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# Advertising & Selling

PUBLISHED FORTNIGHTLY



Drawn by Marjorie H. Lapp for the Hickey-Freeman Co.

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*In this issue:*

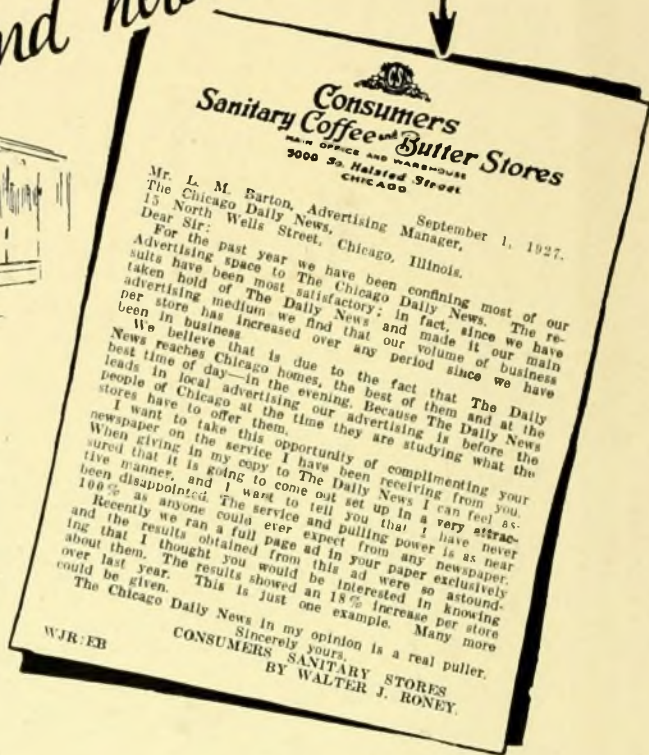
"Practical Ethics of Sincere Advertising" By EARNEST ELMO CALKINS;  
"When Price Is the Salesmen's Hurdle" By WALTER M. LOCKENBROOK; "Why  
Industrial Buyers Purchase" By MELVIN T. COPELAND; "The Route List—  
Another Newspaper Help" By H. A. HARING; "The News Digest" on Page 90

Public Library,  
Kansas City, Mo.

# A man who "knows his groceries" speaks!



and here's what he says



IN 1907 John R. Roney started a grocery store. His assets were a slender backing in capital and a willingness to risk it on a big idea. By 1917 the idea had developed into reality, and a chain of neighborhood grocery stores handling nationally known food products was incorporated for \$100,000. In 1927, just twenty years since John R. Roney sold his first sack of salt across the counter of the first Roney store, The Consumers Sanitary Coffee and Butter Stores, child of the Roney idea, had become a chain of 260 prosperous grocery stores in Chicago and suburbs with tangible assets of over \$2,700,000 and a prospective million dollar program of expansion. The business history of Chicago has few romances more interesting.

One of the most important factors in the recent expansion of Consumers has been their wise, carefully planned advertising program. Since 1924 they have been advertising in Chicago newspapers . . . testing various media to find the newspaper with the greatest response from food-buyers in Chicago and its suburbs. First one Chicago newspaper, then another, was given the greatest percentage of their rapidly growing advertising appropriation.

In 1926, after two years of experimentation, Consumers decided to concentrate most of their advertising in the medium that had proved the most satisfactory after thorough test. Accordingly, for over a year they have placed their chief reliance on The Daily News. During the first six months of 1927 they placed 42,784 agate lines in The Daily News . . . twice as much as in the next highest newspaper, more than in all other Chicago newspapers daily and Sunday combined.

"Since we have taken hold of The Daily News and made it our main advertising medium," writes W. J. Roney, vice-president of the Consumers Stores, "we find that our volume of business per store has increased over any period since we have been in business." He adds, "The service and pulling power is as near 100 per cent as anyone could ever expect from any newspaper."

The "Why" of the effectiveness of The Daily News in food advertising . . . indeed in all advertising . . . is not hard to find. The Daily News offers a peculiarly effective combination of advantages obtainable in no other medium:

**Economical Coverage** through a circulation 95 per cent concentrated in Chicago and its suburbs.

**Reader Interest** that expresses itself in public confidence in the news and advertising contents of The Daily News.

**Home Reading** by every member of the family during the evening hours when leisurely, thoughtful reading is possible and the planning of shopping trips customary.\*

The verdict of Consumers Stores, based upon a favorable appraisal of these important factors of circulation, is the verdict of food advertisers generally . . . a verdict written year after year in the food advertising leadership of The Daily News above every other Chicago newspaper.

Bound Periodical 593530

"An important element of family readership is appeal to women. The woman of today is a mighty influence in food merchandising . . . indeed in the merchandising of every product that touches the home. Chicago women read The Daily News because they approve of its intelligent and progressive editorial policy and presentation of the news. Then, too, they find it successfully follows woman's interest in sports, in society, in business, in the home, more thoroughly than any other Chicago newspaper. In the months of June, July, August and September, 1927, for instance, The Daily News published approximately 30 per cent more women's matter than the week-day newspaper next in this field."

# THE CHICAGO DAILY NEWS

# JOSEPH RICHARDS COMPANY

INCORPORATED

announces the election of  
two new officers and directors

ROBERT M. NEWCOMB.. *Vice President*

WILLARD FAIRCHILD.. *Secretary*

FOUNDED



IN 1874

## Joseph Richards Company, Inc.

ADVERTISING

247 Park Ave.

New York

MILTON TOWNE.. *President*    COURTLAND N. SMITH.. *Vice President*

JOSEPH A. RICHARDS.. *Chairman of the Board*



## The Indianapolis Radius

- Indianapolis and the 70-mile radius it directly influences.
- 2,000,000 population—over 92% native born white.
- annual purchasing power \$750,000,000.
- high standards of living and buying—Indianapolis, the twenty-first city in U.S., is thirteenth in retail sales.

## An able and responsive market

**S**ALES executives find advantages in The Indianapolis Radius that stamp it as a market of rich opportunities. . . . Stabilized prosperity (thorough diversification in industry and in agriculture). . . . A high standard of intelligence (over 92% native born white population; practically no illiteracy). . . . A unified population with common aims and customs (no diverse racial types; no widely varying standards of living). . . . A compact market dominated by one central city (excellent transportation facilities; no lost motion

in establishing distribution). . . . Truly an ideal market—*able to buy*, and readily responsive to good advertising and selling effort!

Cultivate The Indianapolis Radius! And profit by the experience of hundreds of other national advertisers by *concentrating* your advertising in The INDIANAPOLIS NEWS—the outstanding newspaper in this rich market—first in daily circulation, first in coverage, first in advertising volume and first in reader-confidence!



## 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 Bldg.

# Everybody's Business

By Floyd W. Parsons

## Tourists and Tariffs

FOR weeks I traveled through various countries in Europe and once again return to America thanking God fervently for the privilege of being a citizen of the United States. Here we speak but one language and follow a single flag. Our different communities and various states engage in a healthy competition one with the other, but above all is the supreme thought that we are a people united.

The Old World has its beauties, its romance and its cherished traditions, but it is a hotbed of envy, intrigue and suspicion. Never before has the nationalistic spirit in the various countries been so intense. Disarmament on the other side of the Atlantic is a long way off. In every land one meets marching soldiers. If we had a standing army proportionately equal to those of the important nations of Europe, we would have to bear the expense of maintaining, year in and year out, not less than five million soldiers.

We hear that Europe is sick of war, but in the present policy there certainly is no guarantee of future peace. Provisions of the existing treaty restrict the army of Germany to only a little more than 100,000 men, and prohibit the formation of a General Staff. But it is perfectly evident that Germany is training only highly qualified officers—not mere soldiers.

I do not mean by all this that we are about to witness another great war. But there is no way of hiding the truth that we are far from any millennium of peace. As I stood at Waterloo, it was impossible to banish the thought that perhaps it was unfortunate for Europe that Napoleon was defeated. If he had been victorious we might now be engaged in competition with a highly organized United States of Europe speaking one language.

The more one sees of Europe, the better must be his opinion of America. What we really need is a one-way transit service to carry overseas those of our people who are always lauding Europe and disparaging the land of their nativity.

Europe is now an expensive place for Americans unless they speak the language of the country with fluency, are willing to get out of the beaten track and

do not mind putting up with inconveniences and a much lower standard of living than they enjoy at home.

Like everything else, Europe has changed. The same old miserable weather prevails over most of the Continent a large part of the year. Taxis are cheap and wine is cheaper. The houses are poorly heated, and good milk, pure water and fresh vegetables are scarce.

But unfortunately, much of the charm of Europe has disappeared because the spirit of commercialism has penetrated to the most isolated corners of nearly every land.

Going to many famous places of interest is now like taking a trip to Chinatown in New York—much of it is staged purely for the sightseer. Strange costumes and customs have almost vanished. Even when one strays from the common routes of tourist travel, the people he meets can hardly be distinguished from the folks back home.

But travel is a great asset and Europe supplies an opportunity for education that every man, woman and child in America should grasp, at least once, if possible. The old cathedrals, castles, galleries and walled cities, all tell a vivid story of the dire consequences that follow the exercise of religious intolerance, avarice and human vanity.

The world has reached a point where not even the great oceans that surround America are sufficient to make us entirely independent of other peoples. It is essential that we be keenly interested in all that happens overseas. It is best that we recognize the truth that the United States has few friends. It is not necessary to analyze the reasons. The fact is sufficient. We stand practically alone. In the present era of international distrust it seems to be a case of every nation for itself. The news dispatches telling us how much we are loved are to be taken with a grain of salt.

Europe has been so busy with its internal affairs since the War that not much attention has been given to the rapid trade expansion of the United States. American automobiles are to be found all over Europe in great numbers. The majority of motion pictures displayed in the theaters over there were manufactured in the United States. Our goods are on sale in

[CONTINUED ON PAGE 56]



Tourists sailing in the French liner "Paris"

© French Line

# Detroit Is Third in Building in the United States!



## America's Fourth City Is Surpassed Only By New York and Chicago in Volume of Permits

**A**S AN indication of the future of the Detroit market the rank of Detroit in building activity is of utmost importance.

Here is a city with a population of more than a million and a half—a tremendous market already, one which no manufacturer or advertiser can overlook in his campaigns for more and more volume. But this population is only a beginning.

Those who are investing millions in new hotels, new office buildings, new warehouses and new stores expect a much greater population shortly. In the process of construction are such buildings as the new Fisher building at an estimated cost of thirty-five million, and two huge new stores for the expansion of Detroit's already existing department stores. During September the value of permits issued in Detroit was \$15,087,288.

Such building enterprise impresses the necessity for a thorough covering of the Detroit market with your advertising. It is a market that will pay increasingly greater dividends—a market you can reach adequately through the use of its advertising leader, The Detroit News, which for years has led all American newspapers in volume of paid advertising.

# The Detroit News

Detroit's HOME newspaper

346,000 Sunday Circulation

324,000 Weekday Circulation

# 24 VISITS

## *from a Gentleman of Quality*

If you like nice things (and most of us do) wouldn't you prefer a well groomed, cheery, polite visitor, who talks well and understands, to—let us say—a rather garrulous person somewhat careless in dress, frivolous of tongue, and (speaking frankly) ordinary?

Twice a month The SPUR steps out to visit a select number of choice American homes to talk over the high spots of fine living—the current sports, the Horse Show, the Opera, the Debutante, the Bride, the latest news of the studio, her garden, his hunter, new and old interiors, the sort of things cultivated people love to discuss.

The SPUR always enters the home pleasantly, well groomed and optimistic, seeing the bright and entertaining things of life without vulgarity or unkindness. It tells of interesting friends and acquaintances and their doings, discusses personages of importance and pictures the homes and home life of worth while people. It travels over the world with these people and smilingly talks of the interesting things that round out the *best* life of the American home.

The response to this high-grade method of procedure has been notable and from a modest beginning The SPUR has grown to be the representative medium in its sphere, accepted as the standard of excellence everywhere.

Only one medium—the S.E.P.—carried in the past two years more lineage in advertising than The SPUR.

Ah!—the quality of this advertising is of the highest degree. It touches the high spots of the world in dealers in antiques, jewels, art objects and other important products. It carries its message of sales of fine properties to everyone and has been the most notable success in this field.

To reach the key people of the country, use the magazine that lives their life. They have confidence in The SPUR.

*High Hat*—Oh no—just fine. Every good soul with a discriminating intelligence likes The SPUR for its *general* splendid appeal, not snobbish, just true and fine.

**Until January first \$350 per page. After this date \$400 per page. Make your contracts now.**

425 Fifth Ave. **The SPUR** New York

122 So. Michigan Av.  
CHICAGO

MONTREAL

PARIS

LONDON

194 Boylston St.  
BOSTON

# When does National Advertising become local?



When the merchant appeals direct to the consumer in marketing the product your advertising has pioneered, national advertising affects the local market. Then the value of the advertising you have placed bears weight in the local merchants' follow-up campaign, to move your merchandise.

The Journal is the choice of the heaviest local space buyers in in Portland. It has led in depart-

ment store advertising for six consecutive years. It, too, is the first choice of all leading local specialty merchants.

The reason is simple—Portland merchants know the pulling power of the Journal, because of its greater circulation in Portland's trading area.

## The JOURNAL Portland, Oregon

The largest afternoon newspaper in the Pacific Northwest!

**BENJAMIN & KENTNOR COMPANY** Special Representatives

CHICAGO Lake State B'k Bldg.	NEW YORK 2 W. 45th Street	LOS ANGELES 401 Van Nuys Bldg.	SAN FRANCISCO 58 Sutter Street	PHILADELPHIA 1524 Chestnut Street
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## Win This Big Market!

1,254,000 Population  
Completely Covered by  
The Booth Newspapers  
with Over 260,000  
Daily Circulation  
Mostly Home Delivered

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

The Booth Newspaper Area is a big metropolitan market that can be quickly and economically won with the aid of The Booth Newspapers.

There are 1,254,000 people living in the trading territories of the eight centers comprising this market. The Booth Newspaper Area includes the richest communities of Michigan outside of Detroit.

In this rich market The Eight Booth Newspapers concentrate their entire circulation of over 260,000. They are all evening newspapers and in seven cities the only newspaper, while the eighth is the dominant newspaper in its community.

The Booth Newspapers have attained success in their respective markets because of the unbiased editorial policies that characterize each of them. Politically independent, appealing to all classes without fear or favor and free from sensationalism they have won the interest and the confidence of that better part of Michigan, outside of Detroit.

Investigate The Booth Newspaper Area and the wonderful possibilities it offers through its eight great newspapers.

Grand Rapids Press  
Flint Daily Journal

Saginaw Daily News  
Kalamazoo Gazette

Jackson Citizen Patriot  
Bay City Daily Times

Muskegon Chronicle  
Ann Arbor Times News



3,699 Grocery Stores  
660 Drug Stores  
741 Hardware Stores  
1,122 Dry Goods Stores

LOCATED IN  
The Booth Newspaper Area

Write any Booth newspaper for  
a copy of

"The Michigan Market"

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

**THE BOOTH PUBLISHING CO.**

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



# One INDUSTRIAL ADVERTISER captured 40% of a rich market

**F**IVE years ago an important industrial change appeared on the horizon. It meant a new market and new profits. At that time it was anybody's market, a new field for all, with no established leader.

A score of producers saw the opportunity, but one alert manufacturer nominated himself for the post of leadership. During the period when buyers were testing, comparing and experimenting with his and competing products, this manufacturer dominated buyers' thoughts by the forceful use of Industrial Advertising.

By so doing, this manufacturer "beat the gun" in the rush to the new field of profits. In 1926, after four years of Industrial Advertising, 46 per cent of all buyers in this particular field were his customers. His output constituted 40 per cent of all sales to this market last year. Over the four-year period, when competitors were fluctuating up and down in rank, strong Industrial Advertising kept this one manufacturer entrenched in the lead.

## *Industrial Advertising vs. "Using Space"*

His competitors also advertised but this manufacturer continuously used the most effective space units of Industrial Advertising to win this new industry's recognition of his product. His advertising appropriation was large enough each year to carry on the leadership job originally

mapped out. His copy reflected an intimate knowledge of the buyers' problems and talked their language. There was no stinting of effort in obtaining and presenting vital performance facts. Industrial advertising men combed the field for data before the advertising copy was prepared.

This advertising was published almost exclusively in two McGraw-Hill Publications that are recognized for the vital guidance and help they have given to the industry that constituted this manufacturer's market.

In this case the persistent use of liberal space was true economy and extremely effective. It not only hastened the industrial change and gained for the manufacturer that much-desired buyers' recognition, but it is now enabling him to hold the lead and advance to still greater sales volume.

## *Details Differ, But Not Fundamentals*

Your industrial selling problem may differ in detail from the case cited. One set of circumstances demands dominant Industrial Advertising from the start; another situation may recommend a different program. The proper procedure in any case is more easily determined when the McGraw-Hill book, "Industrial Marketing at Work," is studied, and its basic principles applied. This book is based on a study of numerous cases in which the Four Principles of Industrial Marketing have been used.

If your markets lie within any field of industry broader than your strictly local territory, a McGraw-Hill representative will be glad to discuss this study and leave with you or your advertising agent a complimentary copy. Your request should be directed to the nearest McGraw-Hill office.



This advertisement is being published in the McGraw-Hill Publications, Printers Ink Monthly, Advertising and Selling, Class and Industrial Marketing, Finance and Industry, Standard Rate and Data Service, New York Times, New York Herald Tribune, Boston News Bureau and Chicago Journal of Commerce.

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

# McGraw-Hill Publications

**Electrical**

ELECTRICAL WEST  
ELECTRICAL WORLD  
ELECTRICAL MERCHANDISING

**Construction & Civil Engineering**

ENGINEERING NEWS-RECORD  
CONSTRUCTION METHODS

**Industrial**

POWER  
AMERICAN MACHINIST  
INDUSTRIAL ENGINEERING  
CHEMICAL & METALLURGICAL ENGINEERING

**Catalogs and Directories**

McGraw-Hill Electrical Engineering Catalog  
McGraw-Hill Electrical Trade Catalog McGraw Central Station Directory  
Keystone Coal Mining Catalog McGraw Electric Railway Directory  
Keystone Metal Quarry Catalog Metal Quarry Directory  
Keystone Coal Buyers Catalog Coal Field Directory  
Bonbright Survey of Electric Power & Light Companies in the U.S.

**Radio**

RADIO RETAILING

**Transportation**

BUS TRANSPORTATION  
ELECTRIC RAILWAY JOURNAL

**Mining**

COAL AGE  
COAL AGE NEWS  
ENGINEERING & MINING JOURNAL

**Overseas**

INGENIERIA INTERNACIONAL  
AMERICAN MACHINIST  
(EUROPEAN EDITION)

40,000 PAGES USED ANNUALLY BY 3,500 INDUSTRIAL ADVERTISERS TO HELP INDUSTRY BUY MORE INTELLIGENTLY

# Prestige



ALL of the internationally famous American firms who sell jewelry and precious stones, advertise regularly in TOWN & COUNTRY, without a single exception:

BAILEY, BANKS & BIDDLE

BLACK, STARR & FROST

J. E. CALDWELL & Co.

DREICER & Co.

MARCUS & Co.

SPAULDING & Co.

TIFFANY & Co.

# Town & Country

NEW YORK, 119 West 40th Street

CHICAGO, Wrigley Building

LONDON, 11 Haymarket, S. W. 1

SAN FRANCISCO, 822 Kohl Bldg.

BOSTON, 5 Winthrop Sq.

MILAN, Via Bossi, 10

PARIS, 60 Rue Caumartin



The dimensional solidarity of certain modern painting and drawing is the perception of the tangible-present by the more voluptuous of art percepts. The sketches of George Wright are less concerned with the material and present. They are fleeting and sketchy as are memories recovered from the past or unformed anticipations conjured from a day yet to come.

