

124

Advertising & Selling

PUBLISHED FORTNIGHTLY



Drawn by C. Peter Helek for the Chicago, Milwaukee and St. Paul Railway.

OCTOBER 19, 1927

15 CENTS A COPY

In this issue:

"Higher Salaries to Advertising Managers Will Save Millions" By KENNETH M. GOODE; "The Next Great Invention—What Will It Be?" By CHRISTOPHER JAMES; "Next Steps In Advertising Production" By HENRY ECKHARDT; "The Story of Tray B-N" By LAURENCE G. SHERMAN; "The News Digest" on Page 82

What Four Great Grocery Chains Say About The Daily News



{ Advertising Effectiveness Tested and Approved by 2,500 Cash Registers }

THERE'S no element of chance in chain grocery store advertising practice. The effectiveness of mediums is weighed in daily balances; coverage cost is a determinable factor in the profit of every store; the cash registers of a hundred neighborhoods constitute a supreme court of advertising values.

In Chicago the Great Atlantic and Pacific Tea Company, the National Tea Company, Consumers Sanitary Coffee and Butter Stores and Piggly Wiggly, by far the largest users of newspaper advertising space among Chicago's chain grocery stores, each place more advertising in the Daily News than in any other Chicago week-day newspaper. Three of them place more advertising in The Daily News than in any other Chicago newspaper, daily and Sunday combined.

The four chains placed 212,180 lines of advertising in the Daily News for the first eight months of 1927; they represent more than 2,500 retail outlets in Chicago and suburbs, 2,500 cash registers appraising each day and in each neighborhood three of the important elements of the circulation of The Daily News:

Appeal to women, the most important buying power in groceries as in many other lines;

Economical coverage through circulation 95 per cent concentrated in the Chicago market;

Response, definite day-by-day, block-by-block returns for every advertising dollar.

In advertising programs economy and proved effectiveness are first considerations. This cash register verdict for The Daily News is an important guide on how to obtain these results in Chicago.

THE CHICAGO DAILY NEWS

Advertising Representatives:	NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
	J. B. Woodward 110 E. 42d St.	Woodward & Kelly 360 N. Michigan Ave.	Woodward & Kelly 408 Fine Arts Bldg.	C. Geo. Krogness 253 First National Bank Bldg.
MEMBER OF THE 100,000 GROUP OF AMERICAN CITIES				

Average Daily Net Paid Circulation for September, 1927, 440,131—
95 Per Cent in Chicago and Its Suburbs

THE PITTSBURGH PRESS net paid circulation for September is 234,800 daily and 326,952 Sunday. Six month average is 198,841 daily, 281,757 Sunday. ¶ With its splendid new mechanical facilities, THE PRESS is now able to supply the natural reader-demand—resulting in the daily gain of 36,674 and the Sunday gain of 67,789. ¶ Two newspaper consolidations in Pittsburgh have greatly changed the character of the contemporary publications and released their readers from the bonds of habit. This may have been an added factor in the circulation landslide. ¶ Today, even more than ever before, THE PRESS enjoys overwhelming leadership as a medium of advertising. ¶ THE PRESS leads all other evening and Sunday newspapers in the entire United States in national lineage.



SCRIPPS - HOWARD

Pittsburgh Press

A Scripps-Howard Newspaper

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

Chicago

Detroit

Atlanta

San Francisco

Los Angeles

Seattle

Portland



Every Home Is a Buying Headquarters

EVERY home is a buying headquarters, and each day brings the need for new purchases. From the simple necessities of life to the selection of special conveniences or luxuries, new buying plans and decisions are made every day.

It is entirely obvious that the quickest, most effective way to influence these buying habits on a large scale—throughout a city or a trading zone or throughout the nation—is by the use of consistent advertising in the daily newspapers that *reach the homes*—the

papers that form an integral part of daily home life.

In Indianapolis, *one* newspaper meets these requirements. The INDIANAPOLIS NEWS is essentially a home-read paper. It has over 81% coverage of all Indianapolis families, and its city circulation is 93% home-delivered to regular subscribers. The NEWS audience is a *permanent* home audience—the largest in Indiana. The NEWS goes where the buyers are, and tells the buyers what to buy!



The INDIANAPOLIS NEWS *sells* The Indianapolis Radius

DON. BRIDGE, *Advertising Manager*

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

CHICAGO: J. E. LUTZ
The Tower Building

Everybody's Business

By Floyd W. Parsons

Fakirs and Fallacies

MAN himself is dropping behind in the mad dash to a higher civilization. He is not keeping up with the amazing developments in the mechanical field. This is true notwithstanding our talk about how sophisticated we have become. How hard-hearted we are in business. How quick we can recognize bunk, and how difficult it is for any one to pull the wool over our eyes and get us interested in ideas or articles of doubtful value.

The other day at a crowded resort I saw a fellow working the old shell game with as much success as was ever attained in the past. It brought back memories of the time when I was a Freshman in college and went out to the County Fair and met this game for the first time. That was my first experience with the "cap-pers" who work in partnership with the fakirs themselves. My chum and myself saw these strangers picking up shells and walking away with what seemed to be easy money, and our only fear was that the fellow running the game would lose all he had before we could get some of it.

One would think that people in this modern age would have profited sufficiently from the experiences of others to at least make it necessary for unscrupulous schemers to employ new methods and devices in fooling the public. But one does not need to investigate far to discover that Barnum was right. Street vendors still find no trouble in selling their dancing dolls while a confederate lounges unconcernedly against a wall or other dark background, stares vacantly in the opposite direction and slyly manipulates the dolls by pulling a thread that is practically invisible. Thousands of people buy these devices believing they are getting an automatic toy for ten cents.

The work of freeing ourselves of follies and superstitions proceeds with painful slowness. A multitude of folks believe it is unlucky to walk under a ladder; that the screeching of an owl portends misfortune; a dog howling at night indicates somebody is going to die; the appearance of a black cat or a crow foretells misfortune; breaking a mirror is seven years' bad luck; a wart will disappear if you wash it with a stolen dishrag; a potato in the pocket will cure rheumatism; never light three cigars or cigarettes with the same match; don't pick up a pin when the point is toward you; thirteen is unlucky; so is Friday. On and on goes the bunk.

The origin of superstition is found in early man's effort to explain nature and his own existence. The average person has always been inclined to attribute most of the happenings he doesn't understand to supernatural causes. Even today many more business men

than one could imagine consult clairvoyants in the hope of procuring additional light on future happenings with respect to an important deal. Dream books still have a large sale and precious stones continue to be subject to a multitude of superstitions, and as for lucky talismen, one will hardly find a person but secretly has faith in the efficacy of some prized possession which he links up in affection or association with a person or event.

One reason for the continuance of superstitious beliefs is the everlasting truth that "men mark when they hit and seldom when they miss." When the result happens just as the belief prescribes, it is human nature to remark: "See? I told you so!"

For instance, we meet a friend and he says: "It rained Monday, so it is going to rain four days this week." If it does rain four days he reminds us of his prediction. If it doesn't, he forgets the incident. Thirteen people sit at a table and six

months later one of them dies. "Do you remember the dinner we had when thirteen were present?" says one of the party months afterward. "Well, I suppose you know that Jones cashed in last week. Strange how true these old sayings," he adds.

Notwithstanding that this and many other similar superstitions are purely cases of mathematics and form nothing more than matters to be solved by the formulas of probability and chance, we are so possessed of such delusions that many hotels find it unprofitable to have a thirteenth floor. In many cities there is no thirteenth street, and a real estate dealer will tell you that a house or building marked number thirteen is not the easiest kind of property to sell.

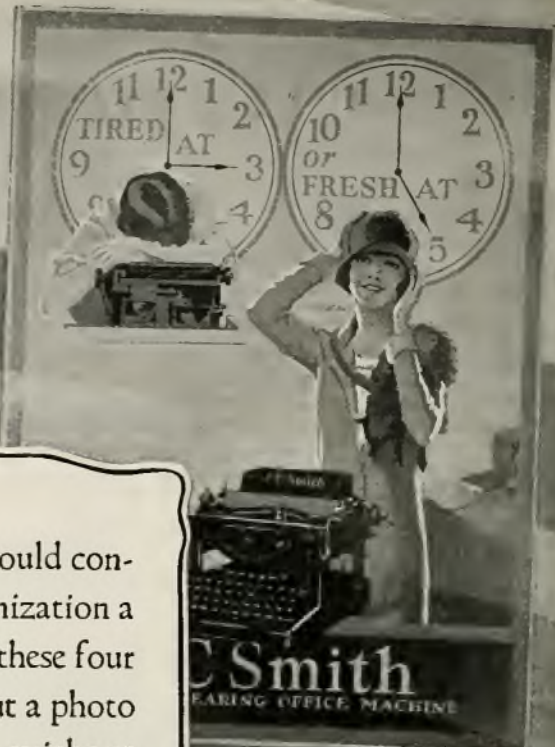
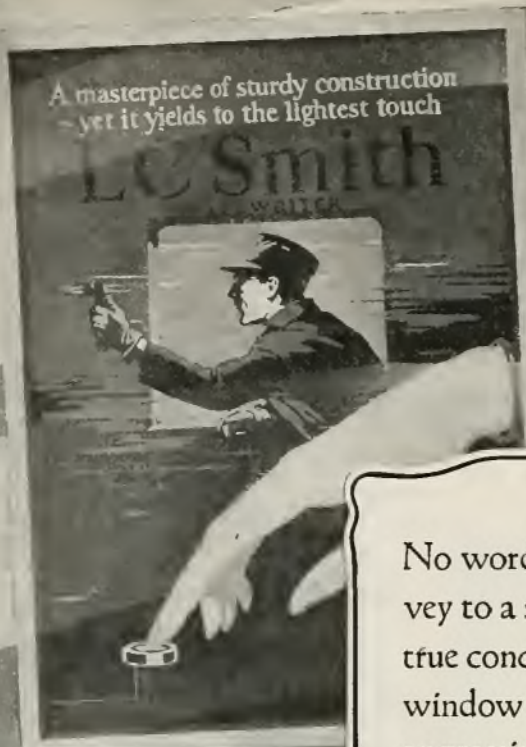
Just for a moment consider the widespread belief that Friday is unlucky. Shipping returns indicate that fewer vessels leave port on Friday than on any other day, and yet the records show that in the matter of ocean accidents, it is one of the luckiest days of the week. Columbus sailed upon his first great voyage of adventure on Friday, discovered land on Friday, started back on Friday and again landed in Spain on Friday. Later he started his second voyage on Friday, and finally discovered the Isle of Pines not only on Friday but on the thirteenth day of the month of June, 1494. The Mayflower made the harbor of Provincetown on Friday, and the Pilgrims made their final landing on Plymouth Rock on Friday.

It was also on a Friday that Richard Lee moved in Congress that the United Colonies be free and independent, and it was on another Friday that the first Masonic lodge in America was organized. The list of people born on Friday includes such eminent figures as Washington, Gladstone and Disraeli. What more

[CONTINUED ON PAGE 64]

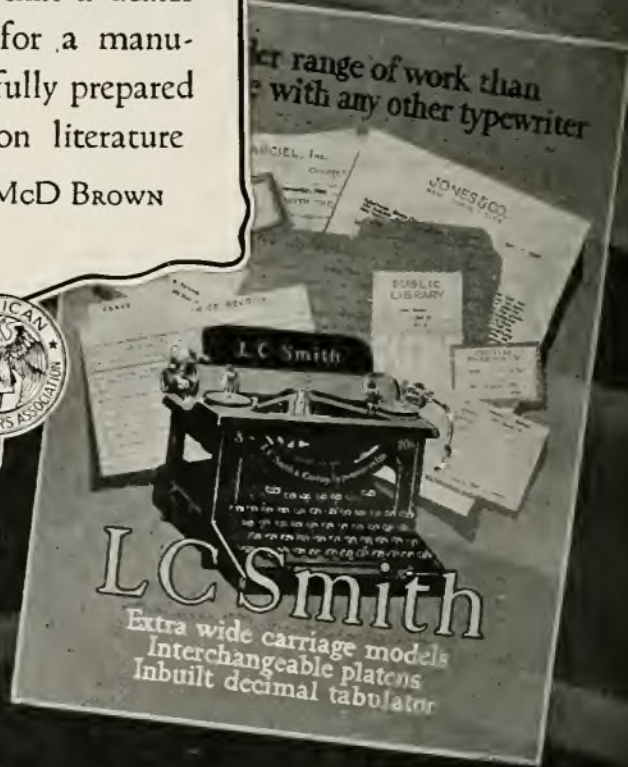


© Brown Bros.



No word picture could convey to a sales organization a true conception of these four window cards. But a photo engraving—even without color—tells the whole story at a glance—and a glance is frequently all that a dealer has to spare for a manufacturer's carefully prepared sales promotion literature

HAROLD McD BROWN



AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO



Do You Know Your Groceries?

During the first half of 1927 sixteen of the larger food advertisers in America used a greater aggregate total lineage in The Detroit Free Press than in any other Detroit newspaper. These sixteen advertisers represent nearly 50% of the total volume of national food advertising appearing in Detroit during the period.

The Kellogg Company for instance used nearly twice as much space in The Free Press as in the second paper, and Shredded Wheat concentrated practically all of its appropriation in this newspaper.

Calumet Baking Powder Company, White House Coffee, India Tea Growers, Quaker Oats and other important food advertisers placed chief dependence upon the selling power of The Free Press in the Fourth market.

In Detroit, as in other large cities of the country food advertisers of real consequence are finding morning papers the better mediums to thoroughly cover markets . . . to influence all of the better homes of the community, which in turn influence all of the others.

The Free Press is the only morning newspaper in America's Fourth market. It offers a coverage of three out of every four homes in the good American residential sections of Detroit, and every other one of the 538,828 homes in the twenty-five Michigan counties that constitute the Detroit market.

The Detroit Free Press

VERREE &
National



CONKLIN, Inc.
Representatives

New York

Chicago

Detroit

San Francisco

The Columbus Dispatch

"OHIO'S GREATEST HOME DAILY"

STEADY GROWTH

CIRCULATION

(Government Statement)

Sworn circulation of the Columbus Dispatch for the six months period ending September 30, 1927.

117,077

Sworn circulation of the Columbus Dispatch for the six months period ending September 30, 1926.

106,814

Gain 10,263

BECAUSE

*The
Columbus Dispatch
Is Always—*

First!

in quality and quantity of news services . . . local, state, national and international.

First!

in quality and quantity of sports news, society news, women's news, radio news and automobile news.

First!

in sane, sound and unbiased editorials . . . the work of men who are residents of Columbus, and thoroughly familiar with local conditions.

First!

in unequalled cartoons, in illustrations, in comics, in fiction, in features and stories for the whole family.

First!

in all of the extraordinary services that only a great newspaper can give its vast family of readers.

First!

in national and local display advertising and in classified advertising . . . the business news of the day.

First!

in everything and anything that makes a fine, complete metropolitan newspaper . . . interesting to the reader, and profitable for the advertiser.

Average net paid circulation for the six months period ending September 30, 1927

117,077

FIRST IN CITY CIRCULATION

61,938

FIRST IN SUBURBAN CIRCULATION

29,858

FIRST IN COUNTRY CIRCULATION

25,281

National Representatives—O'MARA & ORMSBEE, Inc.—New York, Chicago, Detroit, San Francisco

FIRST in News—FIRST in Circulation—FIRST in Advertising

THE bulk of this circulation came from the homes in the City of Columbus. More Columbus families are now enjoying the Dispatch than ever before.

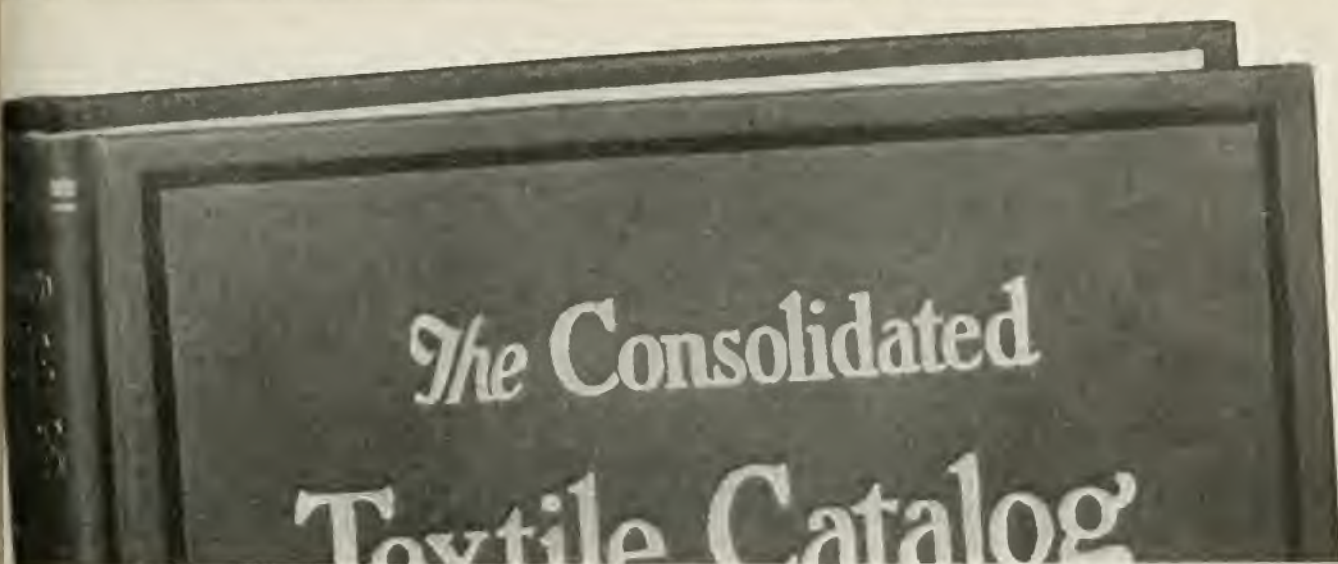
In this city of approximately 63,000 dwellings the Dispatch commands a circulation of 61,938. Of this truly remarkable *total city circulation*, more than three-fourths is *HOME DELIVERED*.

This is of more than passing interest. We know of no other city similar in size to Columbus where a newspaper has such thorough, daily contact with the people in their homes as has the Dispatch in Columbus.

This fine response on the part of Columbus and the rich Central Ohio region, fully meeting our expectations of growth, spells the possibility and the incentive for a still greater newspaper, with constantly improved news services and features of interest to all of our people.

For the advertiser this means complete access to the homes, minds and pocketbooks of nearly all the families in Columbus, and in thousands throughout the Great Central Ohio Market, permitting him to share the same confidence and friendship which this newspaper itself enjoys. This is a value which advertisers cannot find elsewhere in Columbus, or in Central Ohio.

A newspaper which is successful in selling itself to the families in their homes is ALWAYS the most effective advertising medium for selling the products and services of merchants and manufacturers to these same families.



The Consolidated Textile Catalog

A Vital Buying Guide For A Vast Industry

Another edition of the Consolidated Textile Catalog is en route. Published once every two years, this most valuable textile publication is regarded by discerning textile advertisers as one of the "indispensables." And well it should be!

Here is a sales weapon of the first order. The Catalog is distributed to a carefully checked list of responsible buyers in practically every mill in North America. In addition, it goes to a list of substantial mills in 32 foreign countries. This globe-girdling publication takes the place of short lived, fly-by-night literature. To a host of textile

executives it provides the answer to—"Where to buy?" It supplements and makes more effective advertising in Textile World by providing *specifications* for prospective buyers of your product. Distribution of the Catalog is 8200 copies. It is printed on fine stock and is substantially bound.

If you sell to textile mills there is no more direct, resultful or lower cost method of getting your *whole* product story across. Plan to be in the Fourth Edition. Write for complete details.

Published by


Textile World

334 FOURTH AVE.

NEW YORK

Member
Audit Bureau of
Circulations

Member
Associated Business
Papers, Inc.



Machinery, Equipment, Supplies,
Construction, Etc., for Textile Mills

A P P L A U S E

FOR THE SEPTEMBER NUMBER OF
THE AMERICAN PRINTER

"One of the most beautiful pieces of printing I have seen"

Lockwood Barr, Publicity Manager General Motors Corporation

"I congratulate you on the fine showing"

Hal Marchbanks, Marchbanks Press, New York

"You have surpassed the best in the country"

W. J. Wilkinson, President Zeese-Wilkinson Company, Long Island City, N. Y.

"Congratulations on the issue. It is a splendid creation"

Wm. H. Seely, Vice-President The Osborne Company, New York

"It is the finest you have ever issued"

N. E. Amsden, The Roger Williams Company, Cleveland

"The number is one of which you may be proud"

A. A. Stone, President Stone Printing Company, Roanoke, Va.

"I offer you my congratulations; my highest commendation"

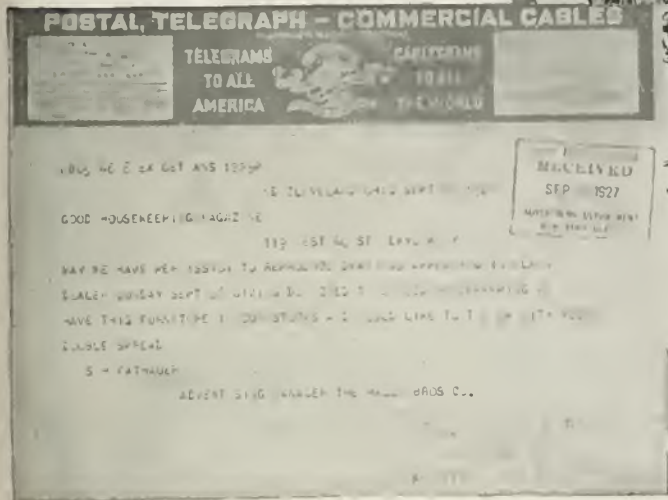
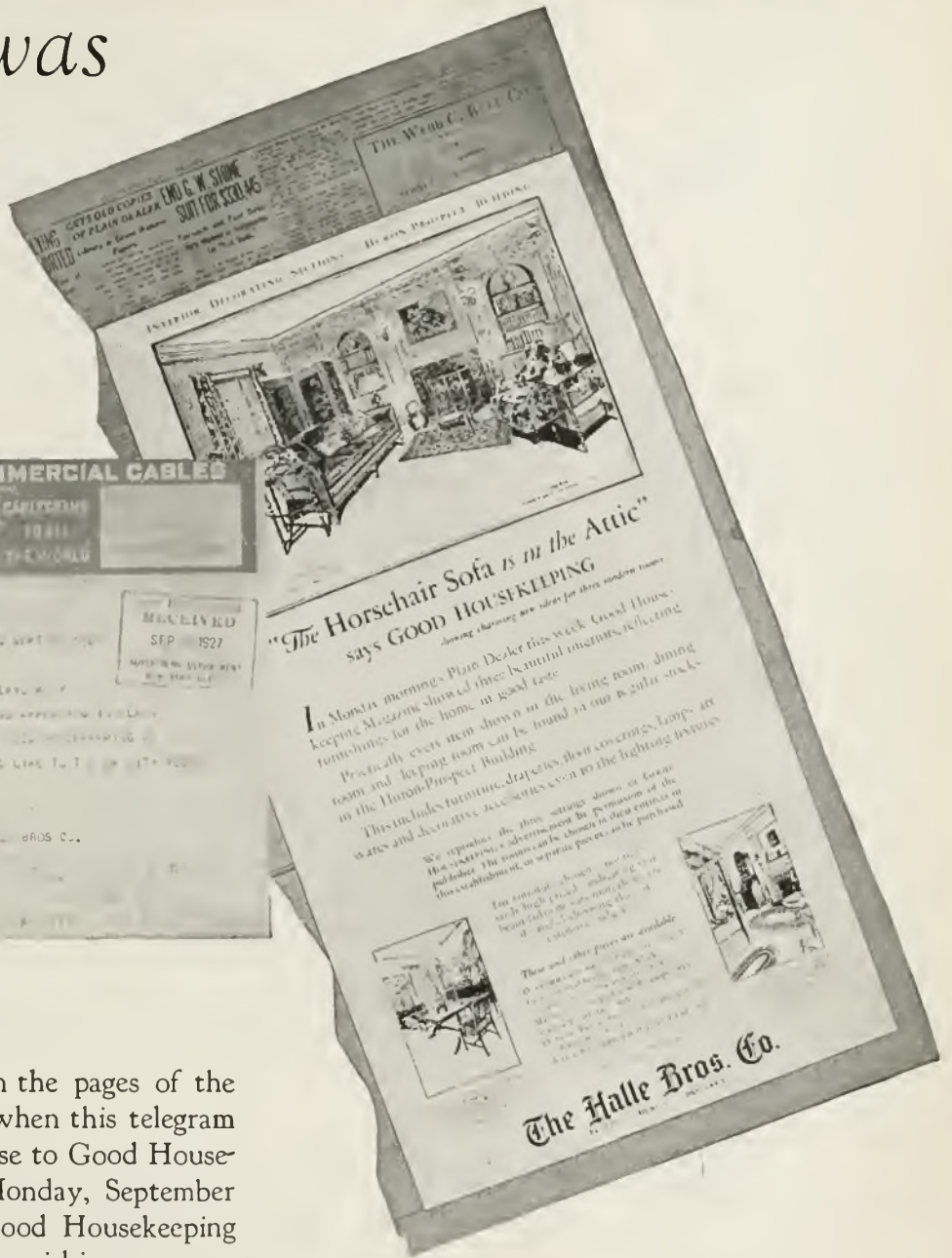
Norman T. A. Munder, Baltimore

"It is the most exceptional number you have produced"

George G. Adomeit, The Caxton Company, Cleveland



The Ink was HARDLY DRY!



THE ink had hardly set on the pages of the Cleveland "Plain Dealer" when this telegram was received—the first response to Good Housekeeping's advertisement of Monday, September 26, telling of the work of Good Housekeeping Studio of Decorations and Furnishings.

We believe that this sort of response is the best evidence of Good Housekeeping's ability to sell goods.

Merchants of the standing and size of Halle Brothers are not spending their own good money to feature Good Housekeeping unless they are certain of its value to them as a drawing card.

The appreciation which the larger, more influential retailer has for Good Housekeeping is an

invaluable aid to the advertiser in transforming advertising-created demand into over-the-counter sales.

During October alone, 256 department stores, hardware dealers, electrical shops, druggists and grocers we know of will have window displays and other merchandising tie-ups exclusively of products advertised in Good Housekeeping. 80% of these stores are rated \$50,000 or better, not a few in the millions.

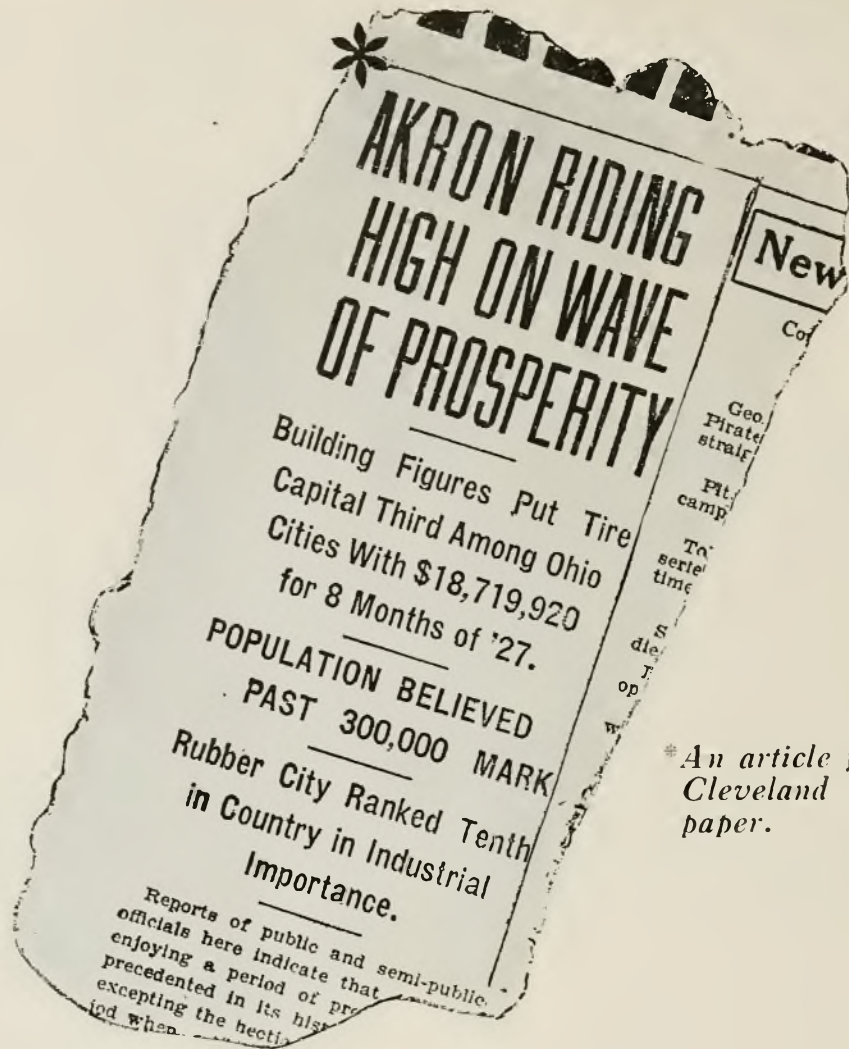
GOOD HOUSEKEEPING

CHICAGO

BOSTON

NEW YORK

SAN FRANCISCO

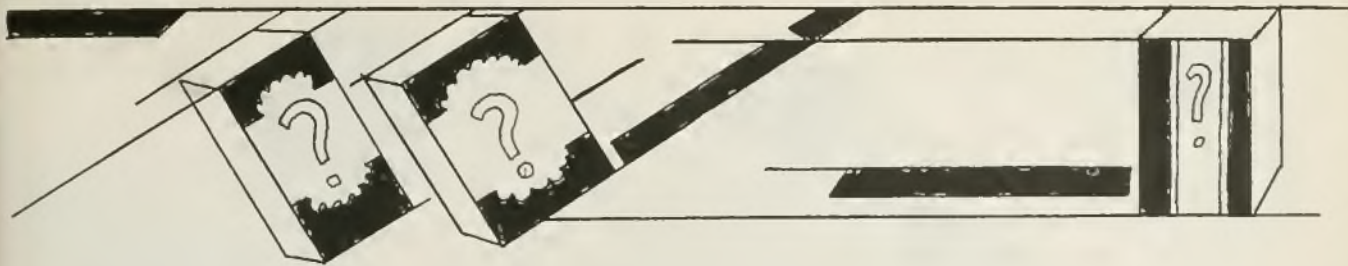


KEEPING pace with Akron's stride is its leading newspaper, the Beacon Journal,—first in circulation in the Akron Market,—first in Ohio and sixth in the United States in advertising lineage among six day newspapers . . . Enter this rich, growing market through this medium . . .

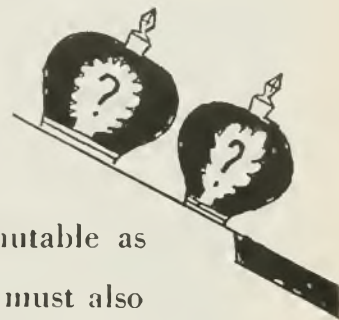
AKRON BEACON JOURNAL

Member of the 100,000 Group of American Cities

[STORY, BROOKS & FINLEY, Representatives]
 Chicago New York Philadelphia Los Angeles San Francisco



WHAT IS A BRAND NAME FOR?



Yesterday a brand name represented a product as fixed and immutable as the stars. Today, a brand name must represent reliability, but it must also reflect the new demands of modern life.

“What is smart? What is style? What is *modern*?” These are the questions we have insistently on every hand.

In luxury products the constant need of new designs, packaging, fresh little fillips is well understood.

But the modern tempo is also reaching down into the problems surrounding staples—articles of household necessity—almost anything you see on a grocer’s shelf.

Adding new items from time to time helps to keep a line up to date. . . . But how about old packages and containers? How about redesigning them to create an atmosphere of modernity—to refresh the interest?

How about the advertising? Does it reflect merely the good solid worth of the product? Can not it be keyed more to modern thinking—modern desires? Is it as interesting and provocative in itself as the advertising of that vigorous new competitor who is beginning to cut such a swath?

The pace of modern business is becoming faster and more exhilarating. But for the manufacturer who can adjust himself constantly—press forward swiftly, courageously and imaginatively—the rewards are greater than ever.

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



Actual Photographs present direct evidence—the prospect must believe the evidence of her own eyes . . .



*Present Unquestioned Evidence
... illustrate with Photographs*



The Furniture Industry relies steadfastly upon the aid of photographic presentation of its products to prospective buyers.

Nurserymen realize the demand of seed and plant buyers to see "what it looks like"—and are using more photographs every year.



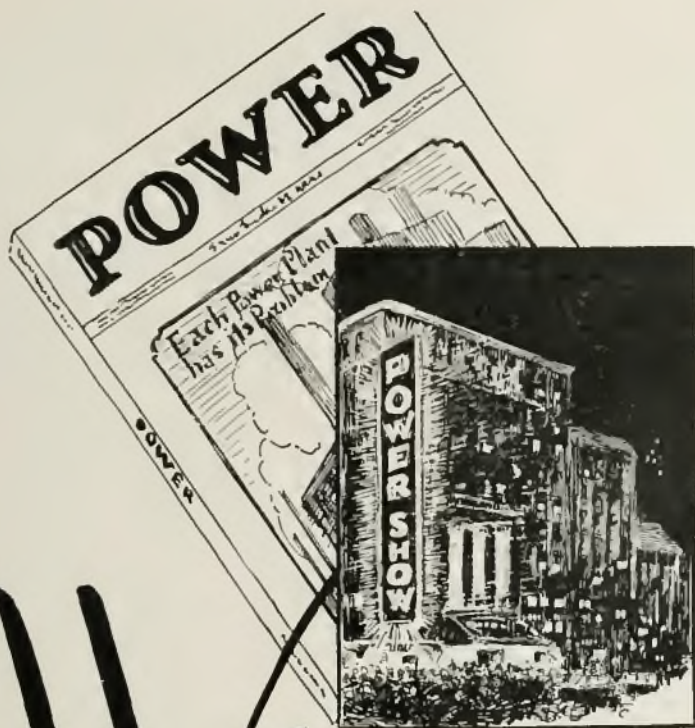
© M. A. G.



A new wrinkle in design—or a new accessory—can be presented to the prospect most effectively with photographs.

BUYERS do not question photographic evidence of merit. They believe what the camera tells them because they know that nothing tells the truth so well. Where words fail, you can rely on Photographs—whether you're selling pianos, motor cars, interior-decorating or horticultural nursery products. Prospective buyers absorb quickly and with a minimum of mental effort the convincing story of Photographs.

PHOTOGRAPHS
Tell the Story



Two Shows

One on paper, for those who canand those who cannot attend the Power Show in New York, Dec. 5-10.

What's new?

THE power field is buzzing with inquiries. What's new in high pressure equipment? What's new in better production of process steam?

The Power Show is in the offing.

The men who are responsible for the revamping of equipment and methods are looking forward to the POWER Show Issue for information on this subject. Ever since the first Power Show the field has turned to POWER'S

Show Issue to keep in touch with new trends in equipment for power generation and application.

Many men will come to the Power Show but many, many others who cannot attend the show will *depend upon* POWER to *bring the show to them*, and it will be used as a reference book even by those who attend the show for a long time afterwards. Be sure that your story is included in the Show Issue of November 29th.

