, Ill. Questions and Discussion.

*Backing Up the Advertising*—J. R. Ozanne, Advertising Manager, Carson, Pirie, Scott & Company, Wholesale, Chicago, Ill.

Thirty Minutes of *Open Forum* presided over by Miss R. McCluney, Advertising Manager, Ackermann Brothers, Elgin, Ill. (A) *Getting the Newspaper with You*; (B) *How a Store Can Interest High School Students*; (C) *Selling Yourself to Your Own Organization*.

Adjournment.

Wednesday, June 29

Opening 9:30 A. M.

*Presiding*: George B. Forristall, President, Associated Retail Advertisers; Advertising and Sales Manager, Foley Brothers Dry Goods Co., Houston, Tex.

Reports of Committees.

*The Merchant's Viewpoint of Merchandise Promotion Today*—J. K. Sterne, General Merchandise Manager, the May Co., Denver, Colo. Questions and Discussion.



# TYPICAL SUBSCRIBERS to The American Printer

Young & McCallister, Los Angeles



*The American Printer is read eagerly by every member of the organization of this widely known California printing shop*

Says A. B. McCallister :

“I have high regard for THE AMERICAN PRINTER. The usual trade magazine is a soulless thing, full of a lot of cold information, valuable but chilly. THE AMERICAN PRINTER is a human document, friendly, sincere, always interesting and inspiring. I read each issue carefully and have never failed to find in a single issue something of benefit. It is read eagerly by every member of our organization. THE AMERICAN PRINTER is a tremendous asset to the printing fraternity.”



Every subscription on THE AMERICAN PRINTER list counts big in its value to advertisers. Much of the circulation is printshop circulation and THE AMERICAN PRINTER is read by those who buy machinery, paper, devices and supplies of all kinds. Advertisers should arrange now to take advantage of the September Printing Exposition and Craftsmen Number of THE AMERICAN PRINTER, to announce new models, devices and papers. These annual inspirational feature numbers are internationally famous.

The American Printer, Inc. Telephone Caledonia 9770 9 East Thirty-Eighth Street, New York

CHICAGO: Peoples Gas Bldg.  
Telephone Wabash 4000

CLEVELAND: 405 Sweetland Bldg.  
Telephone Superior 1817

# TYPEWRITTEN HOUSE-ORGANS

Repro-Printed by Photo Offset  
are marked by their

INTIMATE PERSONALITY  
ECONOMY  
SPEED  
VERSATILITY

Reproduction in this new way lends an interest and intimacy to the Employee's Magazine at once novel and extremely valuable.

Snapshots—wash drawings—charts—cartoons, etc., can be included easily at very little extra cost.

Our service includes any—or all—of the following: editing—typing—layout—art work—printing—binding. We will reproduce your manuscript as you lay it out or assume entire responsibility.

Of special interest to concerns having 100 to 2,000 employees who will find it amazingly low in cost compared to older methods.

Write or phone for samples, prices and details.

## NATIONAL PROCESS COMPANY, Inc.

218 West 40th Street, New York City

335 Fifth Ave., Pittsburgh, Pa.

80 Boylston St., Boston, Mass.

*The Fashion Force in Retailing*—Carl Gibson, Vice-President, the Standard Corporation, Chicago and New York. Questions and Discussion.

*I Am the Customer*—Mrs. Donald C. Bromfield, President of the Junior League, Denver, Colo. Questions and Discussion.

*Retail Radio Advertising in Boston*—Frank A. Black, Publicity Manager, William Filene's Sons Company, Boston, Mass. Questions and Discussion.

Adjournment.

Wednesday, June 30

Opening 2:00 P. M.

*Presiding:* Arthur Brayton, Editor, *Dry Goods Merchants Trade Journal*, Des Moines, Iowa.

*The Query Box:* One hour and forty-five minutes to be devoted in open forum and divisional groups to comparative experiences in dealing with the essential factors which go to make up successful retail store promotion today. Entire program to rest on a summary of points indicated by retail advertising men and women in response to a pre-convention questionnaire.

Adjournment.

American Photo-Engravers Assn.

Room A, Cosmopolitan Hotel

Tuesday, June 28

Opening 2:00 P. M.

*Presiding:* Charles A. Clark, the Cocks-Clark Engraving Company, Denver, Colo.

*Photo-Engravings in Advertising*—E. W. Houser, Barnes-Crosby Company, Chicago, Ill.

*Photo-Engravings Convince the Buyer*—M. C. Gosiger, Schultz-Gosiger Company, Cincinnati, Ohio.

*Photo-Engravings Attract Attention*—H. C. Campbell, Western Eng. & Col. Company, Seattle, Wash.

*The Best Reproductions*—Charles A. Clark, Cocks-Clark Engraving Company, Denver, Colo.

Public Utilities Advertising  
Association

Albany Hotel, Magnolia Room

Monday Session, June 27

Opening 2:00 P. M.

*Presiding:* President, P. U. A. A., Frank LeRoy Blanchard, Director of Advertising & News Department, Henry L. Doherty & Company, New York.

*President's Address:* Frank LeRoy Blanchard, Director of Advertising & News Department, Henry L. Doherty & Company, New York.

*Why National Utility Associations Believe in Advertising*—Paul S. Clapp, Executive Director, National Electric Light Association, New York. Questions and Discussion.

*How to Buy Radio Time and What to Do With It*—Henry Obermeyer, Assistant to Vice-President, Consolidated Gas Company, New York. Questions and Discussion.

*Why Newspapers?*—J. C. McQuiston, Advertising Manager, Westinghouse Electric & Mfg. Company, East Pittsburgh, Pa. Questions and Discussion—Other Mediums.

*Report of P. U. A. A. Committee on Costs and Results*—Chairman, A. C. Watt, of Hodenpyl, Hardy & Company, New York.

Questions and Discussions on Addresses and papers of the afternoon session.

Tuesday Session, June 28

Opening 2:00 P. M.

*Presiding:* Vice-President, P. U. A. A., H. M. Lytle, Vice-President, Chicago Rapid Transit Company, 72 West Adams Street, Chicago.

*The Future of Organized Advertising*—W. Frank McClure, Chairman, National Advertising Commission and Vice-President of Albert Frank & Company, Chicago.

*Percolators vs. Paris Hats*—Advertising Appliances the Department Store Way—Miss Dorothy Dignam, of McJunkin Advertising Company, Chicago, and copy-writer for Commonwealth Edison

### Here is the Answer

We asked the question "How did your first quarter for 1927 compare with the same period for 1926 in the Southern territory?" Space permits publication of only a few of the answers, which are typical. Many others were given in confidence and cannot be published.

American Multigraph Co.	4% Increase
Certain-teed Products Corp.	29.7% Increase
Bradley Knitting Co.	4% Increase
Kelly-Springfield Tire Co.	15.0% Increase
Truxon Steel Co.	18% Increase
L. C. Smith Typewriter Co.	10% Increase
Monitor Calculating Machine Co.	35% Increase
The Maytag Co.	200% Increase
Frigidaire Corporation	50% Increase
Elliott Addressing Systems	10% Increase
Columbia Phonograph Co.	74% Increase
Stromberg Electric Co.	124% Increase
Whitehead & Hoag Co.	39.1% Increase
Milwaukee Tool Co.	86.6% Increase
Cannon Mills, Inc.	20% Increase
Line-A-Time Mfg. Co.	50% Increase
Simplex Piston Rings Co.	63% Increase
J. I. Case Threshing Machine Co.	10% Increase
Hendricks Electric Co.	80% Increase
Whitaker Paper Co.	4% Increase
Lee Tire & Rubber Co.	5% Increase
Yarnell-Waring Co.	18 1/2% Increase
Dictaphone Sales Corp.	22% Increase
Fuller Brush Co.	18% Increase
Automatic Refrigerator Co.	15% Increase
Egry Register Co.	6.5% Increase
Russell Mfg. Co., Inc.	28% Increase
Wm. E. Wright & Son	20% Increase
Erie Steam Shovel Co.	15% Increase
Gettard Wire Tying Machines Co.	33.72% Increase
Waters & Waters Mfg. Co.	33 1/2% Increase
C. F. Houghton & Co.	18% Increase
Commercial Envelope Co., Inc.	25% Increase
Structural Slate Co.	30% Increase
Miller-Bryant-Pierce Co.	70% Increase
Miller Rubber Co.	33 1/3% Increase

# Answered! by those who know

Is business continuing good in the South? Was 1926 an unusual year? What are conditions today?

We asked the leading national concerns, the great names in American industry, who make Atlanta their Southern headquarters, how the first quarter of 1927 compared with the same period of 1926. Gains reported ranged from 4% to 200% increase over 1926.

### Business is Good in the South

Yes, business is good in the South. The great and permanent prosperity founded on a purchasing power which has more than trebled in the past ten years, is today reaching greater heights than ever before.

And it is significant that those manufacturers who have realized that this country can no longer be served from any one point, who have selected Atlanta as the logical point from which to serve the South, are the ones who are getting

the business, increasing their volume, making big profits.

### The Ideal Location

Atlanta combines in one location the three great essentials to successful manufacturers: *Low production cost*, brought about by efficient, intelligent, Anglo-Saxon labor, together with big savings in raw materials, power, taxes and other basic factors. *A rich and growing market*, absorbing an ever increasing volume of the national production of manufactured products. *Excellent transportation facilities* over 15 railroad lines radiating from Atlanta.

The finest merchandising brains in the country have made the most

careful surveys and comparisons, have checked and rechecked every factor entering into the problem of branch location and have found that Atlanta answers every requirement. As a result, over 800 of America's best-known national concerns have placed their Southern Branches in Atlanta.

### Get the Facts

The Atlanta Industrial Bureau is thoroughly equipped to present the facts as they apply to your business. There is no charge, no obligation. The information your request will bring may be worth many thousands of dollars to you—may prove the measure of your profits for the coming years. Your inquiry will be held in strict confidence.

INDUSTRIAL BUREAU  
137 Chamber of Commerce

# ATLANTA

Industrial Headquarters of the South.



# METAL PRINT CRAFT

- made by *Grammes*



80,000 Motorists will display this French Enamelled Radiator Emblem.

**M**ETAL Print Craftsmen are producing Etched; Stamped; Lithographed; Embossed; Printed; Cast; Engraved; and Enamelled Products in a large variety of metals and finishes - - known for satisfying service.




*L.F. Grammes & Sons*  
INCORPORATED  
Allentown, Pa.

NEW YORK      PHILADELPHIA      CHICAGO

SINCE the date of our first issue, May 9, 1923, Advertising and Selling has published more than 2000 articles dealing with the important phases of advertising and marketing. These articles have been classified according to their title, author and subject matter respectively, and they together with other sources of information comprise our reference library. Instead of hunting through back numbers for an article in question, you can save time by writing to us; when you are confronted with a problem, let us know, and we will try to give you immediate information on any subject within our scope. In order to enhance the value of this department for you, your inquiries are answered the same day that they are received, thus eliminating all possible delay. Use our reference library for prompt and accurate information. It is always at your service. Address REFERENCE LIBRARY, ADVERTISING AND SELLING, 9 East 38th Street, New York.