*G. Wright.*

In the eyes of George Wright there is a delicious twinkle that seems to say, "Life is not happy at my expense."

Perhaps it is because this illustrator's illustrator has scored such a crafty victory against that eternal and implacable foe of all art—compromise.

The illustrations of George Wright are delicate, subtle, emotional things. They come into being at the tip of a flying carbon pencil or from a box of inspired water colors. But the hand that governs these "bon mots" of drawing guides them with a canny appreciation for what the audi-



ence will understand and like. And in making so definite an appeal to the in-artistic majority he avoids somehow, offending at all the more aesthetic few.

Especially when George Wright paints or draws purely for the pleasure of it—as in these little sketches of New Orleans—does he have reason to twinkle.

Life's compromises have exacted no toll of spirit or artistic expression from George Wright. ~ ~ ~ ~



## THE WALKER ENGRAVING COMPANY

MEMBER AMERICAN PHOTO-ENGRAVERS ASSOCIATION

Keener than the sharpest graver is the intelligence of the master engraver. Art is served in the excellence of his taste. Science places at his left hand all the equipment his intelligence can use. And at his right hand the



gift of Psychology with which to divine from the drawing before him the designer's subtlest intent. ~ ~ ~ ~

NUMBER TWENTY-FOUR OF THE SERIES WILL BE THOMAS M. CLELAND



*Whether he knows it or not,*  
every manufacturer is in a beauty contest

ANALYSE the success of any product that is widely sold, and you will find Beauty somewhere at the foundation. And, as a rule, the more the element of Beauty enters in, the greater the success . . . . When products have no element of Beauty in themselves, beautiful settings are built up around them. More and more manufacturers recognize the vital importance of Beauty in their advertising, and use Cantine's Coated Papers for their booklets, catalogs, labels, magazine inserts, house organs and illustrated letters. The greater value of magazines printed on Cantine's Papers is a factor in selecting advertising media.

Cantine's Papers are made by a company which has devoted nearly 40 years exclusively to the coating of paper. Halftone and color plates look their best when printed on Cantine's Papers.

To anyone interested we will gladly send a catalog showing Cantine's Coated Papers for every printing requirement. Also the address of a nearby Cantine distributor, and details of competitive awards made quarterly for highest advertising and printing skill in the use of Cantine's Papers. Address Dept. 344.

THE MARTIN CANTINE COMPANY  
SAUGERTIES, NEW YORK [New York Office, 501 Fifth Avenue]

*Cantine's*

**COATED  
PAPERS**

**CANFOLD**  
SUPERFINE 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

# When Great Automobile Manufacturers advertise in **B O S T O N**

**M**ORE newspaper lineage is used by automobile manufacturers than any other group of foreign advertisers in Boston.

Here is a class of product that must be sold to people with at least a fair degree of buying power. Certainly the study of how these manufacturers locate their market is of interest and value to all who seek sales volume in the Boston territory.

*The Globe is first in  
automobile advertising*

In 1926—and through the first half of 1927—the Globe led all other Boston papers in automotive advertising—both display and classified as well as total.

What is the reason for this leadership? Simply that the Globe dominates the richest section of the Boston market—the 12-mile trading area consisting of the heaviest concentration of people and wealth in New England.

The principle found in the automotive group applies to other products as well. It is a fact of high significance that Boston department stores place more advertising in the Globe, both daily and Sunday, than in any other Boston papers.

**T**HE GLOBE has built up this great record because of its strong hold upon its readers. To men the Globe's freedom from bias or favoritism in politics, sports or editorials, brings wide popularity. Among women the Globe's special features, including the widely known Household Department, make it the daily counselor in New England homes.

To reach the heart of Boston's Buying Group you must use the Globe first.



*The Globe concentrates its circulation in Boston's 12-mile trading area*

This key market contains:

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

## The Boston Globe

*The Globe sells Boston's Buying Group*

Audited Net Paid Circulation for 6 months ending March 31st, 1927—Daily 286,361 . . . Sunday 333,452

# “MODIFIED SCOTCH”!

## CONTRABAND?

Alas, No—

But Type—

Beautiful, Handsome, Well Groomed Type—

Designed especially for—and strictly peculiar to

## THE ATLANTIC MONTHLY

And found in no other magazine—

Gives The Atlantic that distinguished mien and inimitable caste which makes each issue an irresistible attraction—

An attraction evidenced by steadily mounting circulation—

A bargain in bonus circulation at current rates—

As to the type face and how it came to be—that's a story in itself. Shall we tell you?

## THE ATLANTIC MONTHLY

*A Quality Group Magazine*

8 Arlington St.

Boston, Mass.

DISTINGUISHED POINT No. 9 IN THE GALAXY OF 12 CONTRIBUTING TO THE ATLANTIC'S DOMINATING POSITION.



# Advertising & Selling

VOLUME TEN—NUMBER ONE

November 2, 1927

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AT the eleventh annual convention, held in Washington last week, John Benson, of Benson, Gamble, Johnson & Read, Chicago, was for the second time elected president of the American Association of Advertising Agencies. The other officers are: Chairman of the executive board, H. K. McCann, of the H. K. McCann Company, New York; vice-president, Henry Ewald, of the Campbell-Ewald Company, Detroit; treasurer, E. De Witt Hill, of the H. K. McCann Company, New York.

The term of office for the president of the association, which was formerly limited to one year, was extended to four years.

The position of chairman of the executive board to which Mr. McCann was elected is a new one with a term of two years.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

NEW YORK:  
F. K. KRETSCHMAR  
CHESTER L. RICE

CHICAGO:  
JUSTIN F. BARBOUR  
Peoples Gas Bldg.; Wabash 4000

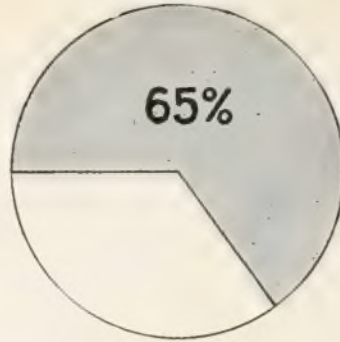
NEW ORLEANS:  
H. H. MARSH  
Mandeville, Louisiana

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

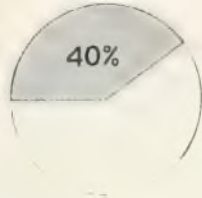
LONDON:  
66 and 67 Shoe Lane, E. C. 4  
Telephone Holborn 1900

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*65% of our total business is with clients who chose our service when they first started advertising.*



*40% of our total business is with clients who have been with us for at least 10 years.*



*An additional 35% of present McCann business is with clients dating back 5 years or more.*

## BUSINESS HISTORY

Those interested in the business history of The H. K. McCann Company may obtain from these simple graphs an idea of the essential soundness of the company's relations with its clients.

# THE H. K. McCANN COMPANY

## *Advertising*

NEW YORK  
CLEVELAND  
CHICAGO  
LOS ANGELES



SAN FRANCISCO

SEATTLE  
DENVER  
MONTREAL  
TORONTO

NOVEMBER 2, 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*

## The Practical Ethics of Sincere Advertising

*By Earnest Elmo Calkins*

LAST spring the Harvard School of Business dedicated its new plant, built with George Baker's six million dollars. Leading business men were invited, and Owen D. Young was orator of the day. The newspapers gave it much space, and the gist of all their comment was that business had now become a profession. Just what that means Mr. Young summed up in these words: "responsible action as a group, devotion to its own ideals, the creation of its own codes, the capacity for its own discipline, the awards of its own honors, and the responsibility for its own service."

If business is going to deserve its classification as a profession, it must show what Mr. Young has defined as the capacity for its own discipline. The need is brought sharply to the front at this moment by the avalanche of criticism that is being hurled at business and at advertising by economists and other writers finding fault with its methods and the results of those methods.

Business does not want a czar, a Will Hays or a Kenesaw Mountain Landis. Nor does it want laws, restrictions, commissions or regulations. Business is intelligent enough to apply its own discipline from within without pressure from without just as soon as one great basic fact is universally accepted, and that is that profit is a by-product, a



THE accompanying article consists of extracts from the address delivered by Earnest Elmo Calkins at the annual meeting of the Association of National Advertisers, held in New York on October 31. Because of the position Mr. Calkins holds in his field, and because of the importance that his considered remarks attain, it was felt that in this case, although a speech, this paper merits its leading position in the issue.—EDITOR

by-product of doing the right thing, of doing it well, of rendering a real service, filling a real need; that it takes two to make a bargain and both parties must be satisfied. Not by aiming at profits, but by aiming at good will are profits secured. Most business men accept this idea in theory at least. It was from a great merchant, John Wanamaker, that I learned it. It is due to this belief that we have so much dependable, believable advertising. Business is already going in the right direction. Let's see that it goes further.

I DO not have a great deal of faith in written codes of ethics. Many men are suspicious of that word "ethics." They think it means some unpleasant duty that will interfere with their profits, some sacrifice they must make for the good of somebody else, their competitors or their customers. Voltaire said, "If you wish to converse with me, define your terms."

A code of ethics is nothing but enlightened selfishness. It is an effort to make the business or profession more profitable. It is the substitution of the continued prosperity of the future for the short-lived immediate profit.

Before business can have a code it must have a conviction, and that conviction is: That altruism, unsel-

fishness, generosity, honesty, sincerity, frankness, all that list of old-fashioned copy-book virtues, have a definite dollars and cents value in business. They are not vain gestures. They are not throwing dust in the eyes of the public. They build up that one commodity on which we all depend: belief and confidence. And how greatly some of these virtues are lacking in some of our advertising copy. The effect of an unmistakable burst of frankness is dynamic, and yet how seldom is it employed. How seldom do we admit that our product is not the best, the biggest, the most widely sold! How seldom do we concede some merit to a competitor! How it would strengthen our story if we did! How much we do need a little humility in our copy to neutralize the bragging note! The specific statement is al-

ways stronger than the broad claim. To say your product is sold in 999 stores is more convincing than to say that it is sold in a thousand stores. One is the measured, considered, responsible statement. The other is an obvious exaggeration. And so it is with all the superlatives. They are weak, poverty stricken, threadbare. There are only a few of them anyway, and they have been used over and over. A boastful advertisement is no more interesting than a boastful talker. The real reason why every advertiser should soft-pedal in his advertising, should eliminate the "I" and "my," the obvious and eager desire to sell, the contempt for all competing articles, the vain boast about his own, is not because it is unethical, is not because it is dishonest, is not because it brings the sneers and criticisms of the "liter-

ati," but because it is ineffective advertising. We are all more or less straining the credulity of this believing world, and we have learned, even before the critics told us, that in the end dishonest or even exaggerated advertising defeats itself. That fact, and it is a fact, is stronger than any code ever drafted. The concern of the literary critics of advertising is the public, the dear deluded public. They are exposing advertising to protect the public. But I assure you that it is far more necessary to protect the advertiser from false and misleading advertising than it is to protect the public. And while all advertisers suffer, the culprit suffers most. His advertisements are boomerangs. He is fouling his own nest. If what we say in any advertisement lessens belief in

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## The Four A's Take a Step In Advance

**A**T the Eleventh Annual Meeting of the American Association of Advertising Agencies in Washington, October 26 and 27, a constructive change was made in the constitution and a good man was given an important job. The change was in the term of office of the president, from one to four years, and the man who was entrusted with the guidance of the association for this new long term was John Benson. Good names all, those who have headed the agents: Johns, Smith, Matteson, Erickson, Benson, Resor, Gardner, Durstine, Young and now Benson again, for four years, and many hope, for as long as he wants to steer the ship.

Every past president of the Four A's has realized the growing responsibility of the position and the impossibility of doing justice to it in a one-year term. Making it a compensated office and for an adequate period, and putting it into the hands of a man like the new president who has long enjoyed the affection and confidence of his fellow members should result in constructive developments for the future of the association.

Four main ends the new association head wants to attain for the agency group: an increase of

public confidence in advertising, the development of a more scientific knowledge of publication and other media values, the building up of a body of professional advertising knowledge and literature, and research into the economics and psychology that underlie the effectiveness of advertising. These are good aims: goals that may well be striven toward by a man who has so long been identified with sincerity and truth in advertising, sound finance, and insistence upon facts instead of conjecture. By such steps as these the advertising business progresses further into a profession, with all that the term connotes.

Speaking before the association on the subject of consolidations before he was elected its president, Mr. Benson said: "To secure a happy business family we must not put too high a value on ourselves; we must be prepared to give, if we expect to receive; we must first invest in the other fellow's potentialities before cashing in on them." Evidently Mr. Benson has followed his own prescription, and as a result he has been given what well may become one of the most important positions in the history of American advertising.



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# Why Industrial Buyers Purchase

An Analysis of the Buying Motives for Industrial Goods

*By Melvin T. Copeland*

**W**HEN jitney competition became severe, about 1915, the first move of the street railway companies was to seek protective legislation. They have discovered since then, however, that the solution of their problems is not to be found in tighter monopolistic control but in effective marketing of their services.

Instead of fighting against the use of jitneys and of the buses which have superseded them, many street railway companies themselves are now operating buses, as a means of serving territories which formerly they did not reach. The street railway companies also have learned that by providing comfortable seats, air-tight, easily-operated windows, attractive illumination for car interiors, accessible signal systems, clear destination signs, and smooth roadbeds, and by otherwise modernizing their equipment, they can attract patronage, stimulate friendly public relations, and lower operating costs. This reflects a striking change in the point of view of the officials of those companies. Had the change occurred at an earlier date

the companies as well as their patrons would have been the gainers. The change in attitude, furthermore, has opened new marketing possibilities to the manufacturers of street railway equipment.

Several steam railway companies, likewise, have forsaken decadent methods and have increased their business by improving their services and by featuring the operation of their trains and their scenic advantages. Electric power and light companies also have learned to depend on effective marketing rather than monopolistic control. They have, for instance, built up their loads by the sale of electric appliances and by cooperation with motor manufacturers in selling industrial electrification.

**T**HE experience of the public utilities points a lesson to manufacturers in many fields, where ineffective marketing has not even the excuse of monopolistic control. This lesson is the need of conquering vicissitudes by constructive marketing methods instead of attempting to avert their effects by

using negative defensive measures.

Many manufacturers and merchants look upon anyone who intrudes upon the established order with unorthodox methods of carrying on trade as a jitney competitor. When this sort of competition arises, a common practice of established firms is to attempt to stifle the jitney operators by boycotting or coercive measures. The more serious the jitney competition, the more vigorous usually are the efforts put forth to stifle it, but, when the competition is serious, those efforts never succeed. The competition of new methods of trade or of new types of services is serious to the existing order only when the new methods and services meet customers' needs and desires better than the old ones do. For this reason, existing firms can meet jitney competition successfully only by securing a keener comprehension of customers' requirements, actual and potential, and by adapting their products and services to meet those requirements. The importance of taking the customer's point of view is a commonplace in marketing, but, like a New Year's

[CONTINUED ON PAGE 44]

# When Price Is the Salesman's Hurdle

By *Walter M. Lockenbrook*

**A**N old friend who has sold several very different types of goods once said to me, "When you get right down to the bottom of it, price is nearly always the one biggest reason why a dealer refuses to put in your goods. And the proof of that is very simple. After the dealer has offered you a million and one other reasons why he won't put in your line, just see how quickly his reasons vanish if you offer to sell him at twenty-five or fifty per cent below the price you quoted originally." Looked at in this way, this salesman was right. Any product of passable quality can be sold if the price can be whittled down below competition.

But there are other aspects of this problem of price objection which today are bothering manufacturers and their salesmen. On all hands the statisticians and forecasters are reminding us that while volumes promise to hold up, we are in a period of declining profits in many lines of business. In these cases the question is essentially one of maintaining the fair prices of goods to the wholesaler, the retailer, and the consumer.

All about us we see evidence of local price wars from time to time. We come home at night to find that our wives have loaded up on canned goods offered at a big discount, or that the salad is served in an amber glass dish given as a premium for buying two packages of a new kind of soap flakes at twenty-five cents a box.

These and other similar measures are often frank admissions that we don't know how to sell our goods over the hurdle of price. One of the oldest maxims in salesmanship declares, "Any one can give his goods away."

When price looms up as one of the biggest obstacles to progress, the difficulty can usually be traced to one or more of four reasons. We



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have failed to fit the product logically into the dealer's business program. Or we have forgotten to appeal to his pride. Or we haven't "sold" him on the performance or serviceability of the goods. Or we have failed to convince him regarding the quality. With each of these factors I will deal in more detail.

One manufacturer who has had unusual success in marketing his rather highly priced staple teaches his salesmen to approach the trade along very definite lines. The new dealer very commonly says, "Oh, I couldn't sell goods as high in price as those."

**T**HE salesman's reply is about like this: You don't question the quality of our merchandise or the value offered for the money. But you don't believe that your class of trade will pay our price even for goods of this high quality.

"Well, there's quite a little to be said on the other side. Even a good many poor people have at least one pet luxury. You've seen fine pianos in tenement houses. You know that many people with small incomes

spend more for food than than those in the middle class. You've known men who skimmed on their clothes and yet paid twelve and fourteen dollars a pair for shoes. There is a certain percentage of your customers who would really be interested in our line. But you will never tempt them into buying unless you put these goods before them. When you do that, you may get quite a little unexpected business.

"Another thing; most of your customers are steadily increasing their earning power. With our higher priced goods, you can catch them on the rise. You really ought to take this element into consideration. If you don't, you may needlessly lose customers to other stores.

"But even with the average customer, high-priced commodities often help you to sell low-priced goods, and the low-priced ones help you to sell goods like ours. After showing your customers your lower-priced items, you can then place ours beside them. Many people are more interested in value than in price, and will really appreciate these better goods once they have used them.

"And even if you don't sell a great amount of our merchandise, it will help to give your store a still better tone in the eyes of your customers."

This is a pretty good example of "selling" to the dealer a business policy which is broadly interesting and makes it seem logical to add your line.

For years the attitude of one manufacturer toward his trade lacked productivity, all because the salesmen were instructed to try and hog the business. Their product retailed for fifty cents a unit as against a prevailing price of forty cents for most competitive goods. The salesman could easily show the dealer where there was more than ten cents worth of extra value in his goods. But there were too many

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Mother's fondest wish  
for her Girl Baby  
— "That Schoolgirl Complexion"

FIRE IS A GOOD SERVANT



FIRE IS A BAD MASTER

HARTFORD FIRE INSURANCE CO.



AS REFRESHING AS A PARIS TRICK

LA SALLE

# Notes on Continuity in Advertising

How Long Does It Take to Make a Theme "Old Stuff"?

By Wallace Meyer

Vice-President, Reincke-Ellis Company, Chicago

LARGE scale and experienced advertisers strive to make a continuous impression by following a series style for months and years at a time; for continuity of style builds up a continuity of impression and recognition.

It is easier to work up different ideas and styles for successive advertisements than to make another interesting layout for a series continuity. But continuity pays. It makes each advertisement part of a company, regiment, division and army of impressions.

We who plan and write advertising campaigns know that it is easier to develop original ideas than to keep a master theme or argument going in a series of interesting advertisements.

We see every advertisement so many times from start to finish that we tire of it before it is printed and perhaps forget that the public does not see every advertisement on any one product. It takes numberless repetitions of an idea to create a definite national consciousness.

I have been looking for a success-

ful advertising campaign whose theme or style changed after every three or four insertions. I cannot find any.

But it is easy to cite well known examples of advertising campaigns which prove that continuity pays, and that a series of advertisements can be maintained at a high point of interest and attention value.

It is amazing how people's minds go back to familiars. Time after time men speak of Weed Chain advertisements that ran five or six years ago as if they had seen them yesterday. I have heard people speak of last year's advertisements as if they had come out this morning.