POWER

The recognized authority on power plant design operation and power application

Tenth Avenue at 36th Street, New York, N. Y.



Fiction, food and fashions
Child training and psychology . . .
Everything to do with the home from
the laundry to the living room

Since the
days of Godey's Lady's Book

FRANKLY, Delineator depends primarily upon the immemorial appeals to women's interests that have been effective ever since, and before, the days of Godey's Lady's Book.

But, as all the world knows, water of much volume has flowed beneath the bridge since the days of Godey's Lady's Book.

And that water has carried away many things, good and bad. Petticoats and prejudices, long skirts and high shoes, many narrow waists and some narrow mindedness—these and many other things

have been swept far and definitely away.

In most things that women buy, price and even quality has become secondary to another element—the element of style.

And so it is that while primarily Delineator depends upon these long-established, sound appeals to women's interest—fiction, food and fashions, and the rest—it has, in addition, a new and lively and timed-to-today appeal.

Delineator is distinctly styled. Delineator has atmosphere. Delineator is the one magazine of large circulation that is smart.*

Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY

★ Every month more advertisers are cooperating with Delineator in its purpose. The September issue, for instance, showed an increase of 85% over the corresponding issue of last year, and the October issue showed an increase of 44%.

Advertising & Selling

VOLUME NINE—NUMBER THIRTEEN

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© Ewing Galloway

FROM October 17-22 the attention of advertising men will be turned toward Chicago, where representatives of every phase of sales promotion will be attending the conventions of thirteen advertising associations. An effort is being made to include all types of business publicity and promotion methods, and leading men in these fields have been invited to attend.

Among those holding important meetings during that period are: the Direct Mail Advertising Association, the Insurance Advertising Conference, the Audit Bureau of Circulations, the Inland Daily Press, the Associated Business Papers, the National Conference of Business Paper Editors, the International Association of Newspaper Advertising Executives, the Association of Newspaper Classified Managers, and the Mail Advertising Service Association.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, *General Manager*

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Telephone: Caledonia 9770

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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.

A Class Magazine

with more than

1,500,000 Circulation



Hearst's International
combined with

Cosmopolitan

What is the "class" market?
What is the "mass" market?

SO MUCH has been said among merchandising men about the "class" market . . . as opposed to the "mass" market . . . that it might be well to determine the dividing line . . . if there be one . . . between them.

Ten years ago there were approximately 200,000 families accepted as the "class" market. Then, when the average income per person in America was much less than a thousand dollars a year, there was a wide breach between these 200,000 and their fellow hundred million.

Then, when 53,000 people owned the largest public utility in America, when 41,000 owned the largest steel company in the world, when 70,000 or so owned one of the largest railroads, there was ample reason for limiting the "class" market to the favored few.

But today . . . when average income has more than doubled . . . when the stockholders of the public utility are almost 400,000 . . . when the steel company is owned by almost 100,000 people . . . when the railroad is owned by twice as many individuals as

formerly . . . the "class" market presents a different appearance.

Today there is not a single product advertised and sold to any considerable portion of the original 200,000 that can't profitably be advertised and sold to Cosmopolitan's more than a million and a half.

People have the money to buy . . . the time to enjoy the thing they have bought . . . and, above all, the desire to buy. Living standards . . . buying standards . . . have gone up. Two million families have two cars. Six million people have \$350,000,000 worth of radios. A million people can sit down at one time in the football stadia of this country. A million people pay thirty-five cents every month for Cosmopolitan . . . month after month.

The merchandise that could be sold to only 200,000 people ten years ago can be sold to 2,000,000 people today. And, since this is the only true measure of the market . . . "class" or "mass" . . . we must consider this new class market . . . Cosmopolitan's more than a million and a half.

326 W. Madison Street
Chicago, Illinois

General Motors Bldg.
Detroit, Michigan

Advertising Offices:

119 West 40th Street
New York City

5 Winthrop Square
Boston, Mass.

625 Market Street
San Francisco, Cal

OCTOBER 19, 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*

Higher Salaries to Advertising Managers Will Save Millions

An Answer to Mr. Borsodi's Challenge

By *Kenneth M. Goode*

A CONSERVATIVE," says a *Wall Street Journal* wit, "is a man who has sold his stocks and wants to buy them back again lower." An economist, by the same token, is a man who wants other people to go out of business for the sake of society.

In fifty years, no discussion of advertising has been more footless than the new debate as to whether it is "economic." In the first place, "economic" may mean almost anything. "Advertising" means so much it means nothing. Like poverty, it makes strange bedfellows. One kind of advertising may be more economic than Professor Irving Fisher himself; another kind more wasteful than a War Administration. Or, the same kind of advertising used by one man may prove the economist's pet; and a swift slap at society when used by another.

Mr. Chase and Mr. Borsodi hap-

Mr. Borsodi's Letter

My Dear Mr. Goode:

I have enjoyed immensely the various contributions to ADVERTISING & SELLING which have been inspired by "Your Money's Worth," especially Percival White's letter and your reply. You are delightfully frank in many of the points which you make and it is for that reason that I am taking up the challenge in your last paragraph.

Of course it is asking too much of human nature for the critics of advertising and the apologists for national advertising to agree as to what are real facts and whether or not the critics have presented them soberly. I therefore propose the following—I have proposed it to numerous advertising men and I live in hope some day to find a representative proponent of national advertising who is willing to cooperate in making it a reality.

Why not request the American Economic Association, or some equally impartial scientific body, to appoint a commission to supervise the collection of specific evidence as to the economic value of national advertising? This evidence, in order that the report of the commission should be something more than an academic pronouncement, should consist of the following:

1. A collection of nationally advertised products of widespread general consumption;
2. A collection of substantially similar products which are not nationally advertised;
3. Reports by an impartial laboratory as to the substantial similarity of the two groups of products;
4. Complete data as to the manufacturer's price, wholesale price, and retail price of both the groups of products. If the actual wholesale price and retail price vary from the recommended price of the manufacturer, both kinds of prices should be attached to the report.

Yours for more sobriety,
RALPH BORSODI

mistakes, misstatements and failures—and say, like Socrates, "Here is your Advertising!" But their case is as lopsided as those of advertising's own protagonists who, as an Irishman might say, whitewash advertising with all the colors of the rainbow.

It is much as if President Coolidge were to proclaim "Animals are pets!" As a good Republican I hasten to support that proposition with anecdotes of darling kittens, clever canaries, polyglot parrots

and faithful watchdogs. But Messrs. Chase and Borsodi, being "agin the government," make an undeniably strong rebuttal with a laughing hyena, a fretful porcupine, a tropical tarantula, and six sturdy skunks. There are, as a matter of fact, quite as many kinds of advertising as there are animals. And until advertising's challengers, on one hand, and its champions, on the other, unite in an axiom that will

pen not to admire advertising. With cold congenital cynicism they totally disbelieve the blazing ubiquities of our orators. Unlike Truly Warner or Cyrus H. K. Curtis, they have made no money through advertising. On the contrary, like Sinclair Lewis defying the lightning from a St. Louis pulpit, they achieve a certain iconoclastic distinction by baiting it.

So with accuracy, sincerity and no small skill they collect all available

admit a *separate* discussion of
 "good advertising"
 "bad advertising"
 "indifferent advertising"

we, personally, cannot thrill with their earnestness of purpose. So far as "dishonest advertising" is concerned, it could quickly be thrown out of the discussion as being utterly repugnant to both parties.

This suggestion is stimulated first by Mr. Borsodi's interesting proposal to submit advertising to a trial before the American Economic Association or "some equally impartial scientific body"; and secondly by Professor Ronald S. Vaile's extremely interesting and extraordinarily fair book "Economics of Advertising." Space permits only this bare reference to these two.

But perhaps we may steal enough space to suggest that no reference

to economics will ever start any great excitement among advertising men. In the first place, advertising is a *sold* product. Its traditions and practices come directly from the selling talks of skillful salesmen. And so long as the marvelous machine that created our present advertising structure can renew and replenish it at a profit, advertising will go along just as it does today.

Authors, stock market speculators, jockeys, clergymen, bankers and grocers make all the money they honestly can through the most profitable employment of their peculiar talents. Publishers, advertising agencies, billboard owners and radio broadcast stations—regardless of all critics—will continue to sell as skillfully as they can to as many as have money to buy. Against this selling the opponents of advertising have a

perfect right to warn the business world; they may even warn the public. But when they propose to us who live on advertising revenues that *we* arbitrate our legitimate activities by any consideration less specific than personal profits, they are complimenting advertising with an altruism still unknown in industrial circles.

Advertising may be economic. Or it may not. Some of it is. Much of it isn't. Even as an academic question it is scarcely worth worrying about. Vastly more important, economically, is the fact that, producing sixty per cent more goods than in 1914, it still costs us sixty per cent more to live.

This means—and very shortly too—savage competition throughout the distribution field.

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Old Gundlach's Sox-dologer

By Earnest Elmo Calkins

E. T. GUNDLACH, esteemed advertising agent, has joined the ranks of those who regard with misgiving some of the aspects and manifestations of this advertising age. He has given voice to his questionings in a book with the engaging title, "Old Sox on Trumpeting." He has adopted that ancient and well-tried literary device of locating his story in another age and country, in this instance, ancient Greece, and from this vantage ground fires a few hot ones into the art of advertising as practiced in these United States A. D. 1927.

"Trumpeting," be it understood, is Greek for advertising, and a trumpeter is an advertising agent. Tauros and Bullem solicit the trumpeting account of Zeus-ikin, the Athens olive-oil king, and finally secure it, and handle it, but with considerable disturbance from Hell-Raising Helen, their client's mistress, and even more from an inquisitive bystander who has nothing to do with the matter, but who butts in and asks disconcerting questions. This bystander is none other than our old friend Socrates, who applies to the modern philosophy of advertising the same methods he had found so successful in dealing with more ancient beliefs and superstitions.

Old Sox, in short, asks the same questions that are now being asked by Lew Hahn, Borsodi, Stuart Chase, Raymond Fuller, *The New Republic*, *The Nation*, and the Federal Trade Commission. Neither Bullem nor Tauros can answer his questions, nor for that matter can old Sox himself, in which he differs from the list given above, who one and all have answered their own questions—to their own satisfaction, at least.

Under the not too thick guise of a remote time and place Mr. Gundlach is able to hit at all the least admirable practices of advertising agencies, lining up a new account and boosting the appropriation by playing on the vanity of the client, knocking free publicity,

refusing to split the commission, but promising Hell-raising Helen a rake-off (two slaves and a bracelet), sparring with the client as to whether the head of the agency will handle the account personally, and explaining away what appears to be a competing account. Portraits of well known advertising men appear and descriptions of leading agencies. The Four A's, the A. B. C., and the various publishers associations are all functioning at full blast and doing their part in befuddling the advertiser and holding him in line. The author is not always happy in staying within the limits of his vehicle. There is really no necessity for the frequent use of present-day names of things and symbols when the Greek republic offers so many counterparts, to lug in Coolidge as a synonym for economy, when there was Lycurgus saving even of words, or golf, when the Greeks had so many athletic sports.

Mr. Gundlach's opus will be read with entertainment by all advertising men and by all manufacturers who are familiar enough with advertising to appreciate the hits. As a picture of advertising it is, of course, one-sided, but there is enough truth to give point to the satire. There are such agencies and such advertising men, but they are not the majority. We are all of us disturbed by the hypocrisy, insincerity, ballyhoo and over-exploitation that some agents and their clients think necessary. There is too much bunk in advertising, but there is too much bunk in business, the press, law, medicine, the stage, book publishing and religion. They all partake of the faults of the age. The question is, does the good outweigh the bunk? Are these human institutions worth preserving? The answer is "Yes" to both questions. And God forbid that an end should ever be made to criticism. If advertising cannot stand up under the most drastic and penetrating fault-finding, then it is a poor, weak thing, and the sooner it is scrapped the better.

Characteristics of the Industrial Market

A Classification of Its Commodities and Methods

By *Melvin T. Copeland*

A COMPANY which manufactures a power transmission device for industrial purposes also incorporates this device in an appliance for use by individual consumers. For some years the company attempted to sell in both the industrial market and the consumers' market with the same sales organization. Recent investigation has shown the company that much better results can be secured by means of segregated sales forces, one sales force to handle the industrial market and one to sell the appliance to retailers for consumer distribution. When the problem was studied it was found that the men in the sales organization who were successful in selling to retailers

did not handle the power transmitting device satisfactorily, whereas other salesmen were much better fitted temperamentally to deal with industrial buyers than to sell to retailers.

In the paint industry, it is stated by men who are familiar with the conditions, most manufacturing companies are suffering from failure to differentiate between the industrial market and the consumers' market. Many paint companies are using the same sales organizations in selling to industrial buyers as they use in selling to wholesale and retail merchants. Some of those companies, in fact, instruct their salesmen to fill in their spare time between calls on wholesalers and re-

tailers with calls on industrial buyers. The result is that sales of paint for industrial purposes are poorly handled; salesmen who are concerned primarily with selling to wholesalers or retailers tend to lack interest in the industrial market and seldom understand how to talk to the large industrial buyers who require paint for maintenance or manufacturing purposes. Even those paint companies which maintain separate sales forces for the industrial market in most instances have not adapted their sales plans to the special needs of that market, apparently because they have failed to comprehend the characteristics which differentiate the industrial from the consumers' market.

IN contrast to the paint industry, the large rubber manufacturing companies have recognized the special problems that are involved in industrial marketing and have placed their mechanical rubber goods operations under sales organizations distinct from those for their tires and other products. In these com-

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THE industrial market is so unlike the consumer market that it requires careful study and individual treatment. To make the differences between the two clear, Professor Copeland outlines in detail those peculiarities of the former which indicate not only where it exists but also how it can be most efficiently approached by the salesman



My Life in Advertising—XI

I Tackle a Tooth Paste

By Claude C. Hopkins

SO far the greatest success of my career has been made on Pepsodent Tooth Paste. Its promoter has been associated with me for twenty-two years; together we have made millions in advertising enterprises. When I went with Lord & Thomas he was quite despondent and offered me a very large salary in order to induce me to idle and wait for him to find for us some mutual opportunity.

He became involved in irrigation projects in Tucson, Arizona. There the nights are long and lonesome so he courted the acquaintance of the health-seekers there, one of whom had evolved a tooth paste.

When he brought it to me I tried to discourage him. It was a technical proposition and I did not see a way in which to educate the laity in technical tooth paste theories.

Moreover, he insisted on a fifty-cent price when twenty-five cents had been usual for a tooth paste.

But he was persistent. So I finally agreed to undertake the campaign if he would give me a six-months' option on a block of the stock, which he did.

I read book after book by dental authorities concerning the theory upon which Pepsodent was based. It was very dry reading. But in the middle of one book I found a reference to those mucin plaques on the teeth which I afterward called the "film." That discovery gave me an appealing idea: I resolved to advertise the tooth paste as a creator of beauty; as a weapon with which to deal with that cloudy film.

The natural first thought with a tooth paste is to advertise it as a preventive, but my long experience had taught me that preventive measures are not popular. People will do anything to cure a trouble, but little to prevent it. Countless advertising ideas have been wrecked by not understanding that phase of human na-

Keep
FILM
Off Your Teeth

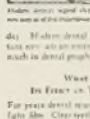
—The Supreme Dental Urge of Today in Combating Tooth and Gum Troubles, and in Correcting Dull, "Off-Color" Teeth

"Thus the price of teeth like pearls, a regular plan removal is the way

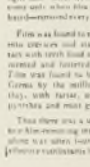
Send Coupon for 10-Day Tube Free



NOTE dental authorities point to a certain film that forms on teeth at the chief cause of tooth decay and gum trouble. This is a stubborn film called the "cloudy film" or "tooth film." It is a result of dental decay, and it is the chief cause of tooth decay and gum trouble. It is a result of dental decay, and it is the chief cause of tooth decay and gum trouble. It is a result of dental decay, and it is the chief cause of tooth decay and gum trouble.



Methods developed right yesterday are applied to-day. Modern dental science has made important new advances. Methods developed right yesterday are applied to-day. Modern dental science has made important new advances. Methods developed right yesterday are applied to-day. Modern dental science has made important new advances.



What Film Is? In Every on Teeth and Gums For good dental hygiene tonight you can fight film. Clear teeth and healthy gums come only when film is removed. Remove film every day with Pepsodent. Film is found to be the cause of tooth decay, gum trouble, and the chief cause of tooth decay and gum trouble. It is a result of dental decay, and it is the chief cause of tooth decay and gum trouble.



For every film, a tooth is exposed high importance to the health of the Pepsodent is chosen for its superior effectiveness and distinctive qualities.

These constant, tooth decay which might otherwise prevent and form a smile. No other method known to prevent tooth decay is so effective as Pepsodent. Pepsodent is chosen for its superior effectiveness and distinctive qualities.

FREE-10-DAY TUBE

PEPSODENT

But there were many more points to consider. Some I had learned through previous experience; some I had to learn in this line. We keyed every advertisement by coupon; we tried out hundreds. Week by week the results were reported to me and with each report came the headline we employed. Thus I gradually learned which headlines appealed and which fell flat.

I learned that beauty was the chief appeal. Most men and women desired to be attractive. When I could offer a convincing method they listened to my arguments. So I came to feature beauty.

But I learned something else: The man who argues for his own advantage is usually disregarded, often scorned. This is particularly true of any subject pertaining to hygiene.

When I urged people to buy Pepsodent, I was met with apathy. When I asked them to send ten cents for a sample they almost ignored me; so I was forced to try altruistic advertising. The sample was free. The whole object of the advertisement was to induce a test for the good of the persons concerned. I never mentioned that Pepsodent was for sale; I never quoted its price. My entire apparent object was to prove at our own cost what Pepsodent could do.

This experiment brought another revelation. With most products, like food, the word "Free" had been appealing. It had multiplied the number of our readers. The offer of a sample seemed to be a natural way to sell.

But when we came to something pertaining to hygiene, the psychology of the public was different. We were professing to offer people benefits of great importance. When we featured a gift, like a breakfast food, our generosity minimized our own importance. It made us traders, simply seeking to sell, not scientists seeking to benefit others. When

WE WANT PICTURES LIKE THESE -



Action

A "Caterpillar" busy at live work, men intent on their job, actual accomplishment of some of the varied tasks for which "Caterpillars" are suited, convincing pictures to illustrate advertisements for trade papers where the reader's eye is expert and critical.



Scenic

Photographs that have an interesting or colorful background, everyday tasks in a setting of unusual interest. Pictures in the snow, in the woods, in foreign countries, artistic and well composed photographs for use in cover illustrations or to use as inspiration for an artist's color work.



News

Here's Luther Burbank on a "Caterpillar" Here's a "publicity picture" that will win a place in the editorial columns of a score of magazines. Here is a sample of the "human interest" picture—here is a view suited for publication in our house organ, the "Caterpillar" Magazine!



Story

"Heavy Wind Visits Western City!" "Caterpillar" Tractors clear away the debris. A novel use for "Caterpillar" power and other new uses are being frequently discovered. We want good pictures that can be used in the advertising of new uses.

Our files contain plenty of "ordinary" pictures.

We want new things, or extra good pictures of everyday tasks, or good views of special jobs, or artistic pictures for use on covers or in decorative treatment.

Take pictures from an elevation—at least the eye level

We want the negative of each picture that we buy.

Sometimes we must enlarge them before they are useful.

Sometimes we want to send extra prints to our dealers.

Send on the negative—we'll pay for it.

Show the work first—the tractor is secondary

NOT THIS :: NOT THIS :: NOT THIS :: NOT THIS :: NOT THIS :: NOT THIS :: NOT THIS



Thumbs down on a picture that shows driver in a studied pose. If he isn't at work the "Caterpillar" isn't at work!



Where's the driver? A fine view—but the absence of the driver distracts the eye from the message that it should carry.



It doesn't take the whole town to operate a "Caterpillar"—an action picture of real work eliminates extra persons.



What's the machine doing? We have plenty of pictures of the tractor alone—we want to show what work it does!



A machine no longer in production! We want views of work done by the models shown on page 4. Be ware of the out-of-date.



Out-of-focus—we can't use fuzzy photographs. Pictures should be clear and sharp to be reproduced by the half-tone process.



Doing nothing! We want tractors doing something useful—we can get plain pictures of the "Caterpillar" at the factory!

How to Get Newsy Pictures For Your Advertising

By *Walter H. Gardner*

Advertising Manager, Caterpillar Tractor Company, San Leandro, Cal.

AN oil well catches fire! Mufarious efforts are made to curb the waste and shut off the hazard. A tractor wades into the danger zone and drags away debris and refuse so that the fire fighters can start work. The heat is too great for horses; the ground is too soft for wheels—but a priceless picture for the advertising manager of the tractor company.

But ninety-nine times out of 100, such pictures of action are never taken. The opportunity passes before someone thinks of a camera. The salesman who sold the equipment has left and even if he were on the job, his little camera would not be sufficiently accurate. The owner of the equipment is too busy working to bother about taking pictures. If he does take one it probably shows himself or his son or his dog in the foreground. The local photographer, more or less alert for opportunities for business, has no one to tell him when there is an interesting bit of action going on. It is only by luck that he happens to shoot a good view

and hardly ever does he submit it to the advertising man who is always eager for performance photographs.



Action—this is a snap shot and the dirt is really being moved

The backbone of the Caterpillar Tractor Company's advertising is a pictorial presentation of un-retouched action views taken in the field. These pictures offer a vivid proof that "Caterpillars" are widely used and that at one time or another they have conquered for someone else the conditions that a prospective buyer faces. Considerable effort, time and money have been put forth to secure these action pictures.

One of the illustrations on these pages illustrates the tractor at a burning oil well. This picture was possible because the local representative telephoned a nearby commercial photographer to go out and take a picture and send the bill to the home office. The only effort that the local representative put forth was a telephone message. He had neither responsibility nor a bill to pay. The local commercial photographer on receipt of the telephone message knew that he had a firm order and that his bill would be paid—and he knew exactly where to go and what to get.

The photograph is the foundation of many an advertising campaign of

today. Views taken of a product in the factory or studio are easy to get—but action pictures are usually a matter of sheer luck. For when the product is doing something interesting, the camera is likely to be absent. The story of how the Caterpillar Tractor Company secured an adequate supply of action pictures may supply suggestions to others with similar problems.

A four-page letterhead was prepared on the inside pages of which were displayed typical views, both good and bad.

There was a warning against the most common mistakes made in selecting photographs:

1. Show the driver intent on his work—not self-consciously leaning on his elbow smirking into the camera.
2. Show *work*—not merely the machine (that can be photographed at the factory).
3. Show the driver in his seat—otherwise the machine looks like an abandoned derelict.
4. Eliminate bystanders—spectators and onlookers suggest the wrong thought to a man who is buying a machine to reduce labor costs.

With a series of special letters typed on the first page this letter form was sent to:

- A. A national list of commercial photographers.
- B. Amateurs that answered advertisements in national photographic magazines.
- C. All "Caterpillar" dealers and salesmen.
- D. Free lance contributors to trade publications.

The letter made an appeal for action views—it offered to pay a fair price (up to five dollars) for a negative and one print of all accepted pictures.



Team Work Put the Camera on the Job to Catch This Scene of a Tractor at a Burning Oil Well

The entire organization of "Caterpillar" dealers (there are about 100 of them) was asked for the name of the best photographer in each territory. A letter then went out to these selected photographers somewhat as follows:

"Here's an order for some pictures of operating 'Caterpillars.' Some bright day when work is slack call up the 'Caterpillar' dealer (here was inserted his name and

address) and ask him the best opportunities to secure active pictures. Go out and take two or three views showing the work that is being done and send negative, one print and your bill to this office."

Gradually invaluable connections have thus been made on a three-cornered basis—company, dealer and photographer working together. Photographers and dealers have learned what the advertising manager wants. The dealer is under no expense and the photographer finds little red tape.

Salesmen armed with cameras often contribute useful views. The same four-page letter sent to all the newspaper and commercial pictorial agencies has brought results. The United States Signal Corps has supplied many tractor pictures and the company maintains at its head office a photographic expert who makes trips to various parts of the country from time to time on special assignments. Various free lance contributors to technical magazines have received an appeal typed on this same four-page letter form. Some of the most unusual views have come in from these field scouts.

Here are some additional tips taken from the lore that has been collected:

The safest way to get a picture in action is to stop for a moment to insure sharp focus—the only difficulty being to hold the driver in a business-like pose.

Occasionally a snap shot actually gets over the idea of motion—falling dirt shows as a blur.

It pays to be generous with a photog-

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Now I'll Tell You Why We Never Advertised

By a Director of a Fire Insurance Company

FOR upward of twenty years I have been a director of one fire insurance company, and for lesser periods of several others. Probably for fifteen years I have served as a member of these companies' executive and finance committees, some of which meet five times per week and others but once.

None of these companies does any general advertising. Not that we have never thought of advertising. We have. If we hadn't of our own volition, interested space solicitors and agencies would have allowed us no chance to overlook "the advertising opportunity." Never—so far as I can recall after fortifying memory by questioning the active executives of our companies—has one of these gentlemen distinguished fire insurance from tooth pastes when he talked of advertising. Agencies big and agencies little have submitted schemes and laid before us elaborate contracts, but no agency has comprehended enough of fire insurance, from the underwriting standpoint, to arouse our interest to the extent of a second interview.

Those who try to sell us advertising go rushing to the conclusion that if they produce a greater volume of business (which, with us, means premiums) for us, the advertising will be warranted. Our companies want to grow. We want to earn more for ourselves, of course. But the more we consider advertising as a means to greater profits, the more we believe that general advertising would be utterly ruinous. It would bring us too much business that would entail a loss. It might even bankrupt us.

I am not sure that within the limits of an article I can make clear the reasons why we have never advertised. Other fire insurance companies must face the same conditions. At any rate, it is notable that they do no advertising—with the prominent exceptions of a little hand-

Editor's Note

THE writer of this article is a man of wide experience in the fire insurance field. The situation he describes here is an unusual one peculiar to this particular business and little understood in other circles. In relating fire insurance to advertising, the writer stresses some vital facts which should be better understood by advertising men generally. For a long time there has been a feeling that the great businesses of insurance and advertising should become closer associated to mutual advantage. We submit this article and the one to follow in the belief that such closer association can only be achieved through a clearer understanding of the divergent problems of the two businesses

ful of companies that are so rich and so old as to be beyond the hazards of younger companies, like ours, that are compelled to watch their reserves every time a sudden upward bulge in premium income occurs.

Remember, please, that I am talking about fire insurance. I am not considering life insurance, or accident, or theft, or automobile.

EVERY business plows up a new crop of problems when it expands. Additional capital and new buildings, with more executives to handle them, are common by-products of adding more acres to the factory. Borrowed money is accepted as a matter of course. But the growth of income from the expansion quickly yields bigger profits. The loans are wiped out, the dividend rate goes up, bonuses are lavished out at Christmas time, and everyone smiles to think of the bigger and bigger volume of sales.

Not so with a fire insurance company. Our "reserves" check quick growth. Unless we are able to make "provision for the legal reserve" for the new business, some state insurance department quickly brings us to task. Failure to satisfy them means that we are out of business.

It is the law—and the law is al-

together right and necessary—that a fire insurance company shall hold in liquid form (cash, securities of "admitted" grade, accounts receivable of less than sixty days' dating or loans of "admitted" nature) a certain portion of premiums received. The reserve is a protection to the policy holder that losses, if any, can be paid. Without adequate reserves the policy holder would be without the thing he buys when he pays the premium: namely, assurance that "the company is good for the loss."

An insurance premium is paid by the policy holder at the beginning of the period. Fire insurance policies run

for a period of one to three years, occasionally for five. If, as an example, the insurance company were permitted to expend the premium income as it chose, an unscrupulous company would use the money (or possibly lose it in losses by fire) during the fore part of the period. Should the policy holder sustain a fire, say, during the eleventh month of his year's contract, the company might be without funds to meet the loss. In such a case, the policy holder would be out the premium he had paid and also recover nothing to offset the loss which he had insured. Thus governmental supervision over fire insurance has safeguarded the public.

To be a bit more concrete. If fire losses average 60 per cent of premium income (a low average for the United States), and if expenses of management amounted to 35 per cent (a fair basis), the underwriting company would have, for net profits, 5 per cent of premium income. For a manufacturing concern a net of 5 per cent of gross sales would warrant indefinite expansion. Advertising to hasten big volume would surely be logical.

But the fire insurance company, let us estimate, is by law required to hold in the "reserve" 50 per cent of

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Next Steps in Advertising Production

The Possible Gain to Be Secured by Polishing Technique Is Not to Be Compared with the Possible Gain from Co-ordination

By Henry Eckhardt

IT'S fun to speculate about this advertising business. Sometimes the speculations lead to discoveries. Perhaps this speculation is a discovery. Perhaps it's only an echo of thoughts I've read elsewhere and put down in my a-b-c fashion for personal comprehension.

Every business, I suppose, has its ages or periods of development. Unfortunately, these periods are usually not recognized until they have passed. Contemporary noses are all too close to the grind-stone.

What period is advertising passing through right now?

The answer flashed on me recently. This is the age of technique.

As I said above, perhaps this thought is the result of reading "Whither and Why" articles by Dean Calkins and Professor Updegraff. Yet, it persists in interesting me.

For the last decade or so, various branches of the advertising profession have been bending all their talents along highly specialized lines,—and each has been developing a technique for its particular specialized line.

Thus, one branch has concentrated on publication advertising. I mean the advertising agency. Look at it unemotionally and see how it is set up. There is a media-man, chosen for his knowledge of magazine and newspaper circulations. There is an art director and his assistants, chosen for their ability to create distinguished "pages" and dominating "spreads." There are copy people, to whom the height of human bliss is a "human document" or an "atmosphere poem" in the *Ladies Home Journal*. The other departments exist chiefly to ease the way for and to follow-up on the results of this publication advertising. This specialized development of the agency has been very natural and very necessary. The

agency chaps have accomplished a job that is the life-saver of the whole advertising business—they've made people like to read ads. The point here is that they've run pretty much the whole gamut of publication expression, from the story type of advertisement to the poster type, from the color spread in magazines to the inch card in newspapers. They have created a very successful, workable technique, and brought it to a very high point.

ANOTHER group has concentrated on printed advertising. These chaps are responsible for the discovery that "paper is expressive." They do fascinating tricks with folds. They add nuances and shading to advertising messages through the processes of printing. Of course, there are agencies which do highly creditable direct-mail, but I am speaking now of direct-mail technique.

It wasn't until direct-mail technique arrived, and direct-mail specialists began to specialize, that the mailing list was taken seriously—that "follow-up" was worked out—that such questions as return post-cards, one or two cent stamps, were answered with intelligence—that an appreciation of obtainable results was formulated.

The direct-mail department or organization has not reached the heights of specialization which the agency has attained. Yet, we have chaps who know which papers are expressive,—who know all the intricacies of lithography, off-set, gelatine processes,—who know the practical sizes to use and the economical methods. We have the direct-mail art department, clever men thinking in terms of booklets, folders and covers. We have letter specialists and booklet specialists.

In short, direct-mail, too, has defi-

nitely arrived at its technique stage. The Direct-Mail Association says so in its annual convention. The indefatigable direct-mail solicitor says so. And we must agree that direct-mail technique has been carried to a pretty fine point.

A third group has been developing posters and car-card advertising. This branch has kept aloof and alone. The car-cards, for example, are largely concentrated in the hands of powerful companies, such as Barron Collier, Inc. The posters are coming more and more into big combinations, such as the General Outdoor Advertising Corporation. Both car-card and poster men are set up to handle or perhaps to spend, an advertiser's entire appropriation. Ask any of their representatives. Their art departments design in poster size. Their copy departments write in flash style. These efforts are ably seconded, and often inspired by specialists in litho houses. These litho houses go a step further—into window displays, cut-outs, packages. The intricacies of cut-outs and window displays require an education all their own—from the inception of an idea that lends itself to practical manufacturing to the final packaging for shipping and setting-up.

SO again, we have a set of conditions that tends to build a separate group of specialists; we have these specialists developing a distinct technique—and doing a good job at it!