Electric Shops, Chicago. Questions and Discussions.

*Advertising and Informing the Public*—Lambert St. Clair, Director of Advertising, American Electric Railway Association, New York. Questions and Discussions.

*Where Does the Agency Fit In?*—James O'Shaughnessy, Executive Secretary, American Association of Advertising Agencies, New York. Questions and Discussions.

*Report of P. U. A. A. Committee on Better Copy*—Chairman, Irving M. Tuteur, McJunkin Advertising Company, Chicago.

Questions and Discussions on Addresses and Papers of the Afternoon Session.

## Federation of Women's Advertising Clubs

Hotel Cosmopolitan

Monday, June 27

5:00 P. M.

*Greeting to Denver*—Miss Marie Richey, Advertising Manager, Daniels & Fisher Store Company, Denver, Colo.

*What the International Advertising Association Means*—C. K. Woodbridge, President, International Advertising Association, and Vice-President, Electric Refrigeration Corporation, Detroit, Mich.

*The Pro and Con of Testimonial Advertising Copy*:

*When It Is Good*—Miss Hildegard Gloyer, National Advertising Department, the Milwaukee Journal, Milwaukee.

*When It Is Not Good*—Miss Elsie E. Wilson, Associate Editor, American Heating Merchant, Advertising Division, American Radiator Company, New York, N. Y.

*Report of Executive Committee Member*—Mrs. Bernice Blackwood.

*Report of Officers*:

President's Report—Mrs. Minna Hall Carothers; Vice President's Report—Miss Hazel Ludwig.

Elections—Vote on Constitutional Revisions.

Club Problems: *Employment Work*—Mrs. Hilma Benson, Swedish Cowriter, Chicago; President, Women's Advertising Club of Chicago.

*Programs*—Mrs. Ellen Patten, Crane Ice Cream, Philadelphia; President, Advertising Women's Club of Philadelphia.

*Scholarship*—Mrs. Selma Elgutter, Elgutter Advertising Service, Toledo; President, Women's Advertising Club of Toledo.

*Vigilance*—Miss Margaret Coons, First National Bank, St. Louis; President, Women's Advertising Club of St. Louis.

*Social Events*—Miss Jessie Ziegler, Women's Advertising Club of Houston.

## Club Officers' Conference

Wednesday, June 29

Opening 9:30 A. M.

*Presiding*: Dr. H. H. Maynard, President, Advertising Club of Columbus, Ohio.

*Keeping Advertising Club Members on the Job Every Day of the Year*—Arthur H. Brayton, President, Advertising Club of Des Moines, Iowa.

*The Use of Programs Supplied by Headquarters*—Alfonso Johnson, President, Advertising League of Dallas, Texas.

*How Women's Clubs Educate Their Members and the Public on the Economics of Advertising*—Mrs. Hilma Benson, President, Women's Advertising Club of Chicago.

*Starting Public Dinners on Time*—J. R. Bolton, Secretary, Advertising Club of New York, N. Y.

*Making District Conventions Most Useful*—C. C. Younggreen, Chairman, Sixth District, Milwaukee, Wis.

Wednesday, June 29

Opening 2:00 P. M.

*Publicity for and Promotion of Club Events*—Donald K. Thomas, Managing Director, Advertising Club of Los Angeles, Cal.

Round Table Sessions:

(a) For clubs with paid secretaries—Leader: H. T. Bussman, President, Advertising Club of St. Louis, Mo.

(b) For clubs with volunteer secretaries—Leader: E. N. Ledyard, President, Advertising Club of Salt Lake City, Utah.

**Theatre Advertising Publishers Association**

Room A, Hotel Cosmopolitan  
Monday, June 27  
Opening 2:30 P. M.

Presiding: E. E. Brugh, President, Clyde W. Riley Advertising Co., Chicago, Ill.  
General Discussion and Election of Officers.

Tuesday, June 28  
12:30 P. M.

Luncheon—Close of Business Details  
Presiding: E. E. Brugh, President, Clyde W. Riley Advertising Company, Chicago, Ill.

Selling Advertising—J. C. Chevalier, Secretary, New York Theater Program Corporation, New York, N. Y.

Purchase—Inclination—The Important Fundamental of a "Quality Market"—E. E. Brugh, President, Riley Advertising Company, Chicago, Ill.

**Screen Advertisers Association**

Broadway Theater  
Sunday, June 26  
8:15 P. M.

Picture: *Thirty Years of Motion Pictures*.  
A cordial invitation is extended to all convention delegates to view this film as the guests of the Screen Advertisers Association.

Shirley Savoy Hotel  
Monday, June 27  
Opening 1:30 P. M.

Opening of Convention—Chairman J. Don Alexander, Alexander Film Company, Denver, Colorado.

Minutes of Secretary and Treasurer.

Address of President—Douglas D. Rothacker, Rothacker Industrial Films, Chicago, Ill.

Panchromatic & Dupe Negative—George A. Blair, Eastman Kodak Company, Rochester, N. Y. Discussion.

Uses of Phonofilm for Commercial Advertising—Ray D. Lillibridge, President, Lillibridge Advertising Agency, New York, N. Y.

Motion Picture Conditions in the Northwest—R. H. Ray, Ray-Bell Films, St. Paul, Minn.

Short Length Division Plans—A. V. Cauger, Chairman.

Discussion.  
Adjournment

Tuesday, June 28  
Opening 2:00 P. M.

Meeting called to order—Presentation New Business.

Discussion

Sales Organization—M. F. Campbell, Alexander Film Company, Denver, Colo.

Motion Pictures and Floods—Wm. Johnson, Motion Picture Advertising Service, New Orleans, La.

Our Jim From Texas—James P. Simpson, James P. Simpson Company, Dallas, Texas.

Discussion and General Business.  
Adjournment.

Wednesday, June 29  
Opening 9:30 A. M.

Meeting called to order  
General Business.

International Advertising Association Plans—Robert A. Warfel, Exec. Sec., Advertising Commission.

Discussion.

Successful Uses of Motion Pictures—Speaker to be announced.

Discussion.

Committee Reports.

Executive Committee Meeting.

Short Length Division Business Meeting.

Screening of Pictures.

Report Short Length Business Meeting.

Unfinished Business.

Adjournment.

*No. III*

FROM OUR CODE OF ETHICS

*"Honorableness—It is an absolute essential in honorable competition that we prove ourselves as honorable in every particular as we should have our competitors."*



TYPOGRAPHY cannot rightfully nor profitably be purchased by the yardstick. It must, in justice to all, be had only on a *time basis*. Place your typography with men who are bound by a code of ethics to bill your work honestly. A.T.A. typography is the best.



NEW YORK GROUP OF

*Advertising Typographers of America*

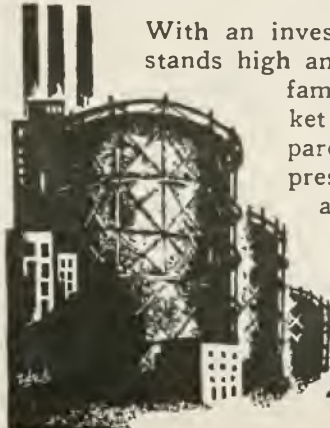
461 Eighth Avenue, New York

MEMBERS

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

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

**"Impressive Facts About the Gas Industry"**



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

Robbins Publishing Co., Inc.

9 East 38th Street

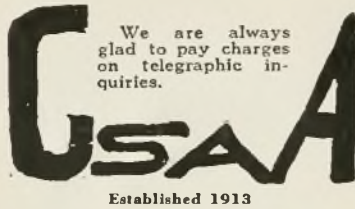
New York

**GAS ENGINEERING AND APPLIANCE CATALOGUE**

## Wire Your Inquiries

We appreciate the importance of getting information to you quickly. We want to co-operate with you to that end.

Send your telegram COLLECT to our nearest office



**Collegiate Special Advertising Agency, Inc.**

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

## The STANDARD ADVERTISING REGISTER

### Gives You This Service:

1. The Standard Advertising Register listing 7,500 national advertisers.
2. The Monthly Supplements which keep it up to date.
3. The Agency Lists. Names of 1500 advertising agencies, their personnel and accounts of 600 leading agencies.
4. The Geographical Index. National advertisers arranged by cities and states.
5. Special Bulletins. Latest campaign news, etc.
6. Service Bureau. Other information by mail and telegraph.

Write or Phone

**National Register Publishing Co. Inc.**  
R. W. Ferrel, Mgr.  
15 Moore St. New York City  
Tel. Bowling Green 7968

# Are "Display Helps" Wasted

[CONTINUED FROM PAGE 25]

Jewelry Stores—1%  
Furniture Stores—25%  
Hardware Stores—58%  
Public Utility Stores—19%  
Shoe Stores—24%  
Miscellaneous Stores—11%

7. If manufacturers were to produce high class display units, say of wood, satin, metal, with, perhaps, lighting or mechanical features—real decorative units of the modern type, and loan them to you, would you usually give such displays preferred space?

Yes—99.2%, No—3%, Doubtful—5%

8. Would you consider such displays on a rental service from the manufacturer in preference to the usual free material now being sent you store?

Average of All Classes  
Yes—67.4%, No—23.7%, Doubtful—8.9%

Stores—	Yes	No	Doubtful
Department	64.2%	25.5%	10.3%
Clothing	75%	21.2%	3.8%
Specialty	59%	13.6%	27.4%
Drug	16.7%	83.3%	0%
Jewelry	100%	0%	0%
Furniture	100%	0%	0%
Hardware	57.1%	42.9%	0%
Public Utility	75%	12.5%	12.5%
Shoe	37.5%	12.5%	0%
Miscellaneous	71.4%	0%	28.6%

9. Considering that these more elaborate displays were well designed, unusually attractive, featured manufacturer's product from dealer's viewpoint, what rental per week would you consider reasonable to pay the manufacturer for a display that would cost \$150 each to produce?

Average for all classes—\$10.08 a week by those who were in favor of paying rental.

Department Stores	\$14.01
Specialty Stores	10.40
Jewelry Stores	15.00
Hardware Stores	5.33
Shoe Stores	16.00
Clothing Stores	7.82
Drug Stores	.00
Furniture Stores	10.00
Public Utility Stores	11.65
Miscellaneous Stores	10.66

10. Would you be opposed to assisting the manufacturer produce better display helps—by paying him one-half the cost of better helps?

No—32.6%, Yes—53.9%, Doubtful—13.5%

Stores—	No	Yes	Doubtful
Department	42.9%	57.1%	0%
Clothing	28.8%	55.8%	15.4%
Specialty	45.5%	18.1%	36.3%
Drug	34%	66%	0%
Jewelry	0%	100%	0%
Furniture	43%	28.5%	28.5%
Hardware	28.5%	57.2%	14.3%
Public Utility	37.5%	50%	12.5%
Shoe	37.5%	50%	12.5%
Miscellaneous	28.5%	57.2%	14.3%

11. Does the manufacturer's salesman usually call on your display department to explain the dis-

play helps his firm offers, or is such information usually left with the department merchandise buyer?