The first advertisements that registered on my mind when I was a boy was for Ivory Soap. Ivory Soap which floats. Ivory Soap which was 99-44 100 per cent pure. Ivory Soap which used to advertise these two excellent qualities month after month and year after year.

Today it is ordered by the dozen cakes at my house and in thousands of other homes. It still floats. It

still is 99-44/100 per cent pure. And only recently has its style of advertising changed. For years and years the Ivory Soap advertisements looked alike. Now they look different from those of ten and twenty years ago. But their look in 1927 is similar to their look in 1926. That is a good thing about Ivory Soap—the constancy of both the product and its advertising. It helps prove the quality. It shows that Ivory Soap doesn't have to experiment with every new fad that comes along. It is always the same—always good.

Think of Palmolive. For years saw illustrations in color featuring Cleopatra. It got so that after while most of us thought that a olive had been invented by Cling and was still being made according to the old formula for modern four. The soap registered. This to show years ago Palmolive began. The us beautiful modern accompanied pictures were always shown. The by this chaste admonition: "Keep that schoolgirl complexion." Cleopatra stayed in the advertisements

for a time, but she yielded to the modern American who remains as beautiful as her daughters, because—we are led to assume—she uses Palmolive.

This series surely has reached the point where it may be criticised as being "the same old stuff," but it seems to be selling Palmolive. It seems to be sinking into the public mind.

**T**AKE things women wear, "foundation garments." They used to be called corsets, and they were. Now they are frequently spoken of as foundation garments.

Mr. Gossard won his success in this field because he stuck to one fundamental design; namely, front lacing; because he stuck to one fundamental schedule policy; namely, to become the largest corset advertiser in one woman's medium before he added another to his schedule; and because he stuck to one fundamental theme in advertising; namely, that there are nine ideal figure types, and you, my dear madam, may have a figure the ideal of your type—if you

will but let your corsetière fit you in the Gossard designed for your figure.

**D**ID that message become "old stuff"? Not until, following the War, women began to leave off corsets—when fashion decreed a straight silhouette.

Then, with the corsetless fad at its height Gossard said boldly that every figure needs a garment of support, from the Gossard Line of Beauty. The Gossard Company has kept hewing to that line, the Gossard Line of Beauty. Each year the style of advertising changes somewhat, but the message is the same. And Gossard stays in business while many another company which has changed its theme and its style of advertising with every passing season doesn't need to advertise any more. Doesn't need a sales manager. Doesn't need a president. Doesn't need a factory or an office.

Tonight, look at a woman's magazine. Aren't these old familiars?

Blue Jay  
Bayer's Aspirin  
Dr. Caldwell's Syrup  
Pepsin  
Forhans  
Kotex

Listerine  
Mellins  
Mennens  
Nujol  
Pepsodent  
Smith Bros.

Couldn't you almost write a good advertisement for any one of them yourself from memory of their past advertisements?

You don't look at these advertisements and say: "What a lot of old stuff. I'm getting sick and tired of seeing the same idea illustrated and described. They ought to hire a new artist, and use a different type face, and change the layout style all around, so that I won't recognize their ads so easily."

**Y**OU don't say that. The chances are that you do not think anything about the style of advertisements so long as they make their point in your mind. And if the advertisement this month is similar in style to that of last month, you subconsciously recall that previous advertisement. You subconsciously recall all the preceding advertisements you have seen, and the whole succession comes to a focus in the one you are looking at today.

The radio. "That's different," says someone.

No, it isn't. Radio publicity is name publicity based on reiteration.

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# The Stir in the Food Industry

## What Lies Behind the Latest Tendency

By De Leslie Jones

**S**TRIKING changes are occurring in the food industry. To select but a single example: the Postum Company has been absorbing well known companies at the rate of several a month. Starting with Jell-O, it absorbed in rapid succession Swansdown, Minute Tapioca, Baker's Coconut, Baker's Chocolate, and Hellman's Mayonnaise.

But marked and important as is the tendency toward consolidation, there are other pronounced developments. The chain store is the most yeasty element in the situation, upheaving a great many time-honored proportions. Nearly 1000 chains of grocery stores now operate, with about 60,000 units, and together they do a two and one-half billion dollar business, or close to 33 1/3 per cent of the total grocery sales. In the cities they sometimes do up to seventy per cent of the volume; the urban average is about fifty per cent. The Federal Reserve Bank statistics show a chain store increase of twenty per cent over 1925. A chain store unit does an average of \$42,000 a year in volume, whereas an independent grocery store does only about \$20,000 a year. If the chain grocery continues to grow in the same ratio, it will be but a few years before the greater bulk of city grocery selling will be in the hands of the chains—and of a few large chains at that, for about thirty chains now operate nearly 30,000 stores. Taking the entire country, small town and village included, the chains' proportion is already over thirty per cent; for the chain is constantly penetrating further into the rural districts.

The remarkable growth of the food industry is indicated in statistics of comparative growth between 1922 and 1926. While the automobile heads the procession with 119 per cent in percentage of growth, the food and baking industries show 63 per cent. The chain stores' rate of growth was 53 per cent; radio and phonograph grew 48 per cent; department stores 42 per cent; candy, soft drinks and chewing gum 39 per



Drawn by C. A. Voight for Loft, Inc.

cent; tobacco 31 per cent; textiles show a decrease of from 2 per cent to 67 per cent. The most striking development is obviously that of the food industry; for if one examines the "food stocks" on the New York Stock Exchange one runs into the amazing fact that they have individually increased in market value from 90 per cent to 2218 per cent.

Examining the food field from the corporation tax returns data, one finds that 14,722 firms in that field (including beverages and tobacco) in 1925 (latest data available) had a total gross income of eleven and a half billion dollars, and a total net profit of over half a billion dollars. It is true that 13,675 firms showed a deficit of two hundred and nine millions of dollars on a total income of one and a quarter billions. Thirty-six and eight-tenths per cent of the firms in the food industry showed a deficit, as contrasted with 38 per cent in the total manufacturing field, which showed its comparatively greater health.

**G**ROSS profit from sales in the food field was 16.8 per cent in 1925, and the net profit after taxes 3.1 per cent. The operating expense was 81.1 per cent, as contrasted with 77.8 per cent in 1923. Here is the evidence showing why the consolidation tendency is strong:

It is reliably calculated that the aggregate number of buying orders in the food field has multiplied itself

by three in the last half dozen years; owing, of course, to the era of conservative, small quantity buying. This fact is alone highly significant of the rise in cost of operation per unit of merchandise. During recent years there has been an unusual abundance of staple foods produced, a development which has further complicated the situation.

Food production, as a result, definitely needs curtailing; as in fact has already occurred. There has also been observed a tendency to loosen the grip upon the hand-to-mouth buying formula; but only a very gentle loosening, nothing approaching speculative buying. Prices of food have been steadily, if fractionally, declining. This is especially true during 1927.

**T**HERE is even talk now of a need for the food interests to cooperate in an "eat-more-food" campaign. There are forces at work, more powerful than is supposed, reducing the "intake" of food of the American people, at least in calories, and of standard, old-time varieties such as meat.

The growth in popularity of fruit and vegetables is forcing aside some of the foods; the increased sedentary habits of American people as they decrease their manual labor by machinery and move off the farm to the town, the modish ideas of weight and fitness of physical condition, the dietary education of the masses, and the fascinations of motoring are all deep-lying in their effect upon American eating habits; tending to reduce the caloric intake, which has been, and probably still is, the highest in the world—an average of nearly 4000 calories a day.

The nation's food bill is about \$10,000,000,000, of which our restaurants and hotels, hospitals and clubs consume \$800,000,000, sold at wholesale.

It would seem that the outstanding stir in the food industry is concentration; concentration in manufacture, concentration in distribution.

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Food production, as a result, definitely needs curtailing; as in fact has already occurred. There has also been observed a tendency to loosen the grip upon the hand-to-mouth buying formula; but only a very gentle loosening, nothing approaching speculative buying. Prices of food have been steadily, if fractionally, declining. This is especially true during 1927.

**T**HERE is even talk now of a need for the food interests to cooperate in an "eat-more-food" campaign. There are forces at work, more powerful than is supposed, reducing the "intake" of food of the American people, at least in calories, and of standard, old-time varieties such as meat.

The growth in popularity of fruit and vegetables is forcing aside some of the foods; the increased sedentary habits of American people as they decrease their manual labor by machinery and move off the farm to the town, the modish ideas of weight and fitness of physical condition, the dietary education of the masses, and the fascinations of motoring are all deep-lying in their effect upon American eating habits; tending to reduce the caloric intake, which has been, and probably still is, the highest in the world—an average of nearly 4000 calories a day.

The nation's food bill is about \$10,000,000,000, of which our restaurants and hotels, hospitals and clubs consume \$800,000,000, sold at wholesale.

It would seem that the outstanding stir in the food industry is concentration; concentration in manufacture, concentration in distribution.



His Father Let His Life Insurance Lapse



THE PRUDENTIAL INSURANCE COMPANY of AMERICA



*They said father didn't keep his Life Insurance paid up!*

THE PRUDENTIAL INSURANCE COMPANY of AMERICA

EDWARD D. DUFFIELD, President

HOME OFFICE, NEWARK, N.J.



*"The misery of an old man is of interest to nobody"*

*Life Insurance will help you in case of a mishap. It costs little, your policy is better.*

THE PRUDENTIAL INSURANCE COMPANY of AMERICA

EDWARD D. DUFFIELD, President



HOME OFFICE, NEWARK, N.J.



Her Every Need Provided for

THE PRUDENTIAL INSURANCE COMPANY of AMERICA

EDWARD D. DUFFIELD, President



HOME OFFICE, NEWARK, N.J.



At the Insurance Advertising Conference in Chicago, the Holcombe Trophy was awarded to this series of advertisements as the best national advertising campaign of insurance appearing in magazines during the year. The judges were G. T. Hodges, president of the Advertising Club of New York; R. B. Hull, managing director of the National Association of Life Underwriters; and C. A. Ludlum, vice-president of Home Insurance Company. Advertising of the Prudential Insurance Company is placed by the Frank Presbrey Company, Inc.

# Who Should Select the Salesman's Automobile?

By Lincoln Hurley

"SINCE we put through the rule that our salesmen must own their own cars it has taken a great load from my shoulders," writes a friend who is the vice-president in charge of sales of his company. This attitude, which has been expressed to me in many letters during the past year, is not surprising; because regardless of what department actually purchases salesmen's cars or keeps the record of their cost, the official in charge of sales has almost invariably been the one upon whose shoulders has been dumped the thankless task of selecting the make and type of car to be used.

Indeed, so many sales departments are being burdened with purchasing and vehicle cost accounting that it is by no means too soon to make the emphatic statement that it is unwise for the official in charge of sales to assume that he need not be interested in what make or type of car his salesmen drive.

Let us consider a few of the errors in the attitude expressed by some of the many letters that come to my desk: "We allow our salesmen seven cents a mile—and we don't care a hoot whether they drive Fords or Rolls-Royces."

The management that is not interested in the well-being of its sales force is negligent. The very sales manager who would quickly be a "big brother" to any salesman that was developing extravagant habits is the same sales manager who has not yet seen in just such a stand the seeds of an extravagance which will surely be reflected in the salesman's state of mind.

As a concrete illustration: In one of our subsidiary companies — recently acquired—I found two men, drawing salaries

of forty-five hundred and five thousand dollars respectively, who were operating cars of their own that cost (delivered) over twenty-seven hundred dollars.

They were being allowed eight cents a mile and were paying all expenses, including insurance. One man drove his car twenty-eight thousand miles in the preceding year; the other, thirty-three thousand and five hundred miles.

INCLUDING interest on investment, depreciation, and other cost elements, unquestionably those cars cost just under fourteen cents per mile of operation, even on that heavy mileage. This meant that the net loss to salesman A was six cents times twenty-eight thousand miles: the substantial sum of one thousand six hundred and eighty dollars. Salesman B, with his thirty-three thousand five hundred miles, un-

doubtedly operated his car at a personal loss of almost exactly two thousand dollars.

That this is an unhealthy condition cannot be denied.

Because in this subsidiary of ours the sales force had dominated the enterprise and controlled its own destinies, there was not even any suggestion of an amortization of automobiles. Consequently, when my attention was first directed to the situation by a casual reference as to the "class" of those two men, I made immediate inquiries to see what would happen when their two high-priced cars would require replacement.

As I anticipated their owners had made little or no provision for the huge depreciation that they were due to face at the end of the third year at the latest. As one wrote to me, "Unless there is some salvation through your new profit-sharing compensation plan, I shall be mighty glad to be able to purchase a 'flivver,' and I shall have placed myself in a position of humiliation the moment it becomes necessary for me to call on my trade in a less expensive car."

It would be pleasant if I could point out a clever way in which I solved those salesmen's difficulties overnight. As a matter of fact the best that I could do was to persuade them to put their pride in their pockets, to dispose of their cars before the heaviest stage of depreciation would be involved, and to place themselves in a sound financial position by shifting to an entirely different type of car in a decidedly lower price class.

It is not surprising that salesmen do not know the actual cost of automobile maintenance and operation. Few enterprises



© Brown Bros

THE salesman's car, rolling smoothly toward the next city or bumping painfully into the next hamlet, is vital to salesman and company alike, no matter which may happen to own it. The extent to which the well-being of both is affected by the selection of the car, the considerations that enter into the perfect choice are little known or understood. The subject is a strangely neglected one. To bring some clarity into the confusion that obscures it was the purpose with which this article, based on experience, was written

# How Much Sincerity Does Advertising Want?

By Irwin S. Rosenfels

**W**Hose job it is to tell the world what it wants, where to get it, how to buy it with or without money, find ourselves discussed, our methods questioned, and our work dissected by the authors of various books, pamphlets and articles. Some of these deal with broad phases of economics and mention advertising only incidentally; others treat advertising as a specific offense, thus setting it apart from the broader crime of manufacturing for profit. Various writers have promptly taken up the challenge. Their answers and refutations appear mainly in advertising journals, but overflow into magazines of general circulation. Altogether, advertising just now is somewhat prominent in what popular novelists like to call *The American Scene*.

Viewed from whatever angle, attacked by outsiders or defended by insiders, the scene is confusing. The conservatives have it that advertising is not only the worthy shrine of our devotion, the standard bearer of progress, but also the bulwark of our business investments and the protector of our dividends. We are assured and reassured that advertising has sponsored home conveniences and labor-saving devices without number, and that it has saved millions upon millions of dollars by increasing demand to the point of economical quantity production. Also we are told that its printed word is the solemn promise and the gold bond of America's leaders.

On the other hand, swinging over toward the left wing, the radicals make us the butt of their ridicule. We learn that advertising has filled our lives with useless luxuries that we can't pay for without cheating the landlord or the butcher—that far from being the sincere promise of anything, it is the careless oratory of carefree quacks. Also that it is a hopeless economic waste that



**MR. ROSENFELS** was for more than twenty years director of advertising for Sears Roebuck & Company, Chicago mail order house. He is now actively engaged as an advertising counselor, with offices in Chicago

threatens to destroy our thrift and strangle our civilization.

While it is hardly necessary at this juncture to "view with alarm," neither is it possible to "point with pride." Behind all these rolling billows of smoke there is likely to be a little fire. Something is not just as it is should be—something!

Setting aside the utterances of extremists, the fact remains that advertising has for some time been exhibiting symptoms that disturb some of its best friends and soundest practitioners. Competition and high pressure selling methods have left their mark upon it, and that mark, however honestly intended as a plus-mark, turns out to be a minus. Observable tendencies and widely expressed comments reflect a growing number who *disbelieve* advertising.

The question is therefore squarely before us: What has happened to advertising? What has caused this condition of impaired credit?

Now the question before the house may well be: "How much credit does advertising need or want?" For years it has pursued truth—pursued it as one chases a golf ball or a rainbow, either of which may provide beneficial exercise, if nothing more.

The alternative assumes the proportions of a real dilemma. On the one hand there is the temptation toward high pressure selling to force quick results; on the other, sane, conservative policies, announcing with convincing restraint the merits of honest products—sincere, responsible statements, building for the long future as well as for the all-too-short present.

The natural advocate of the quick return by unscrupulous methods, involving great risk, is the shrewd fellow, barely within the law, his office under his hat, who thinks only of the clean-up and the escape before the lightning strikes. We are not concerned with this type, though a couple of heavy chapters have recently been devoted to his crimes by a popular economist.

**F**OR manufacturers and merchants who are our national advertisers this implied question answers itself. It is no question at all in these days of mounting capitalization, of widely distributed stock ownership, of banking direction. These are days of heavy responsibility. The reputation of your product and your organization is, in effect, an estate that you hold in trust. The investments you represent need every protection, including the protection of an unimpeachable sincerity. Your financial credit is neither more important, nor less important, than your moral credit as reflected in credible advertising.

The time may be close at hand when failure to deliver exactly what advertising promises will be classed with failure to pay bills when due—a cause for withdrawing credit.

Think of credibility as sound business tactics, and if you have thought of sincerity only as a moral quality,

[CONTINUED ON PAGE 86]

Excerpts from an address delivered at the seventeenth annual convention of the Association of National Advertisers, held in New York, October 31-November 2.

# THE · EDITORIAL · PAGE

## Connie Talmadge Runs Amuck Writing Testimonials

THE October 29 issue of *Liberty* could properly be called a "Constance Talmadge" number. Ten advertisements in this issue feature Miss Talmadge, or announce her as a user of the product being advertised, or contain an indorsement from her.

"Connie" waxes enthusiastic over all sorts of articles, from wrist watches to chewing gum, and back again from cigarette lighters to wedding rings. She even bubbles over for an air container for pneumatic tires.

Now it is conceivable that Miss Talmadge, being in a particularly benevolent mood, because of the success of her latest picture, "Breakfast at Sunrise," did sincerely indorse all the products that mention her name. But, unfortunately, the public will not believe it. The average reader will either smile or swear and say, "More movie publicity bunk."

And, in the meantime, an irreparable blow has been struck at the creditability of advertising. Coming at a time when Chase and Schlink's book, "Your Money's Worth," which impugns the sincerity of advertising, has become a "best seller," this Talmadge stunt is most unfortunate.

It is the perpetrators of such flamboyant publicity schemes that give the critics of advertising their ammunition. Thus do these stunt-purveyors hurt all advertising.



## Piggly Wiggly Advertises Retailer's Main Function

THE accusation is frequently heard that national advertising is making a slot machine of the retailer. It is said that the merchant has lost his original function, which was to use his skill in buying for his customers.

A retailer, it is claimed, no longer has a chance to exercise this skill. All he has to do is to hand out the articles his trade asks for.

But now comes the Piggly Wiggly Stores, with a series of "national" advertisements, which convincingly disprove these charges. The Piggly Wiggly folks show that a retailer has a greater chance today than ever to buy for his customers.

To give an idea of the huge number of brands on the market, the company gives the following figures. There are more than:

500	brands	of	mustard
1000	"	"	canned peaches
10,000	"	"	wheat flour
4500	"	"	canned corn
1000	"	"	tea
300	"	"	canned pineapple
1000	"	"	canned salmon

With this myriad of competitive brands to select from, how can the housewife do her buying intelligently? She can't. This gives the retailer his chance to step in and help her. From this vast array of offerings, he can select the three or four brands in each line that he is convinced offer the greatest value.

Of course, the merchant is influenced in making his selections by the demand that exists for certain brands.

Other things being equal, he is likely to select the brands that are easiest to sell. In following this rule, he is playing pretty safe. As a rule, the brands that are easiest to sell come close to being the brands that possess the greatest value.



## Automobiles Reach 21 Millions

WE are now so inured to the wonders of the automobile that sensation has become rather deadened.