The great war gave impetus to a fourth group. I refer to the publicity folk, or rather, as they prefer it, to the public relations counsel. I am fully aware of a hostile feeling in some quarters that the publicists are intruders, parasites, and what not. Yet we must face facts as we find them. With due respect to

[CONTINUED ON PAGE 57]

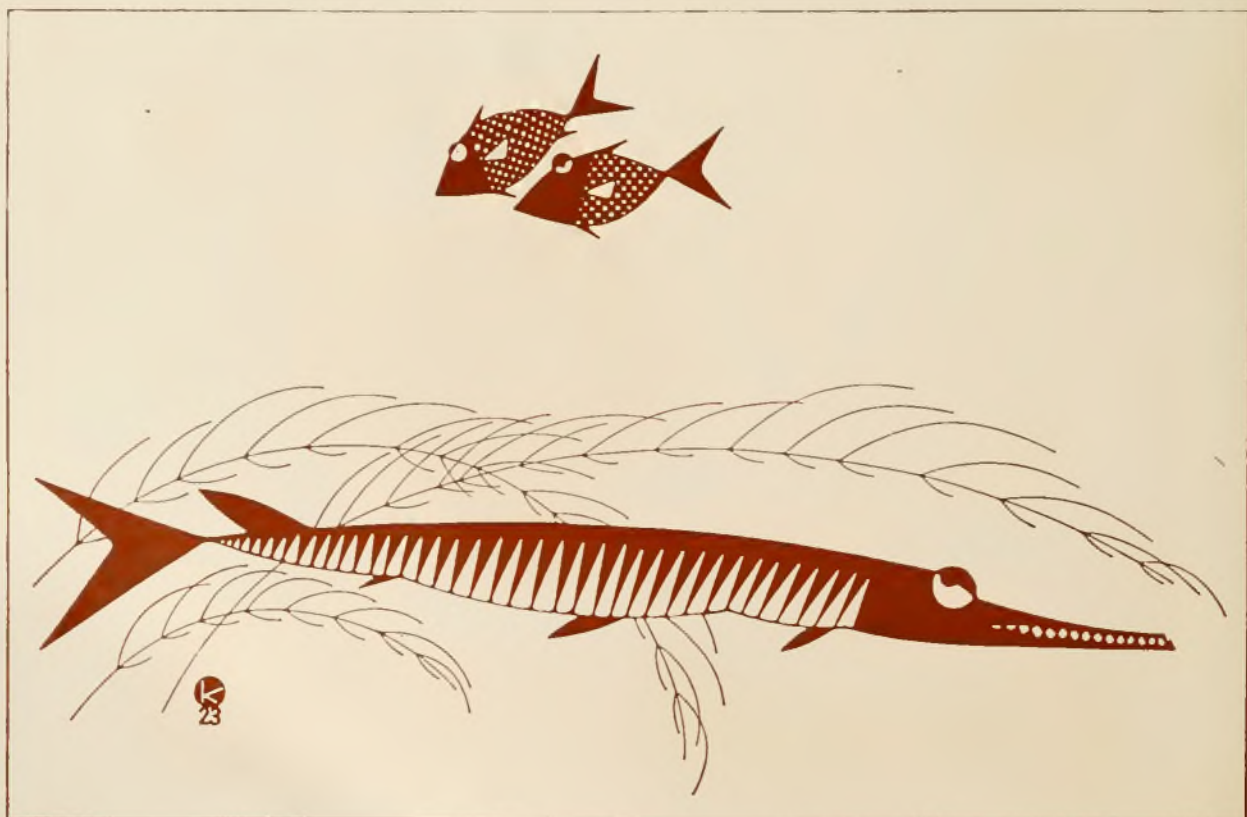
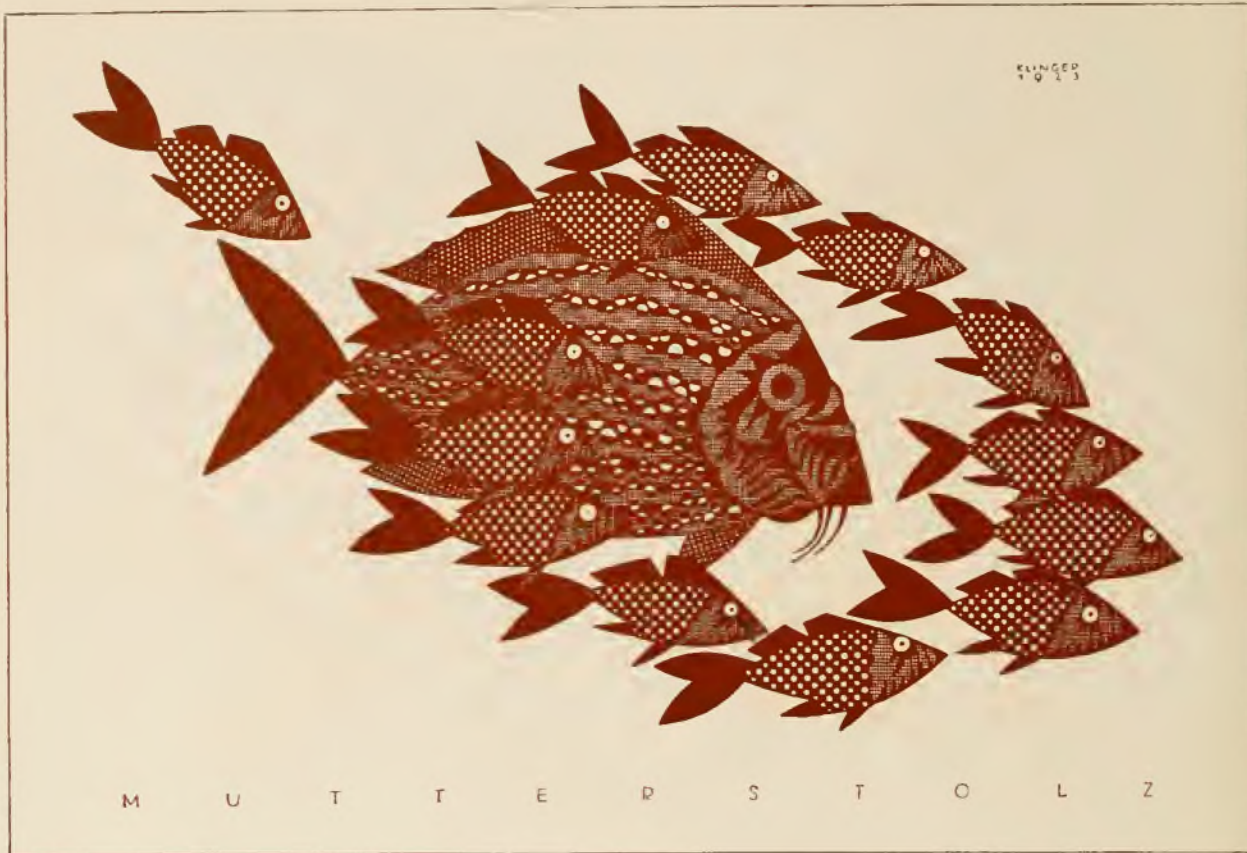


B E T T E R W A Y
G R O T E S K E N
A U S P O L I E R T E N
E D E L H Ö L Z E R N
N A C H E N T W Ü R F E N
V O N
J U L I U S K L I N G E R



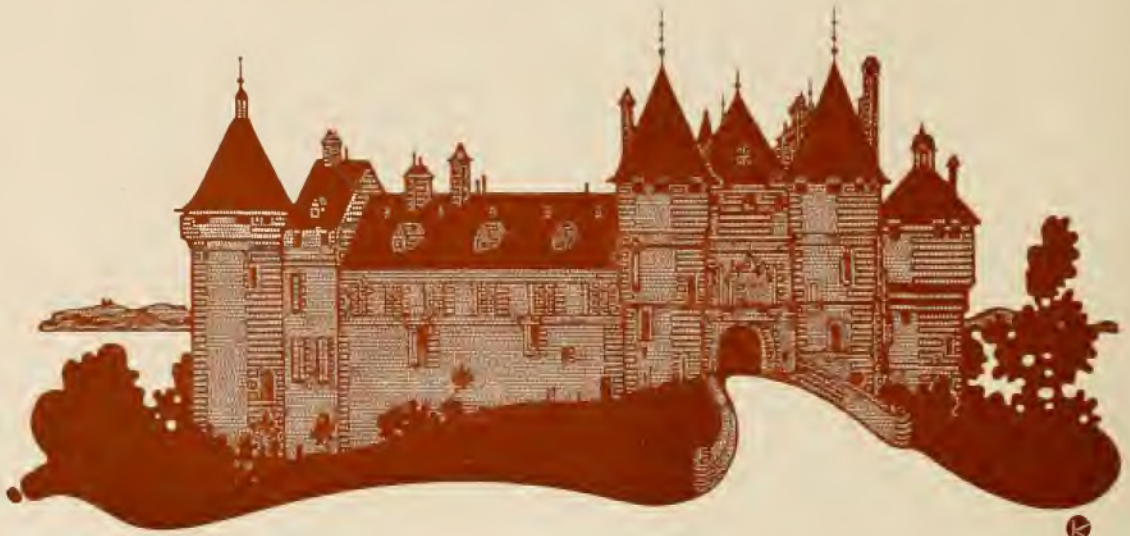
DELICATE and certain in line, bold and virile in mass these designs escape the hideousness indigenous to the bizarre. Their creator, Julius Klinger, master and pioneer of Austrian poster art and today a leader in the famous "Wiener Kunst" movement, has a mastery of the exotic which approaches in conception the astonishing visions of Audrey Beardsley; but more versatile, he escapes the indefinite unpleasantness of the Beardsley work and can produce with light-hearted humor such merry cartoons as those on the next pages. The technique is

worth a close scrutiny. Made up largely of polka dots and cross-hatching it contains possibilities as a medium in advertising illustration which would relieve that developing art of any charge of becoming stereotyped. The method is equally effective in prancing charger and tiny fish. While America as a whole has not developed a taste for too great an originality it is a matter of probably but a short time before it grows bored with the familiar old and becomes eager for the stimulating new. There are already signs of such a change in mood.

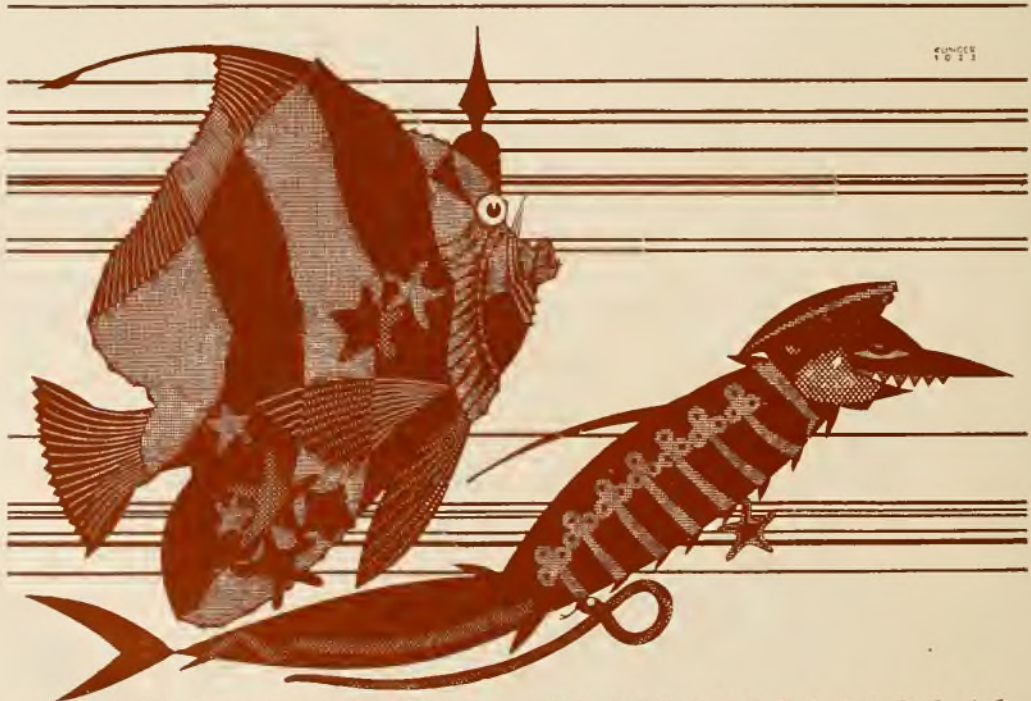




S C H L O S S C H A U M O N T



D A S L I E B E S D R E I E C K
A R T H U R R U N D T T O U R S



H O L A C A N T H U S I M P E R A T O R U N D S C H N E D D E R E D E N G

Where Speed Counts, the Airplane Scores

By Edgar H. Felix

THE advertiser, ever alert to utilize new means of winning attention, has seized upon aviation with enthusiasm. He has found it useful in focusing attention upon various products and their progressive makers. Some of these pioneer uses of aerial delivery are destined to become permanent services; others are the fantastic conceptions of the publicity seeker and their value is purely ephemeral. The future of aviation depends upon the discovery of economic and specialized services which cannot be rendered as effectively any other way.

The Royal Typewriter Company recently inaugurated the Royal Air Truck Service. The first time this giant three-motored monoplane sailed forth with its load of 210 portable typewriters, its journey was exclusively chronicled in the press. Starting from Hartford, it flew southward to Havana, making deliveries at New Brunswick, Baltimore, Richmond, Savannah, Orlando and Havana. At some of these points, crates of typewriters were dropped from the heavens, dangling from parachutes. They landed safely at the feet of waiting delegations below, while the plane proceeded on its journey without the delay of landing.

Although typewriters are more economically delivered by express, assuring the ultimate abandonment of this special private service, the Royal people have made a permanent contribution by demonstrating the practicability of parachute delivery.

Delivery service by aircraft is no novelty. As long ago as 1920, two Newark department stores, L. Bamberger & Company and the L. S. Plaut Company, inaugurated a regular package delivery along the south shore of New Jersey. This service has long been abandoned in favor of the



CHIEF shipping clerk of the Bausch and Lomb Optical Company of Rochester, New York, turns over to an express company official first air shipment to leave Rochester

more economical, efficient and less spectacular motor truck. In the same way, aircraft will not supplant general express service. The progress of aviation depends upon the development of unique fields of service which cannot be rendered by ordinary means of transportation. Its superiority in speed must fully justify its extra cost.

One Saturday morning, a few

weeks ago, just after the inauguration of the American Express Company's transcontinental air service, the Bausch and Lomb Optical Company of Rochester received a very urgent order from San Francisco. In the ordinary course of business, the goods would not have been under way before the following Monday and would not have reached their destination in less than ten days. By utilizing the air express, the valued package reached the coast at 5:00 p.m. on Monday, two days after the receipt of the order and a full week ahead of railway express. Unusual speed of delivery, in this case, fully justified the use of aerial delivery.

There are many possibilities for the utilization of air express. The sooner these are discovered, the sooner the industry will be established upon a sound basis. As soon as we abandon the use of aircraft as an advertising stunt and develop it along sensible lines, then it will take its place as an important adjunct to American business.

One of the problems of maintaining nationwide service organizations for mechanical products, such as motor cars, typewriters, dictaphones, cameras, motion picture machines, telephones and similar machines, consisting of a considerable variety of parts, is to establish a sufficient number of well stocked supply and repair depots. Either hundreds of service stations, equipped with thousands of dollars' worth of parts, must be established, or the buyer must suffer the inconvenience of waiting for parts from distant service and supply depots. Large amounts of capital are tied up in service stocks, pay rolls must be met and rents paid to make good the promise of nationwide service.

By means of aircraft express, consid-

Table showing comparative rates of air and railroad transportation

	Air			Railroad		
	Time	Fare		Time	Fare	
	Hr.	Min.		Hr.	Min.	
Chicago to San Francisco.....	22	40	\$200.00	68	..	\$79.84
New York to Boston.....	3	5	30.00	5	..	8.24
Portland to Los Angeles.....	11	15	113.50	39	30	40.88
Salt Lake City to Los Angeles..	7	15	60.00	30	..	23.05
Chicago to Minneapolis.....	5	50	40.00	12	..	14.66
Cheyenne to Pueblo.....	3	..	25.00	8	..	8.16
Detroit to Grand Rapids.....	1	45	18.00	4	..	5.49
San Diego to Los Angeles.....	1	10	17.50	3	30	4.55

Merchandising Helps Newspapers Offer

By H. A. Haring

THE inexperienced advertiser is obsessed with a belief that good copy, printed in the right publications, will effect results, in and of itself.

Of the many smoke-stack owners clinging to this delusion, one comes to mind who has been spending \$800 a month advertising his dairy equipment. A shelf behind his desk held eleven books relating to advertising, each of which when examined revealed his pencilings and comments as he had labored through the pages. As a result of reading them he is of this opinion:

"None of the books says what you tell me. They're the best published. They give all the psychology of copy, and hundreds of samples of copy that pulls, and the authors explain how to stop the reader's eye; but they don't say what you've been saying. The stores of this city (100,000 population) run an advertisement Friday night and the women mob the place Saturday morning. I've been spending money for three years, but the orders don't flock to me that way.

"Advertising men, though, come here in droves wanting my account. Every one talks about copy. Most of them bawl me out over my terrible copy, and want to submit samples that'll pull better. But they don't tell me, if it's true as you say, that I'm wasting most of my \$800 a month because I haven't pepped up my dealers to cash in on the ads."

That manufacturer needs a merchandise counsellor. Figuratively speaking, he has been employing a



© Ewing Galloway

THE much discussed "man in the street," that common denominator of life whose purse and habits attract so much attention and advice, has his equivalent in all activities not excluding manufacturing. But the small manufacturer, being engaged in a definite occupation, is more conscious of his handicaps and more at a loss as to his possibilities than his theoretical fellow "in the streets" is of his. To help the small manufacturer in his marketing problems, to show him how he can safely advertise and expand, and to point out just when such moves are wasteful or even dangerous, Mr. Haring has written a series of articles of which this is the third. The first appeared in the issue of ADVERTISING AND SELLING for September 21

law clerk for troubles that demand a skilled attorney; that is, he has utilized the services of a copy writer when actually he needs a seasoned agency. "The weakness of the small agency," in the judgment of one advertiser of experience, "is not that it is small so much as that it writes copy and only that."

For advertising, in order to be effective, must be coordinated with selling. The failure to understand this principle is almost as current among non-advertisers as their belief that only the hundred-thousand-dollar campaign is worth while. "Copy," for the advertisement itself, is essential. "Copy," for converting the advertising dollar into many dollars of sales, is but one item of several. Unfortunately for the education of non-advertising smoke-

stacks, too much of the literature of advertising magnifies "copy" while focusing out of vision the greater fundamental fact that advertising is but an adjunct of selling.

The merchandise counsel, however, stresses proper coordination. The good agency does the same. Publishers—magazine, trade, farm, newspaper—despite all their claims as to coverage and creamy circulation and buying habits of readers, do not fail to supplement their perfect typography with bread-and-butter devices to sell the goods. They, quite naturally, emphasize and possibly distort certain values which it is their concern to sell; yet they do not, as equally they dare not, visualize "advertising

copy" as a necromancer capable of doing the impossible.

For the present, we shall consider the merchandising helps of newspapers; that is, the aids available to the buyer of newspaper space, supplied by the publisher, to convert reader interest into sales.

The newspaper conception of an advertisement is that it sells goods. The intangibles of good-will and the vagueness of institutional appeals interest newspaper publishers far less than campaigns to market more domestic heaters.

The newspapers have realized, better than the advertiser and better than the agencies, how vast is the inertia to be overcome if a new product is to succeed or if an old one is to augment its volume rapidly. The newspapers are close to the

[CONTINUED ON PAGE 44]

THE · EDITORIAL · PAGE

Sales and Sincerity

THE Association of National Advertisers is to be commended on the theme selected for its annual meeting, which opens at the Roosevelt Hotel, New York, on October 31.

In the face of all the recent criticism of advertising, criticism which has made the double charge of wastefulness and ethical unsoundness, the A. N. A. proposes to address itself to the topic, "Sincerity in Advertising."

To quote from its program announcement, "The A. N. A. feels that to whatever extent there needs to be an investigation of this subject, that investigation ought to be started by advertisers themselves." And they have had the courage and the graciousness to invite Stuart Chase, co-author of the much discussed book, to meet with them.

This is in line with the best traditions of advertising, and is the broad-minded spirit which can be depended upon to set advertising's house in order to the extent that it needs setting.

And it does need considerable. There is entirely too much bunk and exaggeration and insincerity in advertising. It did not need Chase and Schlink to point out some of it to make it apparent. The men who work in advertising know it well enough.

That is why it is particularly significant that the A. N. A. has taken the initiative in a house-cleaning movement. Its members are in a strategic position; they have the power to revise or veto the copy and ideas, produced in their own advertising departments or by their advertising agencies, that represent their firms in the various media of advertising.

On the one hand, they are faced with the responsibility for making sales; on the other, of guarding the integrity of the businesses they serve. Certainly it is not impossible to reconcile these two responsibilities.

If the members of this association will address themselves to the problem earnestly and in a spirit of determination to make their influence felt, they can accomplish much in toning up advertising and making it more believable and effective.



16 to 1 in Trade-Marks

PERHAPS it has not occurred to us that a check-up of trade-marks would make a very significant record of the growth of the advertising idea in America.

The number of trade-marks issued in 1900 was 1721, and the number issued in 1925 was 16,118; which is an increase of more than 800 per cent. How remarkable an increase this is may be deducted from a comparison with the increase in patents. The growth in the number of patents issued in the same twenty-five years was only eighty-eight per cent. In other words, the merchandising world was ten times as active and ingenious in devising new articles and new marks as our inventors were in devising new inventions.

As the increase in trade-marks has been particularly a development of more recent years, the possibilities are that the increase will continue on a geometrical

ratio. But more searching analysis indicates that the factors now fermenting in the distribution field will begin to reverse this process. The psychology of selling as well as the economics of business are against a much wider multiplication of brands. With nearly a hundred brands of dentifrice contending in one retail store, the limit of toleration would seem to have been reached.

Not more trade-marks, but better advertised trade-marks are needed today.



Retailers versus Utility Companies

THERE is no mere ordinary significance in the tilt between retailers of electric or gas appliances and the public utility companies. The public utility companies, starting years ago rather gingerly, have now become remarkably able in their campaigns to sell electrical appliances.

So able have they become, indeed, that the retailers with whom they compete are grumbling. The president of The Fair, Chicago department store, among others, has distinctly characterized their competition as "unfair." The argument is that the utility companies do not have profit as their first consideration; that they often sell appliances at cost. Furthermore, they grant credit terms quite uncommercial: sometimes no payment down at all on installment sales. It is not open to much doubt that these public utility retail stores do little more than break even and are maintained primarily to get more "juice" into circulation. The electric refrigerator particularly has been important because it is such a heavy daytime current user. The concerted efforts of the electrical interests aside from dealers have done by far the larger part of the promotion work for electric refrigerators. Even vacuum cleaners are sold most rapidly by means of "resale" salesmen trained and operated by the manufacturer, but turning over their orders to retailers.

Has the dealer a real complaint? We think not. The public utility companies have broken very important new ground which has long been growing a harvest for the dealers to reap and will continue to do so. It is once more proved that the manufacturer's initiative, and the large scale corporation special interest, as in the case of the public utilities, are just a little more important and effective in creative development of consumption than that of the retailer.



Crusading

"A SINGLE piece of copy that the whole organization knows almost by heart and believes, is worth a whole schedule of beautiful advertisements that only the advertising department pays any attention to," recently remarked the president of a very successful Chicago business.

Selling is a crusade, and the advertising should be the crystallization and picturization of that crusade. The simpler the picture and the cleaner-cut the copy that forms the crystallization, the more effective will be the crusade.

The Story of Tray B-N

How the Hartford Advertising Club Went into the Business of Making and Selling a Product with the Help of an Advertising Agency

By *Laurence G. Sherman*

Of the Hartford Advertising Club

OF course it is no novelty for an advertising club to demonstrate its own wares by staging a fictitious advertising campaign as a part of the club program. But such campaigns are likely to be so obviously imaginative that a good part of their force is discounted through the lack of a tangible product or line of products to use as object lessons. For this reason it should be of interest to any advertising club to examine the campaign recently concluded by the Hartford Advertising Club, in which an actual product, newly invented, was made the nucleus of what is probably the most pretentious educational campaign ever undertaken by an advertising club.

A New York inventor recently patented a device to hold beverage glasses or ash trays. It consists of a pair of sockets made in one unit, with a clamp fastener which permits it to be easily fastened to the corner of a card table. Tumblers or ash trays can be placed in the sockets, and so be kept out of the way of the game. At the same time, the possibility of leaving sticky wet rings on the card table is eliminated. A model had been made, but no company had been organized for manufacturing the device, and no plans for merchandising it had been formulated.

Here was where the Hartford Advertising Club entered the picture. In searching for an article suitable to use as a text for their educational advertising campaign, their attention was called to the card table glass holder, and immediately its possibilities appealed to the club officers who saw it. The inventor was willing to lend his invention to the club, and five of the club members, as incorporators of a company to manufacture and sell it, went through the ritual of securing an

"option" on the inventor's patent.

At a club meeting the project was discussed and eagerly accepted by the members. The five incorporators formed The Utility Manufacturing Company, the stockholders

of which were drawn from the club through regular subscription. Directors were elected, and officers and executives chosen. The matter of company incorporation was thoroughly worked out under the direction of one of Hartford's leading corporation lawyers, who made a comprehensive job of organizing this fictitious organization. A certificate of incorporation was obtained from the Secretary of State, and stock certificates were issued which would pass muster for the genuine article. The lawyer who worked out this part of the plan gave a clean cut exposition of every move necessary in the incorporation of a company, so that every member understood the whys and wherefores of all the legal phases of this important process.

The atmosphere of the campaign assumed a complexion of the utmost seriousness right at the start. In fact, during the entire length of the program it was difficult to tell where reality ended and fiction began. Perhaps in that fact lay the reason for the extraordinary success of the experiment. There was always the consciousness that a real product was in hand—a product that will be made some day. And back of the experimental atmosphere was the realization that possibly the inventor of the device might utilize the club's experience in the actual marketing of his device.

The matter of a name for the device was carefully thrashed out. All the essentials to be considered in selecting a name were made unmistakably plain, so that there was no likelihood of jauntily manufacturing a so-called clever name out of hand. After a general ballot on the names proposed, "Tray B-N" was chosen. And if "Tray B-N" appears some time in the national market for such devices you may remember it as the

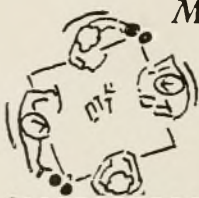


*No more glasses
on the card table*

ATTACH this clever double glass holder to diagonal corners of your table and see how much more you enjoy a game of cards.

Your glass can't drip—can't be upset. Out of the way of hands, cards, and elbows—yet just where you want it.

Milton Work says:



"Why didn't somebody think of it before?"
"Now drinks can be served at the card table."
No more wiping up—no accidents—no ruined dresses. Send coupon. Order now.

Utility Mfg. Co., Hartford, Conn.

Enclosed find \$5 for 1 pair mahogany Tray B-N (or \$2.50 for a single Tray B-N).

Name _____

Address _____

City _____

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

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

product groomed for the market by the Hartford Advertising Club in the summer of 1927.

Experts on different phases of sales, production and distribution spoke to the club at several noon luncheon meetings. Elon G. Pratt, general manager of The Smokador Manufacturing Company, gave an illuminating exposition of the obstacles to be overcome by a concern breaking into the market with a product of this sort. Manufacturers spoke on production problems and manufacturing costs. Financial experts treated the business of raising money. And, of course, early in the campaign, the matter of arranging for an advertising agency connection took the center of the stage. Letters were written to eight New York agencies, outlining the plan and asking for suggestions. Seven of them replied; and it is pleasant to record that their responses were most generous and encouraging. The proposition made by The Erickson Company seemed to lend itself best to the needs of the infant company, so that agency was notified that it had been chosen to handle the account. Their representatives came to Hartford, made a study of the situation, and started to formulate a plan and begin a survey.

WHILE The Erickson Company was working on its investigation, *Liberty Magazine* sent a representative to make a thorough presentation of *Liberty's* advantages as a national advertising medium. The reasons back of every distinctive feature in *Liberty* were convincingly demonstrated, and the club members carried away with them an entirely new conception of the thought that is back of every feature of a modern magazine.

In its field investigation, The Erickson Company sent out a questionnaire to several hundred women. It covered the possible desirability of Tray B-N in the home. It approached the matter of serving liquid refreshments at bridge parties, and the feasibility of having a device such as Tray B-N on the tables. It elicited information on prices that people would be willing to pay. It sounded out the question of whether Tray B-N was appealing as a gift, the finishes preferred,

the logical places at which it would be sought; i.e., department stores, gift shops, or the like. It even went into the matter of frequency of card parties in the home, and whether refreshments were served when the family entertained itself at cards, or only when there was company. When the returns were all in, the agency had an excellent bird's-eye view of the possibilities of marketing Tray B-N. From the tabulated results, they were able to present a plan

gold and black title plate. The diagrams, many well printed pages, and excellent halftone illustrations, were good examples of the lengths to which the agency went in working up the campaign.

The information gained from the questionnaire disclosed the fact that two dollars and fifty cents for each separate Tray B-N, or five dollars a pair, was a fair price, as weighed against the probable cost of manufacture. On this basis, the quantity production necessary to permit sales at such a price was worked out; and a three months' budget was prepared, contemplating the manufacture of a sufficient number of units to insure a profit at the price fixed. Direct mail and national advertising were included in the schedule, which called for \$30,000 the first year. In the matter of dealer sales helps, the agency brought up some suggestions for packaging and counter display, which are illustrated. The counter display in particular is a most ingenious affair which simulates the corner of a card table with a Tray B-N attached. This display stand is inexpensive, but would be tremendously effective; particularly if the dealer took care to have glasses containing actual beverages set in the sockets.



which is beyond question the most complete of anything of the sort ever made for a mere educational program of an advertising club.

On Sept. 13, Justin R. Weddell and Earl G. Donegan of The Erickson Company came to Hartford and presented their recommendations. They brought fifty copies of their plan, which was elaborately prepared. It filled sixty pages, and was bound in attractive cover stock, tied with silk cord, and the front cover was embellished with a handsome

THE space in national magazines is kept limited to one column by five inches, for people who buy by mail are influenced as much by small space as they are by big display advertising. The appropriation of \$30,000 would take care of the national advertising and of several direct mailings to gift shops, department stores and other retailers who might be good "prospects" for Tray B-N.

In the section of the plan devoted to advertising copy, several different types of appeal are shown in layout form. Testimonials, reason-why, social prestige, enjoyment in use, and free trial were all used and tested on different groups. The appeal selected as being most effective was the "No more glasses on the card table" approach, combined with the testimonial idea in the form of a subordinate illustration at the bottom, and a statement purporting to come from Milton C. Work, the eminent bridge authority, regarding the advantages of



[CONTINUED ON PAGE 51]

The Railway Service Unit



Spending Money Today to Save Money Tomorrow

The policy of spending money for materials and equipment that bring about operating economies has proven mighty profitable to steam railways in recent years. Every indication points to a continuation of this policy and to large purchases of railway equipment and materials during 1928.

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

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

105 W. Adams St., Chicago

6007 Euclid Avenue, Cleveland

Mandeville, La. San Francisco

Washington, D. C. London



Forty-Two Editorial "Don'ts" for Catalogue Writers

By O. H. Hurja

President, Hurja, Johnson, Huwen, Inc., Chicago

HERE are the forty-two editorial "don'ts" that served so effectively as a basis for the preparation of all catalogue "copy":

1. Use of the words "warranty" and "warranted" absolutely prohibited in connection with any merchandise.

2. We have no "cures" for sale. They are all remedies.

3. The use of the word "guarantee" and mention of or reference to any of our guarantees is restricted to special cases only. Never use the style: guaranty. Our guarantee is intended to stand for something, and the more times it is mentioned the less value is placed upon it.

4. Use the hyphen (-) in such cases as: 2½-lb. jar, 6-ounce bottle, five-pound bag, 8-day clock.

Do not use the hyphen when you write: five pounds, six ounces, ten cents.

5. Use the hyphen in such cases as the following: First-class goods, high-grade machinery, nickel-plated handle, cast-iron pipe, popular-priced velvets, key-opening can.

Do not use the hyphen when you write: The stock is high grade; it belongs to the first class; the pipe is highly nickel plated; the pump is made of cast iron.

6. "Free." We don't give merchandise away free. Provision is made in the selling price for any so-called "free" articles. Use of the word free is prohibited in connection with all of our catalogues, except Wall Paper Sample Book.

7. Avoid too frequent use of "we," "us" and "our." Try to keep the customer in mind always and use "you" and "yours" as much as convenience will permit.

8. Where there are a number of sizes, colors or styles from which to choose, use the word "or" instead of "and," as "or" offers no possibility

Author's Note

SOME years ago it was my privilege to see the inside workings of the catalogue department of one of our large mail order houses, a type of business whose great success depends entirely upon the contents of the catalogues used. A study of the editorial rules followed by that firm will give the outsider a better understanding of why the catalogues of such houses have been so successful, and will point out to the uninitiated some of the basic principles for success in selling with the printed word.

Each catalogue writer in the organization I have mentioned was supplied with a list of "don'ts"; but to make doubly sure that the "copy" would be in keeping with the established editorial policy, a separate "catalogue editorial department" was maintained. The editors in it would go over every piece of copy and edit it with great care.

It is interesting to note their strict adherence to the policy of "truth in advertising," the elimination of "catch" stunts revolving around the word "free" and the treatment accorded by them to "cures."

of confusion and is the correct word to use where choice is to be made. Example: Colors—Black, Gray, Blue or Green instead of Black, Gray, Blue and Green. Sizes—36, 38, 40 or 42 instead of Sizes 36, 38, 40 and 42.

9. Use the comma in all such cases as the following: Weights, 16 to 20 pounds; Weight, about 10 pounds; Weight, when crated, 10 pounds; Shipping weight, boxed, 10 pounds; Dimensions: length, 16 inches; thickness, 13 inches; Height, 16 inches. Length, 12 inches. Width, 16 inches.

10. Whenever possible, use this form when giving dimensions: Height, 10 inches. Width, 4 inches. Length, 16 feet. Do not use this method: It is 15 inches high, 4 inches wide, etc.

11. Don't say "our" factory unless it really is owned by us. It is correct to say "our" factory in connec-

tion with our wall paper factory, for it is owned by us.

12. Use quotation marks only when necessary. Their use in connection with trade marks and brand names is in most cases unnecessary. About the only times when they are necessary in this respect are when such brand names are used as: BEST, OUR, etc. Then it is correct to write: "BEST" SOAP or "OUR" BRAND COFFEE. Quotation marks often give the impression that it is questionable. Note: This is "Peerless" quality.

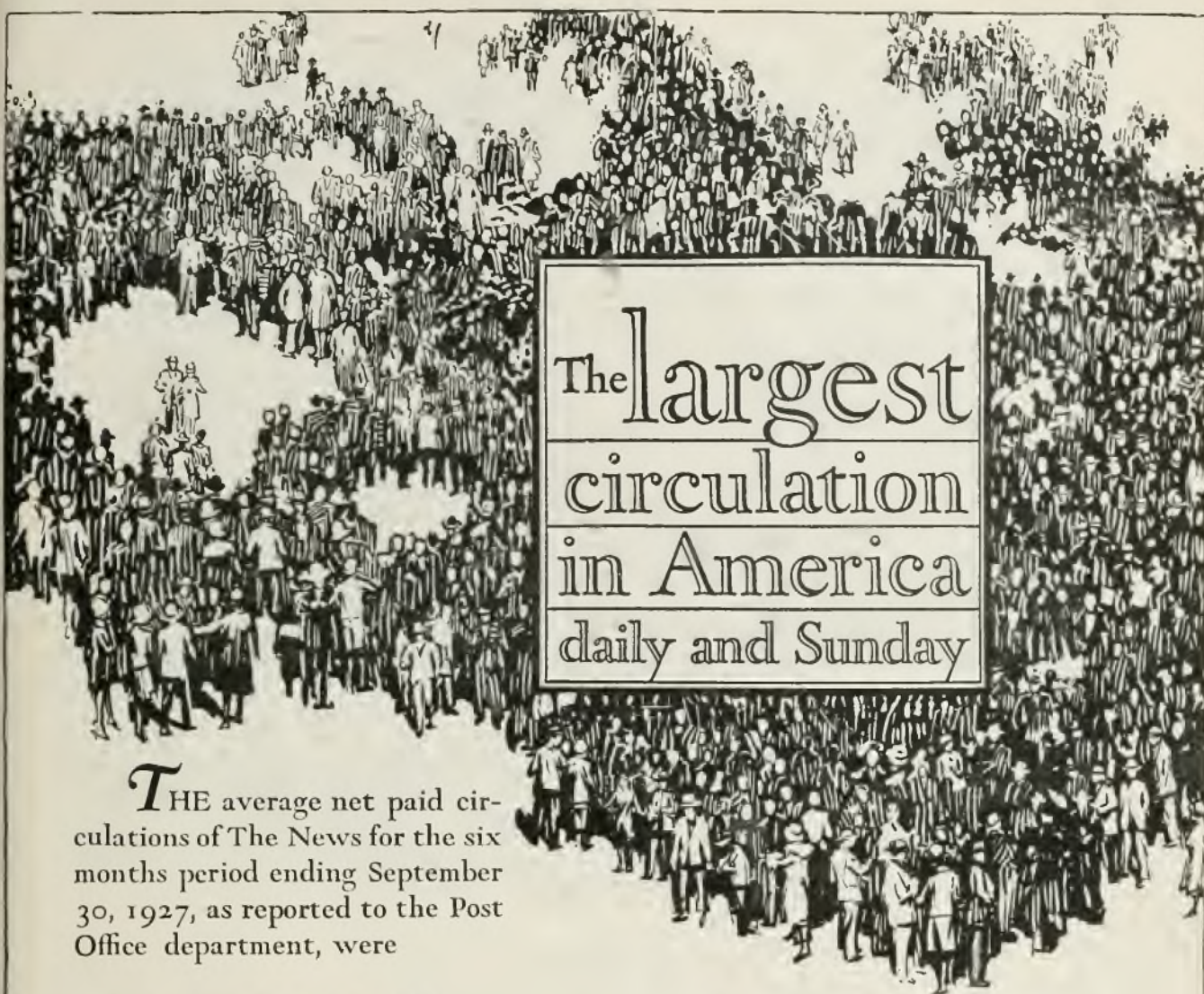
13. Doubtful uses of the comma. When two adjectives precede a noun, it is often difficult to decide whether it is best to put a comma between them or not. Our rule is to omit the comma when in doubt. It is best to write: "Fine sweet fruit," "Preserved ripe figs" instead of "Fine, sweet fruit," "Preserved, ripe figs." When the second adjective is closely related to the noun, the sense so separates it from the first adjective that no comma is required.