Left with buyer	76.8%	
Display Department	23.2%	
	Buyer	Display
Department Stores	94.6%	5.4%
Clothing Stores	92.3%	7.7%
Specialty Stores	86.4%	13.6%
Drug Stores	75%	25%
Jewelry Stores	66.6%	33.4%
Furniture Stores	71.5%	28.5%
Hardware Stores	85.7%	13.3%
Public Utility Stores	75%	25%
Shoe Stores	50%	50%
Miscellaneous Stores	71.5%	28.5%

12. Name three manufacturers whom you consider are now sending you the best dealer helps; that is, helps that you usually find preferred space for in your window or store, helps that you feel excel from points of comparison among all such manufacturers' display helps as you receive?

(Names omitted for reasons that are obvious.)

13. Do you feel that manufacturers and national advertisers would improve their display helps if a practical display man, with retail store experience, were on their staff for consultation? Or if they had their own display departments to analyze and design their displays from a practical viewpoint?

Yes—99.9%, No—0%, Did not answer—.01%

14. State briefly the reasons for your answer to question number thirteen.

- Following are a few typical replies:
- "Too much printing—not enough display."
- "Seems to me that retail displays are so far advanced compared with the manufacturer's idea of assistance that it's high time he was educating himself on 'what is display?'"
- "Knows how to display to the public for results."
- "Understands relation between display helps and merchandise."
- "Specialized experience qualifies the display man."
- "Knows display as a 'business.'"
- "We get helps that probably cost a lot of money, but there is no merchandising idea behind them."
- "Present day helps are not up to our present standards of display."

15. Have local display services ever placed any manufacturer's displays in your display windows for you?

Average of All Classes  
No—91%, Yes—9%

	No	Yes
Department Stores	92.3%	7.7%
Clothing Stores	98.1%	1.9%
Specialty Stores	100%	0%
Drug Stores	75%	25%
Jewelry Stores	100%	0%
Furniture Stores	100%	0%
Hardware Stores	87.5%	12.5%
Public Utility Stores	100%	0%
Shoe Stores	100%	0%
Miscellaneous Stores	57.2%	42.8%

16. Do you believe in tying-up your window displays of nationally advertised products with national advertisements of such products?

Average of All Classes  
Yes—93.7%, No—4.3%, Occasionally—2%

Stores—	Yes	No	Occ.
Department	79.8%	6.2%	14%
Clothing	88.4%	5.8%	5.8%
Specialty	85.7%	14.3%	00%
Drug	83.3%	16.7%	00%
Jewelry	100%	00%	00%
Furniture	100%	00%	00%
Hardware	100%	00%	00%
Public Utility	100%	00%	00%
Shoe	100%	00%	00%
Miscellaneous	100%	00%	00%

17. Do you tie-up your window displays with your local newspaper's advertising?

Yes—95.9%, No—2.8%, Occasionally—1.3%

Stores—	Yes	No	Occ.
Department	84.7%	4.7%	10.6%
Clothing	92.3%	5.7%	2%
Specialty	95%	5%	00%
Drug	100%	00%	00%
Jewelry	100%	00%	00%
Furniture	100%	00%	00%
Hardware	100%	00%	00%
Public Utility	100%	00%	00%
Shoe	87.5%	12.5%	00%
Miscellaneous	100%	00%	00%

18. Do you, generally speaking, regard the display helps now being sent you by manufacturers to be of material assistance in trimming your windows?

Average of All Classes  
No—61.2%, Yes—38.8%

	No	Yes
Department Stores	70.2%	29.8%
Clothing Stores	39.9%	60.1%
Specialty Stores	76.1%	23.9%
Drug Stores	50%	50%
Jewelry Stores	33.3%	66.7%
Furniture Stores	85.7%	14.3%
Hardware Stores	37.5%	62.5%
Public Utility Stores	75%	25%
Shoe Stores	87.5%	12.5%
Miscellaneous Stores	57.1%	42.9%

19. Do you enter window display contests conducted by manufacturers and national advertisers?

Average of All Classes  
No—56.3%, Yes—43.7%

	No	Yes
Department Stores	57.7%	42.3%
Clothing Stores	54.5%	45.5%
Specialty Stores	71.4%	28.6%
Drug Stores	25%	75%
Jewelry Stores	66.7%	33.3%
Furniture Stores	42.9%	57.1%
Hardware Stores	87.5%	12.5%
Public Utility Stores	37.5%	62.5%
Shoe Stores	62.5%	37.5%
Miscellaneous Stores	57.1%	42.9%

20. State briefly your reason for entering or not entering manufacturers' display contests.

FOR

- "Display contests increase sales of products."
- "Because it ties up with local and national advertising."
- "Prizes lend incentive for added effort."
- "Assists in securing favorable publicity for store and display man."
- "Stimulate better displays through competitive efforts."
- "Provides method of checking up standard of displays with others."

AGAINST

- "Incompetent judges."
- "Insufficient publicity, often do not know contest in progress until too late."
- "Only very few manufacturers furnish material I can use."
- "Failure to send material in time—or instructions."
- "Feeling of prejudiced awards."
- "Small windows usually must compete with larger windows."
- "Prizes usually too small."

21. Do such display contests, in

# Investigate the Buying Power of the Farm Woman

**S**HE BUYS 90% of the goods purchased on the farm whether it is for the home or not. She influences your sales volume to a surprising degree. She is a force to be reckoned with by every thinking, advertising manufacturer.

**THE FARMER'S WIFE** reaches the farm woman, 800,000 of her every month! This magazine is her own, edited for her, and it forms the basis of her buying information.

Who decides what make of oil stove or range shall be purchased? Who buys the kitchen linoleum, the paint for walls and woodwork, the washing-machine and new furniture for the living room? Who buys shoes and clothing for the family? Who is consulted about the building of the new home? Whose influence is important when a family automobile is purchased?

The farm woman is the real "purchasing agent" on the farm. Farm women subscribers to **THE FARMER'S WIFE** spend over thirty million dollars per year on furniture alone!

Investigate **THE FARMER'S WIFE**—we welcome inquiries!

## 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

## AGAIN —

*all records broken!*

The Shrine Magazine for June contains 13,033 lines of advertising—a gain of 143 per cent. over the same issue a year ago.

June, by the way, carries more advertising than any issue published since the magazine was founded.



### THE SHRINE MAGAZINE

1440 Broadway · New York

Phone: Pennsylvania 7827

Tribune Tower  
CHICAGO

Little Building  
BOSTON

**Y**OU don't have to be a physicist to know that the longest way around is an indirect method. The Market Place is the shortest distance between two cardinal points—you and your next connection.

your estimation, encourage larger and better showings of the manufacturer's product, with increased sales of same during period of display?

Yes—92%, No—5.6%, Doubtful—2.4%

22. Have you any suggestions for improving manufacturers' window display contests?

Quoted below are a few of the high lights from replies to this question.

"Eliminate the necessity of using this or that help."

"Manufacturer's salesman should tell every display man all details of contest during calls on store."

"Classify cities according to population."

"For fairer judging—erase all marks of identification."

"Disinterested but qualified display men for judges."

"Addressing announcements of contest to Display Manager."

"Let it be definitely understood prizes are offered to the display manager who creates the display—the store will profit by the increased sales through the better display."

"Do not make it compulsory to use the manufacturer's dealer helps—the display man may be able to develop something even better, thereby furnishing new ideas to the manufacturer as to possible helps he may care to produce."

"Make sure dates set for contest do not generally conflict with seasonal selling and featuring of other products."

"With ample publicity through trade journals to merchants and display men a nation-wide selling campaign can be conducted. I suggest holding contests to a thirty-day period—either at height of seasonal demand or when product needs greatest promotional effort."

23. State here any suggestions you care to offer that might help improve manufacturer's display helps.

A variety of the suggestions offered are quoted below:

"Have units flexible in size."

"More attention to needs of average size cities."

"Helps that measure up to present standard of retail store displays."

"Educational displays."

"More 'human interest' in display ideas."

"Helps in keeping with merchandise style and refinements."

"Qualified display manager in direct supervision is safest, quickest means to improve manufacturer's dealer helps."

"Displays on rental plan."

## Volume Madness

[CONTINUED FROM PAGE 28]

advertising done is one of the many deadly factors in wasteful promotion. In retailing the twin destroyer of profits is the cutting down of prices for advertising promotions, and the driving of such promotions every week or every day, thereby exhausting the community demand for such goods at small profits and increased sales cost. Such activity stimulates competition to do still more destructive promotion. Community resources for sales are thus frittered away, public necessities supplied with small profits to stores, and a future sales resistance created because demand must wait until abnormal supplies are used up. Result: diminished profits and a stagnant market.

In view of all this an important question should be asked and answered when analyzing sales quotas: "What figure of volume is the highest that we can attain, *without an increased percentage of selling cost?*"

Of course, there is always the chance, and indeed the likelihood, that past experience may not have truly demonstrated the point of saturation,



or increased sales resistance, for the product or store patronage. It is upon this problem that brains and time should be spent—with, perhaps, surveys and inspections.

There is one vital element, often a tremendous factor in the realization of increased volume, which is given too small importance by most advertisers. Demand for commodities is usually created by human emotion, by awakening new desires on the part of potential prospects. These new desires are commonly developed by the exploitation of new ideas, presented in impressive or appetizing manner.

The commonly recognized manner of seeking increased sales is by increasing the size of the advertising space, as though people would be startled, astounded, or stampeded into using new goods, or more goods. But that is as bad psychology as it is business economy. Size domination has its chief strength in impressing some people with the idea that a certain product must be better than another, because the larger sale of it is apparently evidenced by the fact that the manufacturers can afford to spend more money in advertising it. Such exploitation fits a condition when the reader has in mind the purchase of that commodity and will not be able to judge between competing articles when buying. But most people will be led to buy a new article by reading a statement of some new human interest about the goods or some new suggestion about its utility. So we find continuously in advertising that the brain-thought of a creative copy-writer is a vastly more compelling factor in arousing new or larger desire for goods than increased space. And it costs no more to broadcast a compelling human idea than a conventional, banal, often imitative statement that no amount of double spreads could cause to create an emotion of desire.

Recently I found in the same issue of a magazine three competing advertisements of automobile tires. One was composed of two facing pages in color; another one page in color; the third two full columns. The double-page advertisement used one page for an illustration showing an intangible mess of tires on shelves. The object in view was beyond the comprehension as well as the interest of the reader. The other page was mutilated in order to fit up, as the artist seemed to hope, with the second page. The single page advertisement was handsomely done and worth at least twice as much as the two facing pages. The two-column layout was best of the three, by reason of the copy idea that it contained and the convincing way in which the story was told. So the big advertiser paid five times as much for a mutilated advertisement with a weak story as the small advertiser paid for a much more effective and convincing announcement. A twenty thousand dollar splash!