Yet the other day registration of automobiles in these United States went over the 21 million mark. This is a car for every 5.4 persons. The average of persons in a family is 4.3. We are virtually arrived at the point of "a car for every family," for if we should eliminate the occupants of insane asylums, prisons, orphanages and other non-family groups, the present figures would justify us in proclaiming that we are now motorized in toto on the family reckoning. Replacements, two-car ownerships, and business use of cars, plus foreign sales will keep our great factories going nevertheless.

Contrast now this saturation situation with other home equipment. There are in use only 3½ million washing machines, only 5 million vacuum cleaners, only 4 million refrigerators, only 6 million pianos, only 10 million phonographs and only 4 or 5 million radio sets. The measure of "saturation" in our home equipment industries is here brilliantly contrasted.

With American factories operating at sixty or sixty-five per cent capacity it would certainly seem as if it was up to American brains to give to other industries than the automobile something of its nerve and snap.



## The Barrage of Brands

EVERYBODY has sensed the enormous growth of brands in certain fields—particularly the toilet goods field—but few have any conception of what an actual check-up shows.

To throw the most monstrous figure on the screen first, there are 2500 brands of perfume! Nearly 100 are imported brands. There are 1200 face powders, and probably 3800 shades of face powder! There are 26 separate types of toilet creams, and 1426 brands. There are 75 shaving creams and 24 soaps; 57 hair dyes, 45 restorers, 212 tonics, 232 shampoos, and 96 deodorants.

Finally there are seven types of dentifrices, and a total of 402 brands; 164 of them pastes. And still only twenty-five per cent of the people of the United States brush their teeth at all!

Is there any wonder that the drug wholesalers consider the subject a serious one; tempting dealers to carry too many items; and that in self-defense the hand-to-mouth buying idea is persisting, with "one-twelfth of a dozen" often seriously offered as an order?

It would appear to be true that there is too much adventurous inventive enterprise in American business, and too little organization for the large-scale operation which alone fits the size and status of the American market.

## My Life in Advertising XII

# Some Mail Order Experiences

By Claude C. Hopkins

**T**HROUGH most of my life I have done a certain amount of mail order advertising. It is not very profitable from an agency standpoint; it is difficult and time-consuming, and it seldom runs to large amounts, but it is educational. It keeps one on one's mettle. It fixes one's point of view on cost and result. The writer of advertisements learns more from mail order advertising than from any other form of advertising.

So far as is possible in all my writing of advertisements I make successful mail order advertising my model and my guide. That is proved advertising. It is known to be profitable, otherwise it would not continue to exist. It is usually the result of many traced experiments. Mail order advertising is a profitable study. Note its economy of space. It is nearly always set in small type because thousands of tests have proved that larger type is wasteful. All the pictures that are used have a selling value; none are used merely as decorations.

Take a profitable mail order advertisement and set it in twice the space; use larger type, more decorations or a border. You will get an advertisement which looks more attractive, but you will double the cost of replies and sales.

This fact should be accepted, for after thousands of tests on hundreds of lines it has become practically universally acknowledged. And it proves that waste of space is folly in any line of advertising. That includes large type, or borders, or pictures that do not help to sell. All advertisements would be set like good mail order advertisements if the same rigid tests were applied.

That is the hardest fact for an advertising writer to learn or an



Herbert Photos, Inc.

**W**HEN one works with mail order methods one watches the post office bags with keen interest. The relation between the load of catalogues the truck takes away and the load of letters it brings back plays a vital part in one's career as the writer of the company's advertising. What Mr. Hopkins learned while doing such work and how he successfully handled the problems it laid before him are described in this chapter of the autobiography of a prominent advertising man

advertiser to comprehend. The natural instinct is to make the advertisements attractive. One must remember, however, that they are not written to amuse, but to sell—and to sell at the lowest cost possible. Mail order advertising, based on accurate figures on cost and result, shows the best ways known to accomplish that result.

An advertiser who once came to our agency was selling a five-dollar article by mail. His replies were costing eighty-five cents each, his sales about \$2.50 each. The advertising was becoming unprofitable so he sought a way to lessen the cost of his sales. We prepared an advertisement which he rejected. It seemed so unattractive. Another agency prepared a larger, more alluring advertisement which he tried. But his cost per reply was \$14.20, on an article which sold for five dollars.

Then he tried our advertisement and the cost per reply was forty-two cents. So we secured the advertising, and our cost per reply kept around forty-two cents for years. We cut his old cost in two; and that on 250,000 replies per year meant a very big item to him. But countless advertisers without a trace on cost are judging advertisements by their appearance. And they are losing as heavily as that man did on an advertisement which cost him \$14.20 per reply. That is why so much money is wasted in advertising. People do not know their costs, and they will not be guided by those who do. So I have always done some mail order advertising to help me keep my feet on the ground.

At one time I took up the advertising of house-furnishings on installments by mail. While I was doing this, the business developed to \$7,000,000 a year. One learns a

great deal about human nature in selling goods on credit by mail.

The problem does not end with the first sale to a customer. The catalogues are expensive; "landing" a customer costs money. A percentage of the customers fail to pay as agreed, so the profit depends upon making the most of those who are honest—"selling" them again and again—mailing bulletins on special offers—watching accounts to sell something more when payments are completed—inducing one customer to interest others.

One day when I called on this concern, I noted a big building next door. I asked about it and they told me that it belonged to a firm that sold women's garments on installments, just as we sold furnishings. I said, "Why do you let such a concern grow up next to you? Why don't you sell their line?"

[CONTINUED ON PAGE 70]



BRUCE BARTON

ROY S. DURSTINE



ALEX F. OSBORN

# BARTON, DURSTINE & OSBORN

INCORPORATED

## AN ADVERTISING AGENCY

of about two hundred and seventy-five people among whom are  
these account executives and department heads

James Adams  
Mary L. Alexander  
Joseph Alger  
John D. Anderson  
Kenneth Andrews  
J. A. Archbald, jr.  
R. P. Bagg  
W. R. Baker, jr.  
F. T. Baldwin  
Bruce Barton  
Carl Burger  
Heyworth Campbell  
H. G. Canda  
A. D. Chiquoine, jr.  
Thoreau Cronyn  
J. Davis Danforth  
Webster David  
Clarence Davis  
A. H. Deute  
Ernest Donohue  
B. C. Duffy  
Roy S. Durstine  
Harriet Elias  
G. G. Flory  
Herbert G. Foster  
K. D. Frankenstein

B. E. Giffen  
Geo. F. Gouge  
Louis F. Grant  
E. Dorothy Greig  
Girard Hammond  
Mabel P. Hanford  
Chester E. Haring  
F. W. Hatch  
Boynton Hayward  
Roland Hintermeister  
P. M. Hollister  
F. G. Hubbard  
Matthew Hufnagel  
Gustave E. Hult  
S. P. Irvin  
Rob't N. King  
D. P. Kingston  
Wm. C. Magee  
Fred B. Manchee  
Carolyn T. March  
Elmer Mason  
Thomas E. Maytham  
G. F. McAndrew  
Frank J. McCullough  
Frank W. McGuirk

Allyn B. McIntire  
John Hiram McKee  
Walter G. Miller  
Frederick H. Nichols  
Loretta V. O'Neill  
A. M. Orme  
Alex F. Osborn  
Leslie S. Pearl  
Grace A. Pearson  
T. Arnold Rau  
James Rorty  
C. A. Ryerson  
Mary Scanlan  
Paul J. Senft  
Leicester H. Sherrill  
Irene Smith  
J. Burton Stevens  
William M. Strong  
William M. Sullivan  
A. A. Trenchard  
Anne M. Vesely  
Charles Wadsworth  
D. B. Wheeler  
C. S. Woolley  
J. H. Wright

*New York:* 383 MADISON AVENUE

*Boston:* 30 NEWBURY STREET



*Buffalo:* 220 DELAWARE AVENUE

*Member American Association of Advertising Agencies*

*Member Audit Bureau of Circulations*

*Member National Outdoor Advertising Bureau*

# The "Route List"—Another Newspaper Help

By H. A. Haring

**N**ATIONAL advertising," or "national distribution" has, to those manufacturers who have not essayed either one, a vagueness of meaning that becomes at times startling. They speak glibly of these intangibles and then, as was the case with one man when thinking of the Cleveland market, hesitate with:

"Cleveland's a big place. To put our goods all over it brought up a lot of questions we never thought of. It took us three months longer than schedule to line up the dealers and start our advertising."

If it were possible to launch the advertising in local newspapers and then have dealers flock to the branch office clamoring for stocks of the goods, zone marketing would be too simple to require elucidation. Such a condition does not, however, prevail. With nation-wide distribution and advertising, immediate sales returns are not always the primary aim. If they are, newspaper campaigns and zone merchandising are required as coordinates. With zone marketing for the smokestack of less experience (or with a differing purpose), the paramount end is immediate, quick sales.

Hence it follows that newspapers recognize the dire need of merchandising helps; a correct appraisal of the everlasting fundamental that advertising is but an adjunct of selling.

In local matters the newspaper stands supreme as the aid of an advertiser. Its daily coverage of the community for news, with its distribution and its solicitation of local space buyers, gives to the newspaper an intimacy of contact hardly

possible to any other. The newspaper becomes, accordingly, the obvious center for certain information of which the smokestack stands in need as it tries to parallel distribution with advertising.

**F**IRST of these needs is the "list." This may be for purposes of direct mail, for compilation of credit data, for salesmen's calls, for checking jobbers' reports. One of the first developments of newspaper merchandising services came in the form of lists; in formulating the 1921 "standard of merchandising practice" one of the five principles adopted was: "To encourage adequate merchandising by supplying data maps and route lists to the trade for the use of salesmen of the manufacturer or advertiser who has made a *bona fide* contract for advertising space."

When one ventures outside the circle of agencies and publishers,

among the smokestack owners who have not learned to advertise, one is astonished by what they do not know. Not in isolated cases but repeatedly, in about ninety per cent of one's interviews, one finds crass ignorance of these "data maps and route lists."

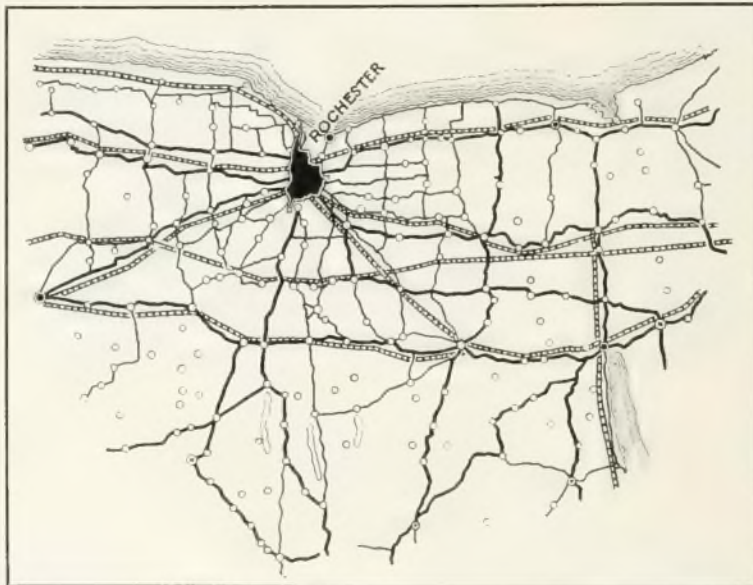
The first move in order to enter a zone is to divide the territory into sections for detail handling. Then there will come a desire for a "list." Men think of directories and the many classified lists but apparently they never expect to find lists ready at hand, arranged for effective salesmen's routing.

Manufacturers with experience, furthermore, often fail to appreciate the value of route lists as prepared by the newspapers.

The aim of any list is to be without error. Telephone directories are partly out of date on the day of issue; city directories come once a year (in fast-growing Detroit twice a year); R. G. Dun and Company state that there are over 6000 "business changes" daily in the United States. No list can be absolutely correct.

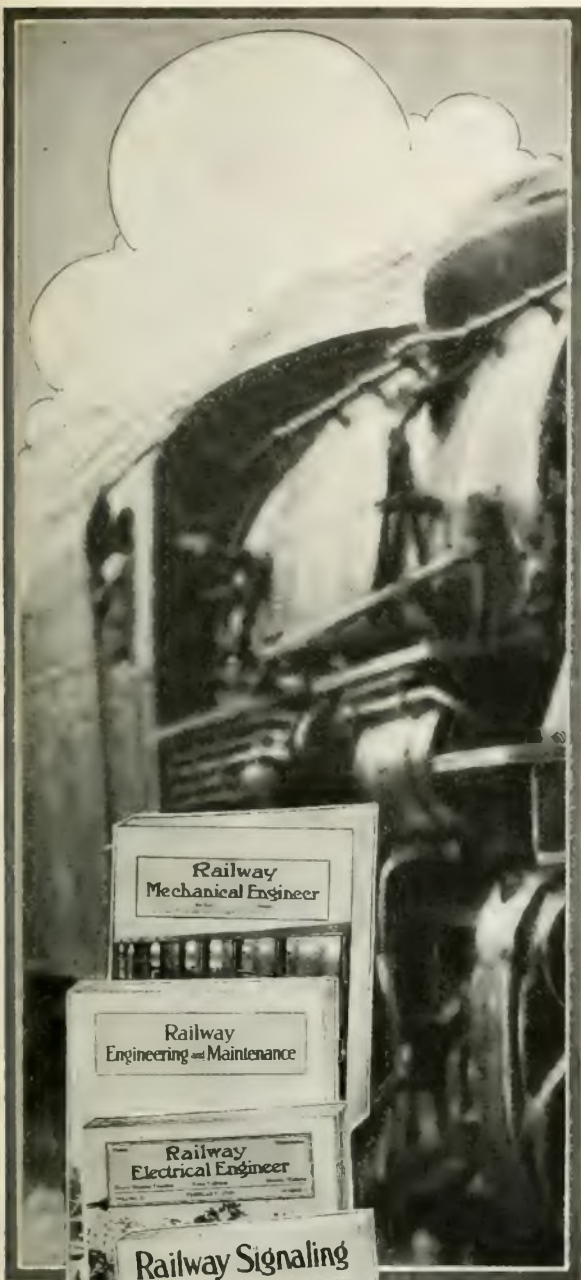
At the same time, newspaper publishers are in a position to keep a list reasonably up to date. Many of them do this most commendably. By use of addressograph methods, by "standing type" for loose-leaf booklets, by monthly revision and re-issue and by pasted correction sheets for their lists, the best newspapers offer the advertiser "route lists" to reduce "the forty per cent of the salesman's time" that goes into getting from call to call.

For every important



© Rochester "Times-Union"

**D**ATA lists and route maps are invaluable to the manufacturer who has decided to enter a specific territory. He need not go to great expense or struggle without them, for the local newspaper often offers such carefully documented information as an important feature of its regular merchandising service which is intended for *bona fide* advertisers



## Direct Your Sales Message to the Right Railway Men

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

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

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

**Simmons - Boardman Publishing Company**

*"The House of Transportation"*

30 Church Street      New York, N. Y.

105 West Adams St., Chicago      6007 Euclid Ave., Cleveland  
Mandeville, La.      Washington, D. C.      San Francisco      London

# The Railway Service Unit

A. B. C.

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

A. B. P.

# “Not to Scare”

Scare Copy Is Not Necessarily the Logical Appeal  
In Insurance Advertising

By Howard C. Wilson

PERHAPS when Laurence G. Sherman escorts his young hopeful to the northeast chamber for his siesta, with the Sherman cat-o-nine-tails in hand, the heir apparent trots upstairs without quibble or question. And perhaps while prone upon his downy cot, a diapason of nerves quivering in his rigid three-year-old body, the boy may feel that his parental sire is a liverish and bitterly disagreeable person.... By threat—by scare—the boy has been forced into the arms of Morpheus and should by all odds dream of pigwidgeons, hobgoblins and ogres.

In the October 5 issue of *ADVERTISING AND SELLING*, in his article, “To Scare, Or Not to Scare,” Mr. Sherman says: “Logic, appeal to reason, pleading—pouf! They don’t make first base. But one brief brandishing of the measuring stick alters his point of view miraculously. Scare copy sells him that little white bed so effectively that he scoots upstairs with one eye warily covering his retreat.”

This is the Sherman logic, which, to my mind, is merely logic gone wild because it is based on a wild hypothesis. To burn a barn in order to kill all the mice may be effectual, but the policy is not to be commended.

Mr. Sherman’s comparison of the nap-time so-called negative appeal with the business of advertising insurance is a most excellent one, but I take issue with his deductions.

Is scare copy really a matter of emotional impulse versus logic? Can we not appeal to emotions without being frightful? Isn’t it true that we have many different emotions with which to deal. And shouldn’t we determine more carefully just how these emotions balance?

Let us cite another case of a child and its nap.

One of my children simply will not be driven to do anything. This little

country likes the thought of appearing at his work at the exact old hour every morning for the rest of his life. Wouldn't you like to retire someone? This page tells how you can.



When  
you are 65—  
*we put you on our payroll!*

WHEN would you like to quit business and receive a monthly income for life? When would you like to ease up a bit and enjoy the leisure and travel you have earned?

We'll put you on our payroll any time you say. You begin by depositing a few dollars a month with us. Then when you are 60, 65, or 70 —any time you specify —our checks start coming to you as regularly as

knowing that a similar check will come to you every month as long as you live.

In addition, you will always know that if you should die before you are 65, the tidy sum of \$12,750 will be immediately paid to your wife and family.

That's what the Phoenix Mutual "Income-at-65" Plan will do for you!

girl can be coaxed or loved into doing the things that should be done. A threat and her eyes snap. Beat her if you will, it but arouses her ire the more. She will not be scared, coerced, or driven. She just doesn't work that way. The brandishing of a cudgel would drive any thought of sleep from this child's mind and by doing so you would defeat your purpose.

CHILDREN are adults in the making. Their gear is a bit smaller, otherwise they are the same. Different emotions—different temperaments. They must be appealed to differently.

Certain products and projects adapt themselves to scare copy as do certain forms of insurance. And, too, scare copy may sometimes influence some people to the point of action, but does it generally? Tire chains, rat poison, brake lining, safety devices, accident and fire insurance are eligible for scare copy at times. Canned soup, fountain pens,

radios and lipsticks are not. And as a general rule neither is life insurance.

Shock of some sort or another is the dramatic weapon par excellence. It causes the standardized non-thinkers to rise up on their rubber heels. It is likewise true that since the beginning of time every man, woman and child has been constantly making a determined effort to be contented and happy. We want to be happy. We want to be contented. It's well-nigh a universal desire.

What can I do to make my children happy? The thought that would drive me to action the quickest is to see other children happier than mine. I analyze the reasons and try to procure the things that will help them to be just as happy. I am intensely interested in seeing that my children have the best opportunities for the enjoyment of life.