14. Shipping weights. Weights, shipping weights, approximate weights should be given for every article in the catalogue. Pit and factory items generally have the shipping weight, while shelf items have only the weight. The exceptions are items that require special packing. Do not bury in description, but show plainly.

15. Factory shipments. The factory from which shipment is made should always be noted directly underneath price lines. Use this form: *Shipped from factory in Northern Illinois*, instead of *Shipped from Northern Illinois Factory* or *Shipped from Factory, Northern Illinois*.

16. In the description of any item where more than one size, style.

[CONTINUED ON PAGE 54]



The largest
 circulation
 in America
 daily and Sunday

THE average net paid circulations of The News for the six months period ending September 30, 1927, as reported to the Post Office department, were

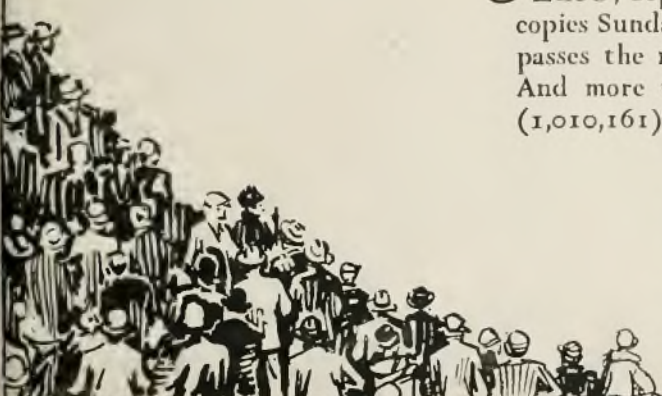
DAILY . . . 1,208,994
 SUNDAY . 1,374,081

These are the largest circulations,
 daily and Sunday, in America

ALSO; September shows a monthly average of 1,381,023 copies Sunday; and 1,253,442 Daily. The daily circulation passes the million-and-a-quarter mark for the first time. And more than a million copies were *City* circulation (1,010,161)! A Great medium for America's Greatest Market.

THE  NEWS
 New York's Picture Newspaper

25 Park Place, New York
 Tribune Tower, Chicago





© John Wanamaker

The Next Great Invention— What Will It Be?

By Christopher James

I HAVE a grand-daughter, not yet six years of age, who, whenever the fancy takes her, goes to the telephone and calls up her father. She thinks no more of it than of brushing her teeth or drinking a glass of milk.

Her brother, who is two years older than she, will, if you ask him to do so, "catch a concert" for you on the radio. Just say to him "Buster, let's have WGY." Thirty seconds later, he has it. Seated on the verandah of his home, he can "name", with almost absolute correctness, every automobile that passes. "That's a Packard", he will tell you—or a Ford or a Dodge or a Chrysler, as the case may be. Not once in twenty times does he make a mistake. And he knows—how he found out is quite beyond me—that the Franklin is air, not water-cooled.

He knows the difference between a dirigible and an airplane, and his acquaintance with the great ones of the screen is almost as extensive as mine.

This mechanized world of today isn't a bit strange to him. He ac-

cepts it as though it always had been. Never, apparently, does the thought occur to him that it is in the least respect different from the world in which his father lived as a boy—a world in which there were no automobiles, no radios, no motion pictures and no airplanes. When I told him, as I did not long ago, that I was fifteen years old before I ever saw—let alone talked through—a telephone, he looked at me as though he knew I was lying.

YET the facts are that Alexander Bell produced the first practicable telephone only fifty-two years ago; that, as recently as 1900, there was not a single automobile in existence; that the radio is not yet of age and that airplanes are so new that the varnish is hardly dry on the first one that winged its way toward the sky.

Vast industries have been built on these inventions—not one of which, with the exception of the telephone, is twenty-five years old. The General Motors Corporation is the

largest industrial unit in the world. The American Telephone and Telegraph Company is not far behind. The radio has not yet found itself, though almost certainly it will. The motion picture claims to be—is it the third or fourth or fifth most important industry? The airplane is making rapid progress, but at a cost in human life which seems disproportionate.

The point I wish to make is that these industries are *new*. With the exception noted they have been born since 1900. And with no exception, they are the fruit of the minds of men who led hermit-like lives. Alexander Bell was laughed at as a visionary. Of him, men said, "He thinks he can send sound over a wire! A wire!" When the inventor of the talking machine showed his first crude model to an advertising agent, he was informed that it was only "an amusing toy" and that it had no advertising possibilities. The men who wrestled with the problems of building the first self-propelled vehicle, the first heavier-than-air flying

[CONTINUED ON PAGE 80]



"We always receive wholehearted cooperation from The Des Moines Register and Tribune when we are introducing an advertised product to Iowa jobbers and retailers."

OTIS G. LOVE
Love Brokerage Company
Des Moines, Iowa

Representing: Quaker Oats Co.; Corn Products Refining Co.; Knox Gelatine; Sun Sweet Prunes; Franklin Bakers Coconut; Domino Sugar; Junket; Colgate & Co.'s Fab and Octagon Toilet Soap.

The circulation of The Des Moines Register and Tribune for August averaged 223,003 net paid---99% in the state of Iowa. Most thorough trade territory coverage of any middle western newspaper.

The Business Trend Since 1921

By Dr. Julius Klein

Director, Bureau of Foreign and Domestic Commerce

IT may be interesting, as well as profitable, to review briefly some of the episodes that have marked the past six years. In the first place, it is evident that some of the lessons of mass production are being applied with increasing intensity to mass distribution. The chain store system has notably expanded, as, for example, in foodstuffs and shoes. In the latter line it is estimated that only forty per cent of the retailing is now dependent upon jobbers, the remainder having displaced the services of these middle men as the result of mass retail selling by producers. Incidentally, the trade has been vitally affected by the transformations that have been going on in our everyday habits as the result of the increased use of automobiles, and footwear in general is therefore notably lighter with a wider range of fancier styles than hitherto.

This factor of the greater spread of the automobile has also reacted upon the trade in farm equipment, which since 1921 has very noticeably gravitated toward more tractors and better farming machinery in general.

With reference to post-war style changes, the textile industry has, of course, felt this element to an unusual degree, as is evidenced by the growth of rayon production in this country from 1,566,000 pounds in 1913 to nearly sixty-six million pounds last year. This has by no means involved the elimination of the silk trade; our silk imports have increased from about twenty-six million pounds in 1913 to over sixty-six millions last year. It has been, of course, the cotton goods trade which has felt this shift particularly, but even in that line there have been many plants which, under the direction of alert executives, have readjusted their output so as to capitalize new industrial uses for their wares instead of relying solely on the apparel trade. In fact, the experience of this trade since 1921 illustrates to a peculiar degree the absolute indispensability of intimate familiarity on the part of the manu-

facturer with the shifting needs of his ultimate market. The autopsies and clinics that have been held over casualties in this trade have revealed all too frequently as the cause of their disasters an entire lack of effective intelligence service on market changes and consequently total unfamiliarity with the almost kaleidoscopic changes in the requirements of the consumers of these lines.

The electrical industry has, of course, afforded another illustration of striking changes since the war. The great increases in combustion engines both for transportation and industrial uses have stimulated the electrical industry to much keener efforts toward better merchandising, one notable feature of which has been a remarkable development in aggressive advertising with evidently satisfactory results. Likewise the development of certain new lines such as electrical refrigeration, which was almost unknown on a commercial scale six years ago, has served as a further stabilizer of the industry. Incidentally, in this field of electrical development our telephone wire mileage has increased from about eighteen million in 1915 to approximately fifty-one million in 1926, to say nothing of such fantastic, *de luxe* flourishes as the opening of the trans-Atlantic telephone service. These figures alone indicate the astounding advance that has been made in the facilities for speeding up business; time is money and the telephone industry has done its part during these recent years in making a vital contribution toward the saving of invaluable hours and days in commercial negotiations.

THE lumber trade likewise has felt the pressure of competing substitutes such as fiber and various metals, and has answered this drive through more intensive efforts on the part of its trade associations and in the highly commendable activities of the National Committee on Wood Utilization.

Certainly one gratifying feature of our industrial history during these past few years has been the unwillingness on the part of its leaders to take anything for granted. One good

example of this is the toy industry, which has by no means assumed that the exclusive habitat of Santa Claus is the North Pole, Nuremberg, or some other remote foreign point. Our production of toys in 1925 exceeded seventy-five million dollars in value, which was approximately twice that of Germany, our nearest rival in this industry. A striking feature of this development has been the introduction of entirely new ideas, styles and types, particularly in mechanical toys and more life-like dolls.

AN outstanding example of an industrial change of truly dramatic quality during these eventful years has been the motion picture industry, which has not the remotest resemblance to its status in pre-war days. The post-war era has entirely revolutionized its practices and technique, to say nothing of the vast capital investment, which runs in excess of one and a half billions in the picture theaters alone, and this sum will be increased during the coming year by more than three hundred million. It is no wonder that with its enormous mass production and outlet the American industry has been able to dominate seventy-five per cent of the world's commerce in this potent trade-promotive element. Incidentally, thirty per cent of the revenues of the American distributors now come from their foreign operations.

A conspicuous post-war development has also been evident in waterways transportation, as is evidenced by the expansion of the federal barge line operations on the Mississippi and Warrior rivers and the active interest in improvements throughout the central valley and for a deep waterway from the Lakes to the northern Atlantic.

Turning to foreign trade, it will be recalled that there were widespread prophecies immediately after the war that we would soon be overwhelmed in every one of our overseas markets under an avalanche of returning European competition. The experience of these years has completely belied such gloomy forecasts. Even at the bottom of the pit

Excerpt from an address delivered before the annual convention of the Associated Business Paper Editors, Chicago.



“Let’s see your Circulation Prospect List”

If you really want to get the “inside” on any publication, tiptoe past the advertising salesman; ignore the research chief; eschew the editor; high hat the publisher, and go direct to the circulation manager. Whisper to him, “Let me see your prospect list.”

From that prospect list you will learn more about that publication in an hour than you could elsewhere in a day.

It will tell you

- (a) What kind of circulation the publication is TRYING TO GET, which is an excellent gauge of the kind of circulation it has.
- (b) How many people take the publication one year and never come back for more.
- (c) Whom the publication does NOT reach.
- (d) Whether subscriptions are being taken where they can be obtained most cheaply, or where they will do the advertiser the most good.

For the reason that almost everybody who is anybody in the world’s greatest industrial market takes The Iron Age, its prospect list is small—but choice. Like Iron Age circulation lists, it is always open for your inspection.

THE IRON AGE

CHARTER MEMBER A. B. C., A. B. P.

Another Act in Trade Commission-Advertising Drama

THE far famed case of the Federal Trade Commission versus the several advertising and publishing interests, as instituted by the memorable Docket 1251, has completed another hearing. This time the stage was set in Chicago with John W. Addison, trial examiner for the Commission, presiding. Eugene W. Burr was attorney for the Commission, while the respondents were represented by individual counsel. A subsequent hearing has been scheduled to take place in Boston starting October 19.

The case is a long and rather intricate one. It involves as respondents five associations, representing the advertising and publishing fields. These are: American Association of Advertising Agencies, American Newspaper Publishers Association, Southern Newspaper Publishers Association, American Press Association, and Six Point League. It came to a head in a most spectacular manner in January, 1926, when the Commission issued its brief, Docket 1251, in the nature of an amended complaint. This development was somewhat of a surprise, for at a preliminary hearing in February, 1925, involving only the three first named groups, it was believed that the matter had been satisfactorily settled without resort to legal proceedings.

In the January 13 issue of ADVERTISING & SELLING this brief was summarized and analyzed in some detail. The charges were mainly of conspiracy on the part of the respondents to force all publishers to refuse to allow the fifteen per cent trade differential (i.e., the so-called agency commission) to advertisers who placed direct. It was charged that an elaborate conspiracy had worked toward the end of enforcing this arbitrary edict, regardless, and that practically nothing short of blackmail had been resorted to in order to coerce the recalcitrant parties. Considerable evidence was presented to this end, and it was quite obvious that the Commission counsel was striving for grounds on which to issue a "cease and desist" order.

The reader interested in details would be well to look up and study the brief summary in our issue of

January 13, 1926. For the present suffice it to say that the Commission's plea to overrule respondents' petition for dismissal and to grant admission of the amended complaint was granted.

Briefs from the defendants were submitted in April of the same year (See ADVERTISING & SELLING, April 21, 1926).

The first important hearing of the case was held in New York in May, 1926. Here the general tone of the pleas centered about the same point: Advertising is not to be considered interstate commerce. The discussion was largely one of legal technicalities and precedents difficult for the layman to follow. Subsequent hearings have been held elsewhere whereat this point was fought out to a conclusion, with the result that the recent session in Chicago assumed rather different aspects.

AT Chicago the Federal Trade Commission's case, as presented by the attorney for that body, brought out two main points bearing directly upon the "conspiracy" charge: First, the alleged agreements entered into by the respondent associations to set a minimum trade differential for the benefit of advertising agencies for service rendered with the provision that the agencies should not do business with advertisers at figures lower than this rate; and, second, the alleged refusals of publishers' associations to recognize advertising agencies which "split" their commissions, and to allow such organizations the recognized fifteen per cent differential. (The last described charge centering largely about the so-called "house agency," as personified by the famous Baker-Robinson case as described in detail in Docket 1251.)

Finally the Commission brought out for debate this vital question: Shall advertisers and publishers have the right to conduct the advertising business in a market free from artificial restraints and regulation by the Commission of other governmental bodies?

The debate on these points was extensive and quite revealing. The witnesses called to the stand in-

cluded many of the most prominent men in these two allied lines of business. Among them might be mentioned Albert B. Lasker, chairman of the board of Lord & Thomas and Logan; James W. Young, vice-president of the J. Walter Thompson Company; John Benson, president of Benson, Gamble, Johnson & Read; Walter A. Strong, publisher of the *Chicago Herald & Examiner*; A. E. McKinstry of the International Harvester Company; and O. C. Harn, managing director of the Audit Bureau of Circulations. There were numerous others as well, representing national advertisers, agencies and publishing interests.

Precisely what was proved by all the discussion is not yet particularly clear. Broadly speaking, the respondents' case was well presented. Evidence and observations were, almost without exception, highly favorable to their cause. The position of the agency in the composite advertising picture, and the reasons therefore, were brought out with considerable clarity, though few lights on the situation were presented which were particularly new to those already understanding it. The existing fifteen per cent commission system was warmly defended, both by agency men and publishers, as well as by several representatives of national advertisers. Mr. Harn summarized the situation most aptly when he characterized the commission system as "illogical but practical," defending it warmly on the grounds of its ultimate economy and universal fairness to all concerned.

ALL in all, the hearing progressed far more smoothly than any of the previous ones, which were marred by constant interruptions and quibbling over legal technicalities. The issue still remains in doubt, but it would certainly appear from surface indications that the respondents have greatly strengthened their case.

When the decision of the Commission will be handed down has not been announced. When that time does arrive a summary of the matter will appear in the pages of this magazine.

BELOW is the record for the 8 months of 1926—January thru August—of the lineage carried in Cleveland Newspapers for 12 commodities bought by women. These statements are based on the figures of the Advertising Record Co., an unbiased statistical bu-



reau employed by Cleveland's two evening newspapers to give advertisers unprejudiced information. Write either to them or to The Press for additional facts if those below do not prove to you conclusively that "The Press is the First Advertising Buy in Cleveland."

Woman Appeal!

Grocery Lineage

In its six publishing days per week The Press ran more total grocery lineage for local and national advertisers than either other newspaper ran in seven days—more than the Daily News, the Sunday News and the Sunday Plain Dealer combined; nearly twice as much as the daily Plain Dealer. For national advertisers The Press ran 150,000 lines more than its nearest competitor.

Grocery Store Lineage

These figures include chain stores. In six days The Press ran more retail grocery lineage than any other newspaper ran in seven days—within 42,000 lines of twice as much as either other daily newspaper—eight times as much as both other Sunday newspapers, combined.

Soaps and Cleaners

In six days The Press ran more advertising of soaps and cleaners than all other daily and Sunday newspapers combined—twice as much as the daily Plain Dealer, the Sunday Plain Dealer and the Sunday News combined.

Laundry Appliances

This classification includes washing machines. In six days The Press ran 29,000 lines more than all other Cleveland daily and Sunday newspapers combined—five times as much as the Daily News, eleven times as much as the daily Plain Dealer.

Household Equipment

In six days The Press ran more total household equipment advertising than any other newspaper ran in seven days—twice as much as the daily Plain Dealer; more for national advertisers than both other daily newspapers combined, three times as much as the Sunday Plain Dealer.

Stoves and Ranges

The Press in six days published three times as much as the daily Plain Dealer, twice as much as the Sunday Plain Dealer, three and a half times as much as the Daily News, six times as much as the Sunday News. Twice as much as both other daily newspapers combined. More than any other three-paper combination.

Furniture Advertising

The Press in six days published nearly as much furniture advertising as all other daily and Sunday newspapers combined, more than three times as much as any other daily newspaper, nearly twice as much as both other daily newspapers combined.

Toilet Preparations

The Press publishes more advertising of toilet preparations than both other daily newspapers combined, twice as much as either, more in six days than any other newspaper publishes in seven.

Vacuum Cleaner Lineage

In six days The Press published more than all other Cleveland daily and Sunday newspapers combined, more than twice as much as any other daily newspaper, more than five times as much as any Sunday newspaper.

Beauty Parlor Lineage

The Press published nearly three times as much beauty parlor advertising as both other daily newspapers combined; nearly twice as much as the Daily News, the Sunday News and the daily Plain Dealer combined; six times as much in six days as the Daily and Sunday News published in seven days.

Women's Millinery Lineage

The Press ran nearly twice as much advertising for milliners as all other Cleveland daily and Sunday newspapers combined, fifteen times as much in six days and the Daily and Sunday News ran in seven days.

Jewelry Lineage

The Press ran 31,000 more lines of jewelry advertising than all other daily and Sunday newspapers combined, three times as much as the daily Plain Dealer, four times as much as the Sunday Plain Dealer, three times as much as the Daily and Sunday News combined.

The Cleveland Press

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



SCRIPPS-HOWARD

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

FIRST IN CLEVELAND

LARGEST IN OHIO

The 8 pt. Page

by

Odds Bodkins

SARA H. BIRCHALL has broken out again. This time it is with a bit of blank verse entitled: "Why Ads Aren't Signed."

What did the president want in the copy?

The factory, seen from a plane.

What did the manager do with the language?

Wrote it again, and again.

What did the head designer insist upon?

Cross-section cutaway views.

What did the selling force add to the body?

Bright territorial news.

What did the treasurer think would be clever?

Facsimile signature cuts.

What did the president's wife suggest for it?

Some of those cute native huts.

What did the desperate layout man put on it?

A border to tie it all in.

What did it look like when they were all through with it?

It looked like Original Sin!

—8-pt—

jfb bought a pair of Paris garters the other day and was so impressed with the guarantee that came with them that he sent it to me. Here it is:

"If for any reason these PARIS GARTERS should prove unsatisfactory to you, please return them to your dealer or to us in exchange for a new pair."

Truly, here is a guarantee that is a guarantee—which, it has been my observation, most guarantees are not. It might well serve as a guarantee model.

—8-pt—

From John Hall's Bulletin I extract this gem:

"I want a bottle of iodine."

"Sorry, but this is a drug store. Can't I interest you in an alarm clock, some nice leather goods, a few radio parts, or a toasted cheese sandwich?"

—8-pt—

The Blackman Company has issued another of its interesting fling-jacket essays or monographs, or whatever one might term them.

This one is called "The high cost of RUSH in Advertising," and a very good title it is. Its theme is that "rush in advertising adds to the cost of advertising—and the advertiser pays." Than which nothing truer has been said in this year 1927.

It would be a wholesome thing if advertisers who are continually calling upon their agencies to cure their own

procrastination with a dose of RUSH such as only a well-organized advertising agency or a daily newspaper can furnish should be billed somewhat after this fashion:

To preparation of advertisement	
No. 16	\$87.50
To RUSHING same.....	154.25
Total	\$241.75

—8-pt—

Interesting paragraph from Chalmers Lowell Pancoast's book, "Trail Blazers of Advertising":

"Advertising literature has always been heroic literature. It has had to stir imaginations and arouse interest and cause excitement to get action. And unless it gets action it is not advertising—it is folly."

Some of it is folly, anyway, if we may believe the two young men who are so interested in our getting our money's worth!

—8-pt—

Concerning this matter of men by the name of Cole and Wood seeming to gravitate to the coal and wood business, Robert F. Wood, advertising manager of the Autocar, writes me:

"Dear Bodkins: You're wrong again! Here at the Autocar plant it's Coale—sales manager, and Wood, advertising manager. Neither of us has leanings toward the fuel business in any form except when we hear that somebody in that line wants a truck!"

—8-pt—



The Smith Brothers start out for vengeance

Cribbed from *The New Yorker*.



"Are publishers merely word merchants—plungers and investors in the stock market of letters?" ask Simon and Schuster, the publishers. "Sometimes it seems that way, but then again there are moments. As for instance: when the open door policy of The Inner Sanctum is vindicated by the recognition and discovery of two authentic and distinguished novelists hitherto unknown. We refer, with pride, to Frederick Hazlitt Brennan, author of 'God Got One Vote' and W. L. River, author of 'Death of a Young Man.'

"Both these works came to us as modest, unobtrusive manuscripts without the fanfare of reputation or influence. How they will sell we do not know, but we can state honestly that to read them was a memorable and moving experience, and to publish them a privilege. The booksellers who have read advance copies seem to share our conviction."

This copy, which occupied 56 lines s.c. in the newspapers, is my idea of mighty good book copy. Modest as to space, moderate in tone, full of sell.

Incidentally, "God Got One Vote" is a title as is a title, is it not?

—8-pt—

Miss "J. W." sends me this letter she has just received from her oculist:

On March 27, 1925, our Oculist examined your eyes and supplied you with Glasses that fitted accurately at that time.

We are writing today to inform you that Medical Authorities, the world over, believe that the only way to properly protect your eyesight, is to have your eyes examined yearly, on account of the gradual, definite changes that take place in your vision, as the years go on.

Reading, close work, the movies, the theater, and the general use of your eyes in your daily occupation, may also have caused changes in your eyesight; especially so, if your eyes have outgrown your glasses.

As one of our patrons, you are entitled to a yearly reexamination of your eyes. May we suggest that you have your enclosed prescription record to one of our specialists?

He will make a careful examination and inform you whether your glasses are correct for the present condition of your eyes, or if a change in one or both lenses will give you better vision and greater eye comfort.

On the margin she writes, "Can Odds Bodkins use this letter, and doesn't he think dentists could ethically adopt this idea?"

He can; he does.

ODDS BODKINS.

THE HOUSE BEAUTIFUL LEADS AGAIN!

This time on the schedule of the

ARKANSAS SOFT PINE BUREAU

**Lowest Cost Per Inquiry
Greatest Return Per Dollar
Largest Number of Keyed Replies**

“—and we have been impressed at the sustained volume of direct inquiry produced by the first insertion on the new schedule. One month after publication of your September issue we are still averaging as many replies per day as during the first week.”

THE HOUSE BEAUTIFUL

**For Direct Access to the Building,
Furnishing and Decorating Market—
For Direct Action in Immediate Response**

THE HOUSE BEAUTIFUL PUBLISHING CORPORATION

A Member of the Class Group

8 ARLINGTON STREET

BOSTON, MASS.

CIRCULATION 80,000 NET PAID A. B. C. WITH BONUS OF OVER 10,000
AT CURRENT RATES

Merchandising Helps Newspapers Offer

[CONTINUED FROM PAGE 28]

selling problems of the community; they know, from the intimacy of daily contact, the struggles that every local dealer sweats through as he tries to save some of his gross for net.

RETAILERS and wholesalers carry tens of thousands of items, each requiring capital to stock and expense to market. A "barrier of hostility" exists, unconsciously but none the less real, to any new product. In all channels of distribution, moreover, there is a constant tug and pull among old and established products, whose makers urge bigger and bigger volume.

Advertising copy alone cannot accomplish everything. Newspapers, accordingly, have entered the breach. They attempt to "bridge the gulf" that stands between reader interest and sales; they frankly offer merchandising helps to complement the copy, those helps being, in principle, merchandise counsel with a decided local background. Such helps seek proper coordination of selling and advertising to the end that goods may be sold—coordination precisely of the sort charted by a professional counsellor.

The newspapers' purpose is twofold: (1) to increase the effectiveness of advertising; and (2) to stimulate use of advertising space through satisfied users. Both these purposes are, all the time, but a means to another end: the selling of newspaper space. The newspaper's "business promotion manager" has—or at any rate it is his ideal to have—complete merchandising knowledge of his community. Yet he is, first and all the time, selling advertising space in his paper rather than helping the manufacturer to sell goods or direct the manufacturer's sales organization.

The advertiser who avails himself of the merchandising helps of newspapers, whether he be a new or an old advertiser, must view all such helps precisely as he does the helps his own salesmen give to retailers. They are a means to an end. If properly used both parties profit. If abused, or if the advertiser tries to get too much for nothing, or if the advertiser seeks to reduce the rate by demanding "special" this and "special" that; what was intended to be a "help" becomes an absurdity. Merchandise helps of the newspapers will either build sales or they will merit the epithet "bunk," according to the use made of them.

One newspaper manager, who is an outstanding success in coordinating sales effort of advertisers to their copy, thus summarizes the newspapers' opportunity:

"Spotty and uneven distribution of products is common. Extremely few manufacturers are capturing anywhere near the whole potentiality of the market. Very few of them have any idea how to reach, or of the sales machinery available to reach, that potentiality."

Where the merchandising help of such a newspaper is requested, and accorded, every effort is made to induce the manufacturer to man the community with enough salesmen to do a

complete job, to locate stocks of the goods with every reasonable outlet, to acquaint the trade with the purpose of the campaign and in every way prepare the way to corral reader interest within the cash register.

Where merchandising service is utilized the principle of the best papers from coast to coast is that given in the "platform" of the *Chicago Tribune*:

"It is a waste of money to advertise a product distributed through the retail and jobbing trade—until that trade has been supplied with merchandise to take care of the consumer demand when created."

"Old stuff, that!" ejaculated one manufacturer. Granted. It is, nevertheless, the first principle of advertising—ranking ahead of copy.

The smokestack's uppermost thought is: "Where is there a new market?" Close to this is: "Am I selling my share?" To both comes the same answer: "Don't guess; find out!"

Hence has arisen the demand for market surveys by newspapers.

FOR zone marketing, as for local marketing of any sort, the newspapers can furnish information that is difficult to obtain from any other source. In any single market, particularly in the manufacturer's home market, this statement may be less true; but it is correct when an advertiser desires information from each of twenty markets, or of two hundred markets, unless of course he is in position to finance his own research.

Newspaper surveys are of every type from spot investigations of the most superficial sort to "breadth and depth" studies of a metropolitan market, with calls carefully distributed and results scientifically weighted. One of the country's leading canners, within a year, has told this:

"We try to get a 'sample' survey of each city once a year. We use it to check our brokers' reports. And the newspapers give us what our brokers never know, because the newspaper reflects demand. The brokers know only about sales. . . . We have added to our line, and we have cut from the line, based on what newspapers report. It is simple to verify their findings."

Another prominent maker of packaged foods declares:

"We use newspaper surveys as one element in setting quotas. From them we learn where we are strong and where weak. It's not so much a question whether we are gaining or losing as whether we're stepping in pace with consumption of all foods or letting the other fellow gnaw into our share."

Newspaper surveys, as all such researches, should not be taken too optimistically as being conclusive. They serve a real purpose to check other estimates. They are, at best, an effort to measure and appraise the market. They fail to record the preferences and habits of those not interviewed; they suffer from bias. Surveys of the same market by rival newspapers sometimes contradict each other as to "facts"

reported; they are apt to imply a thoroughness and a census-like probing for details which reason points out is impossible. Newspaper surveys, it is always to be remembered, are but a means to another end; namely, of selling space. They are prepared by men naturally biased in favor of advertising.

These cautions are mentioned here as warnings; they should not detract from the value of newspaper surveys. For the fact remains that the newspaper can reflect local conditions as no other agency does. Facts are a necessary preliminary to wise marketing. "Get all the facts you can, and then check one with the other." So speaks one successful advertiser.

A further merchandising help of the newspapers is the active one of whipping local dealers into the fighting line. Some papers maintain crews of their own; others merely aid the advertiser to recruit a crew for the purpose of visiting retailers and urging them to push the product. These helps extend into window display, chain-store interviews, dealer tie-ups in the advertising, signed reservations for display racks, and so on. Variations are endless, but, everywhere, newspapers are keen to give aggressive aid to the campaign.

Nor is it required that the appropriation be huge in order to obtain these aids. "Service" varies, naturally, with lines of space; it varies also with type of product. Promotion managers show particular eagerness to try their hands at "putting across" some untried product, and, by reason of this willingness, tangible sales become almost certain for the struggling smokestack during the early months of advertising in any community.

NEWSPAPER merchandising service does not sell goods for any manufacturer, but it does furnish the manufacturer with advice and knowledge of local conditions, with definite systematic plans for covering a prescribed territory. Expert assistance is given in the organization and training of sales crews, and particularly in routing them throughout the territory with due reference to population, racial and social groupings, proved "try-out" sections and the like. So usual has become this service that the publishers and the advertising agencies have formulated "standard of practices" for merchandising services, which is:

The legitimate functions of a newspaper merchandising and service department are:

First: To study the local market and trade territory and be able to report intelligently thereon for both local and national advertisers.

Second: To furnish such information for prospective advertisers and to make investigations which may be general in scope and applicable to many accounts, but to insist that the identity of the proposed advertiser be made known before reporting information compiled on a specific line.

Third: To endeavor to educate the dealer in better merchandising methods and to insist that advertised goods be furnished customers rather than "just as good" substitutes.

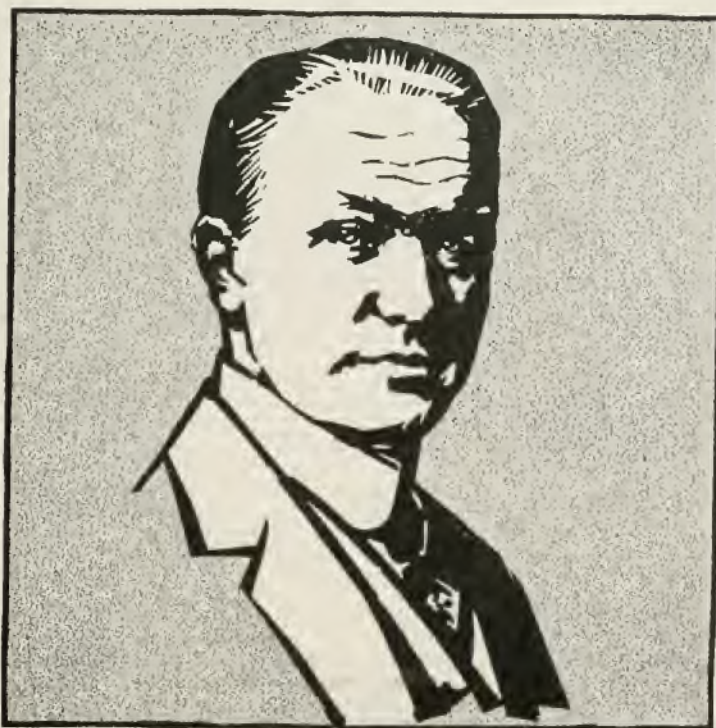
Fourth: To encourage adequate merchandising by supplying data maps, route lists to the trade for the use of salesmen or the

K N O W N M E R I T



JOHN RUSSELL
POPE

Architecture





The "Old-Timer" Knows his Stuff

We were working a new town—the old-timer, a hard-boiled travelling drug salesman and myself. And as we heard the noon whistles blow he said, "let's eat."

There were two restaurants in the neighborhood—as far as we were concerned, both unknown quantities—yet the old-timer unerringly headed straight for the one that seemed to be doing a rushing business.

So I asked him why pick on that one?

"You'll find that it's a safe bet every time to pick a restaurant that is busy all the time, the *busy* ones are the *good* ones always.

That night—reflecting on the day's events—it occurred to me how sound and unerring the old-timer's judgment was—and how truly it applies to other businesses as well as to restaurants.

Folks That Deliver the Goods Get the Business and the Crowds

Take DRUG TOPICS for instance. There must be some sound logical business reason why DRUG TOPICS carries more advertising in each issue than the *combined* total that is carried by the next six largest national drug trade papers.

Here is how the first seven national drug trade papers compare in advertising carried in their September 1927 issues.

DRUG TOPICS	199¾	Pages
Second Magazine	52	"
Third Magazine	31½	"
Fourth Magazine	27½	"
Fifth Magazine	27	"
Sixth Magazine	18	"
Seventh Magazine	10	"

Note that DRUG TOPICS is the *busy* one. We are not super-salesmen—nor do we pack any Colt automatics. These folks are using DRUG TOPICS because it's a paper of *known* results—a tried, tested and proven medium.

DRUG TOPICS delivers the goods—and the "old-timers" among the buyers of advertising space know their stuff—they buy where they get the most for their money—that is why DRUG TOPICS carries more advertising of products sold to and through the drug store than *any* other publication in the world.

"A man is known by the company he keeps"

Identify your product with known sellers. The company your advertising keeps has a good deal to do with its value.

The advertising roll of DRUG TOPICS reads like a "blue book" of the drug trade. Any drug trade manufacturer can be proud of having his advertising keep the company it will find in DRUG TOPICS.

DRUG TOPICS reaches every worthwhile druggist in the United States and Canada; circulation guaranteed in excess of 51,000 copies per issue. A low advertising rate, an enviable record of trade paper performance for its advertisers, a receptive reader circulation—makes DRUG TOPICS the ideal medium to use in creating "retail awareness."

If your product is now sold, or can be sold to, or through drug stores, you owe it to yourself to investigate DRUG TOPICS Service. Our close contact and intimate knowledge of the drug trade are at your service—Write or 'phone.

DRUG TOPICS

The National Magazine of the Drug Trade

TOPICS PUBLISHING COMPANY, Inc.

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

291 BROADWAY, NEW YORK

Atlanta Boston Chicago Cleveland St. Louis San Francisco

manufacturer or advertiser who has made a bona fide contract for advertising space. Fifth: To decline requests for service that are clearly not within the province of a newspaper, such as selling goods or other canvassing, or the payment of bills for printing and postage of letters, broadcasts, etc.

THE more experienced newspapers—which means those priding themselves on the continued results of advertising—work their service men with the advertiser's salesmen. "Our men," declares one newspaper, "make the advertising a reason for dealers giving preference to the product. They make a stock check, try to get preferred display on shelf and counter and window, or book the dealer for window displays."

"The chief effect of this type of service," continues the same manager, "is to brush up retailers, to get their interest and attention, to get more co-operation. The work always shows largely increased sales in the territory covered. Almost invariably we have been able to step up the advertiser's salesmen's daily average of calls and orders, thus giving the local sales manager bases for new quotas and performances."

Perusal of these paragraphs suggests the limitation of what an advertiser may expect. It is, manifestly, a human impossibility to "serve" in this manner every one of the advertisers in a great newspaper. The very attempt to do so would incur defeat. Dealers would cease to respond or cooperate, however well intentioned the newspaper's crew. For this reason the newspapers seek a high-grade personnel. The pay is distinctly above the average for similar work elsewhere. A sincere effort is made to prevent the creeping in of mechanical routine. The papers endeavor to recognize, without unduly overestimating, the functions and the uses of their service.