When advertisers learn to reason out their advertising problems, instead of having bell-wethers and being stampeded into wasteful expenditures for questionable exploitation, they will stop much of the present day waste in promoting sales. When they realize that what is said about their commodity is vastly more important than the size of the megaphone through

# Here are your Customers Inside the Family Circle



There are 627,831 of these individual buyers of MODERN PRISCILLA (perhaps 3,000,000 readers). They read it eagerly from month to month. And through the unique service of the Priscilla Proving Plant they have learned to place implicit faith in products they see advertised in its columns.

Here, then, is a great family of MODERN PRISCILLA readers,—representing the finest substantial class of American home life.

## May we help YOU take YOUR message inside this Family Circle?

MODERN PRISCILLA

ARTHUR J. CROCKETT, Advertising Director

470 Atlantic Avenue

Boston, Massachusetts

**Sweater News**  
and  
**Knitted Outerwear** May, 1928

**The Underwear & Hosiery Review** Mar. 1928

**Tie-up**

Your Consumer Campaign  
with Trade Publicity

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

**PHOTOSTAT SERVICE**  
RAPID—ECONOMICAL  
FACSIMILES - ENLARGEMENTS - REDUCTIONS

Commerce Photo-Print Corporation  
42 BRADWAY 50 MAIDEN LANE  
MANHATTAN, N.Y. JOHN 3627

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.

**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.

# Ask our reps.



—for information about the dental market; call them up or drop them a line. They never color market information for the purpose of securing advertising orders.

## ORAL HYGIENE

Every dentist every month  
1116 Wolfendale Street, N. S.  
PITTSBURGH, PA.

CHICAGO: W. B. Conant, Peoples Gas Bldg., Harrison 8448.  
NEW YORK: Stuart M. Stanley, 62 West 45th St., Vanderbilt 3758.  
ST. LOUIS: A. D. McKinney, Syndicate Trust Bldg., Olive 43.  
SAN FRANCISCO: Roger A. Johnstone, 155 Montgomery St., Kearny 8086.

# Sell COLUMBUS

and the G.C.O.M.

## 29 Rich Counties More than a million people

The G. C. O. M. (Great Central Ohio Market), with Columbus its trading center and Capital, is one of the most attractive fields in America for the sale of all kinds of Merchandise. The wealth of this territory is more than 2½ billion dollars.

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

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

The Dispatch, with a circulation of 113,678, reaches practically all of the worthwhile homes in Columbus and covers the great Central Ohio Market as no other newspaper even claims to do.

# Dispatch

OHIO'S GREATEST HOME DAILY

which they say it, they will begin to do better advertising, and do it at half the present cost.

When retailers learn that people judge what goods are most valuable for them to buy by the manner in which the store exploits them and what the store says about them, they will change their present tactics. That little Rogers-Peet advertisement never gets frightened by its four-column and full-page competitors. It just says something about clothing and gets read.

In retailing, people are stampeded into buying things they don't especially want, because the stores rave most about their bargains and fail to advertise intelligently the things marked at full prices that are worth full prices. This advertising judgment would serve the people better and people would gladly buy, since the advertising would tell them why that commodities were desirable.

It is a law of physics that initial energy loses power when it increases speed. Action measured merely by quantity also loses direction and control. Desperate effort takes no thought of cost or loss. Frenzied business effort shortens life and precludes living while one is alive.

Why not do business in reason, live longer and more happily, and make more net profits?

## Magazine Club Elects Officers for Coming Year

At the annual meeting of the Magazine Club held at the Advertising Club on June 1, the following officers were elected for the coming year:

Albert J. Gibney, president; Elliott D. Odell, first vice-president; Arthur E. Carpenter, second vice-president; Wallis F. Howe, Jr., secretary, and H. J. Donohoe, treasurer.

Directors elected are: Raymond B. Bowen, Gilbert T. Hodges, Robert L. Johnson, Frederick C. Kendall, Oliver B. Merrill, Benjamin G. Oman, and Emil R. Weadon.

## Joseph H. Appel Honored by College

A tribute to New York's advertising men was paid on Monday, June 6, by Franklin and Marshall College when the honorary degree of Doctor of Laws was conferred upon Joseph H. Appel, director of advertising and publicity for the John Wanamaker Store, New York.

Mr. Appel was graduated from Franklin and Marshall in the class of '92, and three years later was admitted to the Pennsylvania bar. From 1896 to 1899 he was a member of the editorial department of the *Philadelphia Times* under Colonel A. K. McClure, leaving the *Times* to become director of advertising and publicity for the Wanamaker organization in Philadelphia. He served in that capacity until 1912, when he was transferred to New York to take charge of the advertising department and to be general assistant to Rodman Wanamaker.



Even a simple subject may be presented in a dramatic way if intelligent art counsel is employed.  
**VAN NAME & HILLS Inc.**  
11 EAST 38TH ST., NEW YORK

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

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

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

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

**FREE A SALES AID**  
Book on

Your salesmen should show skeptical prospects the testimonial letters and orders received from satisfied customers—they supply proof and get the orders. Don't leave testimonial letters lying idle in your files—give them to your men and increase sales through their use. Send for a copy of booklet today.

**AJAX PHOTO-PRINT CO.** 31 W. Adams Street, Chicago

## Today's Sales Management

[CONTINUED FROM PAGE 27]

For most salesmen the surest way to increase sales would be to multiply their interviews with customers and prospects. Even a poor man would get some results by calling on a large enough number of people, showing them his goods and asking them to buy; while even the most brilliant man could not get volume unless he presented his wares to a large number of possible buyers. Both count on the law of averages to get a satisfactory volume.

One sales manager has been quoted as believing:

"Once you get a salesman to realize that if he just sees enough people, the business he needs is bound to come, he has an enormous advantage over the big-game hunter. For one thing, he learns to plan his work and work his plan; and, what is equally important, the loss of no one sale is going to disturb him, because he knows the law of averages will make up for it from some other quarter."

The Kelvinator Corporation thus instructs its field men:

"Once more—so that there will be no chance of mistake—we repeat that special leads and lists are merely supplementary, and that the salesman's main dependence for business must be upon *systematic canvassing* with some definite plan. No royal road to sales has yet been discovered. Stick to the main job; at the same time, keep your eyes open for especially good prospects which can be quickly handled and disposed of. If you can master that combination, then you have in your hands the key to money-making field selling."

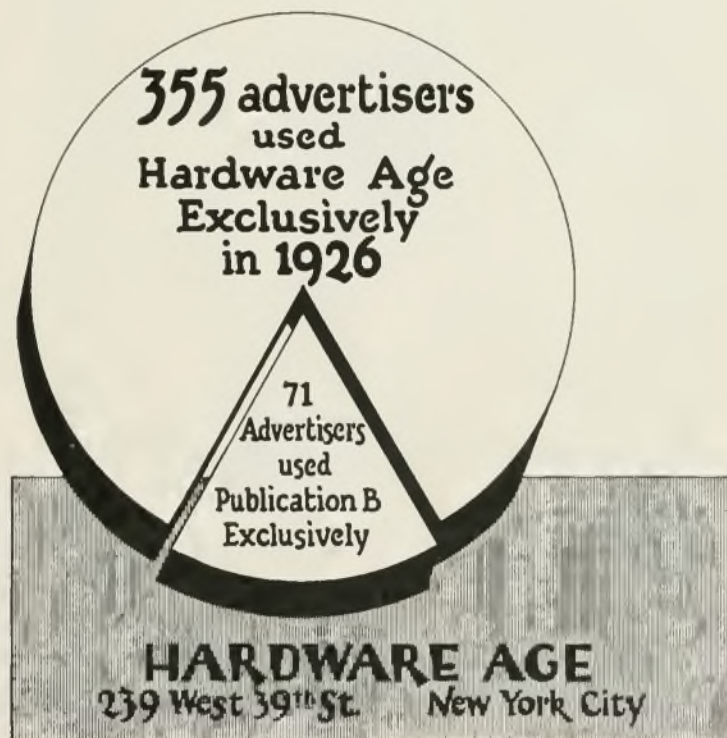
Sales contests, quotas, premium commissions and other special incentives we shall always have. As stimuli these have unquestionable value, despite the mad rush for orders near the close of the contest period with rising costs under one guise or another. The sales pace of today, however, sets its quota by another measure.

NO longer should the salesman consider that account a good one from which he secures a large volume, unless that volume represents also a substantial portion of the buyer's total purchases in the particular line. "Not what we sell them, but what they buy" should be the goal, with a quota set in relation to the total purchases of the customer from all sources, rather than a percentage increase on present sales by a single salesman. To this end, corporations are carefully training their salesmen to analyze the customer's requirements: to break down his totals into half a dozen classes corresponding to the line handled; to collect data as to sizes and grades bought, forward-looking and emergency buying, and even to investigate the question whether a different size or grade might not better serve the customer's purposes. As a method for this analysis salesmen are furnished skeleton classifications. They are trained to observe, to take advantage of favorable interviews to make direct inquiry of the customer, to do creative selling by discussing with the customer

# Five Times as many advertisers use Hardware Age Exclusively as use the next paper exclusively

Moreover, the number of manufacturers using Hardware Age exclusively exceeds the total number of manufacturers using the next paper.

Advertisers recognize there is no substitute for "reader interest" expressed by cash paid circulation. The subscription price of Hardware Age is \$3.00 each year. (A.B.C.)



## The American Handbook of Printing

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

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

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

# Teachers are Good Customers ---and Salesmakers They Buy from You and Sell for You

THE personal and professional needs of School Teachers are innumerable. Their salaries have more than doubled since 1913, and as few of them have home and family responsibilities, their earnings are spent largely for satisfying their own needs.

School Teachers are aggressive, alert. By nature of their work they are salesmen; well able to get your sales story over effectively. Because of their continual contacts with pupils, parents and the community, their selling influence is extended and multiplied indefinitely.

Normal Instructor-Primary Plans is subscribed to by more than

180,000 of the Elementary School Teachers in the United States who have in charge more than 5,000,000 children coming from millions of American homes.

Take these teachers aside (through the advertising pages of Normal Instructor) and tell them about your product. Let them create immediate and continuous sales for you in this market.



Ask your advertising agency's opinion of Normal Instructor.

Ask one of our offices (Chicago, New York City or Dansville, N. Y.) for proof of sales. We have interesting evidence

of what has been done for other advertisers.

## Rates Going Up---Order Now

On August 20, 1927 the advertising rates of Normal Instructor will increase to \$720 per page of 684 lines and \$1.20 per line for less than quarter page. Orders may be placed now at the present low rates of \$600 per page and \$1.00 per line for space to be used in issues up to and including September, 1928.

Net Paid Circulation, as shown by A. B. C. Audit of December 1926 issue (last reported upon) 181,636. Average Distribution (A. B. C.) for twelve months ending December, 1926, 192,562.

**F. A. Owen Publishing Co.**  
Dansville, N. Y.

Chicago  
1018 So. Wabash Ave.