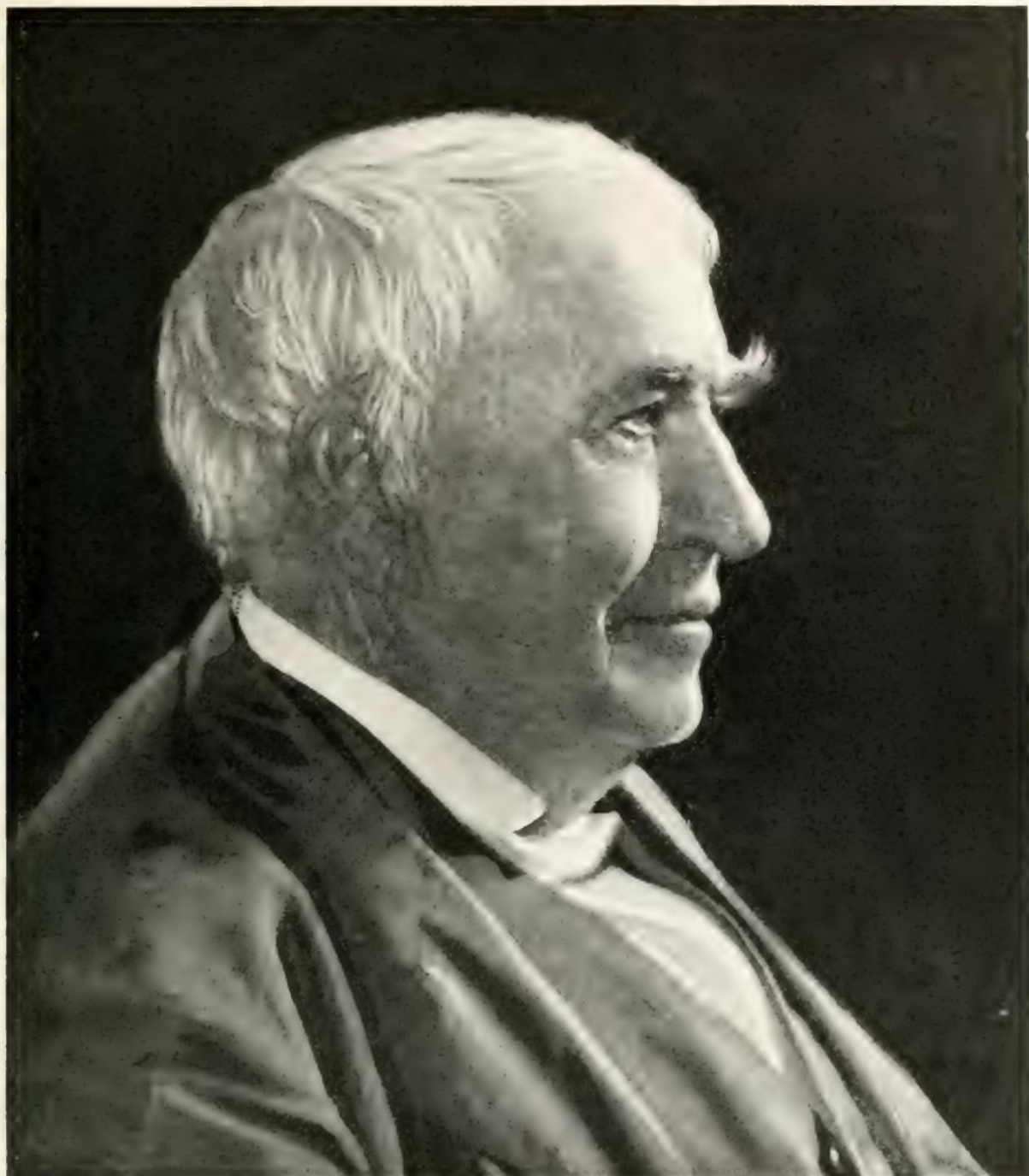
There are many stalwart “he-men” who have a system of associated mental elements that cause them to faint at the sight of blood. This is not uncommon. Illustrations of wrecks, mangled bodies, and frightful accidents will give such men a shudder and a sinking spell. Appeals of this sort will not sell such a person anything.

The thought that my boy will be selling newspapers on the street at night, barefooted, in a raging blizzard, is one that I do not care to entertain. While it may be a possibility, it's too far removed from a probability and it's too awful to think about.

An advertising illustration of a heaping mass of smouldering ruins wouldn't cause me to take out fire insurance as much as an illustration depicting the building of a new home with the money paid by the fire insurance company for a loss that was not illustrated. One is sorrow; the other, happiness.

An ordinary life insurance policy pays the beneficiary the principal

[CONTINUED ON PAGE 82]



T. A. E., Inc. ©

**F**EDERAL is honored in again numbering among its clients, **Thomas A. Edison, Inc.**, for whom it is preparing all advertising of the remarkable new phonograph—**The Edisonc.**  
**Federal Advertising Agency, Inc., 6 East 39th St., New York.**

# What Direct Mail Can Do in Building Industrial Sales

The Industrial Buyer Must Receive Individual Treatment and Consideration of His Needs

By *B. H. Miller*

Advertising Manager, The Permutit Company, New York

**I**NDUSTRIAL marketing is similar to general or consumer marketing in practically all respects but one: the point of view of the buyer.

In selling to the public you deal with single individuals who buy something for their own use.

In selling to a business organization you deal with a group of individuals who buy something for the business. Their points of view are determined by the position each holds in his company.

To make this point clearer, let us assume that I want to sell chain grate stokers to a manufacturer of automobile tires who operates a large boiler plant. With whom in that organization do I have to deal?

First there is the chief engineer of the power plant, who can probably block the sale unless he approves of my product, then the superintendent of power, who is the next man higher up. Above him there may be a production manager, who is responsible for the maintenance of plant and equipment. And then one of the chief executives, a vice-president perhaps, will have to approve the investment. After I have gone to all those men the matter is turned over to the purchasing agent, who will buy someone else's stoker if I don't watch out.

In this instance there are five individuals to be won over before I can get the order, and each one of those five views the purchase from a totally different angle.

Now that is probably more complicated selling than is met with by the average industrial manufacturer, but I have taken it as an example because it illustrates very nicely the point I want to bring out: In indus-



try we have a set of conditions wonderfully suited to the use of direct mail. How can you reach these five different men with their five different points of view except by direct mail?

Direct mail enables us to go directly to each man. We do not have to limit ourselves to a broad message written for the business as a whole.

**T**HE chief engineer of this boiler plant might be Irish, German, French, Scandinavian, American—any nationality at all, or none. He might be married or single, Catholic or Protestant, educated or uneducated, but the minute he steps inside the door of his boiler plant he becomes, and in fact is, nothing but a chief engineer, so far as business is concerned. His reaction to a piece of boiler plant equipment is not the reaction of a German or a Frenchman, it is not the reaction of an individual at all. It is the reaction of

a chief engineer in a boiler plant and nothing more. And the same thing applies to the other four men.

Now it helps us a lot in working out copy for our direct mail to know this, for instead of wracking our brains for a bright idea, all we have to do is to study the business environments of the men we are writing to, and our advertising approach becomes obvious at once.

Study the environment of your prospects, find out what they think about in business, the daily problems of the individual, and write your advertising in those channels. You will hit the nail on the head ninety-nine times out of a hundred.

If you do not have the time, or the money, or the authority to take a field trip, go to your correspondence files, dig up all the letters you can find written to your company before the prospect had begun to study your product, and note what he is thinking about. By tabulating all the different things that are mentioned as problems, the troubles that are bothering him, you will get a pretty good cross section of his interests; enough at least to give you a copy angle. If the correspondence files are meager, send out a questionnaire and frame your questions to catch the other man's point of view.

I have never liked the word "campaign" in connection with direct mail. It conveys overmuch the idea of a limited number of mailings to a fixed mailing list. Of course there are times when it is advisable to use direct mail in that way, but there is nothing in my experience that would lead me to believe direct mail cannot be used continuously, just as we all use magazine advertising continuously. The circulation of a magazine is nothing but a mailing list, if

Excerpts from an address delivered before the Direct Mail Advertising Association Convention, Chicago.



# in 1928

**DRY GOODS ECONOMIST ADVERTISERS WILL GET MORE FOR THEIR MONEY THAN EVER BEFORE . . . and right now they get their money's worth . . . in complete coverage of the major market consisting of the ten thousand foremost stores . . . in direct contact with the store executives capable of building sale-successes for their products—for any product that can be sold to and through dry goods and department stores . . . in actual, traceable results . . . and now . . .**



*Contracts are being signed by alert advertisers interested in making their appropriations work harder than ever. We're ready for YOU.*

**239 West 39th Street, New York City**



# Idle Thoughts of An Idle Copy-Writer

## Ask Me Another Fool Question

**H**OW long should an advertisement be?

How much does it cost to run a page in *The Saturday Evening Post*? How many times for that?

How long does it take to write an ad?

What do you want to have all that white space for?

Why can't you say "it's best by test"?

How many inquiries will I get?

Why can't I get a name as good as Kodak?

Why can't we get some copy as good as Ivory Soap?

Why can't I buy just one page?

Do you draw the pictures, too?

What's the matter with showing a picture of the factory?

Can't you get them to print some news items about us, too?

What's the difference between an electro and a wash drawing?

What kind of a looking fellow is this Cyrus Curtis, anyway?

How come they put our ad way over in the back?

Can't you get our name in there bigger than that?

Why didn't you make the label so you could read it?

Who is paying for this—you or me?

Who is Milline?

What can you do for etching?

Can you imitate birds?

## We Might Start Here

**L**ITERATURE is written to express something. Advertisements are written to sell something.

If a certain sentence, or paragraph, or composition is literature, then it will stand on its own feet. Remove it a thousand years from its origin and its setting and still you have literature.

"Golden hair, like sunlight streaming  
On the marble of her shoulder."

That will always be beautiful. It does not matter whether you know who wrote it, or when, or why, or how. It doesn't matter what comprised the rest of the verse. That single thought may live for ages

simply because of its inherent beauty of phrase, of word and of image.

But:

"Each truck and trailer hauls  
200 tons of coal a day."

There you have a single sentence from an advertisement. It is not beautiful. It means nothing of itself. It cannot live an instant alone. It is worthless and useless except as a part of a complete advertisement.

But it is a good part of a good piece of advertising copy. It is solely devoted to selling. It can never be used for anything else than the one purpose for which it was constructed.

Not that advertising copy should be prosaic and matter-of-fact. Not that advertising copy should be ugly or ill-formed. Advertisement writers often mold beautiful phrases to convey beautiful thoughts. But those beautiful phrases and beautiful thoughts must aid definitely in doing the work of the advertisement. They must never be created for their own sake.

Here is the true test of advertising copy: Does it sell the idea or the merchandise which it is intended to sell?

## Even the Garbage Pail, by Jiminy!

**O**N the table before me as I write, in my best literary style, stands a group of objects as ordinary as ordinary can be—yet as strange as an elephant with a long, black beard. The group consists of a garbage pail, a dish pan, a double boiler, a couple of stew pans, a tea pot and a coffee pot. No, not a percolator, but a *coffee pot*—the kind we used when we let the coffee come just to a boil and then shoved it to the back of the stove.

All day long people have been coming into my office and looking at and commenting on this garbage pail, and the dish pan and the stew pans, and the tea pot and the coffee pot. Not that there's anything new about their form. We've all seen thousands just like them in shape. Nor anything out of the ordinary in the

material. For they are enamel ware. And certainly there's nothing extraordinary in the use for which they are intended, or the price paid for them, or the source from which they came, for I bought them at Wanamaker's.

And yet, such fascinating pots! Such a seductive garbage pail! I sit here and ogle them, all twitchy with delight, because *my enameled pots and pans are RED!*

Not just enameled white like a hospital bed, nor sickly blue, nor drably gray. But red, by Jiminy! Just as red as red can be.

Mr. Wanamaker has green ones, too, and yellow ones, and other colors, but I couldn't resist that brilliant red that isn't just painted on but is fused into the very substance of these most alluring pots and pans and buckets.

I wish I had a nickel for every woman who is going to quit using prosaic white, and black, and blue and gray pots and pans and fall in love with these colorful, cheerful reds and greens and yellows that she now can have. Tomorrow morning *my* coffee will be made in a *red* pot.

What an advertising opportunity!

## Let Us Look Up

**W**ORDS are the building stones with which are constructed the Cities of the Mind. With words, a master may fabricate a beautiful cathedral, its lacy Gothic towers mounting to the skies. Using those same words as building stones, another master may erect a highly efficient business structure.

The Cathedrals of Words in the Cities of the Mind are the poetry, the drama, the literature which inspire. And the Business Buildings are the advertisements which serve.

Advertisement writers, sometimes, try to build Cathedrals. They forget that an advertisement is a business building. They so adorn their structures with towers, and stained glass and terra cotta that the real purpose of the building is forgotten by the hurrying throng which may pause briefly to admire, but does not go in to buy.



**PHILADELPHIA STORAGE BATTERY COMPANY**

**PHILCO**  
BATTERIES

FACTORY, LABORATORIES AND MAIN OFFICE  
157 AND C STREETS  
PHILADELPHIA, PA.

October 10,  
1927.

Mr. L. M. Green,  
Manager Radio Advertising,  
The News,  
New York City.

Dear Mr. Green:-

When we entered the New York newspaper field at the beginning of our Philco advertising campaign last Fall, and decided on "The News" as one of the daily mediums to be used, I want to say frankly that we were a bit hesitant about predicting the extent of results from so-called "tabloid" newspaper advertising.

There is no hesitancy now in telling you about these results, because Philco advertising in "The News" certainly has delivered them in big measure. "The News" has been one of our biggest assets in getting together a formidable list of retail distributors in the greater New York territory.

There are approximately 800 of these distributors now handling Philco Socket Powers in that territory and it is a tribute to "The News" that advertising in your publication aided immeasurably in signing up these dealers who, almost without exception, were helped in making a decision by the fact that "The News" was included in our New York distributor list, and that their names and addresses were to be included in "The News" advertising.

From the reader standpoint, as indicating the quality and quantity circulation of "The News", we actually were amazed at the widespread response to the Philco coupon offer and also by the fact that, to an unusual extent, prospects obtained by "The News" advertising actually were sold Philco Socket Powers!

Of course, the high-quality of Philco

products was an important factor in these sales, but, no matter how good a piece of merchandise, you can't sell it unless you let your prospects know you have it. That was what "The News" advertising did - and did well.

Very truly yours,  
PHILADELPHIA STORAGE BATTERY CO.  
*John R. ...*  
Manager Sales Promotion.

Wayne W. Hazdell:R.H.



“There is no hesitancy now in telling you about these results because Philco advertising in The News has certainly delivered them in big measure.”

AFTER favoring New York newspapers having special sections and technical pages, radio advertisers in the last two years have turned to The News. They found that there were more actual customers among the million-and-a-quarter circulation of The News than among the fan readers and experimenters of the technical sections.

News advertising helped Philco to secure 800 dealers, and won dealer and distributor cooperation.

Philco copy was keyed. The News was first among all newspapers used, in response and results.

The price range of the Philco equipment advertised was from \$58 to \$98.50. The units sell only to radio owners, or as a companion item at the time of a receiving set sale.

Close coverage of a great market, high buying power and lots of it, high responsiveness among the readers; increased visibility and attention value for every advertisement, and economical costs—make The News the first medium of New York not only for radio but for every classification of business. Get the facts.

**THE  NEWS**  
*New York's Picture Newspaper*  
Tribune Tower, Chicago      25 Park Place, New York

# Australia as a Market for American Products

By W. H. Redfern

**E**ACH year overseas manufacturers are giving Australia more attention as a market for their goods.

Offhand, it is safe to say that the United States has realized this better than any other nation.

Fords, Buicks, and Overlands are being assembled here. Spalding's goods have been made here for some time, and the advertisements feature the fact that the imported tennis racquet is much more expensive than the locally-made articles but, the advertising contends, the Australian goods are the equal of the American lines. The selling point, therefore, is pay less for an article that is of equal quality.

Brunswick gramophones have been local productions for several years and within the last two years His Master's Voice (known in the United States as the Victrola) and Columbia, both English companies, have erected factories for making records. The Columbia company also records locally.

Dutch Cleanser has been made in Sydney for many years. The Goodyear Tire Company is the latest organization to announce its intention of building an Australian factory. Officials here from Akron declare that before the end of this year tires will be turned out at the rate of a thousand a day. A purely local rubber company has been making tires in Sydney for a long while. The Dunlop Company has a well-established branch in Victoria.

American magazines are so widely read in Australia that advertising in these publications made goods from the United States well-known in Australia long before reaching our market. Actually, American publicity reinforces our own. In view of this, as well as the fact that American business men are noted



## Worn but not felt

216  
each

WHITE  
In 110c Styles  
Quarter Sizes

COLOURED  
In Style 11 only  
Half Sizes  
Six Designs

To wear the VAN HEUSEN on a scorching hot day is to appreciate what real collar comfort means. The only collar in the world with the natural curve of the neck woven into the material. That is why it does not sag, wrinkle or crease, why it is always comfortable, always in good taste, why it is "worn but not felt." It remains always in place without having to tug it this way and that.

Ask your Mercer—Judge for yourself.

**VAN HEUSEN**

(Semi-Stiff)

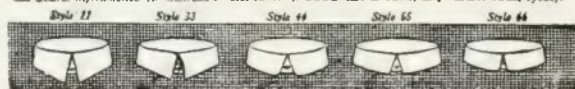
TRADE MARK

The world's most economical collar

PATENTED IN ALL COUNTRIES

Entirely **BRITISH MADE**

Has General Representatives for Australia—Messrs. W. J. DOUGLASS & SONS, 221, Clarence Street, Sydney.



**T**HE advertisement shown above exemplifies the effect of American magazines in Australia. The Australian public has learned to like our advertisements, so the American manufacturers merely transplant their home-grown copy, with a few changes for the sake of idiom

for their ability in merchandising. It seems strange indeed that The Drackett Chemical Company, of Cincinnati, Ohio, should have their product, Drano, on this market under the title of Cleerit. An established name is always valuable.

**F**OR the advantage of a name, take Palmolive Soap as an example. The illustrations and copy as they appear in *The Saturday Evening Post*, the *Ladies' Home Journal* and other American magazines widely read here are reproduced all over Australia. Even the caption, "Gee, Mother, but you're pretty," is allowed to stand. Naturally, the spelling is localized. The Cudahy Packing Company has made no change in its little

Dutch Girl; the dog still listens to His Master's Voice; you can count the notes in the Columbia advertising.

Ipana toothpaste has been made in Australia so long that were it not for the American advertising most Australians would think it one of our own creations.

Orange Crush is on our market also; it is made by a local cordial factory under an arrangement with the American proprietors.

Selling American goods elsewhere under another name was proved here to be unwise and expensive. A typewriter made in the United States and put on the Australian market about twenty years ago had its name changed recently in America but not in Australia. All sorts of trouble followed.

The factory resolved to drop one machine and change the name of another. At home this was all right. It was announced that the double keyboard model would no longer be made and that in its stead a single keyboard typewriter was offered. This was just a plain advertising job.

Here in Australia, however, where both machines had been on the market, but handled by two different agents, the story had to be told differently, because the agent for the machine to be dropped desired the old name retained on the new model. It was planned to give publicity to the fact that a new model had been introduced.

Complications that should have been foreseen began to arise. Beautiful little folders had been forthcoming from time to time for the old machine. Being produced in large quantities in the United States, the price was low, especially when compared with the cost for the comparatively few required for Australia. Immediately the change was made.

[CONTINUED ON PAGE 78]

## SIXTEEN TO WIN

In these days of keen competition for new markets, the alert advertiser uses the ALL-FICTION FIELD, knowing that he can win the instant attention of an audience of quick responsiveness.

It is a predominantly male audience, full-blooded, young-minded. It knows what it wants and gets it. It is a cross-section of America that can be reached through no other media than the magazines comprising the ALL-FICTION FIELD.



# All-Fiction Field

*Magazines of Clean Fiction*

NEW YORK    CHICAGO    BOSTON    SAN FRANCISCO

# The 8 pt. Page

by

## Odds Bodkins

EVERY so often I am put in mind of Thomas Edison's first patent, taken out in 1869. It covered a device which Edison had invented to make possible the rapid recording of votes in the houses of Congress.

When it was completed, Edison went to Washington, expecting a ready reception for his invention which made it possible to record and count the vote of a whole chamber instantaneously by each legislator pressing a button on his desk.

What was his disillusionment when he was told promptly that Congress had no use for such a device; that the time required to take a vote was one of the cherished traditions, and an accepted and useful method of delaying action and obstructing the progress of legislation that one's party did not favor.