Many advertisers do not require such helps. Many others prefer to do the work for themselves either directly or through advertising agencies.

The newspapers, in turn, usually reserve the right to limit staff services, or, quoting one promotion manager, "we cannot and will not fulfill all requests for merchandising services that come to us, but we concentrate on the specific instances that afford opportunity for most results. We refuse merely to go through the motions for some advertiser who demands merchandising services as a premium with his purchase of space."

And these helps win. Because—a very vital point—they emphasize the first principles of advertising: that advertising is the helpmate of selling and that effective copy still requires other marketing steps to convert interest into dollars. And also because merchandising services are a constant reminder of "Never forget to sell!" It is the belief of one famous newspaper that:

"Because of a peculiar temptation to which many advertisers succumb, we wish to stress that advertisements should be scrutinized to see that there is no lessening of selling effort in the presentation of the message. Newspaper advertising has marked vigor in producing quick action. Copy should be written and advertising designed to capitalize on this power."

This is the third of a series of articles by Mr. Haring on the marketing problems of the small manufacturer. The fourth will appear in an early issue.

All-Fiction Field

16
MAGAZINES
of
CLEAN
FICTION



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

BUTTERICK PUBLISHING Co.—DOUBLEDAY PAGE & Co.

FRANK A. MUNSEY COMPANY—STREET & SMITH CORPORATION



Are You Getting your Share?

Of Bridgeport prosperity where business is always good — where people find steady employment at high wages and who earn an annual pay roll of \$84,000,000.

Most of these people live in their own homes, or two-family homes. They live well, spend freely and manage to save considerable, as shown by the \$123,000,000 deposited in the banks. They represent a tremendous purchasing power.

The POST-TELEGRAM enters the homes that constitute Bridgeport's buying force and can be profitably employed by advertisers of the every day commodities.

For complete coverage at one cost, the

Bridgeport

Connecticut

Post TeleGram

with a combined circulation of 44,446 copies daily, represents the advertiser's best investment.

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

Where Speed Counts, the Airplane Scores

[CONTINUED FROM PAGE 27]

erable savings can be effected by confining the stocks at service stations to parts for which there is constant demand. With only ten central service and supply depots and an adequate aerial express delivery system, overnight delivery of parts of thousands of scattered service stations becomes a reasonable possibility, releasing large amounts of capital now tied up in replacement parts and bringing really nationwide repair service into reality.

In the field of medicine, special surgical instruments, drugs, serums, X-ray photographs and the reports of expert consultants can be rapidly delivered by air. The newspaper and the news reel have already accepted aviation as an integral part of their business structure. The telephoto is superior to the plane in distributing single photographs, but the newspaper, the motion picture and the news reel still need the airplane. The New York *Herald Tribune* shipped over a thousand copies of its Friday newspaper to Chicago by airplane for the benefit of the New York fight fans who wished to read their home paper during breakfast in Chicago.

The advertiser often has occasion to deliver electros, cuts and mats with the utmost speed; aircraft shipment is likely to be widely utilized for this purpose. Extensive reports, required at directors' meetings or business conferences, having too many pages for economical transmission by telephotography, can be readily sent overnight by aircraft across half the continent.

The American Railway Express Company has inaugurated a 32½ hour air express schedule between New York and San Francisco, with intermediate delivery and receiving stations at Cleveland, Chicago, Iowa City, Des Moines, Omaha, North Platte, Cheyenne, Salt Lake City and Sacramento. A feeder route from Boston, requiring re-shipment at New York, extends the system to the New England metropolis.

AERIAL express service is destined to become as reliable as railway service. It is not generally appreciated that Ford planes have flown three-quarters of a million miles in two years and carried in that time four million pounds of express packages. Although this service has been carried on over a limited area, it illustrates the considerable quantities of material which can be carried on a regular schedule. Aerial delivery is exceedingly speedy and highly reliable when confined to regular and established routes.

Transportation of passengers is another service which is becoming increasingly valuable. A greater development of airways, landing fields and aircraft is necessary before we come to a full realization of the significant changes which aerial travel will make. The first thing which the aeronautic industry must accomplish is to persuade

everyone to make one flight. That will do more to sell the use of aircraft than all the newspaper propaganda in the world.

Cook's Tours took advantage of the Dempsey-Tunney fight to offer a \$575 service to New Yorkers, including aerial transportation to Chicago and return, hotel accommodations and ring-side seats at the fight. On the Pacific Coast, oil operators, motion picture executives and salesmen covering large territories have their own planes and use them as a matter of course. Likewise, in Texas, with its abundant natural landing fields, considerable use is made of the airplane as a means of transportation. Thousands of army and navy officers travel regularly between New York, Philadelphia and Washington by air and have done so for many years.

THE National Aeronautic Chamber of Commerce says that last year 7651 passengers were carried on regular air routes and nearly 670,000 people took flights of one kind or another in the course of the year. But going up just to see what flying is like is only the introduction of aviation to the average citizen. He must be taught the use of the airplane as a means of rapid and safe transportation from city to city. In a few years, the figures will be reversed and a few hundred thousand people will take their first plane ride, while millions will use the regular routes.

As is indicated by the chart on page twenty-seven, the airplane requires from one-third to one-fourth the time of the railway train and costs three to four times as much as the corresponding train ride. Railroad travel has reached its lowest level of cost, while the airplane still has ahead of it considerable reduction as public patronage increases. Even at present rates, however, many instances will occur to the business executive when airplane travel would have been worth the cost. Its advantage shows up particularly over long distances.

Landing fields are necessarily some distance from cities and much objection has been raised on account of this fact. Bus connection with airplane fields, twenty or thirty miles from big cities, eliminate excessive inconvenience, but, even so, much time is lost which only the extraordinary speed of the plane is able to make up. Consequently, there is much agitation for landing fields nearer to large cities.

Experienced aviators, however, state that the well meaning efforts of citizens and civic bodies to find locations for landing fields nearer to cities are not based upon practical experience at the joy-stick. The agitation to use the Jersey Meadows or Governors Island for an aircraft center for New York City is met by fliers with the objection that haze and fog, close to large cities,

USE YOUNG WRITERS IN TALKING TO YOUNG BUYERS



MOST of the accumulated wealth of this country is probably held by older people + Most of the things advertising offers, however, are bought by or for young men and women.

Before us at this moment is the October issue of the Pictorial Review. (Ask the office boy to bring you a copy while you are reading this message.) + The first three advertisements offer . . . Fels-Naptha . . . Victor Talking Machines . . . Wheatena + The Wheatena page is addressed to mothers of young children. Nature has decided that middle-aged couples no longer face that problem! + The Victor page will appeal to the people

who prefer to dance at home. Settled bones, quite logically, find the Charleston too strenuous + The Fels-Naptha copy and illustration concerns the young and servantless housewife + And so on through the entire issue of this and any of the other pub-

lications that advertisers largely use.

The average age of the men and women in our Copy Department is thirty years. It doesn't just happen to be that way + It's a situation of young sellers writing to young buyers + There are departments in advertising where men in their forties and fifties can call their years of experience to practical profit + But use young writers when you talk to young buyers.

GEORGE BATTEN COMPANY, Inc. + ADVERTISING



NEW YORK + CHICAGO + BOSTON

We again talk about

ADVERTISING

GAINS!

[...even at the risk
of being tiresome]

OCTOBER *was* our biggest issue with a gain of 74% over a year ago.

And now—

NOVEMBER steps into the premier position—with a gain of 19% over October and 80% over *the same issue a year ago.*

Which proves that advertisers have quickly recognized the sales possibilities in a market of 600,000 Shriners and their families. May we tell you about this market?

THE SHRINE MAGAZINE

1440 Broadway • New York

Phone: Pennsylvania 7827

Tribune Tower
CHICAGO

Little Building
BOSTON

increase hazard and make landings more difficult. They much prefer to land at such a point as Hadley Field, near New Brunswick, rather than to come any nearer to New York. The same complaint is made of the London and Paris airdromes, but the superior experience in practical aviation has led Europeans to accept as a necessity the fact that, under present conditions, landing fields should not be located too near large centers of population. As long as this condition continues the airplane's usefulness in traveling less than two hundred miles is somewhat curtailed.

The big question which always concerns the uninitiated is safety. Safety is a matter of airway development, skill of the pilot, the structure and inspection of the plane, and finally the weather. The first three factors involve the human element and represent no greater hazard than that entailed in taking a fast express train. The weather is still unconquerable and hazard increases somewhat under poor weather conditions. But new forces are coming to aid air travel. Neon beacons penetrate the fog; sturdier planes ride the storm and better navigating instruments point the way to safety under all conditions. The dangers of aviation have had plenty of publicity, but we are not as familiar with the facts regarding its safety.

In the six years between 1921 and 1926, the best records available show 849 civilian airplane accidents which resulted in 458 deaths and 598 serious injuries. The deaths in 1926 were seventy-five and, the largest number, represented a decrease in the actual hazard because of the larger number of flights. The chances of escaping injury are, roughly, ten thousand to one, and the odds become better at a rapidly increasing rate.

The extent to which the human element enters into the safety of air travel is indicated by the fact that government mail service, which had the benefit of careful inspection and highly skillful pilots, has a record far better than the average. In 1926, government operated planes flew 2,292,395 miles and planes on contract air routes, 2,086,395 miles. There was not a single fatal accident in the 4,378,790 miles flown.

IN Germany, in 1926, 56,268 passengers flew 3,814,000 miles over the Lufthanser Airways with but a single fatality. The British Imperial Airways covered 791,000 miles without a fatality while, in Australia, more than a million flying miles were covered safely. A very large proportion of the small number of fatalities in flying are due to carelessness of the pilot or the mechanics in charge. The records of regular commercial services, which have been cited, indicate that, by observing ordinary precautions and painstaking care, the safety of flying is comparable to automobile and railway travel.

With these facts and figures to encourage us, there can be no doubt that the day of high speed aircraft travel over long distances is at hand. Aviation awaits the vision of the American business man to find its true field of service. Publicity stunts will be supplanted by regular and economical services which are profitable simply because of the airplane's superior speed.

ELECTRICAL
ANIMATED
AND
STILL

DISPLAYS for
WINDOW,
COUNTER,
and EXHIBITS

Effective—Dignified
Planned Inexpensively

CONSULT WITH EXPERTS

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

THERMOMETERS
Your Local Dealers Will
Pay for and Use
Thermometers

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

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

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

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



CALL FOR
TRADE
HERE
SAVE

Tray B-N

[CONTINUED FROM PAGE 32]

having beverage glasses kept where they belong during the moments of stress in a stiff bridge game. This little illustration is an amusing cartoon treatment of a bridge game in a bird's-eye perspective, with Tray B-N as one of the essential "props."

It is possible only to touch upon the high lights of this extraordinarily complete plan of The Erickson Company, as it goes into ramifications and details which would occupy pages of space. The purpose of this account of the experiment is not so much to recount every item as to point the way to other clubs which may desire to put on a similar program.

There are no doubt many such articles available for experimental use. Not that it is absolutely necessary to have an article to put solemnly at the head table to keep the members thinking about the program. But a campaign of this sort takes a good many weeks to carry through; and, the strongest enthusiasm over a purely hypothetical article at the start is likely to wane as time goes on. Moreover, in the case of the Hartford experiment every club member felt that here was really a serious responsibility. The real owner of the Tray B-N patent might conceivably follow the campaign laid out by the club, and it behooved the fictitious Utility Manufacturing Company to turn out a thoroughly workmanlike campaign that would stand the test of actual application in the arena of business competition.

Such a program would appear to be an excellent summer activity to hold the club together during the slack season. It worked well in Hartford. Naturally the cooperation of The Erickson Company was a great factor in putting a climax on the campaign that gave the needed touch of reality to the plan. This working with an agency brought the affair from the theoretical to the actual, and now that the experiment is ended it is difficult to realize that there is not a genuine Tray B-N already on the market. The club presented The Erickson Company representatives with a set of resolutions expressing gratitude for their help. In commenting on the uncommon spectacle of a large advertising agency spending so much time and money on a project which could not in any way return a profit, the agency representatives indicated that they would not hesitate to work out such a plan with other clubs, if circumstances were proper and favorable. Perhaps this may be a way in which advertising agencies can do a great work for advertising as a whole. Certainly such a demonstration is a most convincing exhibition of the way in which a modern agency works in building up a merchandising plan for a client.

All in all, the Hartford Advertising Club has had a lesson in organization, financing, merchandising and advertising that contained more solid enlightenment in a few weeks' time than could be gained in a lifetime of desultory addresses by luncheon meeting speakers.



Publisher's
Statement for
Sept. 30, 1927

DETROIT TIMES

Week Days (<small>Except Saturdays</small>) . . .	326,793
Saturday	247,301
Sunday	323,095

Here's the Record of the Seven Changing Years

	*Evening	Sunday
1921	33,422	
1922	113,005	
1923	189,952	186,153
1924	214,319	225,401
1925	228,636	259,245
1926	289,244	308,522
1927	326,793	323,095

*Except Saturdays

The Times is Growing with Detroit

Bakers Weekly A. B. C. - A. B. P.
New York City
NEW YORK OFFICE—45 West 45th St.
CHICAGO OFFICE—343 S. Dearborn St.
Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

THE AMERICAN ARCHITECT
A. B. C. Est. 1876 A. B. P.

"Advertising and Selling to Architects," a booklet prepared to give you a better understanding of the architectural field, is now available. Your copy will be sent upon request.

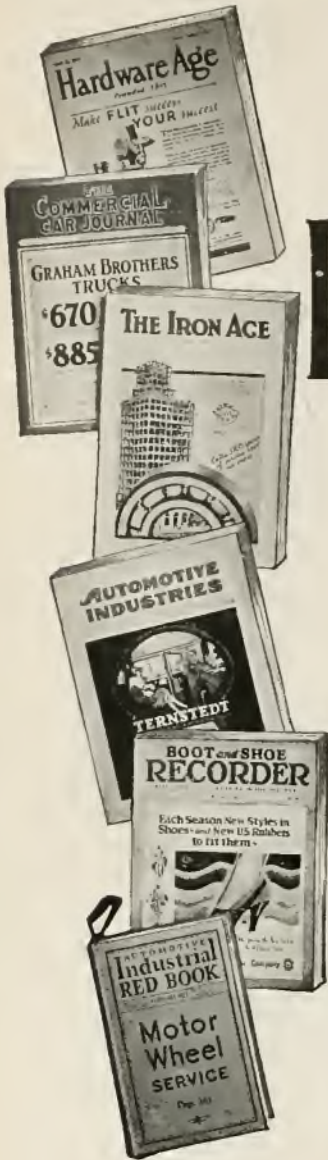
239 West 39th St. New York



House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for copy of THE WILLIAM FEATHER MAGAZINE.

The William Feather Company
605 Caxton Building :: Cleveland, Ohio



REAL ECONOMY of

The 4 Requisites

Ample facilities and capital to manufacture well and economically.

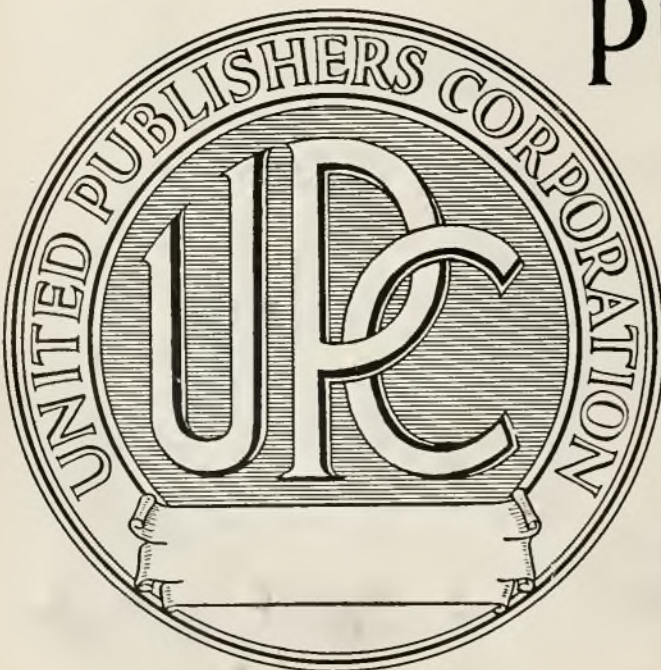
Editorial superiority.

Paid subscribers having maximum purchasing power.

Reasonable rates for service rendered.

A cordial invitation is extended to all manufacturers and advertising agents to visit the various plants of the

UNITED PUBLISHERS



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



Advertising in U.P.C. Publications

THERE are many reasons why business publications are valuable adjuncts to industry, but there are four cardinal reasons why many are valuable to the advertiser.

When selecting media it is profitable to remember that reader interest based on a paid subscription list which represents a purchasing power is seldom obtainable unless the publisher has ample capital and facilities. Under those conditions it is possible to produce publications of great excellence editorially and mechanically and make the advertising rates reasonable.

U.P.C. publications are built upon this policy and their success is undeniable.

CORPORATION

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

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

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

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

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



Editorial Don'ts

[CONTINUED FROM PAGE 34]



Let us send you this fact-packed mail sales book for 10 days free

You will find every one of the thirty-two sections of this book filled with definite, usable material which can be applied to your own needs. You will get from the book hundreds of profitable possibilities—new suggestions—new avenues of approach—the best ways of getting the most out of mail sales work.

Selling by Mail

By V. E. PRATT

President The Pratt & Lindsey Co., Inc., Advertising and Selling Counselors, Former Departmental Advertising Manager Sears, Roebuck & Co., Organizer Drug Topics Syndicate, and Sales Promotion Manager American Drug-plats' Syndicate.

428 pages, 5 x 8, illustrated, \$4.00 net, postpaid

This new book covers every phase of the art of making sales and customers through the mail. It gives for every angle of mail sales work just what practice has proved to be profitable, just what experience has found worth while.

The author has drawn on his long experience in this work for definite, concrete facts about mail-order possibilities, market analysis, campaign preparations, mailing lists, mail-order appeals, mail-order copy, layout, illustration, booklet and catalog making, sales letters, order blanks, follow-up, credit and collection practice—every element that enters into the successful capture of a mail market.

Mail Marketing Complete

One big section of the book contains valuable, usable material on mail-order media, showing with satisfying completeness just what may be expected from some and what from others.

Another section gives the soundest kind of information on specific application of mail-order principles—specialized practice to meet the requirements of specialized ventures.

The entire book is fact-packed with good, sound, needed mail-order strategy. See it free!

Send only this coupon!

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

Send me for 10 days' free examination Pratt's Selling by Mail, \$4.00 net, postpaid. I agree to remit for the book or to return it, postpaid, within 10 days of receipt.

Name

Address

Position

Company

(Books sent on approval to retail purchasers in U. S. and Canada only.) A. F. 10-19-27

color, etc., is given, write: "State style wanted," "State color wanted," etc.

17. Avoid the use of the word "all" in such cases as: "This book tells all about automobile repairing." When we say an article is suitable for all cases, *everything*, etc., we are making some pretty big assertions. The use of "worlds" in connection with comparison, and "best on market," "best in country," etc., should be eliminated from all copy.

18. Do not use the % mark, but write out "per cent."

19. We spell catalogue as follows—always: C-a-t-a-l-o-g-u-e.

20. Use "mold" in place of "mould" in order to get uniformity throughout the book. Both are correct.

21. Have a uniform place for all sizes, weights, prices and numbers in descriptions.

22. Be sure to number each space in layout sheet and mark corresponding numbers on copy sheet.

23. In connection with free trial offers, state plainly that money must be sent in advance; and when mention is made of a specific guarantee in the heading, etc., see that the specific guarantee follows in the text.

24. Do not use superlatives frequently. Tell the truth in as simple and frank a manner as possible; never overstate. It is much better to understate; for it leaves the customer in a pleased frame of mind when he gets something better than he expected.

25. Never show only the lowest price in displaying price figures where the description gives several sizes, styles and prices. Do not say: "\$15 and up." Say "\$15 to \$30." If there are several items, ranging in price from \$1 to \$4.50, do not show display figures giving price of \$1, for it is misleading. Show prices as follows: \$1 to \$4.50. If only one price is to be displayed, it will be necessary to show the article number in connection with it; that is, if several prices are given in the quotations.

26. Don't write "f.o.b." or "free on board cars," as these terms are not familiar to most of our customers. Give price at the shipping point or from wherever the customer pays freight.

27. Don't write "cut." Say "as illustrated." "See illustration," "see picture," etc. "Cut" is familiar to printers and to ourselves, but not to our customers.

28. Whenever instructions are given as to how to send money and how to order, use the approved form shown in the catalogue.

29. Never use the prefix "No" in connection with article numbers. "Catalogue number" is no longer to be used. Use "article number" only.

30. See that you have article number, weight, material and price with each description.

31. Show uniformity in the position of article number, price, weight, color, etc., in your descriptions. If article numbers, prices and weights are shown at the top in some descriptions, either

show all the rest on top also—or all at the bottom—so that one number isn't in one position and another in a different one. Uniformity aids the customer in finding information.

32. Never mention or show the price of an article in the body of the description, for other house catalogues come after the main editions, and prices in the reading matter invariably seem to be overlooked when changes are made. This applies also to references such as catalogue page, department, item, etc. Merchandise changes and pages also change, so confusion arises in such cases.

See that you have the correct catalogue key letter with each article before sending in your copy.

33. See that the retail price we state for a given article is higher than our selling price. Sometimes, through error, cases have been found where it has been the reverse.

34. Superlatives (best made, highest quality, best, cheapest, strongest, most reliable and dependable, etc.) are to be used rarely—and then only when they state a fact. These words and other strong words of a similar nature have come to possess little value because of the abuse they have received, not only in our previous catalogues, but also in practically all advertising literature.

35. Make positive statements instead of negative ones. Instead of saying: "You will never regret making this purchase," say "You will always be pleased with your purchase." Do not say "This is without question (or unquestionably) the best bargain of the year." Say, instead, "This is the best bargain of the year." Instead of "do not delay" say "do it now" or "act at once."

36. The word "aim" is being used too much. For the sake of diversity, instead of saying "it is our aim," say "it is our desire, wish, hope, etc." Look up the synonyms for words that are repeated too often.

37. Instead of saying "It will require ten days' delay," try to word it so that the word "delay" will not be mentioned. "Delay" generally leaves a "bad taste in the mouth."

Say "It will require ten days' time to make shipment," or "Shipment will be made within ten days after your order reaches us," or any other form that will give the desired information without hurting the "prospect" of the sale.

38. It would always be good policy to list the uses of an article. We take for granted that the customers know them already, but that isn't true in all cases. Many more articles could be sold if their uses would be named in connection with the description in the catalogue.

39. The use of the word "must" in cases like the following is positively prohibited in all copy: "Buttons must be ordered at the same time as dress goods."

40. Mention of retail store should be avoided as much as possible. Retail way, at retail, etc., could be substituted instead. We do not want to offend re-

The Lillibridge Viewpoint

Number Seventeen

Issued by Ray D. Lillibridge Incorporated

New York

Yesterday's Answer

At Columbia University there used to be a professor who took delight in subjecting his students to a great temptation—and watching them fall.

In his younger days in the science which he followed, he had worked out a long and tedious experiment and passed down his findings to posterity in the form of a paper which was duly published and became part of the literature of that science.

When, with the passing of the years, he acquired further knowledge, he discovered that one of the factors in his early experiment was wrong. He did it over, and obtained a very different result.

In due course, he became a professor, and as each class of hopefuls came along he would assign them this tedious experiment.

Having no great love for tedious experiments, and not being slow to discover that their professor, an acknowledged authority in his science, had done the experiment and recorded both the process and the result in an Oh-so-technical paper, they took advantage of his work and all turned in their papers with his conclusion, but carefully paraphrased.

All the papers were marked wrong and returned. Then followed the *dénouement*, when the professor faced the whole class, made one student after another get up and tell just how he had worked out the experiment to get this result, which he would then inform him was the wrong result.

Inevitably, before that terrible lecture period was over, some student would blurt out a triumphant, "But Professor—that is the result you got when you did it. It's given in your published paper."

Whereupon the professor would grin maliciously and exclaim: "Ah! I thought so! Well, young gentlemen, I did it wrongly, and so my result was wrong! You may all

repeat the experiment and hand in your papers before our next lecture."

§ § §

We find in our market research work that time has changed yesterday's answers to many of the problems of marketing. That is why we insist on starting from scratch on any research job, and working it out as though it never had been done before. Spending today's dollars on yesterday's deductions is risky business.

Cruises

IT is our privilege to prepare the advertising for the Canadian Pacific World Cruise, South America-Africa Cruise and Mediterranean Cruise. Transportation advertising is one of our fortes.

B. Franklin Philosophizes

"**H**UMAN felicity," wrote Benjamin Franklin, "is produced not so much by great pieces of good fortune that seldom happen, as by little advantages that occur every day."

Is it not true also of business progress, that the great impulses which we optimistically hope for seldom happen, but that the little advantages that occur every day, if properly taken advantage of, combine to carry a business forward to a very substantial year's gain?

Touchdown by Walter Camp

Two or three years before Walter Camp died, the editor of *Collier's* asked him to write an article on football in business. Mr. Camp obliged, and here is the nub of his article:

"Perhaps the first and greatest lesson a man must learn on going into the business world is that of being able to take hard knocks without resentment. A boy may be

a good tennis player or golfer and gather praise all along his career—much to the detriment of his character—but in football, whether he be dub or star, the coaching always boils down to this:

“‘You’ve got to get off faster!’

“‘You’ve got to get more punch into that play!’

“‘You’ve got to hold that line firmer!’

“Does the football player ever reach the point where the coach is ready to admit he is as good as possible? Maybe. But no wise coach ever admits it out loud!”

§ § §

While this fits business, how particularly it fits the advertising business. We may do good advertising today, but the whole spirit of the profession is that tomorrow’s advertising must be better. There is never any “good enough.” There never can be.

Direct Approach

THIS is our way of working: to crystallize our clients’ needs and problems and set up “objectives.” We then formulate plans for reaching these “objectives” in the most direct way and by the most economical method possible.

Picture of America

FROM a letter written by Francis Amasa Walker back in the 80’s:

“Our people have a singular practical wisdom, which takes the sting out of misfortune; which makes a bad law a dead letter, almost from its enactment; which discounts the future, accepts the inevitable, and compromises with the coming evil; which charges off bad debts without a grimace, and, like the Chicago merchant after the great fire, spits upon the ruins to see if it is yet cool enough to begin rebuilding. Our laws are not the whole of the statute book, but only those parts to which

the needs of the people and the general concurrence of public opinion, have given life.”

Is this not a rather interesting picture of America? And is it not as truly the America of 1927 as of 1887? And is it not an interesting America in which to advertise and sell?

The Art of Good Copy

IN a recent issue of *Printers’ Ink* Richard Surrey observed:

“This is what the pale young Inspiration-seekers need to learn — that Inspiration consists in the *fusing* not in the *gathering* of the materials for a poem or a piece of copy.”

This wise statement carries us back to those shrewd lines from Sacha Guitry’s play *Deburau*:

What you mean, when you do it, must of course be quite clear.

And it must seem quite clear what you’re going to do.

For an audience must always feel sure of you.

Yet, when you do it, it must seem accidentally done.

Study, if you will, the advertisements in the newspapers and the magazines, and you will be interested to discover how many of them that have strong appeal at first glance have that quality of seeming accidental. That is the art of taking the gathered facts and “fusing” them.

We should be glad to have our advertisements judged on this basis.

Inquiries Solicited

TO any company with a worthy product or a meritorious service to market, we offer an advertising service of peculiar efficiency, based on a sound system of compensation, carefully set “objectives,” and painstaking “follow-through.”

RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET • NEW YORK

Telephone: Longacre 4000

Established in 1899

tailers if we can avoid doing so.
41. The word "reduction" is prohibited in all catalogue copy unless an actual reduction in price is made in the former catalogue price.

42. Uniformity in spelling:

Use nickel, not nickle.
Use lustre, not luster.
Use fibre, not fiber.
Use gray, not grey.
Use catalogue, not catalog.
Use center, not centre.
Use kimono, not kimona.
Use accordian, not accordean.

Advertising Production

[CONTINUED FROM PAGE 26]

modern news gatherers, there is much loose reporting and exploiting going on—and business has virtually been forced into publicity articles in its own behalf. It is important to have the legitimate news announcements of business authentically released. It is even more important to have the news that business creates given circulation. The men who do the news publicity are keen, intelligent citizens. They know how to dish up stuff that the newspaper public likes. Their specialties are working up features, gathering material for writers, inspiring news, and the like. They maintain close working contacts with editors. They proudly admit that they know nothing about advertising, but—. They, too, are a fraternity unto themselves—with a technique that has become highly specialized.

Akin to the publicists is another growing army. It works through personal contacts. It embraces the lecturers who travel the country, stump-speeching for causes, movements, ideas and products. Their number would astound anyone not acquainted with the facts; their methods, too. One entire corps consists of domestic scientists, who are holding cooking schools and domestic science seances; and how they know how to hold a crowd of women on household affairs! Another corps consists of more highbrow lecturers who circuit the women's clubs and church societies, holding forth on every topic, from travel to silverware. Some represent individual companies; others represent associations; still others are members of organizations sprung up to carry on this personalized missionary work. Again, a specialized technique and a specializing profession.

Beyond these five are smaller groups. The radio group is one. All are busily engaged in making themselves specialists and in developing techniques for their particular fields.

Consider the poor advertiser. Here he is, doing as much in each field as he can afford. Perhaps a little shaky, at times, as to whether he should spend more time on this, or try this or that. Perhaps a little pessimistic at times, wondering what it is all about, anyway. Certainly a bit confused, after listening to the claims of the rival groups and finally taking consolation in the fact that no competitor is doing much better.

But is this *mélange* the final word of modern promotion methods? Isn't there a further step?

There is one—and it is obvious. It is coordination.

The possible gain to be secured by



picture readers
~ all!

"Too busy to read advertisements myself. Of course, they do good, but don't believe they affect men like myself." It's the typical head of the firm talking, the Old Man himself. But, whether he realizes it or not, that "too busy" means that only the most effective advertising reaches him, *not* that he's immune.

Picture stories recognize no boundaries, are stopped by no limitations of time, of age, of position. They speak a universal language and have a universal welcome. Many a penciled memo from the Old Man is because of a story in picture.

But—just as a stuttering speaker can make ridiculous a splendid message, so an illustration is no finer than the engraving which reproduces it.

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

Gatchel & Manning, INC.

C. A. STINSON, *President*

[Member of the American Photo Engravers Association]

Photo Engravers

West Washington Square 230 South 7th St.

P H I L A D E L P H I A

Larger Guest-Rooms Well Lighted Sample Rooms —and Luxury That Is Homelike



Business executives and salesmen accustomed to analyzing the success of any new undertaking, have been enthusiastic in their praise of the much larger, more airy, luxurious bedrooms, and the well lighted, proportionately larger, sample rooms of the new Detroit-Leland Hotel.

And the homelike luxury, irreproachable service, excellent cuisine and atmosphere of accustomed well-being offers you the same hospitality you would expect as the honored guest of any distinguished household.

700 large rooms with bath. 85% are priced from \$3.00 to \$5.00.

DETROIT-LELAND HOTEL

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

WM. J. CHITTENDEN, Jr., Manager



polishing techniques still finer is not to be compared with the possible gain from coordination.

Ponder the development of music. The technique of the violin, of the wood-winds, of the brasses, was brought to a high point years ago. Was that the high point of music? Not at all. Then came coordination, and combination—and finally, the modern orchestra.

That is what must—and will—happen in advertising. Advertising's various techniques must be brought together through orchestration. The plan-man of the future will have the rôle of orchestral composer. The account executive of the future will have to be a real orchestra leader. The advertising manager of the future will have to be an impresario. The problem of the future will be to make each part of the advertising band play its score in a complete advertising composition. And the symphony which will then result will be a more powerful advertising theme than has ever been heard before.

Pepsodent

[CONTINUED FROM PAGE 22]

tists seeking to benefit others we featured a free offer at the top of our advertisements we divided our results by four.

Such things are not easy to discover. When we advertise a dessert and feature a free package, the offer is suited to human nature. When we offer a hygienic help and make the word "Free" a principal appeal, we discredit all the factors which can bring us converts.

I spent much time in learning this; I wasted much money. But I always knew immediately, by my keyed coupons, the effects of every appeal. I learned my mistakes in a week. I never spent much money on any wrong theory. I discovered very quickly the right and the wrong.

Here we are dealing with one of the greatest successes in advertising: a tooth paste which, despite all opposition, came to rule the world. Today it is sold in fifty-two countries. It is advertised in seventeen languages, including the Chinese, and in each our appeal has proved to be equally effective.

We came into a field well occupied. During all of our advancement we had countless competitors; we won them all over and made Pepsodent, in a few short years, a success. That was no accident.

The Pepsodent Company was organized on very small capital. Most of the investment went into office fixtures and machinery. All the men connected with it were old advertisers. They would never have invested much in creating trade without an assurance of quick return.

We secured that quick return. In our first test city we spent \$1,000, which came back with a profit before the advertising bills were due. We tried other cities, and they produced like results. Then our backers advanced large sums of money on a plan that had proved a certainty. Thus we established in one year a nation-wide demand. In four years the demand was world-wide.

Consider this undertaking. I know of nothing in all advertising so successful in a big, quick way. One series of

First in Brooklyn!

New York's Largest and Best Home Market

Brooklyn Times - 91,069

Brooklyn Eagle - - 78,849

Standard Union - - - 70,129

Net Paid Average Daily and Sunday Government Statements
Six Months Ending September 30, 1927

The Brooklyn Daily Times

75% Home Delivery

LORENZEN & THOMPSON, INC.

National Representatives

New York

Chicago

San Francisco

Seattle

Getting the *Feminine* Appeal into Automobile Advertising

Father may deny it . . . but the statistics are against him. In fully 75% of all automobile sales a woman's fancy sways the choice of make and model.

Every modern motor car designer is alertly aware of this.

For every successful motor car of today is an eloquent expression of the designer's artful aim to intrigue and captivate the feminine eye.

If it is important to put feminine appeal into the car itself, can any motor car maker afford to leave it out of his advertising?

Not synthetic feminine appeal, please note you.

But feminine appeal that is suavely *natural*; smartly tailored, not alone in pictorial garb but in the fashion of its thought and language.

You cannot make a lithe-limbed thoroughbred out of a draught horse by braiding the mane with pink ribbon.

And you can't transform a heavy-handed, unemotional piece of copy into a winsome feminine appeal by simply embel-

lishing it with a picture of a pretty woman.

Real feminine appeal must be *inbred* in an advertisement; in its idea, its message, its whole mode and manner. It can't be tacked on, as an afterthought, by physical frills and fripperies.

The sales manager of one of Detroit's greatest automobile concerns asked us the other day:

"Will some automobile advertiser be smart enough to find a message to women equal to the soapmakers' 'The Skin you love to touch'?" That's not such a far-fetched question either.

For it isn't a far cry from the selling of beauty soap to the selling of automobiles.

The same emotional ingredients must go into both jobs.

A good cosmetic salesman should make a crackerjack salesman of automobiles to women.

And the man or organization successfully advertising perfumes, cold creams, toiletries and silk stockings, is eminently qualified to advertise automobiles to women.



LENNEN & MITCHELL, INC.

An advertising agency serving a limited number of large-volume advertisers

17 EAST 45TH STREET, NEW YORK CITY





Courtesy of The Reid Press Ltd. of Canada

Photography
Is merely
Our medium!