New York City  
110 West 34th St.

his own problems in a tactful and helpful mood.

Salesmen have a way of thinking that every customer presents a new problem. Careful analysis, with the critical methods of an engineer, quickly shows that each sales difficulty is similar to that of some previous interview. The same old law of averages is at work, so that of a thousand interviews a certain number of customers will bring up the matter of price, a certain number must be satisfied on questions of design and operation, a certain number will fumble over trade-in value for something now owned. Very rarely, it is found, is a new question asked or a new objection brought forward.

Sales direction, accordingly, seeks to standardize the difficulties of its salesmen. They are reduced to a handful of major troubles and given descriptive names. This is the logical manner to handle difficulties, although it is not the way of the individual salesmen. In this manner corporations perfect a technique of meeting difficulties, even of forestalling the customer from broaching them; a method far better than being taken by surprise and being diverted from a planned presentation.

GENERAL MOTORS gives its men key sentences to be memorized, charts to be drawn forth, and other concrete plans for specified difficulties they might encounter. Another important corporation summarizes into four simple rules the proper attitude of the salesman toward all questions and difficulties:

1. Answer clearly and concisely.
2. Don't argue: quibbling is not selling goods.
3. Play up the selling point involved in the answer.
4. Swing back into your constructive sales talk without pause.

Such a platform charts method. It is a far call from staking one's all on the salesman's personality. It is engineering principles applied to the highly inexact science of salesmanship.

The Studebaker Corporation has formulated seven rules rather than four for the men who sell that particular car, but the principles are applicable equally to selling in general. The seven rules are:

1. Treat every objection with respect.
2. Maintain your poise—handle every objection as if you welcomed it as a reminder of an important advantage of your car.
3. Answer clearly and directly to the point.
4. Stress the selling point.
5. Locate the real objection—many objections are nothing but a camouflage behind which is hidden the real difficulty. Find out the real reason for hesitation.
6. Get back to the main track. Don't give the prospect the chance to start a debate.
7. Whatever you do, don't argue. If you lose the argument, you probably lose the sale; if you win the argument, you antagonize your prospect—and again lose the sale.

Then, for each of these seven situations, the salesman is trained in the most effective manner to proceed, usually with a half dozen suggested methods for each, so that flexibility is possible. The outstanding feature is, however, that difficulties are standardized, analyzed into convenient captions each with specific treatment attached.

One of the makers of electric refrigerators has reduced objections and questions to four "kinds":

1. Excuses for not reaching a decision—

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

THE JOHN IGESTROEM COMPANY  
Massillon, Ohio Good Salesmen Wanted

Don't miss an issue of Advertising & Selling  
Send in your old and new address one week before the change is to take effect.

**MOVING**



**KEEP YOUR COPIES**

At the conclusion of each volume an index will be published and mailed upon application.

- which indicate that the prospect needs to be sold more thoroughly.
2. Questions that are genuine requests for further information—which should be briefly but definitely answered.
  3. Questions and objections involving comparisons with other electric refrigerator machines—which should be met squarely but pleasantly and followed up with more selling.
  4. Expressions of personal interest in our machine—which are signals to close the sale.

A nationally-known canner outlines for salesmen a "break-down" of the circumstances that hinder getting to the prospective customer or delivering the sales talk:

1. When the customer does not wish to see you.
2. When the customer is in a hurry.
3. When a committee or a group must be handled in one interview.
4. When the sales interview is seriously interrupted.
5. When the customer is overly talkative and controls the interview.
6. When the customer is not the final buyer but must refer to some other for decision.
7. When the customer is unfavorably disposed to our company or its product.

"The theory behind our plan," explains the director of sales of this concern, "is that the salesman's mind is centered on getting down to his sales talk. We compel him to classify each customer as one of seven possible groups; when he fits the customer into his proper niche the salesman's approach is laid out for him in his instructions. The plan works wonders: first, in cutting away all temptation to spin yarns; and, second, in holding the interview down to sales talk. When our salesman has the order, or when he knows he cannot get it, he leaves, for scientific selling includes instructions for quitting the prospect as well as for getting the interview."

One might go on indefinitely with examples of what corporations are doing to substitute planned sales approach for lone-handed personality. Not that sales personality is overlooked. Far from it, of course! Yet systematic sales procedure wins, both for the man and for his employer.

## Copy Chief's Diary

[CONTINUED FROM PAGE 40]

parently already whetted their appetite. Their present advertising is limited to five trade papers, but they are asking how much some of the generals would cost.

\* \* \*

MAY 20—A day of pounding pavements talking to drug store clerks to discover just exactly how little, if any, salesmanship we could expect them to put behind Electa if the new angle is adopted in the advertising. Couldn't find sufficient evidence that past slant had taken hold behind the counter to make a change appear dangerous.

\* \* \*

MAY 21—A wet, muggy day and a dull one.

\* \* \*

MAY 23—Most of the day preparing a complete copy-report and recommendation to accompany the new Electa material—never a waste of time with Sanderson, their president, though

# The Fastest Growing Market in the United States

ACCORDING to the Federal Government estimate of July 1, 1926, the resident population of Florida was 1,317,160—an increase of 36 per cent over the population of 1920.

In these years, too, the tourist population of Florida has also greatly increased until at the present time it is estimated at nearly 1,500,000 annually.

It is obvious that such a rapidly growing state has unusual demands for all kinds of manufactured goods, food products and raw materials. There is also convincing evidence of the fact that Florida's per capita buying power is far above the average.

Is it not reasonable, therefore, to believe that Florida



now offers an excellent market for your product and that now is an opportune time to trench yourself in this market through advertising?

Another outstanding advantage is offered the advertiser in Florida in that he can completely and economically cover this market by using—

## The ASSOCIATED DAILIES of Florida



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

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

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 \$3.00 and send bill.

Name..... Position.....

Company .....

Address .....

City..... State.....



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

### Position Wanted

We know a man who will be a valuable addition to the staff of some agency or advertiser, and who will bring to the new connection that he now seeks these qualifications: Seven years' training with nationally-known corporation, as executive in purchasing department and later as head of packaging department. Experienced in purchase of art work, engraving, typography, printing and lithography, and in copy and layout work. Thorough knowledge of paper stock, envelopes, bags, shipping cases, containers, etc. He is a native American, age 29; university graduate, Protestant, married. He will go wherever opportunity warrants. If you know who might profit by the services of this man, fuller details may be had by addressing Box 463, Advertising & Selling, 9 East 38th St., New York, N. Y.

### ADVERTISING SALESMAN

with a downtown office in Chicago wants a live publication to represent in the Middle West. Over twenty years' metropolitan newspaper and trade paper experience. If you want a man who is a builder of profitable business, write me. My record will bear a strict investigation. Address Box 458, Advertising & Selling, 9 East 38th St., New York, N. Y.

### Help Wanted

#### WANTED A CAPABLE SALES CORRESPONDENT

(With an engineering background)

A solidly established corporation whose products are used in more than 50,000 metal working plants and distributed through 600 jobbers of hardware and factory supplies, needs a capable sales correspondent.

We want a man between 30 and 35 years of age who has had some shop experience and has sold industrial products on the road. If he has done missionary work with jobbers' salesmen, so much the better. He must be willing to travel part of the time and the rest of the time he will assist the sales manager in the New York office. The right man will be paid a good salary with plenty of opportunity for advancement. If you are such a man write us in detail about your past experience and connections. Mention the salary you want. Address Box 467, Advertising and Selling, 9 East 38th St., New York City.

**PRINTING SALESMAN** who lacks "talking points" in present connection can locate with organization capable of helping him increase income. Drawing account to man with following. Address Box 465, Advertising and 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. To a reputable man calling on such firms we will give an exclusive territory on a profitable commission basis. Leads furnished. All correspondence held in strict confidence. Box A. Advertising and Selling, 1328 Peoples Gas Bldg., Chicago, Ill.

### Multigraphing

Quality and Quantity Multigraphing. Addressing, Filing In, Folding, Etc.

DEHAAN CIRCULAR LETTER CO., INC.  
120 W. 42nd St., New York City  
Telephone Wis. 5483

**FOR SERVICE** Telephone Barclay 3355  
**Multigraphing Mimeo-graphing BUREAU**  
Addressing  
19 Park Place, New York City  
JOHN F. FITZPATRICK, Proprietor

### For Sale

For Sale: A complete set of Bound Volumes of Printers' Ink Weekly from October 3, 1918, to September 28, 1922, in good condition. Volume numbers 105 to 120. Price for sixteen volumes \$30.00. Box 456, Advertising and Selling, 9 East 38th St., New York City.

For sale—Bound Volumes (5) of Printers' Ink Monthly from December, 1919, to May, 1922. In perfect condition. Price for the set, \$15.00. Box 464, Advertising and Selling, 9 East 38th St., New York City.

### Direct Mail Service

Productive Sales Literature. Sales letters, \$3.00; 3x6 circulars, \$2.00; 6x9 circulars, \$5.00; 2 inch display, \$2.00; classified, \$1.00. Branch office service and mail address, \$5.00 monthly. Forwarded daily. Circulars, booklets, samples, etc., distributed house to house, \$3.50 per thousand. Address the Egyptian Exchange, Barclay, Fairfield, Illinois.

### Miscellaneous

#### BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York City.

#### BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 E. 38th St., New York City.

Baxter, sales manager, probably will not give it a second glance.

\* \* \*

MAY 24—The underground brought the rumor today that Ranney will be through at Dorgan's the end of this month. Griggs is thrilled at the possibility. Believes any change in salesmanagers must mean an improvement so far as he is concerned. If Beck moves up, improvement is a certainty.

\* \* \*

MAY 25—A day of dirty detail with no relieving incidents.

\* \* \*

MAY 26—Phone call from Continental first thing this A.M.—please come right out. Found a fire-eating group in session, up in arms over mis-statements in competitor's architectural magazine copy. Strawn favored immediate double-page spreads calling the other crowd liars as plainly as could be stated without risk of come-back. Young Strawn wanted to cancel Continental's contracts with every paper that printed the copy. Dixon recommended writing Vigilance Committee, Interstate Commerce Commission and National Chamber of Commerce. Garvey wanted to sue on grounds of unfair competition. Final decision was that we write the publications, present the Continental protest in detailed form with correct data and withhold action until replies arrive.

\* \* \*

MAY 27—The Ranney-Dorgan rumor was right. He came into the office today to see us—his first visit—and tell us that he is resigning, will take a two months' vacation and then will want to get back in harness "with a real outfit." He even told us the salary he wanted—about \$4,000 less than I thought the Dorgan job paid. He broadly inferred that we would get the agency appointment if we put him in touch with a job that he would take. Tried to tell us that his treatment of us had been due to nerves worn ragged by Dorgan inefficiency in every other department than his. Griggs took his revenge very subtly by asking endless questions and making elaborately complete notes of Ranney's answers, which he tore up promptly after R. had left.