Just about once a month I have to tell this story to some man—or woman—who comes to me with an idea for a product or a device that he—or she—has thought up that the world is just waiting for. A few thousand dollars put into advertising and the public would be clamoring for this new boon.

But it doesn't work that way. Mr. Average Citizen seems to have a remarkable boon-resisting capacity! That is what is so heart-breaking about Messrs. Chase and Schlink's book. If it did work out that way, there would be much more point to "Your Money's Worth"; as it is, if the same person should come to me with an ingenious idea or scheme for marketing a mediocre product, I should feel more hopeful of its commercial success!

Too bad. We humans are so *terribly* human.

—8-pt—

Coming down the grand staircase from the dining room at the New York Advertising Club with Kenneth Goode the other noon, a group of members gathered around the radio in front of the big fireplace, listening absordedly to a speech.

"Funniest thing I ever saw," exclaimed K. G.—"a crowd of advertising men listening to somebody!"

—8-pt—

The "all due to lick" forces are at work again, and this time instead of taking it all out on defenseless Sunday school children they are using modern methods in media calculated to reach the he-man.

I refer to the new advertising being

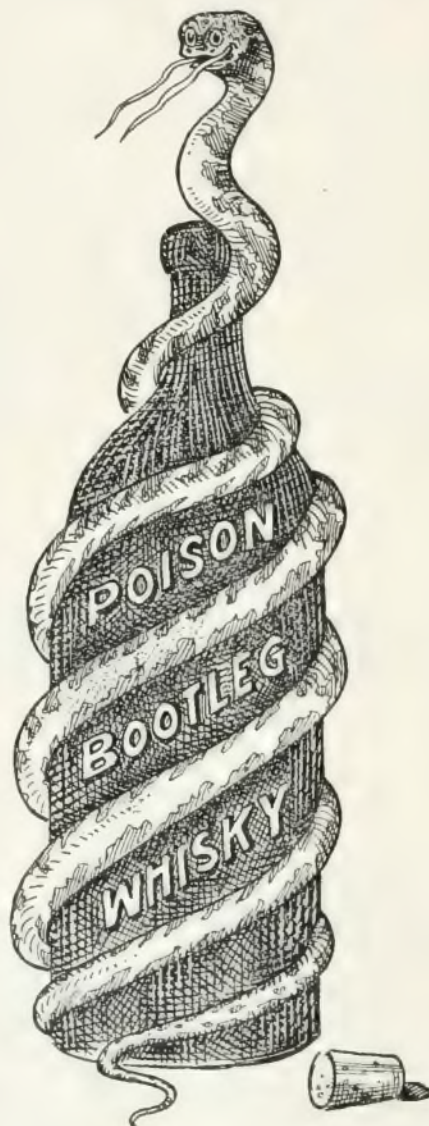
sponsored by the Association Against Impure Liquor, Inc.

The copy reads (and I quote for the benefit of those who may live outside the hard-liquor belt) as follows—and also is illustrated as follows:

#### WARNING—DO NOT BUY

Poison liquor caused 15,000 more deaths in the United States since 1920 than poison gas, shot and shell killed American soldiers on the battlefield of France during the World War.

The United States Government through the 18th Amendment and the Volstead Act, provides that Physicians may prescribe



medicinal liquors and same be secured through druggists and pharmacists who are authorized agents of the Government.

Beware of the bootlegger and his poisonous, death-dealing beverages.

Association Against Impure Liquor, Inc.



Times Building, Broadway and Forty-second Street, New York, N. Y.

The advisory board of the association consists of over 100 representative physicians from nearly every State of the Union. Dr. Charles Norris, chief medical examiner of the City of New York, is chairman of the advisory board.

—8-pt—

I see that the Weed chain people are determined that people shall not be able to tell whether they are reading a Weed chain advertisement or a scary article in *Liberty*.

In the upper left corner of their latest advertisement appears this legend: "The average reading time of this advertisement is only 33 seconds. Spend this fraction of a minute and save a lifetime of regrets."

—8-pt—

Odds, Jr., is very much interested in a letter and a piece of crystal which he received as a radio applause souvenir from Bausch & Lomb Optical Company.

The letter acknowledges the "applause" in a gracious paragraph and then goes on to say:

In the manufacture of optical goods clarity is even more important than it is in radio. To illustrate our point we are sending you a piece of optical glass just as it comes from the furnace of our plant here in Rochester. If you will compare the crystal clearness of this glass with that of a tumbler a milk bottle, or a piece of window glass you will appreciate something of the care which must be used in manufacturing lenses for optical instruments and for the eyes of the nation.

May this little piece of crystal serve as a reminder of the very pleasant radio evenings we have and will spend together for some time.

Needless to say, it was only a matter of seconds until Odds, Jr., was comparing the piece of crystal with a tumbler—yes, and then a milk bottle—and in his ten-year-old mind the Bausch & Lomb message is now fixed indelibly.

I have long contended that the actual appearance of an advertisement in any of the media of advertising should be only the beginning; that it is what *use* the advertiser made of that appearance that determined how successful it would be. This letter proves that this is true also of radio broadcasting. To follow up applause graciously and promptly and appropriately would seem to be as important as to follow up any other type of "inquiry."

The NEW YORK EVENING JOURNAL... key to the World's Richest Market

"Destination —  
NEW  
YORK"

☐ The *New York Evening Journal* will carry your goods swiftly and surely to the heart of the New York market.



## HOW ARMOUR AND COMPANY BROUGHT DONA CASTILE SOAP TO NEW YORK

In thousands of freight trains roaring over a hundred lines, a mighty stream of merchandise pours constantly into the New York market—the richest, most populous trading area in the world.

Here within a fifty-mile area is concentrated more wealth, more money and buying power than in seven large midwestern States combined.

Nearly half of all the people in this great market who buy any New York evening newspaper buy the *New York Evening Journal* at 3c a copy.

Every day an average of 680,681 people buy the *New York Evening Journal*. This is greater than double the circulation of the next New York evening newspaper, plus 51,000. Greater than that of the next two New York evening newspapers combined, plus 87,000.

Knowing this, Armour & Company let the *New York Evening Journal* carry their Dona Castile Soap swiftly and surely to the heart of the New York market.

W. E. Beard, District Sales Manager for Armour & Company, has written us—"We received the benefit of the valuable experience gained in previous campaigns by your merchandising department . . . They have functioned for us in a way we have not experienced before, and their assistance in furnishing us with accurate information which we could turn into sales, has contributed splendidly toward the success of our campaign."

Rightly approached the New York market is the most profitable selling area in the country. Let the *New York Evening Journal* carry your goods swiftly and surely to the heart of the New York market.

CIRCULATION FOR SIX MONTHS ENDED SEPTEMBER 30, 680,681 DAILY, NET PAID

# NEW YORK EVENING JOURNAL

*Greatest Circulation of any Evening Newspaper in America  
and a QUALITY Circulation at THREE CENTS a Copy Daily  
and FIVE CENTS a Copy Saturday*

913 Hearst Building  
Chicago, Ill.

2 COLUMBUS CIRCLE  
New York City

General Motors Building  
Detroit, Mich.

# Why Industrial Buyers Purchase

[CONTINUED FROM PAGE 21]

resolution, it is often forgotten in practice.

For alert marketing one of the key questions which the seller must keep constantly in mind is: "Why should merchants or users purchase my goods?" or, "Why should they patronize this company?"

In passing along a busy street a man may buy a pencil or a pair of shoe-strings from a blind beggar, but that is not business; yet there are blind beggars in business who hold out their wares to passers-by without first having asked themselves the questions: "What do the customers for such goods as I have to offer want?" "Why do they purchase?" or, in other words, "What are their buying motives?"

Industrial goods, unlike consumers' goods, are bought for business purposes. The industrial buyer is not seeking to please his own

fancy, but rather to buy equipment and materials which will aid him in selling his goods at a profit or in reducing his operating costs. Since industrial goods are bought for business purposes, the buying motives are predominantly rational motives. This affords a contrast to the market for consumers' goods, where emotional motives often predominate. It is true that emotional motives, as, for example, style preferences, have an influence on the market for industrial goods, but the industrial buyer recognizes the style factor and coolly calculates the style trend, whereas the individual consumer buys many articles on the impulse of his fancy.

The buying motives for industrial goods differ between products and also between segments of the market for a particular product. This dif-

ference in the buying motives of various segments of a market is illustrated by the accompanying chart, prepared by the McGraw-Hill Publishing Company, showing an analysis of the basic markets for welding and cutting equipment. In the last column the keynote suggests the buying motive for each segment of the market for such equipment. This analysis indicates that in marketing any particular article effectively the seller must form a definite conception of the buying motives, not only for his market at large, but for each part of his market. Armed with such knowledge, the seller can address his sales message intelligently.

*Enhancing Saleability of Product.* One of the strongest arguments that can now be presented for the purchase of street car equipment is that

## Basic Markets for Welding and Cutting

Includes Gas and Electric

Industrial Markets	Applications				Market Notes		
	Manufacturing		Construction		Number of Units	Buyers	Uses
	Welding	Cutting	Welding	Cutting			
Mines and Quarries	Metal and Non-Metallic Mines				3,800 Machines at Large Size Mines in the United States	Mine Manager, Supt. Foreman	Independent Maintenance Service necessitated by Isolation
	Coal Mines				5,500 Producing over 10,000 Tons Annually	Supt. Manager, Engineers	
	Quarries				1,900 Stone Quarries	Superintendent	Ease of Repairs on the Spot
Public Utilities	Petroleum and Natural Gas Wells				250,000 Producing Wells	Dept. of Coast & Maintenance Superintendent	100% Pipe Joint
	Electric Light and Power Companies		See Power Plants	See Power Plants	5,235 Operating Companies	See Power Plants and Supt. Foreman	Repair by Welding for Continuity of Service
	Steam Railways		See Construction Railway		1100 Operating Systems 275,000 Miles of Track	Shop Supt., Master Performers, Welding Engrs., M. at W. Engrs.	See Metal Industries and Construction
	Electric Railways		See Construction Railway		759 Operating Systems 46,752 Miles of Track	In-w. Engineer, Supt. of Equip., Master Mechanic	Economy of Operation
	Marine				1,900 Overhead Cranes for all Services	Supt. of Hull Const., Com'l. Supt. Supt. of Mech. Installation	Flexibility of Operation
	Gas Companies				1,100	Engineer, Supt. in charge	100% Pipe Joint
Power Plants	Municipal Services Including Water Works				237 Cities over 10,000 Population Estimated at 1926	Engineer, Supt. in charge	100% Pipe Joint
	Power Plants				1,600 Plants Each 250 H.P. or over	Power Plant Engineer, Supt. in charge	Build and Rebuild
Construction	Construction Companies				7,500 Organizations handling industrial construction	Contractors and Construction Companies (Iron and Steel)	Flexibility of Operation
Manufacturing	Metal Working Industries	Automotive Machinery, Machine Tools, etc. Machinery			3,391 Plants Employing 20 Workers or more	Supt. Welding Engr. Dept. Foreman	What will it make in Production and Repair
	Blas Surfaces, Sheet Works, Rolling Mills	Fabricating Shops handling metal working industries			663 Plants Employing 20 Workers or more	Supts. Master Mechanic, Welding Engr.	Save in Repairs
	Process Industries	Acids, Chemicals, Ink, etc.			12,688 Plants Employing 20 Workers or more	Works Mgr., Plant Production Mgr., Superintendent	Ease of Special Manufacturing and Repairing
	Lumber Industries	Sawing, Milling, etc.			3,546 Plants Employing 20 Workers or more	Superintendent	Repairs on the Spot
	Textile Industries	Cotton, Wool, etc.			9,800 Plants Employing 20 Workers or more	Superintendent, Master Mechanic, Agent	Repair by Welding
Miscellaneous Industries	Various other industries				10,201 Plants Employing 20 Workers or more	See Maintenance Plan, Chief Elec. Enginer, Foreman	Repair by Welding

■ Primary Markets  
 ■ Secondary Markets  
 \* Repair to old track and bonds included under Elec. R.R. Construction  
 + Central Stations are recommending factors for electric Welding Equipment  
 † Welding  
 NOTE: In listing a cutting equipment is used to some extent in maintenance work in all industries but the above primary and secondary markets cover the great percentage of total annual volume and designate the worth while fields of sale.

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use of the equipment will stimulate patronage. That powerful buying motive operates not only among street railway companies but also in other industrial markets. Closely allied with that motive is another, namely, means of enhancing the saleability of the goods which the purchaser is producing. That motive governs the purchases made by numerous manufacturers. Use of this motive is illustrated by the following statements quoted from industrial advertisements.

One company states:

"A prominent firm supplying graphite to manufacturers of paints, lubricants, pencils, stove polish, packing, batteries and parting sands used in foundry work, eliminated the complaints from its customers of non-uniform fineness of product by installing Raymond Mills with Air Separation. Now the various degrees of fineness required by the different customers are easily and quickly met. Satisfied customers are the result."

This is from another company:

"Because of elimination of practically all magnetic and mechanical vibrations which cause noise, Century Repulsion-start Induction Single-phase Motors are conspicuously quiet in operation. This fact is largely responsible for the widespread demand for Century-equipped household refrigerators, oil burners, pumps, and similar apparatus."

A manufacturer of pipe threading and cutting machines says:

"The rake or cutting angle may be ground to suit the material. This means good threads, no rejections, and satisfied customers."

Another advertisement reads:

"Appearance is not only a factor, but often it is the deciding factor in a customer's decision as to which article he, or she, will buy. When the quality appearance of a product reflects its intrinsic merit, sales are more quickly and easily made—and selling costs are lower. Manufacturers of all sorts of articles, from fountain pens to electric irons, from switch plates to radio receivers, have found that there is a sales lure in the beauty of Bakelite that is a decided factor in increasing sales volume and lowering sales costs."

I have cited these examples of the use of this buying motive at length

# Things You Want to Know About Iowa

Now ready  
for you in  
book form

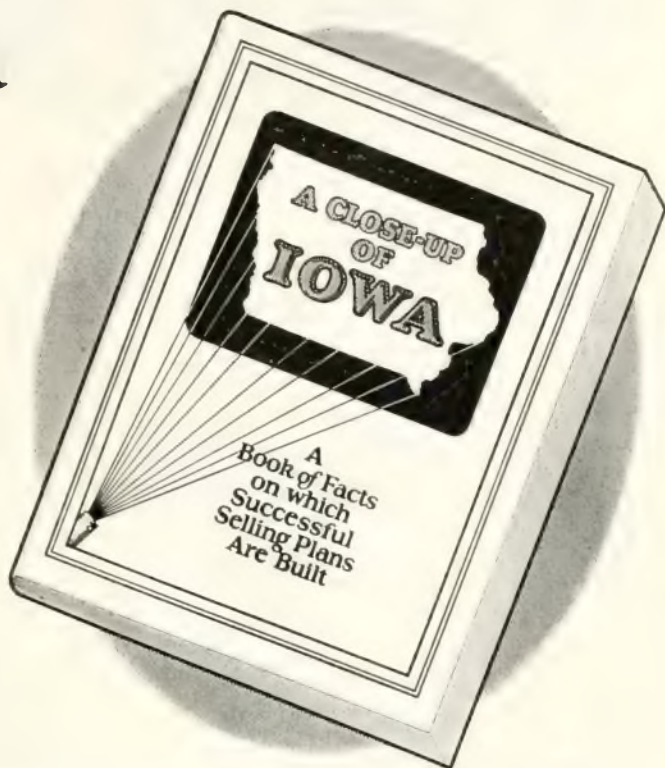
**H**ERE is a book which is hand-built for sales and advertising executives. Within its thirty-two pages are found most of the important points which would ordinarily be used as the foundation of a 300-page market report.

In it you will find vital information on Iowa from the standpoint of Industry, Agriculture and Commerce. You will learn new facts about the cities which serve as centers of distribution.

If you are already satisfied with your volume of business in Iowa, it will help you maintain your position. If you are looking for more Iowa business during 1928, it may show ways to strengthen your selling plans.

Iowa has two and a half million people, but no city over 200,000. Sales development is naturally different than in states where commerce revolves around one or two metropolitan centers.

"A Close-up of Iowa" will be sent on request to any interested executive. Please address your letter to Mr. Frank D.



Throop, Chairman of the Advertising Committee.

## You might ask, for example:

How much does the value of Iowa's industrial products exceed that of Iowa's agricultural products?

How does the per capita income of Iowa compare with that of other states?

What are the principal sources of income for Council Bluffs, Burlington, Ottumwa, Sioux City, etc.?

Why is it that there are more renters looking for Iowa farms than there are farms to rent?

How has the sale of automobiles progressed in Iowa since 1920?

Answers to these and hundreds of other salient questions are covered in "A Close-up of Iowa." You will find it well worth reading.

## IOWA DAILY PRESS ASSOCIATION

### Davenport, Iowa

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

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

Oelwein Register  
Oskaloosa Herald  
Ottumwa Courier  
Sioux City Journal  
Sioux City Tribune  
Washington Journal  
Waterloo Evening Courier  
Waterloo Tribune



## Too big to carry

Is your product one of the type which must overcome these sales obstacles?

- 1 *The product is too big for salesmen to carry—to demonstrate in the homes, offices or plants of prospects.*
- 2 *The product has distinct consumer advantages, which are difficult to present effectively.*
- 3 *The product cannot be sampled and trial installations are questionable.*
- 4 *It is difficult to attract an adequate number of prospects to a salesroom demonstration.*

The sales presentation of such products needs direct advertising of a kind which we are especially qualified to produce.

If this is your problem, we will be glad to bring to a discussion of it, at your request, a breadth of experience and a specialized knowledge.



**EVANS-WINTER-HEBB Inc. Detroit**

822 Hancock Avenue West

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis · Plan · Copy · Design · Art · Engraving · Letterpress and Offset Printing · Binding · Mailing

because, although it is a strong motive, it frequently is neglected. The probable effect on the salability of the product controls the purchase of many fabricating materials. The shoe manufacturer, for example, purchases fancy leather of the type that he expects will increase the demand for his shoes. The clothing manufacturer purchases worsted cloth of the type that he thinks will be popular. This buying motive likewise influences the purchase of many process materials. The most notable recognition of this motive has been in the marketing of fabricating parts, such as automobile bodies and shoe welts, where advertising has been used to influence consumers and thereby stimulate sales to fabricators.

*Economy in Use.* The effect which a particular purchase will have on his operating costs looms large in the industrial buyer's mind. Consequently, the group of buying motives which relate to economies in operation are predominant in industrial marketing. When reference is made to economy in operation, emphasis is not placed, however, primarily upon price. Nothing is bought merely because it is cheap. A contractor does not buy a steam shovel solely because the price is low; he is interested not so much in first cost as in operating cost. Price always enters into the calculations, to be sure, and other things being equal, price will determine the purchase of a particular make of article; but effective marketing stresses price only when there is nothing else to stress, and a business which is built on a price appeal alone is precarious.

WHEN industrial buyers are disposed to govern their purchases by the savings which can be effected from the use of a particular article, it is incumbent upon the seller to indicate clearly the means of economy and, so far as it is possible, the amount of the savings to be expected.

A company selling spray painting equipment presents its case in part as follows:

"When you brighten up the interior of your plant building this spring and give the outside a new and protective 'dress-up,' paint the De Vilbiss way and cut labor costs eighty per cent. One man painting with De Vilbiss spraying equipment does the work of five painters with brush and pail."

Another company makes the following statement:

"Actual tests of the 'Spiral Drive Vertical Turret Lathe' show an increase of feed on identical work of twenty-two per cent. The smoother action also eliminates the backlash, and, therefore, reduces the breakage of tools. Timing work done by the 'New Era' Type, Vertical Turret Lathe, the increased performance reduces the production time thirty-seven per cent."