Ideas
Are actually
Our business!

Apeda
Studio
INC.
PHOTOGRAPHERS

212 West 48th Street,
New York
Chickering 3960

**Tipper, Hollingworth,
Hotchkiss & Parsons**

on
PRINCIPLES OF ADVERTISING

The standard work on advertising. Covers plans, methods—psychology, marketing, copy, and art.

A necessary tool in every advertising man's working equipment. Will pay for itself over and over. Almost 500 pages, profusely illustrated.

Sent on 5 days' approval

Write for new, complete catalog of books on advertising and selling. No. charge.

ADDRESS DEPT. M.223

THE RONALD PRESS COMPANY
15 E. 26th St., New York, N. Y.

**THE BIG BOOK ON GOOD
PRINTING**

**The Art and Practice
of Typography**

By Edmund G. Gress

The new edition is selling fast
—every buyer is pleased.

Sent on receipt of \$10—45¢ extra for postage.

THE AMERICAN PRINTER
9 East 38th St., New York

advertisements which I prepared would have wrecked it in three months. Yet I had at that time spent nearly thirty years in advertising. I had learned from hundreds of campaigns.

I caught my mistakes by the coupon—caught them quickly. I reversed my strategy at once. Before we went very far I had found the way to quick and sure success, simply by watching returns.

A hundred tooth paste makers might start out, as a hundred have, and fall down; simply because they were wedded to some theory of which human nature failed to approve. They did not learn their mistake because they did not quickly check results. So they wrecked themselves on errors which could have been avoided.

I made for myself a million dollars on Pepsodent—on a venture which at first I refused to undertake. This was accomplished just because, by countless tests, I learned the right way to handle human psychology.

What is the lesson? It is that none of us can afford to rely on judgment or experience; we must feel our way. New problems require new experience. We must test our undertakings in the most exact way possible; learn our mistakes and correct them; and watch every appealing lead.

After this experience I can cite a hundred ways of advertising a tooth paste wrongly. And I can prove that they are mistakes. But a hundred men might follow each to the rocks if they had no gage on results. A hundred men have done so. Pepsodent offers the best argument I know for being guided by actual data.

The November 2 issue of **ADVERTISING AND SELLING** will contain the twelfth chapter of Mr. Hopkins' autobiography, "Some Mail Order Experiences," in which he describes his views on mail order advertising.

Second Annual N. I. A. A. Competition

ANNOUNCEMENT has been made of the conditions governing the second annual N. I. A. A. Research Award for which competition is now open. This annual award is sponsored by A. W. Shaw of the A. W. Shaw Company. Consisting of a first prize of \$500, a second prize of \$250, a third prize of \$150, and a fourth prize of \$100, it is given for the most thorough, practical and effective presentation of a plan for merchandising a company, a product, or a service to the industrial business market. It is open to all members, except associate members, of the N. I. A. A.

Registration blanks and information concerning the rules of the competition can be obtained from the Recording Secretary, N. I. A. A. Research Award, 660 Cass Street, Chicago, Ill. There is no charge for entry.

The judges are to be: Dr. Frank Parker, Wharton School of Banking and Finance, University of Pennsylvania; Dr. Daniel Starch, director, Department of Organized Research of the American Association of Advertising Agencies; George D. Crain, Jr., editor and publisher of *Class & Industrial Marketing*; W. L. Rickard, president, Rickard & Company, Inc.; and Bennett Chapple, director of publicity, American Rolling Mill Company.



In the Heart of Industry

IN THE middle-eastern section of the United States, as shown on the accompanying map, is concentrated over three-quarters of American industry, especially the iron, steel, metalworking and engineering industries served by the Penton Publications. It is not by chance that the home of this great group of business papers is in Cleveland, practically at the center of the vast district which has been aptly described as embracing the heart of American industry. With their home offices in the Penton Building at Cleveland and branch offices at such important points as Chicago, Pittsburgh, Cincinnati, New York, etc., Penton Publications are able to cover the activities of their industries promptly and to give the majority of their readers the benefit of an overnight mail service in the delivery of their publications. In their strategic location is found just one more reason why Penton Publications represent the first choice of so many of America's leading industrial advertisers.

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.



The OPEN FORUM

Individual Views Frankly Expressed

Ghosts and Ethics

PAGES 94 and 95 of your issue of September 7th contain the most vital contribution to advertising in the past ten years. I should have thought that you would have received hundreds of encomiums on the definite and splendid stand that ADVERTISING AND SELLING has taken. The way you talk, in that two-page spread, is the way I have been talking for twenty years.

It is pretty bad when writers have to stand for all sorts of literary fakes, but when it gets down to the point where some ignoramus who has won a sporting event comes out with a story, not only with his name at the top as author but, if you please, also with fine phrases and Latin "quotes"—well, you feel as if the writing business was on the road to nowhere.

I have always maintained that if someone suggested the idea of a picture to an artist the artist would never put that someone's name on the picture when the work was done. Therefore, isn't it letting writing down far enough to put the source of a talk, rather than the source of the actual writing, at the top of an article, especially if the man who talks could not, under any circumstances, write what would pass the editorial blue pencil?

As far as I am concerned, ADVERTISING AND SELLING can repeat pages 94 and 95 as many times as they like in succeeding issues. Having been a subscriber to your journal from its inception—and never having written you before—the best tribute I can pay you in this, my first letter, is to say you have made a contribution to the ethics of the writing profession praises of which will never cease to be sung.

A. A. BRIGGS, *Advertising Manager*,
Dunlop Tire & Rubber Goods Co., Ltd.,
Toronto, Canada.

The pages to which Mr. Briggs refers appeared in ADVERTISING AND SELLING for September 7, under the heading "Why We Don't Print 'Ghost Stories.'" The Editor stated that ADVERTISING AND SELLING would use "big" names in the future as it has in the past, when the men behind those names have something important to say. "But the writing under those names will be *bona fide*, unless it is clearly stated in the headline that the material is derived from a first hand interview."

Grading Circulation Quality

AN article appeared recently in a publication devoted to the promoting of the circulation of periodicals, implying that the Audit Bureau of Circulations has in mind the "grading" of circula-

tions according to quality, I thought the impossibility of doing any such thing by the Audit Bureau of Circulations or any other organization or bureau was pretty well understood, but since it has again been proposed, will you not, for the good of the cause and to allay any anxiety which may exist in anybody's mind, allow me to explain why, in my opinion, the Audit Bureau should never attempt to "grade" circulations according to quality?

"Quality" or "value" is anything is a relative and not a positive concept. What might be "quality" or "value" for one person might not be such for another, because the needs of each might differ. A fine piece of woolen fabric might be the quality material for a man's suit and might also entirely satisfy a woman who was seeking a coat, if she were merely looking for something to keep herself warm, but it would be anything but "quality" if the lady had in mind keeping up with Mrs. Jones who sports Russian sables. Gold might be the quality material for a jewel box, but if the box were to be the depository of a piece of precious radium, gold would be inferior and lowly lead would be the quality material.

In every case the individual advertiser, or his agent, after he has studied his client's objectives, must decide what is quality for his purpose. The individual my "grade" circulations, but no general grading of all circulations for all advertisers by a general organization or bureau is possible.

That is why the A. B. C. has declined all invitations and demands that circulations shall be tagged as good or bad, and will continue to refuse. The Bureau can and does state facts upon which the individual advertiser may base his own judgment of value for his own purpose, which is an entirely different matter. The Bureau of Standards can and does test a sample of steel or bearing metal and report on its characteristics, but it does not say to all steel or bearing metal users, this steel or this bearing metal is good for all purposes and that one is bad for all purposes. The Audit Bureau can and does say that a certain circulation contains certain subscriptions obtained by the use of premiums or contests, or through clubs and that some subscriptions are in arrears, but it does not state that such circulation is good or bad. It does state that certain circulation is in California or Maine, but it does not tell the advertiser he should use only California circulation.

It seems very simple to me, but I rec-

ognize that there are a great many people in the world who like to have their decisions made for them by an authoritative body, like the church or a political party, or some bureau. It's a comfortable way to live, I suppose, but I hope the Audit Bureau of Circulations will never depart from its present rôle of an auditor of facts.

O. C. HARN, *Managing Director*,
Audit Bureau of Circulations,
Chicago.

Advertising Economics

I HAVE just finished reading the tenth installment of "My Life in Advertising" by Claude C. Hopkins as published in your Oct. 5 issue, and I still have fresh in my mind many of the comments by advertising men on the much discussed book, "Your Money's Worth."

I believe that if Messrs. Chase and Schlink were asked to write a fitting headline for the aforementioned installment of "My Life in Advertising" they would suggest "Puffed Prices for Puffed Grains."

Let me quote from Mr. Hopkins:

"I looked over the line and I found two appealing products. One was called Puffed Rice, the other, Wheat Berries. The rice was selling at ten cents then, and the wheat was advertised at seven cents. The sales had been declining. The makers were convinced that the products could not succeed.

I asked them to change prices, so that Puffed Rice sold at fifteen cents and Puffed Wheat at ten cents. This added an average of \$1.25 per case to the billing price. That extra gave us an advertising appropriation. The theories behind this puffed grain campaign are worthy of deep consideration, for it proved itself the most successful campaign ever conducted on cereals. It made Puffed Wheat and Puffed Rice the largest money-earners in the field of breakfast foods."

I understand that Mr. Hopkins' book, "My Life in Advertising," is to be published and distributed to the general public through the usual channels of distribution, and I am forced to wonder what the reaction of the public will be when they see that for no apparent reason whatever, except to increase the profits of the manufacturer, an advertising expert increases the consumer price of breakfast food approximately fifty per cent with no accompanying increase in the value to the consumer.

In my humble opinion any consumer reading this confession would have a right to assume that the attitude of the advertising man is, "the public be damned."

It might be interesting to see how your readers feel on this point.

H. K. DUGDALE, *Vice-President*,
The Green & Van Sant Company,
Baltimore.

Preferred Position

*Advertising your product
—at the actual point of sale*

AMERICAN advertisers pay hundreds of thousands yearly to assure preferred position for their advertisements in the newspapers and magazines of the country.

"Page 2"—"Next to Reading"—"Financial"—"On Woman's Page"—"Sporting Page"—"Right Hand Page"—read the insertion orders and the extra rate is gladly paid to assure position—preferred position.

But have you ever considered your dealer's window as offering the most advantageous position of all? The preferred position at no cost to you and your advertising story complete where people come to buy—AT THE ACTUAL POINT OF SALE?

Your window display, if properly planned, says, and says it forcefully, "Here is the goods and this is the place to buy it."

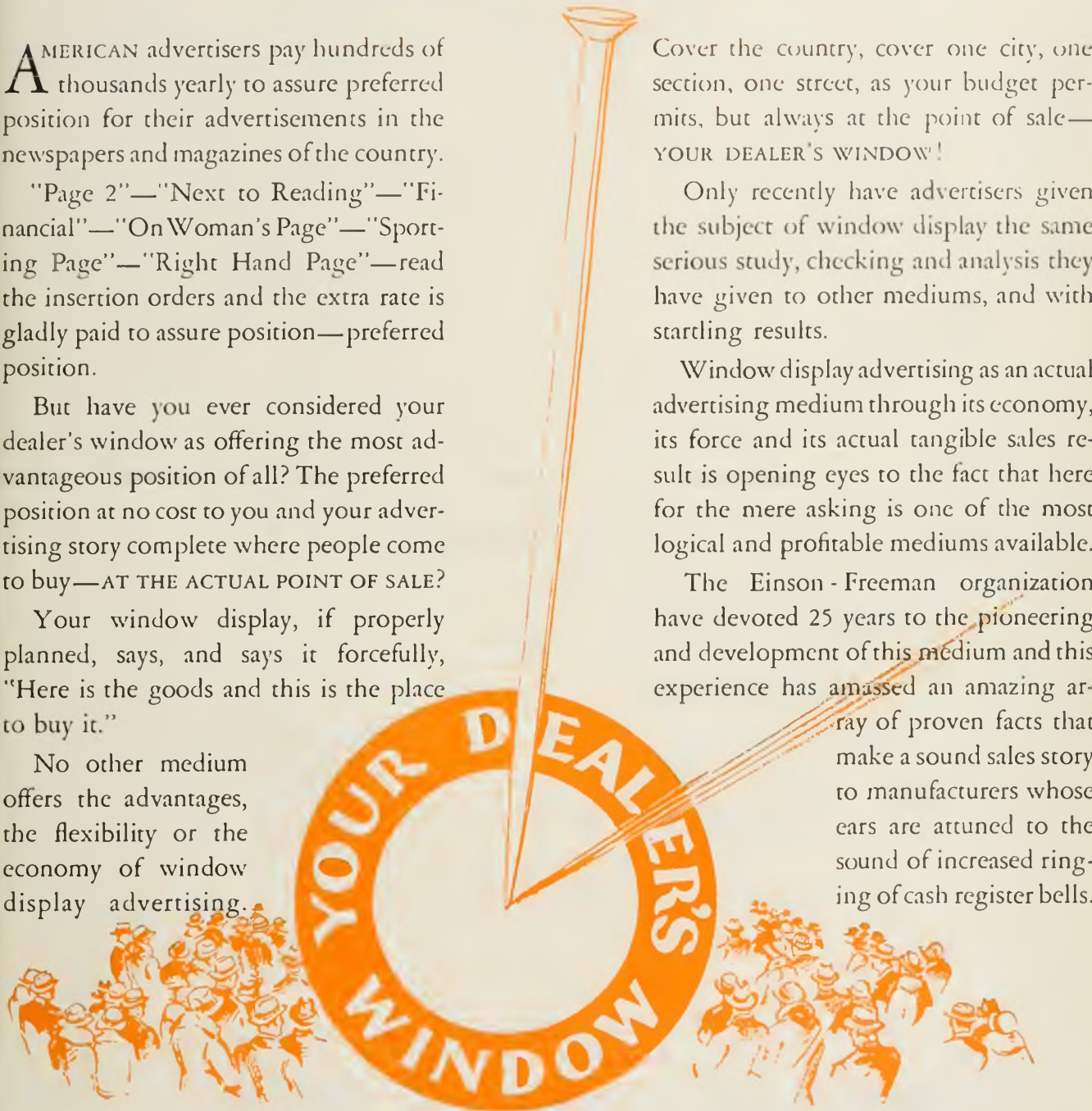
No other medium offers the advantages, the flexibility or the economy of window display advertising.

Cover the country, cover one city, one section, one street, as your budget permits, but always at the point of sale—YOUR DEALER'S WINDOW!

Only recently have advertisers given the subject of window display the same serious study, checking and analysis they have given to other mediums, and with startling results.

Window display advertising as an actual advertising medium through its economy, its force and its actual tangible sales result is opening eyes to the fact that here for the mere asking is one of the most logical and profitable mediums available.

The Einson-Freeman organization have devoted 25 years to the pioneering and development of this medium and this experience has amassed an amazing array of proven facts that make a sound sales story to manufacturers whose ears are attuned to the sound of increased ringing of cash register bells.



EINSON-FREEMAN CO. INC

Lithographers

OFFICES AND COMPLETE MANUFACTURING PLANT
511-519 East 72nd Street · New York City



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^d Street

BERNHARD CURSIVE IS PROTECTED BY NUMEROUS DESIGN-PATENT APPLICATIONS

THE FORUM

announces

the appointment of

Mr. Straud Galey

as

Western Advertising
Manager

111 West Monroe Street, Chicago

Telephone—Randolph 3214

FORUM

A MAGAZINE OF CONTROVERSY

Edited by HENRY GODDARD LEACH
441 Lexington Avenue, New York City

Everybody's Business

[CONTINUED FROM PAGE 5]

being unlucky is pure bunk? How easy it is to put the stamp of untruth on a multitude of common beliefs. Mad dogs do not avoid water. Diamonds do wear out—when employed for cutting glass they become practically useless in ten weeks. The ocean is not actually blue, but appears so because sea water absorbs blue less freely than other colors. A red rag waved before a bull will not excite him any more than a rag of any other bright color. It is the strangeness of the moving object, not the redness of the rag, that bothers the bull. In actual experiments, the bull paid more attention to white rags than red ones.

WIDELY advertised fallacies are blessed with remarkable longevity. A Tory preacher who was driven out of the Colonies to England was largely responsible for the notion that New England was cursed with blue laws. In his resentment, this clergyman published a long list of absurd enactments for the purpose of slurring the intelligence and character of the American patriots. He even went so far in his fabrications as to say that no woman was even permitted to kiss her child on the Sabbath Day.

The truth is that the Colonial Acts were no more intolerant nor bigoted than the laws of the rest of the Colonies and even of England and other countries at that time. But the Tory preacher's libel of early American customs still perpetuates the fallacy that New England was in a class all by itself in restricting personal liberty.

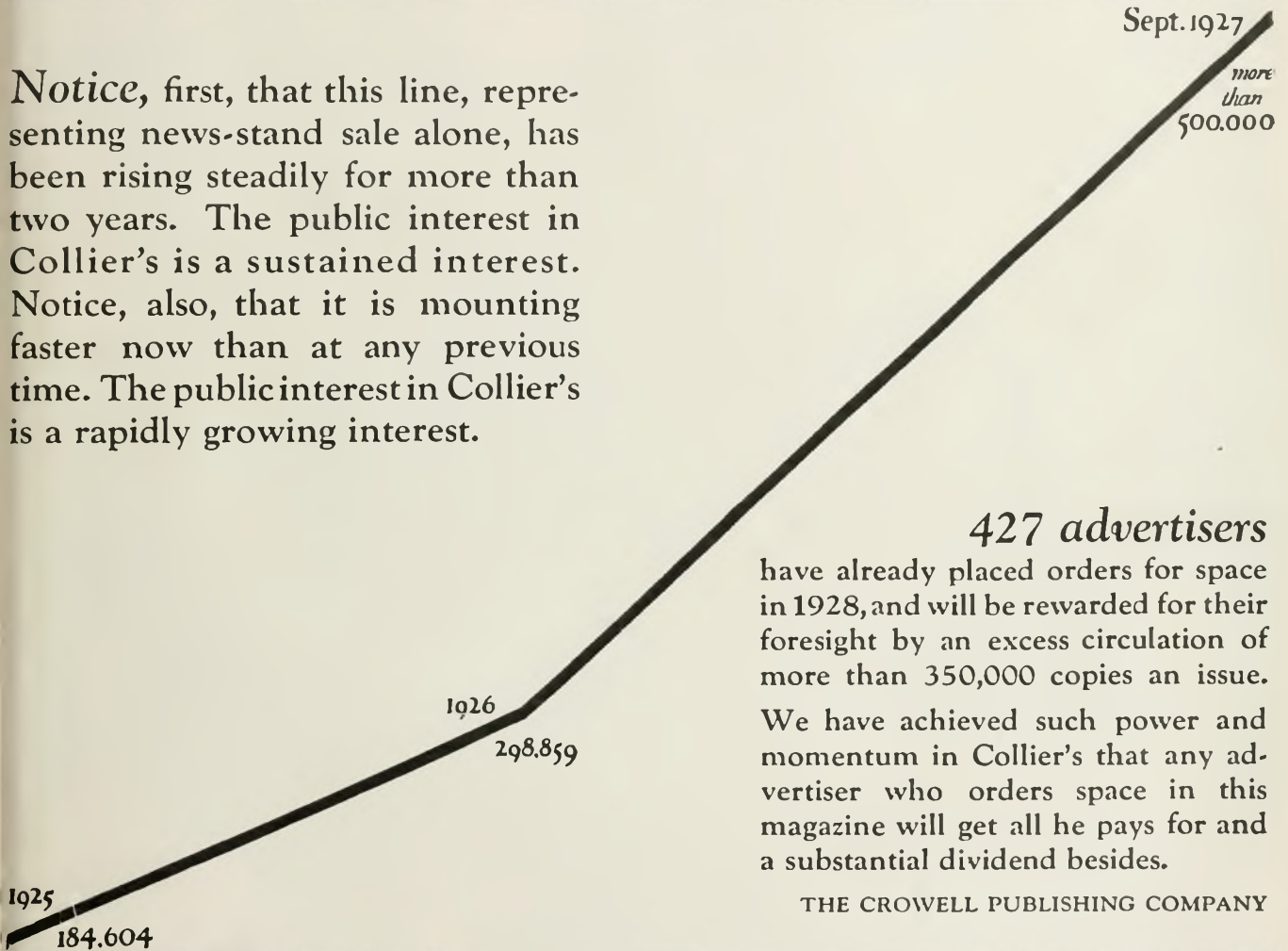
We ridicule the methods of the medicine men of savage tribes, forgetting that many kinds of modern healing include procedures no less fantastic. Such physical benefits as may accrue from an optimistic mental posture could have been secured by early healers even if their methods did differ from those of modern times. Recently I wandered into a crowded health-and-power meeting. In response to the leader's greeting, "How are we all tonight?" the audience chanted in unison, "Fine and dandy. Why shouldn't we be?" The lecturer told how to obtain physical and financial success and then distributed circulars.

How strange it is that practically all of the people who claim to be endowed with the power to obtain wisdom and advice from the other world never seem to be able to profit themselves from their superhuman ability. Invariably they are diligent seekers after the dollars of their clients in order to overcome the usual scantiness of their own financial resources.

I might go on and present an endless array of fallacious notions now current in the public mind. The common sayings about ground-hog day, a showery Easter Sunday, a rainy St. Swithin's Day, and a supposed equinoctial storm are all silly fabrications. Nine people out of ten are sure that all of the brain is sensitive, whereas important parts are as insensitive as shoe leather and one portion could be touched or even cut off without stopping the patient in a sentence he might be uttering. Night air does not differ from day air except that it contains a slightly increased percentage of carbon dioxide. And as

NEWS-STAND SALE

Notice, first, that this line, representing news-stand sale alone, has been rising steadily for more than two years. The public interest in Collier's is a sustained interest. Notice, also, that it is mounting faster now than at any previous time. The public interest in Collier's is a rapidly growing interest.



427 advertisers have already placed orders for space in 1928, and will be rewarded for their foresight by an excess circulation of more than 350,000 copies an issue. We have achieved such power and momentum in Collier's that any advertiser who orders space in this magazine will get all he pays for and a substantial dividend besides.

THE CROWELL PUBLISHING COMPANY

Collier's

Total net paid circulation more than 1,450,000 a week

fundamentals

ABOUT



and **SMALL TOWN AMERICA**

GRIT is a unique combination of Weekly Illustrated Newspaper, Family Magazine and Story Section combined. Started 45 years ago it has grown steadily. The average circulation in 1927 is over 350,000 copies a week.

1

SMALL TOWN AMERICA comprises those towns and villages in the United States of from 100 to 5,000 population whose characteristics are just between those of large cities and those of the isolated rural homes.

GRIT is delivered each week to the homes of more than 1,500,000 people, in over 12,000 small towns and villages throughout the United States, by its own 15,000 boy agents, for five cents a copy.

2

With all the independence of a rural dweller, they enjoy the conveniences of the cities—bath rooms, telephones, electric light and power, vacuum sweepers, washing machines, etc., to a degree comparable to many metropolitan areas.

GRIT is specifically designed and edited to instruct, inform and entertain the families in these small communities, and is made in four separable sections, so that the several members of a family may enjoy GRIT at the same time.

3

69% of GRIT readers in SMALL TOWN AMERICA own their own homes. 79% have money in the bank ready to invest in more conveniences, and luxuries, too, for themselves and families—when properly persuaded.

Diversity of content holds the interest of the entire Small Town family, as something of interest for every reader has been GRIT's steadfast aim. GRIT's half tone illustrations are regarded as among the finest in newspaper printing anywhere.

4

70% of the heads of GRIT families are less than fifty years old and 75% earn more than an average income. These families surely represent a potential advertising field that no general advertiser can neglect or afford longer to ignore.

GRIT owns and exclusively occupies its own complete printing and engraving plant where its 200 home office employees work harmoniously together to make each successive issue better, and to justify its claim as "America's Greatest Family Newspaper."

5

In planning any advertising campaign realize that NO OTHER SINGLE PUBLICATION REACHES MORE THAN 10 PERCENT OF GRIT FAMILIES — that only through GRIT you can reach the 350,000 active prosperous GRIT families in SMALL TOWN AMERICA.

Grit Publishing Co., Williamsport, Pa.

The John Budd Co., National Advertising Representatives

NEW YORK CHICAGO ST. LOUIS ATLANTA SAN FRANCISCO LOS ANGELES PORTLAND

for the notion that lightning never strikes twice in the same place, the Eiffel Tower, which is amply protected, was struck six times during one storm.

A lot of people still hold the notion that business depressions come at definite time intervals—most of them say seven years. Since 1812, the intervals elapsing between important recessions in industry, expressed in years, have been as follows: 6, 7, 12, 10, 10, 16, 11, 6, 3, 10, 4, 3, 3, 7. If any one can find an existing relationship between these figures, he is some mathematician.

Life is but a never-ending succession of puzzles and paradoxes. Our important work is to pick the facts from the fallacies. We have passed the age of witchcraft because we are able to understand and explain far more of life's phenomena than could our forefathers. But it is time we turned the light of truth on a multitude of illogical notions that exercise an adverse effect upon our lives and pocketbooks.

Higher Salaries to Advertising Managers

[CONTINUED FROM PAGE 20]

This means lower prices.

Lower prices mean shorter profits.

Short profits mean a crusade against waste.

A crusade against waste means a searching examination of advertising.

This means advertising must produce results!

This means a big boost for the buying side of advertising.

The United States Treasury Department finds it impossible to keep men of the highest type on its tax payroll. As soon as an employee shows himself an expert in collecting income taxes, a dozen big tax payers bid for his services to help them avoid taxes. Since they save huge sums of money directly through his services they can easily afford to pay him more than Washington pays its Cabinet Members.

In the same way, one of these days, advertisers spending, say, \$250,000 will find themselves able to pay a man of their own who will double its effectiveness—or save half—twice or three times as much as any publication or advertising agency can pay a salesman to fight for a share of that appropriation.

In our present easy prosperity there is little urge to break away from the comfortable habits of the past; it is easy to forget that there are facts about advertising. Nobody is thanked for insisting that advertising, not merchandising or markets, but advertising itself, is governed by rather exact laws. In leaner days of keener competition there is going to be a rather frantic digging for this information. The men that have this vital information will then be ranged where they properly belong: on the payroll of the people who spend the money.

As soon as advertisers see the economy of paying their advertising managers the highest salaries in the field the buying of advertising will begin to approach the organized skill in selling it. Equilibrium will be attained for the first time in advertising history. Advertising will automatically become economic. And one more cause celebre

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

The Market Place

American Druggist

Founded in 1871

The Pharmaceutical Business Paper

August
1927



A Good Cover isn't it?

Not the kind of a cover you find on the average "trade magazine."

The American Druggist isn't an average "Trade Magazine." It is a business magazine. Starting with the front cover every page of the American Druggist is interesting, practical, readable.

Advertising in any magazine, trade- class- general- competes with one thing—*the reader's time*. Don't you agree with us that the American Druggist type of magazine will get more than an even break on the time a druggist can give to his business reading?

In making up your lists for 1928, put a copy of American Druggist along side of any other magazine reaching this field. A large type page, splendid illustrations, editorial pages that reflect modern conditions; a business magazine for business men in the drug trade field; one they read because they like it.

The American Druggist meets the highest standards of magazine publishing. Make this comparison!

The paid subscription list of American Druggist is growing at the rate of approximately 2,000 a month. This paid circulation is concentrated in the profitable urban market where is done 75% of the total volume of the country's drug merchandising.

will have evaporated into thin air. I, for one, would like to see Mr. Borsodi's challenge taken literally. Nobody would be more interested to see what the American Economic Association would make of the examination he proposes. But I am reminded of the old colored man's reasons for preferring a motor car to an airplane. "Comes a collision," he said: "You bump—and there you is. But you bump up in the air—and where is you?"

The Trend of Business

[CONTINUED FROM PAGE 38]

in the year 1922, our exports were greater than before the war both in value and volume, having averaged about \$2,180,000,000 a year during 1910-14 and exceeding \$3,830,000,000 in 1922. Our exporters have certainly climbed with surprising speed, having increased their overseas sales by more than one billion dollars during the past five years, and this in the face of most harassing competition in the shape of depreciated European currency and labor costs, wholesale export subsidizing by competitor governments, and serious demoralization in many otherwise attractive markets through depressions in their home industries, such as sugar in Cuba, coffee in Brazil, cereals in various parts of the south temperate zone, and disturbed politico-economic conditions in many European and northern Latin American areas.

Those commodities, whose success in export is most dependent upon efficiency in production and salesmanship, namely, fabricated wares, have shown extraordinary expansion. Our exports of finished manufactures last year were more than 60 per cent greater in value than in 1922, which with falling export prices has meant an even greater quantitative gain. In fact, our exports of finished manufactures are now nearly three times as great as the annual average during 1910-14, which even after allowing for changing price levels, leaves a margin of considerably more than double in volume.

Getting Newsy Pictures

[CONTINUED FROM PAGE 24]

rapher in initial work. The views that are paid for may not be useful—but a business contact will be established that will later lead to the securing of invaluable scenes.

Always the negative is secured before the bill is paid.

It is necessary to curb the professional's habit of taking several views on one job that are too much alike—pay him traveling expenses if necessary, but be careful about accepting "duplicates."

Acknowledge every picture and criticize it—tell why it is useful or not.

And so for some months more pictures than can be used in the company's monthly house organ, catalogs, folders, etc., have come in. The poorer ones are discarded and by skimming the cream from the performance pictures supplied by hundreds of men in the field, the quality of literature has been improved.

**"Get the Facts," Says Roger Babson,
"Or the Facts Will Get You"**

September Advertising Volume

384 advertisers used 361 pages in HARDWARE AGE
190 advertisers used 124 pages in Publication B.
129 advertisers used 67 pages in Publication C.
109 advertisers used 109 pages in Publication D.

Each year HARDWARE AGE publishes more advertising pages than all other national hardware papers COMBINED.

Hardware Age

"The World's Greatest Hardware Paper"

239 West 39th Street, New York, N. Y.

Charter Member—A. B. C.

Charter Member—A. B. P., Inc.

Shoe and Leather Reporter Boston

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

Topeka Daily Capital

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

Topeka, Kansas

The Standard Advertising Register

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

National Register Publishing Co.
Incorporated

15 Moore St., New York City
R. W. Ferrel, Manager

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

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

O. P. M.

IT is noticeable that when it comes to spending Other People's Money the same serious attitude towards the purchase can rarely be achieved as when one's own coin is involved.

After all, it isn't my money, thinks the spender. And, of course, the "spendee" merely wants the money; he should worry about whose it is, or under what circumstances it is obtained.

So, those whose task it is to sell advertising space witness some amazing phenomena.

Here is a fellow whose egotism is nourished by the experience of being solicited by the representatives of a great national magazine. If he is important enough to be recognized by this big publication then his message must be important enough to be placed therein.

It mattereth not that there will be thousands upon thousands of waste copies circulated. It makes no difference that as good, or better, a job could be done by using one or more smaller, more specialized mediums at a fraction the cost.

The idea is that so high-priced a medium must have, *per se*, a lot of potency, else it wouldn't be so high-priced. And, anyhow, there is a great thrill in buying space that runs into thousands of dollars a page. It makes one feel that he really does amount to something after all. And, besides, the company is pretty well off, it will probably survive the shock if the campaign doesn't pan out. Also, and furthermore, advertising is such an intangible thing, who is going to be able accurately to check up the results?

Another type of man uses O. P. M. to promote his own comfort and enjoyment. The solicitors who flatter him the most and are the best entertainers cop off his business every time.

There are other loose spenders of O. P. M. whom I haven't room to mention here.

But, one clear moral can be drawn: Those who are careless with O. P. M. or divert it from proper use never get very far. Their sins always overtake them.

A. R. Maujer.

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

Suspect, if you like, that there are "sour grapes" above, but we really are glad to know that INDUSTRIAL POWER is sold strictly on its merits. We would be grateful for the privilege of telling you why.



Men Over Fifty

William C. Freeman's article in the October issue of the *American Magazine*—its title is, "I Have Made a Million Dollars but I Haven't Got a Cent"—will, I hope, be read by every man in the advertising world who thinks that the sun will always shine and that he will, forever, enjoy an income far beyond that of the average man. It may open his eyes.

"Pop" Freeman's story is a frank admission that he has been a good deal of a fool insofar as money is concerned. He should know.

But Freeman is only one of thousands. Among my acquaintances are scores of men—and when I say scores, I mean scores—who find themselves in a position which can only be characterized as "tragic." They have ability, energy, experience—in short, all the qualities which, one would think, are necessary for success. But—they are past fifty. They are not wanted.

Right on Their Toes

If half the things one reads are true, Germany does not need the money of American tourists half as badly as certain other European countries. But you wouldn't think so if you did what I have done recently—go to the information bureaus of various European railways in the hope of getting answers to some of the many questions which perplex travelers. For it is a fact that, of all these bureaus, that of the German railways seems to be the only one which cares two hoots whether or not you get what you want. Its staff is right on its toes—alert, obliging, anxious to please. At the offices of certain other European railways—I'll not name them—you are treated with indifference or something which is very close to it. You would think that the representatives of countries which need American dollars would go out of their way to make things easy for the prospective visitor. They don't.

Stage Money

Another actor—and a mighty good one—is bankrupt; poorer by twenty or thirty thousand dollars than the day he was born.

What is the matter with these great ones of the stage and screen? Are they fools in everything that has to do with money or are the fabulous salaries they are said to get, paid them in stage money?

JAMOC.

Will It "Radio" Well?

It was a foregone conclusion that, some day, some magazine would try out the radio for promotional purposes. *Collier's* has done so. Sunday, Sept. 18, it made its debut on the air. And every Sunday night, from now on, the *Collier's Hour* will be a feature offered by WJZ.

Good! Very good! But what I'd like to know is this: Will the editor of *Collier's*, hereafter, consider Mss. from the standpoint of—will it "radio" well? Some editors, when they look at a story, ask themselves, will it "screen" well?

If this sort of thing keeps up, the poor author is going to be up against it harder than ever.

Women's Salaries

We were talking—a friend and I—about a woman who finds it necessary to earn her own living. She isn't young, she has had very little business experience, but she is exceptionally capable. And she has "a way with her."

My friend's idea was that she wouldn't have the least trouble in landing a job that would pay her five thousand dollars a year. My own belief is that she will find it extremely difficult to earn two thousand dollars. And that any such salary will come to her only after she has proved her value. Which may be a matter of years.

If there is anything in the business world which is a profound secret, it is the annual income of women who have positions of responsibility. Buyers for department stores, I imagine, are well paid. They should be. But, outside of them, I doubt if five business women in America are paid as much as \$5,000 a year. I may be all wrong in this belief. If I am, I'd like to know it.

"M/V"—a New One

Very possibly, you do not know what m/v means. It is "short" for motor vessel. Some day, it will be almost as generally used as "S. S." now is. I say this for a very good reason—at the present time, there are actually more motor vessels being built than steamships. They seem to be the ships of the future.

These Figures . . . Surprise No One

THE pace that the Chicago Evening American has been setting in advertising and circulation in recent years has been so astonishing that no one is surprised nowadays to learn of new achievements.