\* \* \*

MAY 28—Beck gets the Dorgan salesman-ship. Said Griggs: "If I were only fifteen years younger and would be back to normal tomorrow morning, I'd get egregiously and convincingly drunk tonight. Oh, that I were a sophomore again for twenty-four hours so that I could celebrate the occasion as it deserves."

Jansen was on the rampage all morning over the current issue of X Magazine—says they must have printed it with mud and kerosene—the Gillespie half-tone was a solid smudge. Fortunately for us, there weren't many any better. For an esthete, Jansen's profanity is a notable achievement in contrasts.

Dr. Ames phoned this A.M. to invite me to serve as chairman of the advertising committee of the M—Endowment Drive. Declined as grace-

"GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG

fully as possible. I bet I averaged six such invitations a year.

MAY 31—Final polishing of new Electa material for submission tomorrow. It's great stuff but it's sure to be a jolt to them when they first see it. I anticipate a long argument. Longman is willing to bet it will be accepted on sight. We have a lunch up on it and I hope he wins. I can't believe that they will accept a radical change without a knock-down-and-drag-out fight.

## Status of the Advertising Manager

[CONTINUED FROM PAGE 27]

and the A. M. is generally the buffer and goat.

Some one has to sit in judgment concerning advertising and no one is better qualified than the A. M. Why let the entire organization try to run the advertising for the sake of being a "nice good boy." You can't please them all and there is bound to be a number of sore heads whether your stuff is good or bad. Why shouldn't a good advertising manager have an opportunity to exercise his authority without having to beg for consideration? I know kind words will never die—but tell me, tell me, please, Mr. Campbell, just what should be the A. M. attitude and his relations with the company and its inside critics. Please give us some "inside dope."

Have I ever sat in an advertising manager's chair and tried to cooperate with the members of a sales organization who are sure they know more about advertising than the A. M.?

Have I? *Have I?* I have—for years and years and years. To be entirely frank, there are many pleasanter ways of passing time; there are a thousand things I can think of offhand I'd sooner do.

As for Moxey's other questions, I think they are answered, wholly or in part, by what is said elsewhere as to the need for greater selling ability on the part of advertising managers. Their paths would be smoother if they faced certain facts. These, for example:

- (1) The boss is the boss. If he says "I do not propose to let you have complete authority," there is only one thing to do—accept his ruling or resign.
- (2) All knowledge of advertising is not confined to the advertising department.
- (3) The advertising manager has no more right to be temperamental—"temporal" is how Ex-Advertising Manager spells it—than anybody else.
- (4) An agreement, reached by friendly discussion and reduced to writing, as to objectives and the methods whereby they may be attained, should go a long way to prevent differences of opinion.

## R. L. Terrill and L. F. Stoner Die

Robert L. Terrill and Lowell F. Stoner were caught in a squall on Long Island Sound, New York, on June 5 and were drowned when their boat capsized. Basil H. Pillard of the Corman Company, who was with them, was rescued. Mr. Stoner, who was twenty-six years old, was a member of the sales department of Colgate & Company, Jersey City, N. J. Mr. Terrill was in charge of research for the Association of National Advertisers. He was thirty years old.

# Advertisers' Index

<b>[a]</b>		<b>[k]</b>	
Advertising and Selling .....	93	Kansas City Star .....	45
Advertising, Typographers of America .....	79	Kelly Smith .....	71
Ajax Photo Print Co. ....	84	Kenilworth Inn .....	84
All Fiction Field .....	47	Knit Goods Pub. Co. ....	83
American Machinist .....	83	<b>[l]</b>	
American Metal Cap Co. ....	57	Lillibridge, Inc., Ray D. ....	59-60
American Press Ass'n .....	6	Literary Digest .....	14
American Printer .....	75	Lithographers National Association	
Ansonia Hotel .....	52	Insert bet. 66-67	
Apeda Studio .....	64	<b>[m]</b>	
Architectural Record .....	58	McCann Co., H. K. ....	18
Associated Business Papers .....	63	McGraw-Hill Book Co., Inc. ....	48
Associated Dailies of Florida .....	87	McGraw-Hill Co., Inc. ....	54-55
Atlantic Monthly .....	16	McMillan, W. C. ....	Facing page 51
<b>[b]</b>		Magazine of Wall Street .....	74
Baker's Helper .....	64	Manufacturing Industries .....	58
Baker's Weekly .....	83	Manz Corp. ....	Insert bet. 50-51
Barton, Durstine & Osborn, Inc. ....	31	Market Place .....	88
Batten Co., Geo. ....	35	Milwaukee Journal .....	43
Bauer Type Foundry .....	66	Modern Priscilla .....	83
Boot and Shoe Recorder .....	70	Molloy Co., David J. ....	56
Booth Publishing Co. ....	11	Multiplex Display Fixture Co. ....	50
Boston Globe .....	15	<b>[n]</b>	
Brooklyn Daily Times .....	72	National Petroleum News ...	Back Cover
<b>[c]</b>		National Process Co. ....	76
Cantine Co., Martin .....	13	National Register Publishing Co., Inc. ....	80
Capper Publications .....	39	Newcomb & Co., Inc., James F. ....	9
Caxton Co. ....	61	New York Daily News .....	53
Chalfonte-Haddon Hall .....	73	New York Times .....	91
Chicago Daily News...Inside Front Cover		Normal Instructor .....	86
Chicago Tribune .....	98	<b>[o]</b>	
Christian Science Monitor .....	61	Oral Hygiene .....	84
City of Atlanta .....	77	Oregon Journal .....	12
Collegiate Special Advertising Service. ....	80	Owen Pub. Co. ....	86
Columbus Dispatch .....	84	<b>[p]</b>	
Commerce Photo-Print Corp. ....	83	Paterson Press-Guardian .....	61
<b>[d]</b>		Penton Publishing Co. ....	63
Dallas Morning News .....	62	Perfect Rubber Co. ....	84
Denne & Co., Ltd., A. J. ....	70	Pickard, Bradner & Brown, Inc. ....	93
Des Moines Register and Tribune-Capital .....	69	Poster .....	66
Detroit Free Press...Inside Back Cover		Power .....	14
Detroit Times .....	51	Providence Journal .....	67
Diamant Typographic Service, E. M. ....	64	<b>[r]</b>	
Drug Topics .....	52	Review Publishing Co. ....	82
<b>[e]</b>		Richards Co., Inc., Joseph .....	3
Economist Group .....	37	Ronalds Press .....	80
Evans-Winter-Hebb, Inc. ....	46	<b>[s]</b>	
<b>[f]</b>		St. Louis Globe Democrat .....	73
Farmer's Wife .....	81	Savoy Hotel .....	70
Federal Advertising Agency .....	35	Scripps-Howard Newspapers .....	65
Forrest Hotel .....	73	Selling Aid .....	64
<b>[g]</b>		Shaw, A. W. ....	56-57
Gas Age-Record .....	87	Shrine Magazine .....	82
General Outdoor Advertising		Simmons Boardman Co. ....	33
Insert bet. 50-51		Smart Set .....	41
Gibbon, Ltd., J. J. ....	88	Starchroom Laundry Journal .....	83
Good Housekeeping .....	7	Sweetland Advertising Service .....	86
Gotham Photo Engraving Co. ....	8	System Magazine .....	56-57
Grammes & Sons, L. F. ....	78	<b>[t]</b>	
Grand Rapids Press .....	11	Textile World .....	95
<b>[h]</b>		Topics Publishing Co. ....	52
Hardware Age .....	85	<b>[u]</b>	
<b>[i]</b>		United States Envelope Co. ....	10
Igelstroem Co., John .....	86	<b>[v]</b>	
Indianapolis Daily Star .....	71	Van Name & Hills, Inc. ....	84
Indianapolis News .....	4	<b>[w]</b>	
Industrial Power .....	72	Wall Street Magazine .....	74
Iowa Daily Press Ass'n .....	49	Webb Publishing Co. ....	81
<b>[j]</b>			
Jewish Daily Forward .....	70		

# 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
Harry Hodges	Murphy Varnish Co., Newark, N. J., Ass't to Adv. Mgr.	Same Company	Adv. Mgr.
Ralph Cheney	Remington Arms Company, New York, Publicity	New Haven Clock Co., New Haven, Conn.	Sales & Adv. Dept.
J. B. Greiner	Copeland Refrigerating Co. of New York	Same Company	Pres.
F. D. Geraghty	American Register Co., Boston	Same Company	Eastern District Mgr. Phila.
B. Solby	Westinghouse Electric International Co., Pitts- burgh, Ass't to Mgr. Sales Prom. Dept.	Westinghouse Electric & Mfg. Co.	Mgr. Adv. Div., Pittsburgh District Office
T. F. Merseles	Montgomery Ward & Co., Chicago, Pres.	Johns-Manville Corp., New York	Pres.
G. B. Everitt	Montgomery Ward & Co., Chicago, Vice-Pres.	Same Company	Pres.
L. G. Preston	Penick & Ford Sales Co., Inc., New York, Vice- Pres. & Gen. Sales Mgr.	The Snider Packing Corp., New York	Vice-Pres. in Charge of Marketing
Ralph Stone	Detroit Trust Co., Detroit, Pres.	Same Company	Chairman of the Board
McPherson Browning	Detroit Trust Co., Detroit, Vice-Pres.	Same Company	Pres.
D. K. Davis	Harvard Business School, Cambridge, Mass., Ass't Dean	Royal Baking Powder Co., New York	Executive Vice-Pres.
H. C. Bursley	Murphy Varnish Co., Newark, N. J., Adv. Mgr.	Valentine & Co., New York	Trade Sales Div.
O. Schneidenbach, Jr	Sterling Diamond Co., New York	Universal Fixture Corp., New York	Adv. Mgr.

## CHANGES IN PERSONNEL—(Agencies, etc.)

Name	Former Company and Position	Now Associated With	Position
Glenn Garrison	The John D. Boyle Co., New York, Vice-Pres.	The Paul Cornell Co., New York	Copy
George Howell	Electric Refrigeration News, Business Mgr.	Gotham Adv. Co., De- troit	In Charge of Detroit Office
John F. Price	Merrill, Price & Taylor, Chicago, Secy.	The Buchen Co., Chicago	Vice-Pres.
George R. Titus	The Blackman Company, New York	The Corman Company, New York	Production Mgr.
T. H. Frazier	S. S. Bowman Adv. Agency, Montreal, Can., Partner	The Lawrence Fertig Co., Inc., New York	Acc't Executive
S. H. Giellerup	Sackheim & Sherman, Inc., New York, Sec'y.	George Batten Company, Inc., New York	Acc't Executive
A. W. Anderson	Radio Digest, Chicago, Adv. Mgr.	Capehart-Carey Corp., Chicago	Member of the Staff
E. S. Swazey	Fuller & Smith, Cleveland, In Charge of Market Survey	Same Company	Vice-Pres.
Philip Meek	T. H. Ball & Staff, Cleveland, Acc't Executive	Carpenter Advertising Co., Cleveland	Acc't Executive
C. H. Davis	Walker & Co., Detroit, National Sales Rep- resentative	Harry H. Packer, Cleve- land, Ohio	Sales Promotion Manager



## No Advertising Experiments

A YEAR of sharp competition for business, 1927 is no year for experiments with your advertising appropriation. Advertisers do not experiment in buying space in The New York Times.