Still another example is given:

"The Bradley Automatic Density Valve saves the cost of the manual control of densities of pulp, mash, clay mixtures, heavy fuel and Diesel engine oils, slimes, cyanide solutions, etc."

*Protection Against Loss.* The examples just quoted illustrate sales appeals on the grounds of positive savings to be effected. A contrasting situation exists among manufacturers of such equipment as sprinklers, safes, and fences, who cannot promise definite savings, but rather protection against potential loss from uncontrollable elements, such as fire, flood, and the activities of marauders.

*Durability.* Durability is a buying



# 76 Years

## UNBROKEN DOMINANCE

in the Oregon Market



Now, as always, The Oregonian leads all Portland newspapers in circulation.

If a five-cent newspaper in a field of two and three-cent papers had the *smallest* circulation you wouldn't be surprised.

When The Oregonian—a five-cent newspaper—has the *largest* circulation—larger than any of the two and three-cent papers—*that's* something to think about.

Remember that in addition to the largest total circulation The Oregonian has the *largest home delivered* circulation in the City of Portland.



Circulation: Over 104,000 daily; over 154,000 Sunday

# The Oregonian

PORTLAND, OREGON

Nationally represented by VERREE & CONKLIN, Inc.: 285 Madison Ave., New York; Steger Building, Chicago; Free Press Building, Detroit; Monadnock Building, San Francisco

The Great Newspaper of the Pacific Northwest

# Bernhard Cursive

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

*Ask for our Portfolio of Inspirational Prints*

The BAUER TYPE FOUNDRY Inc

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

BERNHARD CURSIVE IS PROTECTED BY NUMEROUS DESIGN-PATENT APPLICATIONS

## On the Basis of Circulation Volume Yes!

**B**UT The News' best advertising customers are those who have learned its other qualities—those who would choose this distinguished medium even though it had NOT the greatest circulation in its field.

## The Dallas Morning News

For 42 Years the First Choice  
of National Advertisers

motive in this group to which appeal is made by some manufacturers of industrial goods. The chief gain that comes from buying a durable product is the lowering of depreciation costs. For example:

"Lawtonite, although more expensive than other kinds of refractory brick, is less costly in the long run, because it lasts several times as long and insures more heat-hours."

Another example:

"Authentic statistics show Southern Yellow Pine forty-four per cent stronger than the nearest other pole species. This great strength is lasting. Properly Creosoted Pine Poles, and International poles are properly creosoted, retain their original strength during long service."

**Facilitating Plant Operations.** When a plant operates smoothly, it usually operates economically and the company also gains a sales advantage in being able to make deliveries on schedule. In addition to the economy in production and the sales advantage gained from the smooth operation of the plant, the executives are relieved of the worry that they experience when things go wrong. One of the reasons why industrial buyers purchase particular products, therefore, is the fact that those products facilitate plant operations.

**Dependability in Use.** Plant operations are facilitated by dependability in use. A machine, for example, that can be depended upon to perform its operations regularly is preferred to a cheaper machine that is less dependable. The following quotations illustrate appeals to this buying motive:

(1) "Gridley Multiples consistently maintain 'Top-notch' production that passes inspection."

(2) "Piping is easier now! Many material and process schedules can all be taken care of now in Sugar Mills and Refineries. Pipe lines have a busy time in Sugar Mills and Refineries. \* \* \* Failure of schedule at any point would seriously affect production; therefore, processes and equipment are developed to a high state of efficiency. \* \* \* Merco [plug valves] insures against failure."

(3) "No Acid Shutdowns—Valves need cause no worry or trouble on your pipe lines. 'United' Acid Valves—Hard Lead lined by the 'United' method have proved this to the satisfaction of almost numberless plants concerned with the handling of Sulphuric Acid, Sulphurous Acid, and other exceedingly corrosive solutions."

(4) "Making money in the contracting game depends mostly on keeping things moving. CP-114s won't let you down."

**Dependability in Quality.** Dependability in use is a motive which applies particularly to installations and accessory equipment. For materials, dependability in quality has much the same appeal to industrial buyers. Materials which are of uniform quality aid in economical production, assist in turning out products that are acceptable to customers, and facilitate the smooth operation of a plant. A company which buys rivets in large quantities desires that the rivets should be of uniform quality. A textile mill purchasing rayon yarn is influenced in its selection of the source of its purchases by the assurance of uniformity in quality. A company which uses lime in its chemical processes requires dependability in quality for safety, efficiency, and economy.

Other motives which are concerned with the facilitating of plant operations are *flexibility in use, simplicity, handiness, facility of installation, facility of repairs, and facility in executive control.* If a machine not only is economical in its operation, but also simple in construction, it is preferred by the



MISS LOIS P. DOWDLE

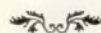
## MISS LOIS P. DOWDLE

*Has Joined the Staff of*

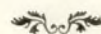
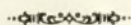
### SOUTHERN RURALIST

*As Editor of the*

HOME DEPARTMENT



*Miss Dowdle will  
devote her entire time  
to Editorial and  
Field Work*



MISS DOWDLE has been with the Home Economics department at the Georgia State College of Agriculture, Athens, Ga., for twelve years as State Girls' Club Agent. For two years she has been contributing editor of the Home Department of Southern Ruralist.

During the World War she was Home Economics Director for the Federal Food Administration of Georgia and Chairman of Food Production and Food Conservation for the Women's Branch of the Georgia Division of the Council of National Defense.

Prior to going to Athens, Miss Dowdle served as a rural school teacher, then as county agent in her home county, Floyd, and later as District Home Economics Agent.

She attended Shorter College and Cornell University and holds a B.S. degree from the University of Georgia. She is prominently identified with the Georgia Home Economics Association, the Association of University Women and the Georgia Educational Association. The U. S. Department of Agriculture has given her a number of important assignments in Home Economics work.

Through these connections Miss Dowdle has come in intimate contact with thousands of rural homes, not only in Georgia, but throughout the South.

The distinctive rotogravure cover service has given SOUTHERN RURALIST greater individuality, prestige, reader interest and pulling power.

Sell the Southern farm market with picture advertising. The covers are produced in our own plant. Rates for back covers, full pages or broken pages on second and third covers, represent only a nominal advance over black and white rates.

*Circulation over 435,000 net paid.*

## SOUTHERN RURALIST

ATLANTA, GA.

Serves Every Interest of the Farm Home

Special Representatives: E. Katz Special Advertising Agency

New York  
Chicago

Detroit  
Atlanta

Kansas City  
San Francisco

\* \* \*

1111 Syndicate Trust Bldg., St. Louis



It's easy to order from a good catalog that is bound in an appropriate *\*Burk-Art* processed Fabrikoid cover. Buyers like to keep and use catalogs bound into covers that make them worth using and keeping. Write for information on catalog and book covers.

*\*Burk-Art*  
The art of embossing and decorating Fabrikoid, and other materials used in making book, catalog and loose-leaf covers.

**THE BURKHARDT COMPANY, INC.**  
BURKHARDT BUILDING  
549 West Larned Street      Detroit, Michigan



## NEW BUSINESS

We are interested in hearing from New York City printers or publishers in position to entertain new business in syndicated booklets, mail order courses and direct-mail material.

This material can undoubtedly be developed into profitable business, but only by one having facilities for promoting and selling, as well as producing, and only by a concern able to liberally finance necessary advertising and circularizing.

*We will discuss our plans with principals only.*

**FRED A. WISH, Inc.**

12 East 41st Street, New York City

*Representing popular writers and cartoonists.*

buyer to an equally economical but more complicated device. Equipment that is easily installed is preferred to equipment more difficult of installation. Likewise, equipment that is easy to repair or that aids the executives in control of the business is preferred to equipment or devices which produce the same result but which are more difficult of repair or less suitable to the system of executive control which is in use.

*Welfare of Employees.* The employer's interest in the health and comfort of his employees influences his selection of such equipment as wash bowls and other toilet facilities. To protect employees against injuries, safety devices of various sorts are purchased. One of the reasons for supplanting hand trucks by electric trucks in some factories is that the electric trucks can be operated with less strain upon the workmen. Portable power saws, likewise, relieve workmen of some of the drudgery that is endured in hand sawing.

**T**HE foregoing examples show concretely how definite recognition of the buying motives which influence purchase are useful in the effective marketing of industrial goods. Those examples illustrate the answers which various companies have found to the question: Why do buyers purchase?

Even when a company can advance no satisfactory reason as to why buyers should prefer its equipment or materials to those produced by another, it may be able to stimulate sales by advancing reasons why buyers should prefer to patronize it rather than its competitors. In other words, when no effective reason can be found for advocating the purchase of one make of material as against another, it is incumbent upon the producer of such material to individualize his organization and his service so that buyers will prefer to deal with him.

*Punctuality in Delivery.* With some types of products punctuality in delivery is an important consideration leading buyers to prefer one producer to another. A contractor, for example, who is engaged on a large construction job must be assured that the source from which he buys his material will deliver punctually on schedule. This punctuality in delivery often is more effective in securing patronage than a concession in price would be.

*Promptness in Delivery.* Promptness in delivery is another factor which induces industrial buyers under some circumstances to purchase from one firm rather than from another. A steel jobber, for example, who carries a variety of shapes and sizes of steel in stock and is organized to make prompt deliveries, depends for his patronage primarily upon his ability to render that service. Under current conditions of hand-to-mouth buying, their ability to make prompt delivery is swinging many orders to certain manufacturers, even though their prices are higher than those of competitors.

Punctuality in delivery and promptness in delivery both are dependent upon the methods of organization and control which the selling company institutes. They cannot be secured under conditions of slipshod control.

*Reputation—Special Service.* For numerous types of industrial goods, both standard and non-standard, the reputation which a company attains or the service that it renders often enables it

### BOOK FREE



#### "Visual Selling"

A new book on a new idea in merchandising. Profusely illustrated. Printed in color. Bound in a *Burk-Art* processed Fabrikoid cover decorated in green and gold. Sent free—please make request on your letterhead.

*The **FIRST** Thing  
a Young Man*

**THINKS  
ABOUT**



# The **FIRST** Thing a Young

Give a young man a job . . . introduce him to a girl, and before long he'll be talking to bankers and contractors. Home-building and home-furnishing is the richest market in the world today. A market where a billion dollars is just fair pocket money. A market, based on one of the strongest impulses of mankind: **SHELTER**.

In 1926, over \$2,500,000,000 was spent in residence and apartment house construction. Of this amount, 40% was used for the purchase of various Shelter Products (like yours) — shingles, tile, lumber, cement, plumbing, oil burners, refrigerators, and so on from cellar to garret.

**CONTROLLING** this enormous expenditure were home-builders, tenants, architects, merchant builders, bankers and contractors (an inseparable combination) as follows:

- 1.** 360,000 Consumers (either owners or tenants).
- 2.** 30,000 Landlord Corporations and Merchant Builders who must market their properties to consumers educated to a high quality of construction and equipment.  
8,000 Architects—who constantly deal with the Consumer, Landlord and Merchant Builder.  
40,000 Banks, Trust Companies, Insurance Companies, Building and Loan Associations, Trusts, Estates and other sources of Mortgage Funds, who loan on properties only after appraisals based on construction, equipment, location, appearance and future market value.
- 3.** 205,000 Building Contractors, Sub-Contractors and Engineers who make profit by keeping abreast of the Shelter Products market.  
25,000 Building Material and Equipment Dealers who, unlike dealers in many lines, make larger profit on well advertised products.

**668,000\***



# *Man* THINKS ABOUT

Impress this magical combination with your advertising story. Keep these vital factors in the final expenditure of billions of dollars alive to the merits of YOUR Shelter Products. The National Shelter Group-Color Service reaches 55% of this market with DELIBERATE INTENSITY, ECONOMY AND DIRECTNESS, and with new profit for all. With but two sets of color plates and for but \$6,500 a page, you can send your story right to the heart of this amazing PURCHASING, ADVISORY-SPECIFYING and BUILDING MARKET. The three groups comprising the

## NATIONAL SHELTER GROUP—COLOR SERVICE

*are*

### 1. CLASS GROUP—CONSUMER DIVISION

ARTS & DECORATION  
COUNTRY LIFE  
GARDEN & HOME BUILDER  
HOUSE BEAUTIFUL

### 2. ADVISORY—INVESTMENT DIVISION

ARCHITECTURE  
THE BANKERS MONTHLY  
EASTERN STATES BUILDING  
DEVELOPER  
BUILDING INVESTMENT

### 3. CONTRACTOR—BUILDER DIVISION

AMERICAN BUILDER  
BUILDING AGE & NATIONAL BUILDER

Through this Service—and through this Service only—the advertiser of products entering into the construction, decoration, furnishing and equipment of the Modern Home reaches, in a single color unit—a 55% cross-section of the 668,000 individuals\* listed on the opposite page. The most casual study of our “Condensed Analysis of the Shelter Market” will quickly reveal to any sophisticated advertising agent or experienced advertiser of this class of products that this new Color Service . . .

- . . . is economically sound,
- . . . is easy of operation,
- . . . provides better and long needed facilities,
- . . . eliminates heavy and unnecessary waste for the manufacturer of Investment Merchandise of which Shelter Products constitute a large part.

*A copy of this Analysis will be sent upon request to any manufacturer of Shelter Products or his Agent.*



# ADVERTISING RATES AND MECHANICAL REQUIREMENTS

## COLOR INSERT PAGES

. . . printed in four colors and sold for the entire Group as a unit, per page. . . . . \$6,500

Any one of the several Divisions may be bought separately if desired, the rates for the individual Divisions being as follows:

CLASS GROUP - CONSUMER DIVISION .....	\$3,300
ADVISORY - INVESTMENT DIVISION .....	1,500
CONTRACTOR - BUILDER DIVISION .....	2,200

### Two Divisions in Combination

CLASS GROUP-CONSUMER and ADVISORY-INVESTMENT DIVISIONS .....	\$4,800
CLASS GROUP-CONSUMER and CONTRACTOR-BUILDER DIVISIONS .....	5,200
CONTRACTOR - BUILDER and ADVISORY - INVESTMENT DIVISIONS .....	3,300

## MECHANICAL REQUIREMENTS

**CLASS GROUP-CONSUMER DIVISION:** One set of four-color plates furnished by advertiser, or color sketch drawn to scale, must measure:  $8\frac{1}{4}'' \times 11\frac{1}{4}''$ .

**CONTRACTOR-BUILDER DIVISION:** One set of four-color plates furnished by advertiser, or color sketch drawn to scale, must measure:  $7\frac{1}{4}'' \times 10\frac{1}{4}''$ .

**ADVISORY-INVESTMENT DIVISION:** When used alone, one set of four-color plates furnished by advertiser, must measure:  $7\frac{1}{4}'' \times 10\frac{1}{4}''$ . When sold in combination with EITHER the Consumer Division OR the Contractor-BUILDER Division, but one set of plates is required, and size of plates will be determined by the size required by the other Division with which the Advisory-Investment Division is sold in combination.

When all three Divisions are bought in combination—two sets of plates are required, viz.: one set measuring  $8\frac{1}{4}'' \times 11\frac{1}{4}''$ ; one set measuring  $7\frac{1}{4}'' \times 10\frac{1}{4}''$ .

Halftone screen: 133 line. Plates furnished by advertisers must be accompanied by progressive proofs which have been proved on publisher's paper stock with publisher's inks, both furnished on request. Plates made by publisher are charged at cost.

## ISSUANCE AND CLOSING DATES

Published monthly. Last forms: If plates are furnished by advertiser, 25th of 3rd month preceding publishing date.

If color drawings, 15th of 3rd month preceding. No cancellations can be accepted after 90 days prior to closing date.

# NATIONAL SHELTER GROUP

COLOR  SERVICE

**WALTER C. McMILLAN**  
INCORPORATED

565 FIFTH AVE.      NEW YORK

### Representatives

WARREN T. MAYERS, NEW YORK

W. FREDERICK WILLCOX, CHICAGO  
307 North Michigan Ave.

GORDON SIMPSON, LOS ANGELES  
1008 West Sixth Street



to secure orders which, in the absence of the reputation or service, would go to competitors. For example, a company manufacturing refrigerating equipment for use in the process industries features as a selling point the fact that its products are "built by a financially strong, experienced company." In the purchasing of fabricating parts and fabricating materials the exactness with which specifications will be filled usually has a strong influence on the choice of the sources from which to purchase. In other instances, the engineering service which a company offers, particularly for installations and the more elaborate sorts of accessory equipment, is valued by industrial buyers and determines the source of their purchase.

The right point of view for one who has something to sell is the buyer's point of view. To get that point of view the seller must ask himself why his potential customers may be willing to purchase his goods. Selling is most effective when done in terms of buyers' needs.

This is the third of a series of articles on industrial marketing by Professor Copeland. The fourth will appear in the following issue.

## Building Industrial Sales

[CONTINUED FROM PAGE 36]

you consider it from that point of view. And if it pays you to advertise in the pages of a magazine month after month, and year after year, why will it not pay you to send direct mail to the same mailing list month after month and year after year.

"The mailing list gets worn out, all the worth while prospects are skimmed off after a reasonable length of time." you might say. If that is true, then magazine circulations should wear out too. But they don't, we know that, and mailing lists do not wear out either, if they are handled properly.

Think of direct mail advertising just as you think of publication advertising, and use it the same way—regularly and consistently, month after month.

I am not going to say anything about all the uses of direct mail such as sales drives, introducing new products, etc., that are open to the industrial advertiser, but I do want to say something about the various physical forms in which direct mail can be used. For convenience I have classified these forms as follows:

First—Letters—typed, multigraphed, printed, etc., sent by either first or third class mail.

Second—Printed matter such as folders, booklets, house organs, etc., sent by first, second or third class mail.

Third—Combinations of letters and printed matter such as illustrated letters and letters with leaflets, booklets, etc., in-closed, sent by first or third class mail.

In the instances I gave you of direct mail advertising that we have been running for so many years, we are using multigraphed letters, accompanied by printed leaflets and a stamped, return addressed post card, sent by second class mail. But that is because it happens to be convenient and economical for us to use that particular combination, and not because we think it produces the best results. We could probably get just as good results with illustrated letters or with

# 5,000 OR 375,000 One Market or Thirty Quality in Quantities

IN 1924, eight areas of circulation. All homes I selected—all subscriptions paid for—by selling institutions whose combined volume reached \$150,000,000. In 1928, more than thirty markets, with a total of 375,000 homes which will spend—let's be conservative—at least \$500,000,000 for the thousand and one things a modern home needs to make and keep it modern. And the advertiser can eliminate any areas of circulation of no interest to him.

*A* *Manufacturers* are interested in markets; sometimes all, sometimes some.

*B* *Modes & Manners* and *Fashions & Home* magazines are the only consumer magazines in which manufacturers can zone their advertising with reference to distribution of their products.

*C* *Circulation* in any area is greater than that of any other consumer magazines of quality appeal.

## *Modes & Manners Fashions & Home*

will give National Advertising the force and urge of direct-mail promotion in the following areas and others to come—at a cost of less than three-quarters of a cent per page per home.

Boston, Mass.	Evansville, Ind.	Champaign, Ill.
Pittsburgh, Pa.	Richmond, Va.	Oklahoma City, Okla.
St. Louis, Mo.	Providence, R. I.	Ann Arbor, Mich.
Los Angeles, Cal.	Elgin, Ill.	Harrisburg, Pa.
Omaha, Neb.	Lansing, Mich.	London, Ontario
Brooklyn, N. Y.	Sioux City, Ia.	Hartford, Conn.
Houston, Texas	Dayton, Ohio	South Bend, Ind.
Peoria, Ill.	Charleston, W. Va.	Wilkes-Barre, Pa.
Huntington, W. Va.	Altoona, Pa.	Johnstown, Pa.
Denver, Colo.	Tulsa, Okla.	Austin & Oak Park, Ill.
Madison, Wis.	Wichita, Kans.	