So this report of advertising for the first eight months of 1927 is here set down merely as a matter of record:

CHICAGO EVENING AMERICAN,	346,095 Lines GAIN
Herald and Examiner	214,823 Lines GAIN
Evening Post	421,009 Lines LOSS
Tribune	416,442 Lines LOSS
Journal	306,669 Lines LOSS
Daily News	249,826 Lines LOSS

(Sunday lineage of morning papers included)

These figures are but a further proof that advertising values in Chicago are being re-measured to conform to the dominating circulation of
The Chicago Evening American.

562,129 daily average for the past eight months



"Arlington Operated"

HOTEL ANSONIA

Broadway, 73rd to 74th Sts.,
NEW YORK CITY

12 minutes from Penn. and Grand
Central Stations

5 minutes to Theaters and Shopping
Districts

1260 ROOMS (All Outside)

New York's most complete hotel.
Everything for comfort and con-
venience of our guests.

TWO RESTAURANTS

Open from 6:30 A. M. until mid-
night. Music, Dancing, 2 Radio
Orchestras, Ladies' Turkish Bath,
Beauty Parlor, Drug Store, Barber
Shop, Stock Broker's Office. All in
the Ansonia Hotel.

TRANSIENT RATES

300 Rooms and Bath...\$3.50 per day

Large Double Rooms,

Twin Beds, Bath...\$6.00 per day

Parlor, Bedroom and

Bath (2 persons)...\$7.00 per day

Special Weekly and Monthly Rates

A restful hotel—away from all the noise
and "dirt" of the "Roaring Forties."
No coal smoke; our steam plant equipped
oil fuel. Coolest Hotel in New York in
Summer.

THE ANSONIA

IN CONJUNCTION WITH THE
Hotels Colonial, Anderson, Richmond
and Cosmopolitan

"Arlington Operated"

large
catalogs·broadsides
complete campaigns
smaller
booklets, folders &
mailing pieces ~~

AN organization
so complete and
facilities so flexi-
ble that a job of
printing of any
size and impor-
tance seems to
exactly dovetail
with our capa-
bilities.

The
Cargill Company
Grand Rapids

Characteristics of the Industrial Market

[CONTINUED FROM PAGE 21]

panies there is no inter-mixture of the tire business and the mechanical rubber business, for example, except that the same warehouses occasionally are used for carrying stocks of both lines of products.

THIS fact of differentiation between the market for consumers' goods and the industrial market is one of the basic considerations in marketing. One essential difference is that for industrial goods the market can be more clearly defined than can the market for consumers' goods. For practically every item that is distributed for use by individual consumers there are large numbers of potential or actual customers, who are widely scattered and whom the manufacturer must approach *en masse*.

For industrial goods, on the other hand, the market generally is confined within narrower and better defined limits, and a more highly specialized approach is required.

There are wide variations, to be sure, in the definiteness of the market for different industrial goods. Commercial stationery, for example, is an industrial goods which finds a market in all industries or trades and among firms of all sorts, whether large or small. Valves, to cite another example, have a market in a large number of industries, including all the process industries and various others. The market for drying machines likewise cuts across numerous industries. Ore crushers, on the other hand, can be sold only to mining companies. In any case, prospective customers tend to be fewer for industrial goods than for consumers' goods and to be more readily located.

There are other contrasts between the two types of markets. For most sorts of industrial goods the unit of purchase by the user is much larger than the unit of purchase for consumers' goods. A manufacturing company purchases a fleet of motor trucks, whereas the family buys a single automobile. A steam turbine represents a large investment. Paint is bought by the barrel by many industrial users, whereas consumers purchase in quart cans. In numerous instances purchasers of industrial goods require special engineering or designing advice, a service which is possible only with large unit sales.

From the nature of the two markets it follows that direct sale of industrial goods by the manufacturer to the user is common, but that such a direct method of marketing is of very rare occurrence in the field of consumers' goods. It is true that several types of industrial goods are distributed through dealers, but even in those cases the goods usually do not pass through the hands of so many intermediaries as in the case of consumers' goods. A few examples of industrial goods which are sold directly to users

are street railway cars, steel products, automobile trucks, and textile machinery.

In analyzing the industrial market, I have found it helpful to use the following sub-classification of industrial goods.¹

1. Installations
2. Accessory equipment
3. Operating supplies
4. Fabricating parts
5. Fabricating materials
6. Process materials
7. Primary materials

Installations constitute the major equipment of a plant, such as rubber calenders, woolen cards, steel furnaces, and steam generators. The selection of such equipment is governed by the product which is to be turned out in the plant or by the nature and scope of the operations to be performed. The market for installations is one in which repeat demand is infrequent. Such equipment is bought only for a new or enlarged plant or for replacements in an existing plant. Its purchase requires capital expenditure and is governed in large measure by general conditions in the particular industry in which the equipment is to be used. In the sale of installations, engineering and designing service is of special importance. The higher plant executives usually determine the purchase of such equipment. These executives belong to what has been termed a vertical buying group, composed of men who are concerned primarily with the operation of an entire plant, as a unit in a particular industry, in contrast to what is called a horizontal buying group made up of men concerned with particular plant functions common to many industries.²

ACCESSORY equipment is the auxiliary or supplementary equipment of a plant; it serves to facilitate the operation of the installations, to aid in carrying on administrative and auxiliary services, and to assist in the performance of other, miscellaneous tasks. Examples of accessory equipment are small motors, tools, time clocks, conveyors, factory trucks, and steel shelving. The market for an item of accessory equipment cuts across many industries. In approaching his market, therefore, it is necessary for a manufacturer of accessory equipment to ascertain the types and sizes of firms which are potential purchasers. The Standard Conveyor Company, to which reference was made in the previous article, was selling accessory equipment which found a market in a variety of industries but which could not be used in small plants. Hence it was advisable for the company to exclude from its list of prospective customers those firms which, although of the

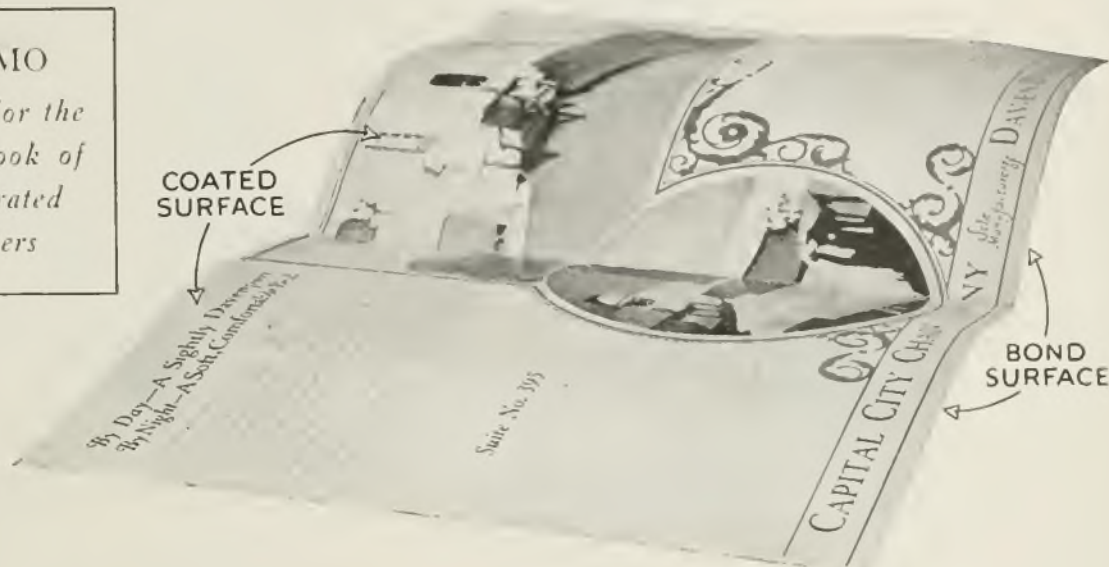
¹ See Melvin T. Copeland, *Principles of Merchandising*, pp. 130-154.

² McGraw-Hill Publications, *Industrial Marketing at Work*, pp. 28-33.

A Paper Made Especially for Illustrated Letters

MEMO

*Write for the
Handbook of
Illustrated
Letters*



- One Side a bond for facsimile Letter
- the other a coated book for fine color printing
- a sheet that is truly opaque—!

AS advertising grows, it finds itself needing new papers . . . a bond paper of reasonable price . . . a coated sheet that folds well . . . a good paper of extreme light weight.

So the need sprang up for a paper suited to four-page illustrated letters, for neither bond, book nor coated papers combine in a single sheet all the needed virtues.

Bond papers from their very nature did not have the opacity that the four-page letter demands. The surface was not suited for fine screen halftone printing.

If coated papers were used, the letter looked too much like a circular. It lost the "letter look" that bond papers alone seem to give.

So we produced TWO-TEXT, a bond paper on one side for the typewritten message . . . a coated paper on the other for the illustrated part . . . a sheet that is opaque.

TWO-TEXT is sold by leading paper houses in the United States and Canada.

We will gladly send sample sheets upon request and the names of our distributors.

STANDARD PAPER MFG. CO.
Richmond, Virginia

TWO-TEXT is recommended for:

Direct Mail

- For sales letters of manufacturers selling direct to consumers.
- For sales letters of manufacturers selling to industries.
- For sales letters from the manufacturer to his trade.
- For merchandising magazine advertising or poster campaign to the trade.
- For answering inquiries as to product—service, employment.
- For sales letters to retailers.

Dealer Helps or Salesmen's Aids

- For sales letters supplied complete to dealers or mailed to lists furnished by them.
- For dealer letterheads carrying agent's name outside—manufacturer's message inside.
- For bill heads of agents or dealers.
- For providing miniature posters for window displays that are reproductions of magazine copy or posters on one side and a letter to the dealer on the other.

TWO-TEXT
for the
ILLUSTRATED
side-a coated paper-for the
LETTER
side-a bond
paper



Banker Influence

makes or breaks many a sale or loan. Our Magazine reaches a larger number of bankers than any other, and, what is more, they are influenced by it. The intimate nature of their interest in us is evident in our daily editorial mail from them, asking our advice on the financial problems of their institutions, and clients.

We reach over 20,000 of the 26,000 rated banks in the United States.

The MAGAZINE of WALL STREET

Member A. B. C.

42 BROADWAY

NEW YORK

No. 9 of a Series

type that uses conveyor installations, were too small to use such conveyors as the company produced. In the market for accessory equipment, unlike that for installations, the buyers usually are of a horizontal buying group.

The third sub-group of industrial goods, operating supplies, includes supplies which are necessary for the continuous operation and maintenance of a plant, store, or office, but which do not enter directly into a manufactured product. Lubricants, paint for maintenance purposes, cleaning compounds, accounting books and forms, and packings for pumps and valves are examples. Such supplies are used up continually and are replenished with more or less frequency and regularity. They are indispensable to the operation of a plant, but the market for them has quite different characteristics from those of the markets for equipment or for materials from which the products are made.

Operating supplies usually are bought by purchasing agents, with or without specifications by plant superintendents or other executives of similar rank. The purchasing of operating supplies is seldom a matter with which the chief executive of a company concerns himself. The buyers of this class of industrial goods belong in a horizontal group and are analogous in that respect to the buyers who control the purchases of accessory equipment.

Fabricating parts are manufactured articles which are incorporated without modification by the fabricator, with other materials or parts in completed products. These fabricating parts range all the way from pressed metal parts used in the manufacture of electric meters and calculating machines to glass insulators and containers, bearings for railway cars, motors for vacuum cleaners, trolley catchers, engines for concrete mixers, and automobile bodies.

THE market for fabricating parts is essentially a vertical market, that is, a market by industries rather than by functions extending through diverse industries. For a fabricating part like an automobile body, the market is found only in a single industry. A company manufacturing pressed metal parts, on the other hand, finds its market in a series of industries, but the purchases in all cases are made with reference to the special requirements of each industry.

When fabricating parts are purchased on a long contract, the contract usually is subject to approval by a high official in the fabricating company. The type of parts to be used and the specifications for the parts, however, are determined by the men who design the products into which the parts are to go. When the parts are highly specialized, the decision by the men who determine the product design usually governs the source from which the parts are to be purchased. In other instances, where the fabricating parts are not highly specialized and where similar parts can be secured from several sources, the selection of the particular source from which the articles are to be bought is usually left to the purchasing organization. This contrast is illustrated by the following situations. The engineers of an automobile manufacturing company select a particular starting motor as one of the basic specifications of the car. The

"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**



BEAUTY CONTESTS *are not confined to Bathing Girls*

PEOPLE take Performance and Quality very much for granted. They look over the magazines and catalogs, or the dealer's stock and decide to buy what most appeals to their sense of *Beauty*. So put the utmost *Beauty* into your advertising. Make the finest possible impression upon the people whose judgment you seek to win.

* * * *

The whole foundation of attractive advertising is paper *specially surfaced* to show fine artwork, cuts and typography to full advantage. Always specify such a surface ("coated") paper—of

known high standards—for your leaflets, booklets, catalogs, broadsides, house organs. Even in selecting magazines for your advertising, consider the quality of paper; publications that use Coated Papers do better printing. Cantine's Coated Papers in particular reflect the quality that comes from nearly forty years of concentration on an art that calls for specialization.

Write for the Cantine Sample Book and nearest distributor's address. Also particulars of the Cantine Awards for outstanding merit in advertising and printing. Dept. 343.

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

Cantine's

COATED PAPERS

CANFOLD
SUPREME FOLDING
AND PRINTING QUALITY

ASHOKAN
NO. 1 ENAMEL BOOK

ESOPUS
REGULAR
NO. 2 ENAMEL BOOK

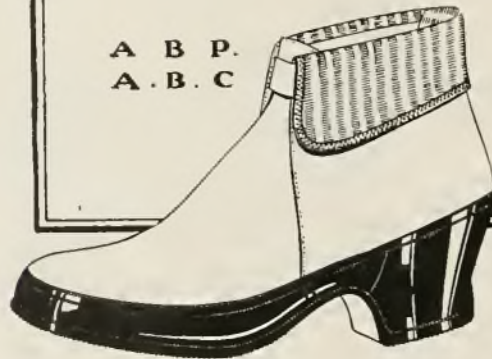
VELVETONE
SEMI-DULL - Easy to Print

LITHO C.I.S.
COATED ONE SIDE

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



Protective footwear is now styled as carefully as footwear proper. The Firestone Footwear Co., Hudson, Mass., finds it profitable to advertise its "Ritz Gaiters" to the merchant subscribers of the Boot and Shoe Recorder.



Chicago New York Philadelphia BOSTON Rochester Cincinnati St Louis

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Advertising and Selling, published bi-weekly, at New York, N. Y., for October 1, 1927, State of New York, County of New York, ss.

Before me, a notary public in and for the State and county aforesaid, personally appeared M. C. Robbins, who having been duly sworn according to law deposes and says that he is the Publisher of Advertising and Selling, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:
 Publisher, M. C. Robbins, 9 East 38th Street, New York, N. Y.
 Editor, Frederick C. Kendall, 9 East 38th Street, New York, N. Y.
 Managing Editor, None
 Business Manager, J. H. Moore, 9 East 38th Street, New York, N. Y.
2. That the owners are: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Advertising Fortnightly, Inc., 9 East 38th Street, New York, N. Y.; Frederick C. Kendall, 9 East 38th Street, New York, N. Y.; Robert R. Undergraff, Scarsdale, N. Y.; Affiliated Publications, Inc., 9 East 38th Street, New York, N. Y. The stockholders of Affiliated Publications, Inc., are: M. C. Robbins, 9 East 38th Street, New York, N. Y.; J. H. Moore, 9 East 38th Street, New York, N. Y.; Floyd W. Parsons, 9 East 38th Street, New York, N. Y.; Marcus P. Robbins, 134 Cliff Ave., Pelham, N. Y.; Florence Page Robbins, 134 Cliff Ave., Pelham, N. Y.; Morton C. Robbins, Jr., 134 Cliff Ave., Pelham, N. Y.
3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total number of bonds, mortgages, or other securities are: (If there are none, so state.)
 None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting. It is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him. M. C. ROBBINS (Signature of Publisher.)
 Sworn to and subscribed before me this 30th day of September, 1927.

(Seal) (My commission expires March 30, 1929.) M. A. ABBOTT.

manufacturing and purchasing organizations are then not at liberty to buy another make of starting motor for use in that particular model of car. In a shoe manufacturing business, on the other hand, the make of rubber heels used is likely to be left to the purchasing organization and not to be controlled by the men who design the shoes.

In marketing fabricating parts the producer in many instances encounters problems, not only of influencing fabricators to purchase his parts for use in their products, but also of stimulating ultimate users to demand products into which parts of his manufacture have entered. This is exemplified by the consumer advertising of manufacturers of automobile bodies.

FABRICATING materials like fabricating parts are manufactured articles which become part of other manufactured articles. Fabricating materials, however, undergo physical modification or change in the further process of manufacturing, whereas fabricating parts do not change their form or require processing by the fabricator. Examples of fabricating materials are steel plates and rods, lumber, copper wire, wool tops, worsted cloth, leather, flour, and book paper.

The market for fabricating materials is a vertical market, by industries. Some fabricating materials find use in various industries, as, for example, copper wire, but for many materials the market is confined to a single industry, as in the case of wool tops.

In marketing both fabricating parts and fabricating materials it is essential for the manufacturers to heed the points of view of the men who control the product designs as well as the points of view of the men who actually make the purchases. For fabricating materials the specifications are determined by the men in the fabricating organization who control the design of the completed product. Once the specifications are drawn up, however, it is common practice for the purchasing of fabricating materials to be handled in a routine manner.

In a few instances manufacturers of fabricating materials have undertaken to have the identity of their products maintained after fabrication; for example, Armeo iron and Skinner satin. Such practice is exceptional at the present time.

An extreme example of conditions which render it difficult for a manufacturer of a fabricating material to establish the identity of his product so that it can be ascertained after fabrication is furnished by the cotton manufacturing industry. There grey cloth, made by a cotton mill, is sold to a merchant converter, who does not operate a plant but who sends the cloth to a finishing mill to be bleached, dyed, or printed. If it is printed, the finishing mill may or may not be the originator of the design which is applied in accordance with the instructions of the converter. After the cloth is finished, it is sold to a garment maker, who manufactures kimonos, dresses, armons, or other articles, and sells his products to wholesalers or retailers. Obviously there is little chance for the grey cloth manufacturer to have his product identified in the minds of the consumer who buys a kimono or a child's dress,

The difficulty of devising a means for the permanent identification of fabricating materials limits the opportunities for advertising and sales promotion work for such goods. Here lie some of the major unsolved problems in several industries.

Process materials, the sixth subgroup, like fabricating materials enter into the finished product or directly affect its composition. Process materials, however, commonly undergo chemical change, whereas fabricating materials usually undergo physical change. Examples of process materials are soda used for the manufacture of wood pulp, muriatic acid for pickling iron and steel, and sulphate of ammonia for the manufacture of scouring compounds. The nature of the market for process materials is essentially the same as that of the market for fabricating materials. The chief reason for differentiation between the two is that it is next to impossible to retain the identity of the make of a process material after it has entered the process, thus foreclosing to the producer of process materials opportunities for sales promotion which at least some manufacturers of fabricating materials can utilize. These circumstances do not, however, lessen the need for alertness in marketing process materials; on the contrary, they render it all the more necessary that a business producing process materials be given individuality through the development of a reputation for dependability in quality, through sales service or by other means.

Primary materials include such items as raw wool, hides, wheat, crude rubber, furs, raw sugar, and sulphur. The raw material markets have characteristics of their own which differentiate them not only from the markets for consumer's goods but also from the markets for other industrial goods. For each primary material special marketing methods have been developed which are adjusted to meet the conditions of production as well as the conditions of consumption. In the marketing of the agricultural raw materials, problems of assembling, grading, storing, and financing arise. Materials like wool, wheat, and cotton have to be assembled in even-running lots before they are suitable for purposes of manufacture. The seasonal crops must be stored during the interval between the time of harvest and use. In these trades raw material merchants occupy a prominent position. In several of the raw material markets, contract sales are common, as, for example, in the sugar beet and coal industries. Organized speculation affects marketing methods in the case of some raw materials. For the raw materials obtained from the extractive industries, as, for example, sulphur, the marketing methods are akin to those of a manufacturing business.

FOR primary materials the markets are vertical, each material being sold to a single industry or to a definite series of industries.

The purpose of the foregoing classification of industrial commodities is not to set up closed compartments, but rather to facilitate comparisons of marketing methods. It is through comparisons of the types of marketing and of the marketing methods for different classes of commodities that we can best ascertain why particular methods are

Rate Increase

And a New Circulation Guarantee

Old page rate—\$375
New page rate—\$465

Current advertising rates in CHILDREN, *The Magazine for Parents*, have been based on a guarantee of 60,000 net paid circulation. On January 1st, 1928, this guarantee will be increased to 75,000 net paid, A. B. C., average 12 months, and the rate correspondingly increased from \$375 to \$465 a page.

Up to January 1st, 1928, orders will be accepted at current rates for space to run in the issues of March, 1928, through February, 1929.

Open contracts will be accepted which total a minimum of two pages or the equivalent and may carry the clause "or more" with privilege of expansion. Such open contracts must be validated by an insertion of at least one-half column by the April, 1928, issue, unless a definite insertion schedule is substituted by February 20th.

Present advertisers are protected on the current rate until the expiration of their contracts. On orders received before January 1st, current rates will hold even in the event of further rate increases during the coming year.

353 Fourth Avenue, New York
Chicago Representative:
Stroud B. Galey, 111 W. Monroe Street

Clara Cilene Pack

—AND SO OUGHT YOU!

ADVERTISING AND SELLING
9 East 38th St., New York City

Please enter my subscription for one year at \$3.00.

Send bill. Check attached.

Name Position.....

Company

Address City..... State.....

10-19-27

Roy Palmer Shows How Costs Can Be Cut



PALMER

ROY A. PALMER, Engineer of the National Lamp Works of the General Electric Company, is showing the readers of **MANUFACTURING INDUSTRIES** how by spending 2% of their annual payroll for modern lighting equipment, an average production increase of 10-12% can be obtained. His series bristles with specific before-and-after figures taken from installations in companies like Timken Roller Bearing, Detroit Piston Ring, Dover Manufacturing, Van Dorn Electric, etc., etc.

These articles on the revolutionary changes that have been made in industrial lighting practice during the past year are making executives in thousands of leading plants look at the illumination of their own plants from a new angle.

Mr. Palmer's series is only one of many features that are being published to help the journal's readers bring down their costs. If your equipment can be sold on a cost-reducing basis let them know about it.

MANUFACTURING INDUSTRIES

Publication of The Ronald Press Company, 15 E. 26th St., New York

Member A. B. C.—A. B. P.

It Is Bathing Suit Time In Argentina—

SPRING is now in full bloom below the equator.

The new buying season has already begun.

Farm and ranch owners are taking their families to the country where they are preparing for the harvests, and planning on holidays later on.

City people are getting ready for their annual visits to the seaside at Mar del Plata.

Business in automobiles, farm implements, sporting goods, bathing suits and freckle creams is picking up.

* * *

There are no secrets about selling in Argentina. Good products, placed within reach of buyers, plus advertising—the formula is the same that brings success in the United States.

* * *

The list of American products now advertised in LA PRENSA of Buenos Aires reads like a trade directory of the leaders of American industry.

More advertisers are added to the list every year, and old advertisers have been increasing their appropriations.

JOSHUA B. POWERS

Exclusive Advertising Representative

250 Park Avenue

New York

effective under one set of circumstances and not under other circumstances. It is through analyses which start with such classifications that the most economical and the most effective methods of marketing specific articles can be ascertained.

The examples that have been cited in this article show the necessity of ascertaining whose decisions govern the purchases of a particular type of article in order that the sales message may be addressed properly. The difference between horizontal and vertical markets is particularly significant in ascertaining not only where the potential market for a particular product exists, but what the characteristics of the market are and how it should be approached.

This is the second of a series of articles on industrial marketing by Professor Cope-land. The second will appear in the following issue.

Fire Insurance Advertising

[CONTINUED FROM PAGE 25]

the year's premium income (the exact percentage varies somewhat). If, now each dollar of new premium income demands 60 per cent for fire losses, 35 per cent for expenses and 50 per cent for reserves, that dollar of income becomes \$1.45. Of course, if all goes well, the 45 per cent for "reserves" will finally be journalized into other accounts on the books and the 5 per cent of net will eventually be earned, but for the immediate present the underwriting company must provide, for each dollar of income, 60 cents and 35 cents and 45 cents. The company must "dig up" that 45 cents from some other source.

It is properly a "reserve" or a "surplus" 45 cents. Yet the law demands that it shall be in liquid form. Hence, the result: a fire insurance company must be selling more stock to the public to provide the cash needed for "reserves" whenever and just so long as it is growing beyond a certain pace. The initial capital and paid-in surplus make handsome provision for the early years. After normal size has been attained, for every \$100,000 of growth the company must supply \$45,000 of new capital. To retain earned profits in the surplus account makes provision for this contingency, and yet the fact is inescapable that a fast-growing fire insurance company needs capital without end.

Finally, of course, when fast growth ceases (and when annual premiums settle to a level) additional "reserves" are not required. Then the company, with each month, "releases" reserves by expiration of policies at a rate equal to the new requirements of that month.

Our company is not, as you can see, wildly enthralled when an advertising solicitor pictures to us a glowing vision of big increases to be had quickly. To us, of the executive committee, it is too strong a reminder of the thing we dread most: another big fire.

All the advertising men, for another thing, mouth those words "coverage" and "circulation density." Oh, if they only wouldn't talk "density!" That word tags everyone of them as much as a red shirt would in Russia. Then

we know that fellow doesn't know a thing about fire insurance.

Wide distribution of risks is the key word for safe insurance. "Congested" or "high value" or "close"—any thought of the sort, gives us the blind staggers.

If we wanted density, advertising would be the last thing needed to get it. Our manager can go to Chicago any night and, next day before noon, "place" as much new insurance as we want in a single office in the Board of Trade Building at good rates; but to accept it would be far from sane insurance. Every city is begging for more insurance, every big manufacturing district and nearly every large department store is doing the same, but the underwriting companies, in sheer self-defense from bankruptcy, must limit the amount they have at risk in a single spot. A company such as ours, accordingly, dares not assume more than \$15,000 or \$20,000 for a "single risk"—hence a Chicago grain elevator where we could sell ten times that coverage is on the market asking insurance companies for more: which is quite the reverse of the usual "selling" situation. The grain exchange in that city—and other primary grain markets reveal the identical condition—has been obliged to establish a bureau of insurance in order to obtain adequate protection for grain in store (for "good delivery" on contracts), and one of the severest rules over member-firms on those exchanges relates to fire insurance. No member is allowed to hold fire insurance in excess of grain owned; insurance must be canceled promptly with sale of the grain. All this is for the reason that insurance is so difficult to obtain that one policy must be retired before the underwriters dare to issue another for grain in the same elevator.

IN fire insurance, one device whereby the insured secures lower rates is a covenant to the effect that no claim will be made for a minor fire. That means that trifling losses, such as occur almost daily in a big department store from "flashes," will be assumed by the owner. Thus the underwriters are saved a multitude of small payments, not so much for the sake of the sum at stake as because the cost of adjustment (expert and highly paid men) often runs several times the size of the damage. Department stores, as a result, will agree that no claim for loss will be filed unless the damage is \$100,000 or more. In some cases that minimum is placed at ten times the sum mentioned. The outcome of this sort of agreement is that the premium rate is quite low, and, from an underwriter's viewpoint, "any loss means a big one." Our companies have regularly declined risks of this sort. "Density" is too great, which is to say that our risk at stake on a single property is too large for comfort and for solvency. We have rules, for our executives, forbidding this type of business. If we dared venture it, department stores alone, distributed over the country, would furnish us all the new volume we could carry.

Department stores are typical of risks of this kind. Were it not for the dangers of "density" any underwriter could get all the volume it desires within its home zone. Contrary to all other enterprises, however, fire insurance seeks wide distribution of risks, with

No. VII

FROM OUR CODE OF ETHICS

"Improvement in Product—That members should constantly seek to improve the quality of their product so that more regular customers may be developed and the value of the good will of the member's firm increased; that a member's business be developed on the basis of quality and service rather than price."



HE manufacturer or merchant, the producer or purveyor, the maker or marketer, may all enjoy the benefits of professional typography. Good, sensible, honest copy backed by a good product presented in a pleasing typographic manner, will make sales.



NEW YORK GROUP OF

Advertising Typographers of America

461 Eighth Avenue, New York

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



ALL KINDS
"LINE" WORK
—NO "WASH"

IRVING PINCUS

10th FLOOR

9 EAST 38TH ST.

CALedonia 9770



Kickernick Underdress

is Nationally Advertised in

The Christian Science Monitor

Special Menus arranged. Tel: St...

ROCHESTER, N. Y.



Kickernick

The ideal summer underdress. Comfortable, feminine, no posture can cause strain — patented. Many fabrics to choose from.

SIBLEY, LINDSAY
& CURR COMPANY

THIRD FLOOR

THE dealer "tie-in" advertisement above is one of

419

which appeared in the Monitor, from 53 different cities, within six months after the national advertising began to appear.

A folder describing this "tie-in" service will be sent on request

THE
CHRISTIAN SCIENCE
MONITOR

107 Falmouth St. Boston, Mass.

AN INTERNATIONAL DAILY NEWSPAPER

resultant thin coverage. The distant is attractive, not from the lure of remoteness but from the protection that comes with isolation.

With merchandise the primary aim is to sell. Any customer who will pay the price is acceptable. Advertising that uncovers new customers is desired.

With fire insurance, the sale is a contract that will run a year as a minimum and five years as a maximum. Renewal at expiration is taken for granted. The insurance contract obliges the underwriting company to pay for any loss that comes from a fire.

That statement seems simple. It is and ever would be if men were honest. Few men will commit arson on their dwellings. Houses are therefore one of the safest of fire risks. But when "business is bad" men in thousands every month "sell their goods to the insurance companies" by the familiar "mice-and-matches" route (more accurately it is the kerosene route) and this fact is not limited to small retailers on side streets. It is a sad truth that manufacturing plants and resort hotels and especially small jobbing houses find this an easy way to pay pressing creditors. At least, in their ignorance of the detective methods of the insurance companies, they calculate thus to elude receivership.

WITH all our care, however, we insurance companies pay out tens of millions each year for losses of this sort. As our finance committees meet each business day, the officers present reports of "losses" of the preceding twenty-four hours. It is a monotonous roll of devastation, incident, however, to our business. As a part of each report, the form carries one space with the heading "Cause of fire." Within the following lines of that form come the facts from which we build our company policies, for the "causes" tell us what to avoid and what to have our inspectors keyed up to correct.

No one would believe, until he has sat in these daily meetings, how often as a cause is "Needed the money" or equivalent phrase. In the subsequent credit report "on the insured" it develops with astounding frequency that "his business has been falling off for a year" or "he was threatened with suit for an account" or "local banker states that all credit had been refused."

It is established by statistics that cover decades that fire insurance losses increase notably in bad times and diminish in good times. Fire losses during the recent war-time were the lowest in thirty years; in the period beginning with 1920 they swept to the highest known totals. The showing is startling, revealing as it does the shameful fact that incendiarism is an enormous factor in the fire losses of America. It presents a disgraceful record of fraud and waste in our commercial world.

To us in the insurance companies this condition is serious. It is far deeper than an exhibit of statistics. For it there is but one help; and that is careful scrutiny of the "moral hazard" of each "sale of a policy." Our company, and undoubtedly every company, rejects a very great share of the new volume offered us. We have no way of calculating this in percentages for the simple reason that "automatic rules" of "forbidden risks" direct our local agents to refuse business of many types without so much

We create what we
print and print what
we create: principal-
ly books & booklets to
picture a business, a
product or a service.



CURRIER & HARFORD

LTD · 468 FOURTH AVE., N. Y. C.

A New 300 Room Hotel and a 22 Story Skyscraper

Two of the many evidences
of Unusual Prosperity in

ALLENTOWN PA.

75% of its 250,000

Trading Area

Read The

Allentown Morning Call

Story, Brooks & Finley

National Representatives

"Ask Us About
Advertisers Cooperation"

as even referring them to our offices. A retailer, or a manufacturer, or a hotel keeper, or a dance hall owner, or a cotton warehouse, or a tobacco drier, or a grain elevator, or an anything, who requires fire insurance to support his collateral for a bank loan or a mortgage has no alternative. He must procure fire insurance. If he is sound, financially and morally, no trouble is encountered. For that reason good business men never guess the inner grief of fire insurance.

If, on the contrary, the local insurance broker "covers the risk" (whether he actually issues the policy or whether he merely protects it with policy to follow), that "binder of the contract" contains a clause that the insurance company may cancel (and refund premium) on five days' notice. The same provision will be found in all policies, in the printed "standard conditions." When the local broker's daily report reaches the insurance company's district office, the first checking is an investigation of the "record" of the owner of the insured property. Should that record be poor or even questionable, the broker is told by telegraph to cancel forthwith.

Thereupon the property owner is forced to go to another broker, or that broker to "try it on" another of the companies he represents. The property owner positively must have insurance protection to satisfy his bank or his mortgage holder. He therefore scurries from one broker to another, each broker "tries to place the line" with some underwriter, an endless process of seeking coverage. An identical thing occurs, though not of course for the same reason, with the owner of any large property where hazards are present: wood-working plants, department stores, elevators and other already mentioned, refineries, scores of manufacturing plants, etc. America's "insurance capacity" is inadequate to these high density risks, merely because no underwriting company dares assume a "heavy line." The owner, as a result, is forced to buy wherever he can and this means that every time a company qualifies for a new state, or "enters" another city or opens a new agency, that company becomes a mark for all the "cats and dogs" of the community.

NEW risks, therefore, are our danger spots. New names carry a high loss ratio. To advertise, then, would deluge our company with risks that other companies had rejected, and, before the year could roll around, the fire losses would bring ruin. For any insurance company to let it be known that "they need business" is an invitation for brokers to submit offerings of what is not acceptable to their "regular companies," and, as a further element to be considered, an unwritten rule obligates the broker, on renewing the policies of his customer, to renew them with the same underwriting company—the one that has already gone to the expense of inspecting the property for the initial contract.

Now for us, or any company like ours, to advertise would open wide the door for all the undesirable and high-risk business in the market. And this is the real reason, after all others are considered, why our company is afraid to advertise in a general way. The response would be altogether too good.

The responsibility of producing a good piece of printing & any good piece of printing, belongs to the printer & And we welcome the opportunity to take that responsibility.



The Marchbanks Press

114 EAST 13TH STREET

Telephone: STUYVESANT 1197

NEW YORK

Invaluable for Writers and Business Men



Two Volumes, 5x7½ Inches. Printed in large clear type on fine white paper.

These books, durably bound in dark blue buckram with case to match are attractive as well as practical. They put the proper word or expression at the "finger tips" of those who mold public opinion.

OXFORD UNIVERSITY PRESS
AMERICAN BRANCH
35 West 32d Street, New York

WHEN advertising men . . . men who create ideas . . . want information, they want it . . . quickly. For those whose success compels the proper use of words, no other books cover as wide a range of vital information as the OXFORD DESK SET.

Speaking of "Modern English Usage," Christopher Morley says: "This is a book that really could do for one's speech or writing what the fabled book of Etiquette was supposed to do for the manners of the table." The New York Sun says about the "Concise Oxford Dictionary," "The authors . . . lay before us a review of the English language the like of which has not been attempted before."

THE OXFORD DESK SET

Fills a long felt need for those who take pride in their speech and writing.

Mail this Coupon today

OXFORD UNIVERSITY PRESS—AMERICAN BRANCH
35 West 32d Street, New York

GENTLEMEN:
Please send me the OXFORD DESK SET at \$7.50 per set.