Results, and the fundamental values of an advertising medium, have established The Times, year after year, as the first choice in the New York market, among national and local advertisers.

The largest volume of quality circulation in the richest market—intelligent, thinking readers with confidence in its advertising columns which its censorship continually strengthens—typographical standards for the protection of advertisers—a circulation not gained by premiums or forcing, and growing steadily.

*Net paid sale, daily 370,000, Sundays in excess of 650,000 copies.*

*Advertising in The New York Times  
is not an experiment.*

# The New York Times

Advertising & Selling
The NEWS DIGEST
Issue of June 15, 1927

**CHANGES IN PERSONNEL—(Agencies, etc., continued)**

Name	Former Company and Position	Now Associated With	Position
Albert H. Jenkins	Nichols-Evans, Cleveland, Vice-President	Maxton R. Davies Co., Cleveland	Copy Dept.
P. T. Butler	S. M. Masse Co., Cleveland, Ass't Art Director	S. M. Masse Co., Cleveland	Production Manager

**CHANGES IN PERSONNEL—(Media, etc.)**

Name	Former Company and Position	Now Associated With	Position
Harry Sieeman	Condé Nast Publishing Co., New York, Ass't Art Dir.	Same Company	Art Dir.
George Auer	Herald Tribune, New York, Nat'l Adv. Mgr.	Same Company	Adv. Mgr.
R. H. Schooley	Herald Tribune, New York, Adv. Mgr.	Same Company	In Charge of Country Circulation
Ralph Reubin	Fairchild Publications, New York, Women's Wear Daily, News Staff	Same Company	Adv. Staff
F. M. Pratt	Fairchild Publications, New York, Women's Wear Daily, News Staff	Same Company	Adv. Staff
Henry E. Abt	Intercollegiate Alumni Extension Service, Inc., New York, Ass't Adv. Mgr.	Children, The Magazine for Parents, New York	Adv. Staff
W. W. May	Oregonian, Portland, Ore., Editorial Staff	Same Company	Ass't Adv. Dir. In Charge of Local Display
W. T. Mithoff	Speaker-Hines Printing Co., Detroit	George Willens & Co., Detroit	Layout
C. L. O'Bryan	Democrat, Sherman, Tex., Adv. Mgr.	Democrat-News, Holdenville, Okla.	Adv. Mgr.
F. D. Barter	Cleveland Plain Dealer, Cleveland, In Charge of Men's Wear Adv.	Herald-Post, Louisville, Ky.	Adv. Mgr.
Hopewell Rogers	Chicago Daily News, Ass't to Publisher	Resigned	
J. T. Byrnes	Grain Machinery Co., Dir. of Public Relations	True Story Magazine, Chicago	Western Adv. Staff
Joseph Kunzman	Lord & Thomas and Logan, Inc., New York	The American Motorist, Washington, D. C.	Business Mgr.
Wm. E. Weed	True Story Magazine, Chicago	Rhodes & Leisenring Co., New York	Vice-Pres. in Charge of New York Office
Richard Bedell	Condé Nast Publishing Co., New York	The Sportsman, New York	Eastern Adv. Staff
K. H. Gorham	General Electric Co., Schenectady, N. Y., Adv. and Pub.	Electricity on the Farm, New York	Adv. Staff
De Leon Banks	Cleveland Press, Ass't Radio Adv. Mgr.	New York Telegram	Radio Adv. Mgr.

**CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS**

Name	Address	Product	Now Advertising Through
Pinaud, Inc.	New York	Hand and Face Creams	Olmstead, Perrin & Leffingwell, Inc., New York
The Lawrence Cement Co.	New York	Dragon Portland Cement	O. S. Tyson & Co., Inc., New York
Albert H. Weinbrenner Shoe Co.	Milwaukee	Shoes	Freeze & Vogel, Inc., Milwaukee
Latex Tire Co.	Fond du Lac, Wis.	Tires	Freeze & Vogel, Inc., Milwaukee
Northwestern Malleable Iron Co.	Milwaukee	Metal	Freeze & Vogel, Inc., Milwaukee
Savings & Investment Assn.	Milwaukee	Finance	Freeze & Vogel, Inc., Milwaukee

\*Not to be confused with "Eau de Quinine," "Vegetal Lilas" and other Pinaud products, the advertising of which is handled by the J. Walter Thompson Co., Inc., New York.

7 AN ADVERTISEMENT  
BY KENNETH GROESBECK, GROESBECK-HEARN, INC.



## *Of Satellites and Luminaries*

What is apparently the most important object in the night sky is only a satellite, shining by reflected light, its function being to revolve around something of more importance than itself. About it shine the stars, subdued by millions of light-years of distance, but nevertheless of far greater import than the moon that pales their light. These are for the most part luminaries, centers of their own solar systems, shining by the light of their own inner flames. In all probability like our own sun they are sources of life to all things that come within the compass of their rays.

Without stretching the celestial analogy too far, we may see in all things written to be read, a similiar and significant division.

Some are satellites, mirror-like reflecting our own images and doing back at us. We would not minimize their importance in the

scheme of things; mirrors are popular objects that require skill in the making; doubtless the wise may profit by examining their own reflections. Nevertheless these things are dead, adding nothing to the sum total of life, and if you drop them they break.

Then there are those other publications that shine by their own light, that value constructive thought, whether or not it accords with their own; whose editors print whatever makes for progress, whether or not the road traveled is their own familiar highway.

From these one gains something; under their light one may grow: a characteristic of all luminaries. It seems to me that in the by-path of life we call business, the magazine Advertising and Selling is such. It shines by its own light. Out of it comes the reflection not only of what one is, but of what one may become.

**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  
& Selling

• **The NEWS DIGEST** •

Issue of  
June 15, 1927



### CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
The Glycine Watch Co., Inc.	New York	Jewelry	The Sachs Co., Inc., New York
The South Mountain Manor Hotel	Wernersville, Pa.	Resort	The Sachs Co., Inc., New York
Bigelow-Hartford Carpet Co.	New York	Rugs	Williams & Saylor, Inc., New York
Hampshire Underwear & Hosiery Co.	New York	Otis Underwear	Williams & Saylor, Inc., New York
Pittsburgh Steel Co.	Pittsburgh, Pa.	Wire Fences	The Blackman Co., New York
Pittsburgh Steel Products Co.	Pittsburgh, Pa.	Steel Tubing	The Blackman Co., New York
National Steel Fabric Co.	Pittsburgh, Pa.	Steel Reinforcement Material	The Blackman Co., New York
Spool Cotton Co.	New York	O. N. T. Thread	The Blackman Co., New York
Ponsell Floor Machine Co.	New York	Floor Polishing Machine	Geo. Batten Co., Inc., New York
Lord & Taylor	New York	Department Store	Olmstead, Perrin & Leffingwell, Inc., New York
The Stronghart Co.	Chicago	Home Savings Banks	George J. Kirkgasser & Co., Chicago
The Sterling Silversmiths' Guild of America	New York	Silverware	Barton, Durstine & Osborn, Inc., New York
The Maid-Rite Corp.	Brooklyn, N. Y.	Leather Slippers	The Lawrence Fertig Co., Inc., New York
Kenmoor Coat Co.	New York	Sportcoats for Women	The Lawrence Fertig Co., Inc., New York
The Young Typewriter Co., Inc.	Chicago	Rebuilt Typewriters	Cruttenden & Eger, Chicago
Kimballs Beans, Inc.	Seattle	Baked Beans	Western Agency, Seattle
The Curtiss Candy Co.	Chicago	Baby Ruth Candy Bars	H. W. Kastor & Sons Adv. Co., Inc., Chicago
Piggly Wiggly Stores, Inc.	Memphis	Chain Stores	J. Walter Thompson Co., Inc., New York
Hamilton Metalplane Co.	Milwaukee	Planes	Freeze & Vogel, Inc., Milwaukee
Albert Pick & Co.	Chicago	Hotel Equipment	Ludgin & Salinger, Inc., Chicago
Reid Murdock & Co.	Chicago	Monarch Brand Food Products	Lennen & Mitchell, Inc., New York, Effective Jan. 1, 1928
The Dooley Presser Foot Co.	Delavan, Wis.	Sewing Device	E. H. Brown Adv. Agcy., Chicago
The Federal Motor Truck Co.	Detroit	Motor Trucks	Brook, Smith & French, Inc., Detroit
W. C. Owen, Inc.	Chicago	Art Novelties	L. Jay Hannah & Co., Chicago
Chamber of Commerce	Augusta, Ga.	Community Adv.	Gottschaldt-Humphrey, Inc., Atlanta, Ga.
William H. Plummer & Co.	New York	China	Samuel C. Croot Co., Inc., New York
Columbia Cerrugated Co.	New York	Burlabox Corrugated Container	Harrison J. Cowan, New York
The Pomoua Company	Aurora, Ill.	Toilet Preparations	Hurja-Johnson-Huwen, Inc., Chicago
The Cameo Specialty Co.	New York	Beauty Shop Equipment	Ferry-Hanly Adv. Co., Inc., New York
A. M. Braun	New York	Alambra Toilet Preparations	Ferry-Hanly Adv. Co., Inc., New York
R. W. Bennett & Co.	Brooklyn, N. Y.	Haberdashery Shops	The Benjamin Service, New York
Climax Rubber Co.	New York	Rubber Products	The Benjamin Service, New York
Foote-Burt	Cleveland	Washing Machines	Richardson-Briggs Co., Cleveland
Sar-a-Lee Co.	Cleveland	Food Products	S. M. Masse Co., Cleveland
American Ship Building Company	Cleveland	Lake Vessels	Maxton R. Davies Co., Cleveland
American Limoges Pottery Co.	Sebring, Ohio	Chinaware	Maxton R. Davies Co., Cleveland
Trimm Radio Mfg. So.	Chicago	Radio Products	A. A. Gray & Co., Chicago
Krem-Ko Co.	Chicago	Krem-Ko Beverage	Erwin, Wasey & Co., Chicago
Jiffy Garment Co.	St. Paul	Jiffy Garments	Greve Adv. Agcy., Inc., St. Paul
Woodworth Specialty Co.	Binghamton, N. Y.	Tire Chains	Groesbeck-Hearn, Inc., New York

# Why Do Live and Progressive Business Executives Send Their Advertising People To This Convention?

*It's the Convention of the International Advertising Association—This year at Denver, June 26-29.* Heads of business enterprises, whether large or small, know that the economic situation is changing constantly; that what is effective production and distribution today might not be so good tomorrow, and that advertising must be attuned to new conditions. They know, also, that advertising itself has its changing trends and is apace of the times in development. The buyer of advertising is con-

cerned chiefly in maximum returns from his advertising investment; the producers of advertising, in turn, are interested in making advertising pay the advertiser better; the creators of advertising want to turn out better advertising. At the International Convention, the buyer, the seller, and the creator of advertising have opportunity to get together on common ground and learn from each other. Back home the Convention Learning pays in the cash drawer.

RICH IDEAS  
THAT WILL  
SWELL YOUR  
BUSINESS  
PROFITS

### *Among Those Who Should Attend This Convention*

Those engaged in the business of advertising.  
Those who spend their money for advertising.  
Those who are teaching and studying advertising.  
Retail Merchants. Sales Managers and Salesmen.  
Production Executives. Economists.

VACATION  
PLEASURE  
THAT WILL  
GIVE YOU  
NEW PEP

## YOU MAY GO—ACT PROMPTLY

Both men and women are welcome. The Advertising Club in your city will be glad to give you full information concerning the Convention, the low railroad rates, the trip, the post-convention tours, hotel accommodations, and the elaborate entertainment that has been planned at Denver for all of the Advertising Convention visitors; or you may communicate directly with

THE INTERNATIONAL ADVERTISING ASSOCIATION, 420 Lexington Ave., New York  
GILBERT T. HODGES, *General Chairman, On-to-Denver Committee*

Advertising & Selling • **The NEWS DIGEST** • Issue of June 15, 1927

**NEW ADVERTISING AGENCIES AND SERVICES, ETC.**

Allen-Jennings Adv. Agcy.,  
 Inc. .... Lynchburg, Va. .... Advertising ..... E. A. Allen and Claude Jennings

**PUBLICATION CHANGES AND APPOINTMENTS**

The Evening Independent, St. Petersburg,  
 Fla. .... Has appointed Thomas F. Clark Co., Inc., New York, as its national advertising representative, effective June 30.

The Express, Easton, Pa. .... Has appointed the Kelly-Smith Company, New York, as its national advertising representative.

St. Joseph Gazette, St. Joseph, Mich. .... Has appointed the John Budd Co., New York, as its national advertising representative.

**MISCELLANEOUS**

Rhodes & Leisenring Co., Chicago Publishers Representatives .... Have opened a New York Office at 624 Graybar Bldg. Wm. E. Weed is manager.

Middleton-Rosier Co., Chicago .... Name changed to Carlin-Middleton, Inc.

The Fisher-Brown Adv. Agcy., St. Louis... Name changed to the Fisher-Wilson Advertising Agency.

Gotham Advertising Co., New York .... Has opened a Detroit office at 504 Free Press Bldg. George Howell is in charge.

The National Biscuit Co. of Canada, Ltd... Has purchased the Telfer Biscuit Co., Ltd., Toronto, Can.

Lowry Cartoons, Chicago and New York.. Name Changed to Lowry Cartoon Corp.

**CHANGES IN ADDRESSES**

Advertising Agencies and Services, Publications, etc.

<i>Name</i>	<i>Business</i>	<i>From</i>	<i>To</i>
L. H. Waldron .....	Advertising .....	475 Lexington Ave., New York	19 West 44th St., New York
The Cramer-Krasselt Co. ...	Advertising .....	Cramer-Krasselt Bldg., Milwaukee and Michigan Streets, Milwaukee .....	Advertising Arts Bldg., Milwaukee

# A COMPLETE SURVEY OF BRITISH ADVERTISING FOR \$4.00

Now Ready—the 1927 Advertiser's Annual and Convention Year Book  
6 Complete Books—More Than 500 Pages  
150,000 Facts



HERE, in one volume—neat, compact, easy to use—is all the information and data needed by all American advertising men and women who are in any way interested in British Advertising, British markets, and British Empire Trade. You can turn to its pages with your thousand and one questions concerning any phase of British advertising, media and methods—and know that you will immediately find accurate and up-to-date answers.

The ADVERTISER'S ANNUAL has grown from four to six complete books in one. This expansion has been made possible by the phenomenal success of the 1925-1926 Edition. For the past twelve months the Editors have been engaged in col-

lecting and collating data, facts and figures, for the compilation of an even more ambitious and helpful volume than the old ANNUAL. The result is the 1927 ADVERTISER'S ANNUAL.

## 85% New—Twice the Value—Price the Same!

The new ANNUAL is far wider in scope and much more exhaustive in its survey of everything that enters into advertising, merchandising, and selling. 85 per cent of the information contained in the 1927 Edition is new—the remaining 15 per cent has been completely and thoroughly revised and brought up to date. The new ANNUAL, therefore, gives you twice the service value of the 1925-1926 Edition—without any increase in cost.

A brief study of the Outline of Contents will show you how the ADVERTISER'S ANNUAL has grown. Book No. 3 is an entirely new section dealing with the law in Great Britain in relation to Advertising in all its branches. To American Advertising Men interested in advertising in Great Britain, this Section will prove even more valuable than to their British colleagues.

If you are planning an international campaign you will need answers to hundreds of questions on printing in Great Britain. In the 1927 ADVERTISER'S ANNUAL you will find them, clearly and concisely tabulated for your immediate reference.

In the 12 Directory Sections you will find the names of all the leading newspapers, magazines and periodicals, throughout Great Britain and her Dominions, together with their addresses, telephone numbers, telegraphic addresses; page and column sizes; a complete schedule of advertisement rates; publishing and closing dates, circulations, etc. British advertisers consider these Sections alone are worth far more than the total cost of the complete ANNUAL. American advertising men and women will find them simply invaluable.

There is also an entirely new collection of statistics and analyses on British markets—the result of intensive market research; and, in addition, a complete Advertising Man's Vade Mecum.

## 150,000 Facts in One Big Volume!

The value of the ADVERTISER'S ANNUAL can only rightly be appreciated when in use. We have received hundreds of glowing testimonials to the utility of this handy volume from the more than 2,500 buyers. One of these men said that he got from his copy more than it cost him the very first day he used it.

Another said, "I would not sell my copy for £50 if I could not get another." Yet again, a third calls it "The Greatest Reference Work on British Advertising ever issued."

To all American Advertising Agents, International Advertisers, newspapers and magazines, interested in Great Britain; in her own and Colonial markets; or in securing advertising from Great Britain, this announcement is of paramount importance. The 1927 ADVERTISER'S ANNUAL is one of the most complete, comprehensive, and exhaustive treatises on advertising facts and figures ever produced in any country.

The price of this remarkable volume is only \$4.00—a mere trifle. Just fill in the coupon and attach your cheque or money-order NOW. Your copy will be sent, postpaid, and ready for your immediate use, by return. The Edition is limited—to delay posting your order may mean disappointment.

## How the 1927 ANNUAL has grown to Six Complete Books in One.

1st—A Complete Advertising Man's Vade Mecum—on methods, men, media, and advertising developments and events of the year.

2nd—A Complete Series of Directories—12 Distinct Sections, covering every branch of British advertising, 8,000 separate entries (more than 80 per cent new and revisions) with complete lists and all relevant facts about each.

3rd—A Guide to the Laws and Regulations Affecting Advertising—an entirely new Section of legal decisions and acts relating to selling and advertising; trade marks and patents; hoardings and municipal bylaws; law of copyright, etc.

4th—A Complete Text Book on Printing and Engraving Technique—(another new book) giving the exact detailed information on a thousand and one points in the advertising man's daily work.

5th—A Market Survey and Research Data—an entirely new collection of statistics and analyses on British markets.

6th—An Official Report of the World's Advertising Conventions—for the year, and the Manufacturers' Selling Conference.

## Sign and Mail this Coupon Today—

To the Publishers of "British Advertiser's Annual and Convention Year Book, 1927,"  
Bangor House, 66 and 67 Shoe Lane,  
London, E. C. 4., England.

Please send me one copy of the "BRITISH ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK, 1927," postpaid by return. I enclose herewith \$4.00 in full payment.

Name .....

Address .....

.....AS

WORLD'S GREATEST

NEWSPAPER

“YOUR CLAIMS FOR ZONE 7 ARE BORNE OUT IN OUR FRIGIDAIRE SALES”



I. K. STOVER

“... more Frigidaires were sold”



“THE figures you present on the potentialities of Zone 7 have been borne out in our sales records,” writes E. G. Biechler, President of the Frigidaire Corporation, a subsidiary of General Motors. “After a careful analysis of results in The Chicago Territory we are now spending more money in The Chicago Tribune than in any other newspaper in the country.”

After two years of advertising, their Chicago Frigidaire distributor's sales are now *twelve times* what they were in 1924.

In 1925 the Stover Company, Chicago distributors of Frigidaire, started to advertise. They used 21,532 lines of Tribune space; in 1926 they

used 45,271! The 1927 campaign already contracted for runs well over this figure.

In March, 1926, I. K. Stover, president of the Stover Company, wrote The Chicago Tribune: “In the last six months our sales have quadrupled over the same six months of last year.”

On March 7, 1927, Mr. Stover again wrote to The Tribune: “The amount of Frigidaire sales in the year 1926 was over four times what it was in 1925. “More Frigidaires were sold than all the other electric refrigerators combined! We attribute a real share of the credit for this great increase to our 1925 and 1926 advertising campaigns in The Tribune.” A total

of 66,803 lines of black and white and rotogravure was the driving force behind Frigidaire's sales organization in its climb to leadership. In 1927 they expect to break all previous sales records.

Study, in the accompanying table, Frigidaire's Chicago advertising. Zone 7, The Chicago Territory, contains as many wired homes as twenty-six southern and western states combined. It is a made-to-order territory for the sale of electric appliances. Besides, it is potent in wealth and quick responsiveness.

Many another manufacturer of kindred products—vacuum cleaners, wash-

ing machines, stoves, kitchen cabinets, sewing machines or dish washers, could, in this field, duplicate Frigidaire's success. A summary of the marketing experience of sev-

FRIGIDAIRE

Lineage in Chicago Newspapers—1925 and 1926

	Tribune	Her.-Ex.	News	Post	
Lines...	66,803	0	14,315	0	0
	Amer.		Journal	Total	
Lines .....	0	0	0	81,118	

In 1925 and 1926 The Tribune received 82.4% of Frigidaire's lineage in all Chicago papers. And 88.9% of Frigidaire's appropriation in Chicago.

Refrigerator Lineage in All Chicago Newspapers—1926

	Tribune	Her.-Ex.	News	Post	
Lines...	133,405	9,520	27,763	19,974	0
	Amer.		Journal	Total	
Lines .....	2,332	2,455	195,449		

The Tribune received 68.4% of Total of all Chicago papers. The Tribune printed five times the lineage of the next highest paper. The Tribune led its next competitor by 105,642 lines—381%.

Household Utility Lineage—All Chicago Newspapers—1926

	Tribune	Her.-Ex.	News	Post	
Lines...	365,047	93,036	189,576	54,894	0
	Amer.		Journal	Total	
Lines .....	83,577	26,775	812,805		

In Lines, The Tribune received 45% of the total of all Chicago papers. It led the next high paper by 175,471 lines.

eral conspicuous products is yours for the asking.

Ask a Tribune man to bring the data to your office.

Chicago Tribune

Daily ..... 765,519  
 Sunday ..... 1,171,360