I enclose . . . or send C.O.D.

Name

Address

City



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

Help Wanted

A Sales Managership will be open immediately for a man at present employed and thoroughly capable of developing dealer organization and sales in domestic utility field. Salary \$10,000 to \$12,000. Address Box 486, Advertising and Selling, 9 East 38th Street, New York City.

ASSOCIATE EDITOR for monthly magazine going to producers and users of printing for sales purposes. Must have had experience in preparing and selling campaigns of printed matter and understand the printers problems. Editorial experience essential. State age, background and starting salary needed. J. C. ASPLEY, DARTNELL CORPORATION, 4660 Ravenswood Ave., Chicago.

SPECIALTY SALESMEN WANTED

One of the oldest and best established manufacturers of decalcomanias and transparencies has some very rich territory just now open for the right type of specialty or sign salesman. If you are the type of man to sell quality products strictly on their merits regardless of price, we will support you with price schedules that will make sales doubly sure. Such territories as Boston, Philadelphia, Cincinnati, Kansas City, Omaha, Minneapolis or St. Paul, Denver, Dallas, New Orleans, Louisville and Richmond are open—but not for long. If you measure up write promptly, giving full details in your first letter. Address Box 485, Advertising and Selling, 9 East 38th Street, New York City.

Position Wanted

A man whose work has attracted attention in his industry and who is now doing important work for a large corporation.

A man who can plan, write and layout your advertising the way you want it done.

A man who can put your ideas and your thoughts into result producing advertising campaigns.

A man whose experience will save your money on art work and production.

A man whose selling, engineering and advertising experience of fifteen years qualifies him for the position of advertising manager (probably for some industrial advertiser), or copy writer for some agency.

If this man interests you let him tell you his story. He is thirty-five years old, married, and his hobbies are gardening, birds and writing fiction.

Address Box 480, Advertising and Selling, 9 East 38th Street, New York City.

SALES EXECUTIVE

Thoroughly experienced in handling salesmen and sales promotion—familiar with Sales Department routine and a good correspondent with constructive ideas, is open for connection with a reliable firm. Has had wide experience in handling sales of several national advertisers and can supply convincing references. Address Box No. 483, Advertising and Selling, 9 East 38th St., New York City.

Positions Wanted

Married man (43), highest references, desires connection with Daily publication in Kansas, Missouri or Colorado, as Advertising Solicitor. Would also be interested in taking the management of Country Weekly. Write W. O. Jones, Peabody, Kansas.

Young Man, now in accounting seeks change to advertising. Original, terse and forceful writer. Versatile in effective copy, practical ideas, attractive layouts and pulling publicity. Address Box 487, Advertising and Selling, 9 East 38th St., New York City.

SALES AND ADV. EXECUTIVE WITH THE FOLLOWING EXPERIENCE IS AVAILABLE

10 years as advertising and sales promotion man with a large manufacturing company.

11 months in the Publicity Division of the U. S. Marine Corps.

7 years in newspaper editorial and advertising work.

This man has developed and conducted a successful statewide advertising and sales promotion campaign for an organization of retailers.

He has also taken over the salesmanship of a laundry which was losing money four years ago and which today is the best paying laundry property in its territory and one of the outstanding laundries in the country.

Box No. 482, Advertising and Selling, 9 East 38th Street, New York City.

ADVERTISING — MERCHANDISING SALES PROMOTION — SELLING

Advertising executive—age 29—experienced all phases advertising—merchandising—sales promotion—sales management—desires association with national advertiser.

Worked with retailer, jobber and their sales organizations. Now advertising and assistant sales manager of prominent manufacturer with factory chain stores and national distribution.

Has university education, fundamental business background, ability to produce results and sufficient energy and perspective to plan and completely execute successful retail and national sales and advertising campaigns.

Present earnings \$5,700.00.
Address Box No. 481, Advertising and Selling, 9 East 38th Street, New York City.

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

Stationery and Printing

STATIONERY AND PRINTING
Save money on Stationery, Printing and Office Supplies. Tell us your requirements and we will be pleased to quote lowest prices. Champion Stationery and Printing Co., 125 Church Street, New York City, Phone Barclay 1295.

The Next Great Invention

[CONTINUED FROM PAGE 36]

machine, the first motion picture device, had similar experiences. But the Thing they strove for came.

What was that Thing? In one case it was to transmit sound. In another, to reproduce sound. In still another, to reproduce motion. In others—the motor-car and the airplane—to bridge distance. The need for doing these things had been intensified by the fact that the earth's population is much greater than it was a century ago. Man had to find ways of communication and transportation which were better, because faster, than the old ways. He found them by uncovering and combining materials which, in one form or another, have been a part of this planet since its beginning. The great inventions of the future will come in the same way. First, the need for them will assert itself. It will be recognized. Finally, men whose minds run in that channel will apply themselves whole-heartedly to the problem.

What are our greatest needs? If you can answer that question, you will know what form the great inventions of the future will take.

My own belief is that the great inventions of the near future will not be in the fields of transportation, communication or reproduction. There does not seem to be any urgent need for them. The internal-combustion engine will unquestionably be bettered, but it is unlikely that its fundamentals will be changed. Flying will be made safer because it must be. The radio and the motion picture will be improved, but it is improbable that they will be altered materially. Wider adoption of automatic exchanges will help make the telephone a more dependable instrument than it is.

I repeat, the great inventions of the near future will not be in the fields of transportation, communication or reproduction. Where will they be?

In medicine and food. There is where the need is keenest. Mankind is, on the whole, abominably fed. We are, for the most part, the victims of gross ignorance or, what is as bad, of fads. What will come, because it is what is needed, is a balanced ration.

In the field of medicine, conditions are little, if any, better.

My belief is that it will be the German who will make the greatest contributions to these fields, partly because his mind is peculiarly fitted for the task and partly because, more than any other civilized people, the Germans are continually faced by the query, "Where—and how—are we going to get enough food?"

It may be that you do not realize that there is a very close relationship between advertising and invention. There is. Thumb through the advertising section of your favorite magazine and you will see how close the relationship is. Offhand, I should say that three-fourths of the advertisements in weekly and monthly publications are of devices or products or services which are the brain-children of some poor devil of an inventor. And it is from that same source that the advertisable devices and products and services of the future will come.

Tentative Program of A. N. A. Meeting

A TENTATIVE program has been adopted for the seventeenth annual meeting of the Association of National Advertisers, Inc., which will be held in the ballroom of the Hotel Roosevelt, New York, on October 31, November 1 and November 2. The program follows:

GENERAL SUBJECT: "Significant Trends in Marketing."

Sunday, October 30

Registration—Ballroom Foyer
3 to 6 p. m.

Annual Meeting, Board of Directors
8 p. m.

Monday, October 31

Registration—Ballroom Foyer
Begins at 9 a. m.

Morning Session—11 A. M.

President's Annual Report.
Secretary-Treasurer's Annual Report.
Significant Trends in Marketing—(Speaker to be announced).

Committee meeting to be held at luncheon.

Afternoon Session—2 P. M.

Modern Marketing Begins with Research—Everett R. Smith, The Fuller Brush Company, Chairman, A. N. A. Research Council.

Group Meeting—3 to 5 p. m.
Advertising Department Administration.
Sales Department Administration.
Research.
Industrial Advertising.

Informal Dinner and Entertainment—6:30 p. m.

Tuesday, November 1

Morning Session, 9:30

Selling to Syndicates and Chain Stores—Dr. Melvin T. Copeland, Harvard University Graduate School of Business Administration.

Election of President.
The Advertiser's Interest in Proposed Postal Legislation—It. N. Fellows, The Addressograph Company, Postal Committee.

Election of Vice-Presidents.
Report of Committee on Cooperation with University Professors—Bernard Lichtenberg, Alexander Hamilton Institute, Chairman.

Election of Directors.
The Purchasing Agent's Attitude Toward Nationally Advertised Products—F. J. Petura, General Purchasing Engineer, Henry L. Doherty Company.
Report of Tellers.

Afternoon Session, 2 P. M.

Clinic on Sincerity in Advertising.
The Practical Ethics of Sincere Advertising—Earnest Elmo Calkins, president Calkins & Holden.

Consumers in Wonderland—Stuart Chase, co-author of "Your Money's Worth"
How Much Sincerity Does Advertising Want? Irwin S. Rosenfels, Advertising Counsel.

Constructive Censorship from the Standpoint of Advertising, Publisher and Consumer—Miss Katharine Fisher, Director, Good Housekeeping Institute.
Annual Dinner—7 p. m. (Guests Invited)

Wednesday, November 2

9:30 A. M.

Practical Experiences in Price Standardization—R. D. Keim, General Manager, E. R. Squibb & Sons.

What An Advertising Manager Should Know About Trade-Marks—W. K. Burren, New England Confectionery Company, Chairman Trade-Mark Committee.

Report of Resolutions Committee.
A New Local Medium Through Standardization of Direct Mail Units—W. M. Gordon, Sales Manager, S. D. Warren Co.

Report of Newspaper Committee.
Introduction of New President.
Adjournment.

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The NEWS DIGEST



A complete digest of the news of advertising and selling is here compiled for quick and convenient reference. The Editor will be glad to receive items of news for inclusion in this department. Address ADVERTISING AND SELLING, Number Nine East Thirty-eighth Street, New York City

CHANGES IN PERSONNEL (*Advertisers, etc.*)

<i>Name</i>	<i>Former Company and Position</i>	<i>Now Associated With</i>	<i>Position</i>
H. Lucey	Campbell-Ewald Co., Inc., Chicago.....	The Sherman Corp., Boston, Mass.	Associate Director of Div. of Market Analysis
E. C. Conover.....	Wm. H. Rankin Co., Inc., New York.....	The Sherman Corp., Boston, Mass.	Director of Div. of Market Analysis
H. O. Bodine.....	Gevaert Company of America, New York, Sales and Adv. Mgr.....	Bell & Howell Company, Chicago	In Charge of New York Office, and Eastern Sales Mgr.
T. H. McClure.....	Calkins & Holden, Inc., New York.....	Gardiner-Lucas Licorice Co., Inc., Brooklyn, N. Y..	General Mgr.
Herbert Metz	Graybar Electric Co., Inc., New York, Adv. Mgr.	Same Company	Adv. and Sales Promotion Mgr.
Morton Gibbons-Neff.	Dill & Collins, Philadelphia, Adv. Mgr.....	United States Fidelity & Guaranty Co., New York.	Sales Mgr. for Phila. Territory
Horace Wilcox	Gantner & Mattern Co., San Francisco, Adv. Mgr.	Caterpillar Tractor Co., San Leandro, Cal.....	Adv. Dept.
H. O. Nadler	The Barrett Co., New York, Adv. Pub. and Sales Prom.	The Casein Company of America, New York.....	Director of Adv. and Sales Development
Charles E. Shearer..	Industrial Works, Bay City, Mich., Adv. Mgr..	Resigned	

CHANGES IN PERSONNEL—(*Agencies, etc.*)

<i>Name</i>	<i>Former Company and Position</i>	<i>Now Associated With</i>	<i>Position</i>
G. K. Morgan.....	Foote & Morgan, Inc., New York, Pres. and Treas.	Same Company	Chairman of Board
Ralph Foote	Foote & Morgan, Inc., New York, Vice-Pres. and Sec'y	Same Company	President
W. Shaw-Thomson ..	Foote & Morgan, Inc., New York, Vice-Pres..	Same Company	Vice-Pres. and Sec'y
M. C. Lodge.....	Foote & Morgan, Inc., New York, Director...	Same Company	Treas. and Gen. Mgr.
C. P. Parcher.....	Burnham & Morrill Co., Portland, Maine, Ass't Adv. Mgr.	William B. Remington, Inc., Springfield, Mass...	Member of the Staff
C. A. Downs	Wm. H. Rankin Co., Inc., New York, Acc't Executive	E. P. Remington Adv. Agency, Inc., Buffalo, N. Y.	Member of Staff
Arthur Anderson ..	Young & Rubicam, New York.....	Erwin, Wasey & Co., New York	Acc't Executive
C. R. Vail.....	Campbell-Ewald Co., Inc., Chicago, Ass't in Research Dept.	Erwin, Wasey & Co., New York	Research Dept.
William J. Griffin...	Lennen & Mitchell, Inc., New York, Copy.....	Erwin, Wasey & Co., New York	Copy
Howard Cutler	Free-Lance Artist	Erwin, Wasey & Co., New York	Art Dept.
K. J. T. Ekblaw.....	Editorial and Adv. Promotion in Agricultural Engineering Field	Frank B. White Co., Chicago	Vice-Pres.
Harry Harding, Jr..	American Lithographic Co., New York, Sales Staff	Wolcott & Holcomb, Inc., Boston, Mass.	In Charge of Production
Reed Parker	The George L. Dyer Co., New York, Vice-Pres..	Frank Seaman, Inc., New York	Acc't Representative
F. A. Broderick.....	Hanff-Metzger, Inc., New York, Space Buyer..	H. W. Kastor & Sons, Inc., New York	Director of Dept. of Space and Media
Lynn B. Dudley.....	Campbell-Ewald Co., Inc., Detroit, Head of Accessories Dept.	Same Company	New York Branch Mgr.

The "hunch" man



Chases Butterflies in Cleveland instead of First Removing Waste from Distribution

"A check-up of Sales shows that 50% of your dealers sell 75% of your merchandise!"—writes a puzzled Sales Manager to his District Manager.

Why not determine this BEFORE Distribution? You can—in Cleveland.

Out of every thousand grocers in Cleveland, 500 will sell merchandise that the other 500 can't give away! Which 500?

Why not determine and prevent this Waste BEFORE Distribution? You can—in Cleveland.

No two Metropolitan Markets are alike. Thinking that they are is a sure way to Distribute merchandise WASTE-fully.

HERE—in the Cleveland Market—is the Best Place in the United States to Sell Merchandise Profitably!—or WASTEFULLY! Either can be done and both are being done!

For Cleveland is CLEVELAND and "a law unto itself" and merchandise that sells here doesn't sell elsewhere—and vice versa!

Cleveland is the Hub of Ohio's Manufacturing Prosperity, the country's Second City in Diversified Industries, its Fourth City in Volume Manufactured, and Cleveland has three Absolutely Different BUYING GROUPS. Which group will buy YOUR merchandise? We know and will tell you.

SALES MANAGERS favoring Safe Procedure in Cleveland will secure it by writing to National Advertising Department, Cleveland Plain Dealer, Cleveland, Ohio, or the nearest Representative.

Cleveland's Merchandising Headquarters for National Advertisers

Selling the Cleveland Market without first knowing all its selling facts is a needless experiment.

Needless—because The Plain Dealer has all the selling FACTS, tabulated from hundreds of merchandising campaigns in the Cleveland Market and they are available without "string" or obligation.

These facts, indeed, may not warrant any Plain Dealer advertising—they may not warrant any Cleveland newspaper advertising, but they always indicate SAFE PROCEDURE.

So many successful campaigns have begun with this Cleveland Market EXPERIENCE that—as far as Cleveland is concerned—the Plain Dealer's Market Service Department is now generally accepted as MERCHANDISING HEADQUARTERS FOR NATIONAL ADVERTISERS.

HERE
is the
BEST
Place in
the United
States



To Sell
Merchandise
Through
One
Newspaper

The Cleveland Plain Dealer

in Cleveland and Northern Ohio—ONE Medium ALONE—One Cost Will sell it

J. B. WOODWARD
110 E. 42nd St., New York

WOODWARD & KELLY
360 N. Michigan Ave., Chicago; Fine Arts Bldg., Detroit

R. J. BIDWELL COMPANY
Times Bldg., Los Angeles; 742 Market St., San Francisco



Advertising
& Selling

The NEWS DIGEST

Issue of
Oct. 19, 1927



CHANGES IN PERSONNEL—(Agencies, etc., continued)

Name	Former Company and Position	Now Associated With	Position
G. E. Heffel	Frank Seaman, Inc., New York	Husband & Thomas Co., Inc., New York	Director of Production
Ivan F. Morris	The Izzard Co., San Francisco, Mgr.	Emil Brisacher & Staff,	San Francisco Acc't Executive
Allan Hendrick	The Shoe Retailer, Boston, Mass., Circulation and Research Director	The Kenyon Co., Inc., Boston, Mass.	Executive Capacity
Harry A. Rick	The George L. Dyer Co., Chicago	Same Company	Vice-Pres.
Robert L. Marx	National Woollen Mills, Parkersburg, W. Va., Sales Mgr.	Marx-Flarsheim Co., Cincinnati, Ohio	In Charge of Chicago Office
Donald M. Wright	N. W. Ayer & Son, Philadelphia, Copy	Joseph Richards Co., Inc., New York	Copy
C. W. D. Lamont	St. Louis Post Dispatch, Chicago Office	Anfenger Advertising Agency, Inc., St. Louis, Mo.	Acc't Executive
Joseph E. Bloom	The American Weekly, New York, Mgr. of Plan and Research Dept.	The Biow Co., Inc., New York	General Mgr.
H. F. Weller	Edward N. Nathan, Adv. Agcy., San Francisco	Campbell-Ewald Co., Inc., San Francisco	Member of Staff
C. B. Fraser	Burton Bigelow, Inc., Buffalo, N. Y., Production Mgr.	Same Company	Director of Research Dept.
L. A. Ehrich	Dwelle Kaiser Co., Buffalo, N. Y. in Charge of Sales Promotion	Burton Bigelow, Inc., Buffalo, N. Y.	Production Mgr.
Neill C. Wilson	Sherman Clay & Co., San Francisco, Adv. Mgr.	Lord & Thomas and Logan, San Francisco	Acc't Executive
H. K. Boice	The George L. Dyer Co., New York, Vice-Pres.	Lennen & Mitchell, Inc., New York	Member of Staff
Dewey Pinsker	Ajax Advertising Agency, Inc., New York, Vice-Pres.	Same Company	President

CHANGES IN PERSONNEL—(Media, etc.)

Name	Former Company and Position	Now Associated With	Position
Frederic Klarman	Condé Nast Publications, New York, Art Director	Doubleday, Page & Co., New York	Art Director
Wm. A. Lorenzen	The People's Home Journal, New York, Head of Circulation Statistical Dept.	Motion Picture Publications, Inc., Brooklyn, N. Y.	Ass't Business Mgr.
Stanley Syman	The New York American, New York, Adv. Mgr. of Bronx and Harlem Sections	Same Company	Mgr. of Daily Local Adv.
W. Rodger Winters	The Evening Graphic, New York, Adv. Dept.	The New York American, New York	Adv. Mgr. of Bronx and Harlem Sections
James O. Peck	Factory Magazine, Eastern Adv. Mgr.	Same Company	Adv. Mgr. (Headquarters in Chicago)
H. E. Ostin	A. W. Shaw Co., Chicago, Research Dept.	Factory Magazine, Chicago	Member of Staff
E. A. Robinson	American Radiator Co., New York	Factory Magazine, New York	Member of Staff
Will S. Henson	Johnston Printing & Advertising Co., Dallas, Texas, Vice-Pres.	Texas Publication House, Inc., Dallas, Texas	Vice-Pres.
Harry E. Andersen	The Nebraska Farmer, Lincoln, Neb., Adv. Dept.	Same Company	Adv. Mgr.

“INTERESTIN’ *but* TOUGH”

FACING the conquest of the New York market, you rub your chin, perhaps, and observe with a Mark Twainish echo “Interestin’ but tough.”

Quite tough, indeed! How many a high-flying project has tail-spinned through the bewildering cross-currents of the airs above Manhattan! From the Ship Canal to the Battery Wall the town is full of tales of lost advertising adventures and the wreckage thereof.

These islanders are perhaps the most exacting, the most wary of prospects.

But what a market is here, rich, ripe, ready to react to the right formula! Within the Metropolitan area, one-quarter of the national income. Something reaching towards one-half of the luxury purchases of the nation made in the smart shops on and off the Avenue.

With all the tons of research matter, charts and surveys that have accumulated about the business of capturing the New York market, this simple formula remains: The right product, rightly priced, once it is set squarely in line with the living interests of New York’s bright people, will sweep the island.

The New Yorker, with more than 45,000 of its fifty some thousand buyers here within the Metropolitan area, is the key that will unlock the entrance to the homes of those who count.

Our Island, with The New Yorker to carry the message of the product that is right, is, indeed, *not* tough. Indeed there is an arriviste air about advertisers in The New Yorker these days.

THE
NEW YORKER

25 WEST 45TH STREET, NEW YORK

	<i>Advertising & Selling</i>	<h1 style="margin: 0;">The NEWS DIGEST</h1>	<i>Issue of Oct. 19, 1927</i>	
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CHANGES IN PERSONNEL—(Media, etc., continued)

Name	Former Company and Position	Now Associated With	Position
Frank D. Mackie	Retail Ledger, Philadelphia, Pa., Adv. Service Division	Topics Publishing Co., Inc., New York	In Charge of Adv. Service Division
Don F. Whittaker	Boulden-Whittaker Co., Inc., New York	Same Company	President

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
*Amory Browne & Co.	Boston, Mass.	Kalburnie Gingham, and other Lancaster Mills Products	George Batten Co., Inc., New York
National Fruit Flavor Co.	New Orleans, La.	Carbonated Beverages	Gottschaldt-Humphrey, Inc., Atlanta, Ga.
The Curtiss Candy Co.	Chicago	"Baby Ruth" Candy	Erwin, Wasey & Co., Chicago
B. B. & R. Knight Corp.	Providence, R. I.	Fruit of the Loom Fabrics	Reimers & Osborn, Inc., New York
George A. Hormel & Co.	Austin, Minn.	Meat Packers	Carroll Dean Murphy, Inc., Chicago
W. F. Quarrie & Co.	Chicago	The World Book	Carroll Dean Murphy, Inc., Chicago
Chicago Title & Trust Co.	Chicago	Finance	Carroll Dean Murphy, Inc., Chicago
Seneca Electric Welder Corp.	Seneca, Kan.	Electric Arc Welder	Rolfe C. Spinning, Inc., Detroit
The Miller-Storm Co., Inc.	Detroit	Home Builders	Rolfe C. Spinning, Inc., Detroit
Wolverine Trailer Corp.	Detroit	Trailers and Fifth Wheels	Rolfe C. Spinning, Inc., Detroit
Detroit Lacquer Co.	Detroit	Delaco Lacquers and Paint Removers	Rolfe C. Spinning, Inc., Detroit
Leopold Desk Co.	Burlington, Iowa	Desks	Vanderhoof & Co., Chicago
Union Nurseries	Fonthill, Ontario	Nursery Stock	Frank B. White Co., Chicago
The Moulton Products Co.	Lombard, Ill.	Toilet Specialties	Brandt Advertising Co., Chicago
Carcion Manfre, Inc.	New York	French Footwear	LaPorte & Austin, Inc., New York
The Egg Saver Package Co.	Indianapolis, Ind.	Egg Saver Flats for Egg Cases	Frank B. White Co., Chicago
Lakeview Poultry Farm	Holland, Mich.	Poultry Farm	Frank B. White Co., Chicago
Mintrated Products, Inc.	Chicago	Mintrated Cream of Magnesia	The Quinlan Co., Chicago
Savoy Plaza Hotel	New York	Hotel	Andrew Cone General Advertising Agency, New York
The Trackson Company	Milwaukee, Wis.	Trackson Full Crawler	Dearborn Advertising Agency, Chicago
Skilsaw, Inc.	Chicago	Electric Saws	The Quinlan Co., Chicago
John Russell Cutlery Co.	Turners Falls, Mass.	Cutlery	Evans, Kip & Hackett, Inc., New York
American Chemical Paint Co.	Ambler, Pa.	Juvenator, Carbon Remover	Reimers & Osborn, Inc., New York
Guide Motor Lamp Manufacturing Co.	Cleveland, Ohio	Automobile Headlights	Eddy & Clark, Inc., Akron, Ohio
The Thermal Appliance Co., Inc.	New York	Taco Heaters	Charles W. Hoyt Co., Inc., New York
James Heddon's Sons	Dowagiac, Mich.	Fishing Tackle and Tool Boxes	Rogers & Smith Advertising Agency, Chicago
The Trackson Company	Milwaukee	Attachment for Fordson Tractor	Dearborn Adv. Agency, Chicago
C. H. Kroneberger & Co.	Baltimore	Ariel Club Coffee	David Lampe Adv. Agency, Baltimore
The Bass-Heuter Paint Co., Inc.	San Francisco	Paints and Varnishes	Honig-Cooper Co., Inc., San Francisco
The Silz Packing Co.	New York	Diplomat Canned Chicken	William H. Rankin Co., New York
The Anchor Cap & Closure Corp.	Long Island City, N. Y.	Metal Caps for Glass Containers	Lyddon & Hanford Co., New York
The Skinner Manufacturing Co.	Omaha, Neb.	Macaroni, Raisin-Bran and Fruit Pectin	The Stanley H. Jack Co., Inc., Omaha, Neb.
The Royal York	Toronto, Canada	Hotel	Ray D. Lillibridge, Inc., New York
The Skidoo Company	Columbus, Ohio	"Skidoo," Household Cleanser	The Robbins & Pearson Co., Columbus, Ohio

*Not to be confused with the advertising of various other Amory Browne products which are advertised through several different agents.



Morocco . . . The Garden of the East

Barbaric . . . voluptuous . . . mysterious! A thousand colours flashing in the dazzling sunlight. A thousand enchantments throbbing through the purpled nights. The sullen fitful flare of torches . . . the wild pulse beat of desert drums . . . ever to echo through the memory. Strange savage peoples in ceaseless pageant. The east . . . slumberous with dreams . . . aflame with life!

Just at the other end of "the longest gangplank in the world" . . . North Africa . . . its magic! And there . . . strung through all its wonders of exotic cities . . . of mirage-haunted desert and palm feathered oases . . . the forty-one famous Trans-atlantique hotels. De Luxe 57-

day itinerary . . . including Mediterranean crossing . . . hotel and other expenses . . . private automobiles to wend those splendid roads or ride the desert dunes . . . \$1750. Too, there are shorter trips . . . 10-day itinerary as low as \$200.

And the glorious adventure begins at the very moment you leave New York . . . on a French Liner . . . with all its radiant charm of atmosphere . . . the cuisine of Paris itself! At Le Havre de Paris no transferring to tenders . . . simply another gang-plank . . . a waiting boat train . . . Paris in three hours. Overnight . . . the Riviera. One day across the Mediterranean . . . North Africa!

French Line

Information from any French Line Agent or Tourist Office, or write direct to 19 State Street, New York City

Advertising
& Selling

The NEWS DIGEST

Issue of
Oct. 19, 1927

PUBLICATION CHANGES AND APPOINTMENTS

- The Eureka Humboldt Standard, Humboldt County, Cal. Has appointed M. C. Mogensen & Co., Inc., San Francisco, Cal., as its national advertising representative.
- The American Girl, New York Has appointed J. R. Ferris, Chicago, Ill., as its Western advertising representative.
- The St. Louis Star, St. Louis, Mo..... Has appointed Story, Brooks and Finley, Inc., New York, as its national advertising representative.
- The Southern Furniture Market News, High Point, N. C. Has consolidated with a new publication called The Southern Furniture Record, High Point, N. C.
- The Times, St. Louis, Mo..... Has appointed S. C. Beckwith Special Agency, St. Louis, Mo., as its national advertising representative.

MISCELLANEOUS

- Federated Business Publications, Inc., New York Has purchased The Novelty News, from The Bunting Publications, Inc., of Waukegan, Ill.
- The Schimpff-Miller Co., Inc., Advertising Agency With an office in Peoria, Ill., has opened a Chicago office at 308 North Michigan Ave. Stuart B. Potter has been appointed manager.
- Joshua B. Powers, New York, Publishers' Representative Has opened a new office at 14 Cockspur Street, London, England. The office is under the management of Thomas V. Boardman.

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

- G. F. Barthe & Co. 406 S. A. & K. Building, Syracuse, N. Y. Advertising & Sales
Sales Counsel G. F. Barthe
- Duncombe, Inc. San Francisco Advertising Arthur Duncombe

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
Erwin, Wasey & Co.	Advertising	250 Park Avenue, New York	Graybar Building, New York
S. C. Theis Co., Inc.	Publishers' Representative	1440 Broadway, New York	Graybar Building, New York
William B. Remington, Inc.	Advertising	146 Chestnut St., Springfield, Mass.	21 Besse Place, Springfield, Mass. (Effective Nov. 1)
Advertising Industries, Inc.	Advertising	487 Ellicott Square, Buffalo	The White Bldg., Buffalo
Weston-Barnett, Inc.	Advertising	446 Wrigley Bldg., Chicago	534 Wrigley Bldg., Chicago

430,242

A new high peak

THE AVERAGE NET PAID SALE of The New York Times for the six months ended September 30 gained 38,777 copies.

FIRST in quantity of circulation among New York standard sized morning newspapers—
FIRST in quality of circulation anywhere.

THE NEW YORK TIMES	430,242
SECOND MORNING NEWSPAPER	369,307
THIRD MORNING NEWSPAPER	351,062
FOURTH MORNING NEWSPAPER	312,670

(Average daily and Sunday)

*Present sale
Week days
more than
400,000*

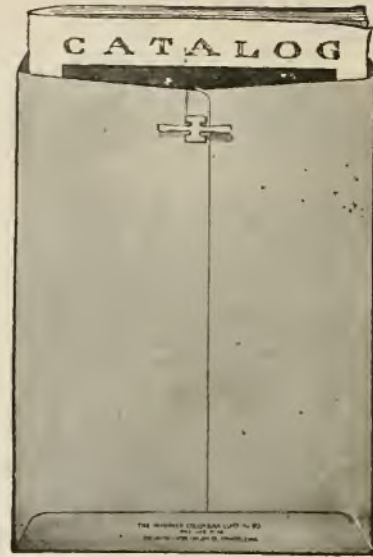


*Present sale
Sundays
more than
675,000*

The New York Times

"All the News That's Fit to Print"

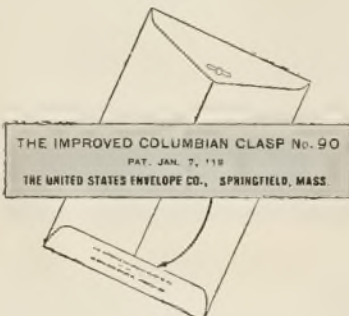
This or This



Which way does your catalog arrive?



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.

AT the left you see a catalog that was mailed out in an envelope too light.

The other envelope—at the right—cost more money—probably as much as three-fifths of a cent more—for each catalog sent out.

Saving that fraction of a penny lost the profitable business that *might* have come from catalogs that arrived fit only for the wastebasket.

The costliest catalog envelope you can buy is the one that fails to deliver its contents in good condition.

To give your catalog the best possible protection in its journey through the mails, have your printer or stationer furnish you Improved Columbian Clasp Envelopes.

These envelopes are precisely cut and strongly made of tough, tear-resisting paper. They have malleable metal clasps that don't break off, or pull out easily.

Thirty-one stock sizes make it easy to get exactly what you want—in Improved Columbian Clasp Envelopes, without paying made-to-order prices. Ask your printer or stationer—or write us.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes
SPRINGFIELD, MASSACHUSETTS

With fourteen manufacturing divisions covering the country

Improved
COLUMBIAN CLASP ENVELOPES

An Answer to The Detroit News on Building Advertising

IN an advertisement printed thus far in the Sept. 10th issue of Editor & Publisher; the Sept. 7th issue of Advertising & Selling and the Sept. 8th issue of Printers' Ink, The Detroit News says—"five of the six insulation advertisers in the Detroit field use The Detroit News; three of them employing the News exclusively. The local builders—those on the ground—place the bulk of their advertising in The Detroit News. During the first half of 1927 The News carried 16,000 lines more builders' advertising than both competitors combined."

Using The Detroit News own figures recently published in a booklet, giving lineage figures in Detroit for the first half of 1927, you will find on the first count that there are NOT "six insulation advertisers" but EIGHT. FOUR of these EIGHT used The Free Press exclusively as follows: Balsam Wool, 6552 lines; Masonite, 2128 lines; Johns Manville, 6244 lines; Flaxlinum, 9240 lines. TWO of the EIGHT used The News exclusively — Beaver Bestwall, 11704 lines and Cornell Wood Products, 1680

lines. Of the other two Celotex used more than twice as much space in The Free Press, while the other, Insulite, used The News and Detroit Times. Mind you, these are not Free Press figures, but those compiled by The Detroit News itself.

On the second count, again using The News's own figures, The Free Press carried 10,920 lines more of builders' and builders supply advertising than did The News, which clearly establishes the fact that The Free Press is FIRST in building advertising in Detroit.

Furthermore, many of the largest and most important builders' supply advertisers use The Free Press exclusively. Here is a partial list of advertisers in this classification who placed ALL of their advertising for the first half of the year in The Free Press—these again being quoted from The News booklet.

Williams Oil-O-Matic Oil Burner

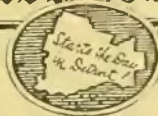
Nokol Oil Burner
Vogt Refrigerators
Bonded Floors Inc.
Kewanee Boilers
American Blower Co.
National Council for Better Plastering
Silent Automatic Oil Burner
Carey Roofing
Schroeder Paint & Glass
Chicago Faucets
The Austin Co.
Timken Oil Burner
Copeland Refrigerators
Mich. Builders Supply
Penberthy Oil Burner
Quiet May Oil Burner
Stover Water Softener
ABC Oil Burner
Johnston Paint & Glass Co.

The Free Press does not seek through its own advertising to belittle competitors in any effort to build itself, but when ambiguous statements are made by its competitors, this newspaper must defend itself.

Not only is The Free Press FIRST in the advertising classification "Builders and Builders' Supplies," but in the closely related classification of "Real Estate," The Free Press printed during the first half of 1927 more advertising than both its other competitors combined.

The Detroit Free Press

VERREE &
National



CONKLIN, Inc.
Representatives

New York

Chicago

Detroit

San Francisco

NO—this is not a picture of the Sacrosanct Sybarites of the Pi Omega Chapter of the Oleaginous Oberons of Petrolia. It is the First Aid Team of the Baytown, Texas, Refinery of the Humble Oil & Refining Co. and is printed here to suggest the organized market which exists in the Oil Industry for first aid kits, hospital equipment and supplies, safety devices, alarm and signal systems, uniforms, and a host of accessory commodities.



Edited from
World Building
TULSA, OKLAHOMA
35 E. Wacker Drive
CHICAGO
342 Madison Ave.
NEW YORK
West Bldg.
HOUSTON, TEXAS
Petroleum Security
Building
LOS ANGELES, CALIF.
Published from
1213 West Third Street
CLEVELAND
Member:
A. B. P., A. B. C.

A Consistently Surprising Market—

Even to men who have been a part of it for years, as we have, the Oil Industry furnishes continual surprises in the diversity and ramifications of its purchases. It is literally true that almost every manufacturer can find a market for some one of his products in some part of the Oil Industry. A single company reports 20,000 *different* items on its annual purchasing list.

The representatives of National Petroleum News are men thoroughly schooled in the industry's operations and needs. They know what individuals influence purchases and which control the actual buying decisions. They know these things from personal experience—not from mere hearsay. A definite part of their responsibility is to place this information at the disposal of sales and advertising managers, so that sales and advertising programs can be geared together for maximum effectiveness.

Write or wire any office listed at the right if you would like detailed information in regard to your sales-possibilities in this huge market.



NATIONAL PETROLEUM NEWS

Human Interest Insures Reader-Interest