## Standard Publishing Company

222 East Superior Street, Chicago

AMOS H. WEIGEL  
*Business Manager*

JOSEPH C. QUIRK, ADVERTISING MANAGER, 681 FIFTH AVE., N. Y.

# Make 1928 Your

Tie Up With the Huge  
Selling Force Which  
Industry Looks To  
Every January as the  
Keystone of Its Whole  
Sales Campaign

## IRON TRADE REVIEW ANNUAL *The Yearbook of Industry*

To Be Published  
January 5, 1928

*Read by 36,000 Industrial  
Buyers. Kept and referred to  
throughout the whole year by  
thousands of Major executives.*

Member A. B. C. and A. B. P.



# Big Year



THE YEARBOOK OF INDUSTRY

# IRON TRADE

REVIEW

CLEVELAND, O., JANUARY 5, 1928



EMPIRE New Process  
 Bolts, with their  
 threads of gauge-like  
 accuracy and their tensile  
 strength of more than  
 80,000 lbs. speed up work  
 and insure its strength

# EMPIRE

## New England's Second Largest Market

# Business Conditions Are Normal in Providence

Payroll checks of Providence Clearing House Banks for the first 38 weeks of 1927 averaged \$2,561,052.63 per week, showing an average gain of \$3,078.94 per week over the corresponding period of 1926. These figures do not include salaries or wages paid by individual checks or direct from cash drawers.

Bank clearings through the Providence Clearing House amounted to \$518,705,600.00 for the first nine months of 1927, a gain of 2.22% over the corresponding months of 1926.

Building permits for the first nine months of 1927 amounted to \$18,202,264.00, a loss of 3.4% over the same period in 1926. Postal receipts for the first nine months of 1927 amounted to \$1,489,940.76, a gain of 6.24%.

## The Providence Journal The Evening Bulletin

PROVIDENCE, R. I.

### Representatives

CHAS. H. EDDY COMPANY  
Boston New York Chicago

R. J. BIDWELL COMPANY  
Los Angeles San Francisco Seattle

folders, mailing pieces or broadsides in two or more colors. In fact, we have tried a number of these variations with very satisfactory results.

**T**HE thing that really counts, in my opinion, is what you say to your prospect—the message that is conveyed from your brain to his brain—and not the vehicle that transports it. Naturally you have to put it in a form that is attractive enough to assure its getting read by a fair percentage of the list. But assuming that you are able to make all forms of mailings equally attractive and easy to read, I believe there is little to choose between them. If your copy is right it will bring results, for your prospect will react in the same way to an idea whether he reads it printed or typewritten, in colors or in plain black.

Many advertising managers seem to think their responsibilities are ended when they have turned over a bunch of inquiries to the sales department. In my opinion it has just begun.

Industrial equipment cannot be sold successfully by direct mail. Industrial selling is too complicated; too many people have something to say about a purchase; too many questions have to be answered and discussed. So the salesman will always be the biggest factor in industrial selling, and I think we ought to recognize that fact as fundamental.

Viewed in this light, an inquiry becomes nothing more than an opportunity, and rather a questionable opportunity too, for a salesman to get to work. Therefore, the thing to do is to get a salesman on the job as fast as possible, and to do this you need the whole hearted cooperation of the sales department.

There are many places where it is impossible to send a salesman after an inquiry in a hurry, and at the same time if you don't keep in touch with your prospect he may cool off, or buy from a competitor—which is worse. So he has to be followed-up by mail. In our business we consider the mail follow-up to be just as important as the advertising, and no program of direct mail or magazine advertising is prepared without its accompanying follow-up letters and literature.

**A**LL inquiries are divided into three general groups:

First—Inquiries which show that the prospect is actually in the market for our products, such as letters asking for estimates and prices, or requests for salesmen to call.

Second—Inquiries which tell about some problem or difficulty and asking for advice or help.

Third—Inquiries which ask for literature or general information.

Inquiries in the first group are what we call red hot prospects, and the nearest branch office is immediately notified by telegram. They are followed up within twenty-four to forty-eight hours by a personal call from a sales engineer. The only letter written to prospects in this class is an acknowledgment of the inquiry.

Inquiries in the second or specific problem group are answered by a personally dictated letter from the main office which deals with each case according to its requirements. Thereafter they are handled in accordance with the general methods used for our third group which I will describe.

The third or general information

# Memphis Press-Scimitar Is A Proven Salesman of Memphis Merchandise

THE RESPONSIVENESS of Press-Scimitar readers in Memphis and its Suburban Trade Zone to advertising, combined with Press-Scimitar dominance in circulation in this area as compared to the morning newspaper, unquestionably accounts for the remarkable Press-Scimitar LOCAL DISPLAY ADVERTISING RECORD for the first nine months this year.

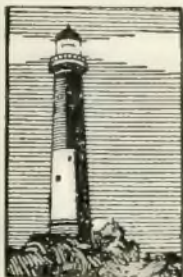
## The Nine Months Record Shows Consistent LEAD In Local Display Linage

MONTH	Press-Scimitar	Morning Paper	Press-Scimitar Lead
January.....	463,890	404,257	59,633
February.....	457,247	362,607	94,640
March.....	596,099	481,285	114,814
April.....	629,202	501,627	127,575
May.....	553,609	476,182	77,427
June.....	537,075	462,693	74,382
July.....	480,718	435,869	44,849
August.....	465,605	386,393	79,212
September.....	563,311	421,148	142,163
Total.....	4,746,756	3,932,061	814,695

(Figures computed on six-day basis, Monday to Saturday, inclusive, by Lake-Dunham-Spiro Agency, Exchange Building, Memphis.)

- Arkansas, Mississippi and Tennessee Towns Where Press-Scimitar Delivers Today's News Today!
- JONESBORO
  - AUGUSTA
  - BLYTHERVILLE
  - BRINKLEY
  - FORREST CITY
  - HELENA
  - HUGHES
  - HULBERT
  - LUXORA
  - MARIANNA
  - MARION
  - MARKED TREE
  - OSCEOLA
  - PARKIN
  - TRUMANN
  - TURRELL
  - WEST MEMPHIS
  - WILSON
  - WYNNE
  - EARLE
  - FARAGUOLD
  - HERNANDO
  - LELAND
  - ABERDEEN
  - AMORY
  - BATESVILLE
  - CLARKSDALE
  - HOLLY SPRINGS
  - GRENADA
  - LAMBERT
  - NEW ALBANY
  - OXFORD
  - SENATOBIA
  - TUNICA
  - TUPELO
  - WATER VALLEY
  - CORINTH
  - GREENVILLE
  - TRENTON
  - ARLINGTON
  - BARTLETT
  - BROWNSVILLE
  - COLLIERVILLE
  - COVINGTON
  - MUNFORD
  - ROSSVILLE
  - SOMERVILLE
  - TIPTON
  - GERMANTOWN
  - OAKVILLE
  - BEMIS
  - HUMBOLDT
  - JACKSON
  - NEWBERN
  - RIPLEY

A. B. C. PUBLISHERS STATEMENT SIX MONTHS, ENDING SEPTEMBER 30, 1927 **91,949**



# Memphis Press-Scimitar

A Scripps-Howard Newspaper

National Representatives--Allied Newspapers, Inc., 250 Park Avenue, New York  
Chicago, Detroit, Atlanta, Seattle, Los Angeles, San Francisco, Portland

# Most Advantageous Coverage

*Use All Three Papers  
Save Four Cents*

---

THE INDIANAPOLIS STAR  
THE MUNCIE STAR  
THE TERRE HAUTE STAR

---

*Special Representative*

## KELLY-SMITH COMPANY

New York

Chicago

Boston

Philadelphia

group constitutes the majority of inquiries received from our industrial advertising, and because they do not disclose the purpose of the sender it is doubly important that the follow-up system be carefully devised. The inquirer may be simply curious; he may want to keep up-to-date in his engineering knowledge or he may have a real need for something we manufacture.

THE first purpose of our follow-up in these cases is to separate the inquiries into potential and non-potential buyers, so we send a data sheet with some literature and a letter showing him why he should return the information requested. A stamped, return addressed envelope is also enclosed. This letter is followed up two weeks later by a second one along similar lines, and this in turn is followed by a third and fourth at two weeks' intervals.

In the meantime, the branch office has been notified, and has arranged to check up on the inquiry by the end of our follow-up series, which gives them approximately a month in which to arrange for a sales call.

The most important thing about any follow-up plan is promptness, and that is worth more than all the honeyed phrases you can write.

There are four fundamentals that I believe form the basis for building industrial sales by direct mail.

First. A study of the problems and the environment of your prospects, and the writing of copy around these problems instead of about your products.

Second. The continuous use of direct mail to a given list, month after month, instead of limiting it to a brief campaign.

Third. The use of the most convenient and economical form of mailing piece with a copy arrangement that will assure easy readability and understanding.

Fourth. Prompt and thorough follow-up.

With this basis, it is my opinion that direct mail will be found by the industrial advertiser to be one of the most powerful and profitable means at his command for increasing business.

## Everybody's Business

[CONTINUED FROM PAGE 5]

thousands of shops and American dollars are invested in almost every branch of foreign enterprise.

But the road ahead is not rosy. Already Germany has ruled that no American picture can be shown in that land unless the company owning the film shall produce a picture in Germany costing as much as the one made in America. I might go on and mention dozens of instances to support the conclusion that Europe has decided on effective measures to meet American competition. The action of France in the matter of a tariff is an indication of what is to come. We may well question the probability that our expansion of foreign trade will continue at the pace recently established. It is absurd to suppose we can go on erecting tariff walls to protect ourselves from foreign manufacturers and not meet retaliation.

Although we have piled up more wealth than was ever before accumulated by any nation, our new position

### Over 40 Years of Helpful Service

Bakers' Helper maintains a service department for bakers, helping them to overcome faults in their goods, furnishing recipes and giving much other practical business advice. Subscribers show their appreciation of the paper — 75% renew by mail.

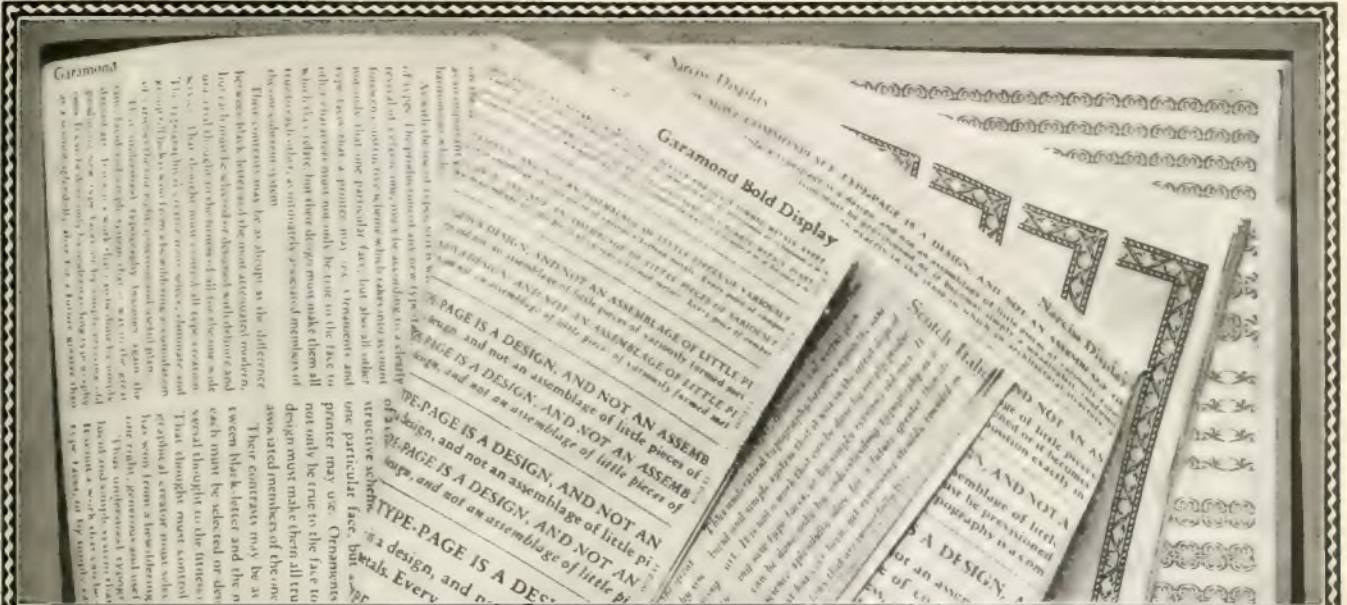
Established 1887  
ABC **BAKERS' HELPER** ABP  
Chicago  
Published Twice a Month  
431 SOUTH DEARBORN St., CHICAGO



## 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



# The Linotype Layout Kit Is Back!

BIGGER, BETTER, AND MORE CONVENIENT



THE five thousand layout men who were quick enough to get copies of the Layout Kit before the first edition was exhausted will welcome the news that another edition has been printed in greatly improved form. The new Layout Kit contains more type and more borders and is bound in book form so that no matter how much you cut out of it, the remaining material is still bound in and kept in proper order. The price remains the same—one dollar.

**FOR THOSE WHO HAVE NOT YET MADE ITS ACQUAINTANCE:** The Layout Kit contains 88 pages of type and borders; generous blocks of roman and italic in text sizes, lines of caps, lower case, italic and small caps for display. All printed on one side of the sheet

and arranged so that they can be cut out and pasted up into a layout that will show you exactly how your advertisement, booklet or folder will look in type and shows the printer exactly what you want. It can save you many times its cost the first time you put it to use.

**MERGENTHALER LINOTYPE COMPANY**

Department of Linotype Typography

461 Eighth Avenue, New York

C O U P O N

Mergenthaler Linotype Company, 461 Eighth Ave., New York  
 Enclosed is One Dollar for which please send a copy of  
**THE LINOTYPE LAYOUT KIT**

# Industrial Marketing Is Selective Marketing

**A**BOUT 11,000 manufacturing plants use over half the industrial power of the country; they average about 2,000 h.p. capacity. The other 184,000 plants average around 100 h.p. ~ ~ The 11,000 big power users (the big buyers of industrial and power plant materials and equipment) constitute the industrial two-thirds of the distribution of Sweet's Engineering Catalogue. The other one-third consists of big power producers, public utilities, public officials, engineers and contractors, all of whom make large purchases. ~ ~ In all, the Sweet's distribution list represents the concentration of about 70 per cent of total purchasing power for these commodities. ~ ~ Sweet's opens the doors to this selective high-potential market and offers a method of reaching it that is singularly economical and efficient.

Send for a free copy of our 16-page illustrated booklet, "Selective Industrial Marketing."

## Sweet's Engineering Catalogue

(Publication of F. W. Dodge Corporation)

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

Boston Cleveland  
Philadelphia Chicago  
Pittsburgh Los Angeles

of world preëminence has become an accepted thought only in our own minds—not in the consciousness of the average European. To the latter we are still soulless money chasers—rude, crude, and vulgarly materialistic.

**I**T is time we came to understand and properly evaluate foreign criticism. It is time we freed ourselves of the chains of European traditions and started developing a proper appreciation of American economics, literature, art, science, drama and statesmanship. If we cannot now stand proudly erect on the foundations we have created, surely we must be lacking in those sterling qualities that are regarded as characteristic of our people.

No American can be sure that he knows very much about Europe. Mix up dictatorships, Fascism, Communism, Sovietism and a number of experimental democracies, and you have a mess that one should touch with greatest caution. It is for this reason that we must know not merely the European news of the day, but as far as possible the reasons back of the news. We must recognize in our foreign relations that we are now dealing with political systems that depend on minority opinion. Few are the present regimes in Europe that represent the entire nation. This still provides the possibility that a few men with sinister purpose might suddenly start the pot boiling over. We are in the paradoxical position of having to know more about Europe than ever before and yet keep farther away.

It may be all right for us to allow Europe to sell us a half billion dollars' worth of scenery, souvenirs and sojourns every year. Under our present foolish foreign trade policy that would seem the proper thing to do, for we cannot expect to get without giving. But we might give thought to the wisdom of reversing the plan. Suppose we cut our tourist bill in half and do more sightseeing here at home. At the same time we might banish our fear of competing with foreign labor that works mostly with its hands. If we cannot depend upon the higher efficiency and lower cost of machine methods to maintain ourselves on a proper standard of living, then we have established our industrial success on a flimsy foundation.

The use of a political rather than an economic means to acquire wealth has in itself the germ of its own destruction. Organizations such as the United Mine Workers who endeavor to maintain a wage scale that is not in harmony with the economic situation eventually come to grief. Any established rate of pay that lacks a proper relation to effective effort must eventually prove ruinous.

When our bricklayers limit themselves to 500 bricks although it would be perfectly possible for them to lay 3000 a day, and our painters take twelve days to finish a job that might easily be completed in six, they are simply doing in their field what the United States Government is doing for manufacturers in a larger field by erecting tariff walls.

We do not need to go to Europe to discover why we are the most hated nation on earth. It is only necessary to open our eyes here at home to the hypocrisy and maudlin sentimentalism that now pervade our industrial life.

# Does Banker Influence affect your business? Perhaps you think not—but—have you seen our recent investigation of the bank market? Maybe the Journal should be on your list after all.

100,000 Bank Officers in 21,000 banks read the American Bankers Association Journal.

## American Bankers Association Journal

Edited by James E. Clark

110 East 42nd St., New York City

Advertising Managers

ALDEN B. BAXTER, 110 East 42nd St., New York City.

CHARLES H. RAVELL, 332 S. La Salle St., Chicago, Ill.

STANLEY IKERD, 712 So. Hill St., Los Angeles

(MEMBER A.B.C.)



*As this advertisement goes to press, General Motors announces a \$2,250,000 plant for Atlanta. Thank you, Mr. Sloan*

## Will Mr. Alfred P. Sloan, Jr., please read this?

AS head of one of the greatest groups of industry in the world, Mr. Sloan, you know that the South is America's fastest growing market.

You know, for instance, that since 1900 the true value of all property has increased 393% as against 52% for the country as a whole. In the same period automobile registrations in the South increased 3210% as against a national gain of 2080%. The value of manufactured products increased 642% against 449%. You know that in the history of the world there has been no industrial movement like the movement of the textile industry to the South, showing an increase of active spindles of 313% as against a national gain of 78%. In the past 10 years buying power in the South has more than trebled.

And so you realize and all your sales executives realize that the South is a responsive, active market to those who work it intensively. Your sales show that. Chevrolet, Buick, Oakland, Cadillac—all your motor products have shown tremendous gains in the South—and Frigidaire—particularly has Frigidaire been enormously successful in this market. Electric refrigeration sales in relation to metered customers being 2.65% as against 1.77% for the rest of the country.

It would pay you to assemble Chevrolet in Atlanta, Mr. Sloan. It would pay you to make Frigidaire here.

Your raw materials are right at hand. The finest type labor in the world is here in abundance—willing, intelligent, inherently skilful Anglo-Saxons. Plant sites are plentiful and reasonably priced. There is an inexhaustible supply of hydro-electric power. Building costs are lower than in other sections. The



splendid vigorous climate permits efficient, year-round production. The tax situation is most favorable. Living costs are lower. These factors mean that you can lower production and assembly costs. And it isn't necessary to

point out that increased volume and profit will be in direct ratio to lower prices.

Think it over, Mr. Sloan. Location in Atlanta would give you the advantage of lower costs in the center of one of your richest markets. Unequalled transportation facilities; eight railroad systems reaching 18 million people overnight. Lower prices, quicker deliveries, better service—you know the answer to that.

We won't attempt to give you comparative costs here, but we will be glad to prove our statements in full detail. Will you give us the opportunity, Mr. Sloan? It won't cost you a penny—it may be worth a million dollars. Say the word and we will place the facts before you.

11

Doubtless you who have read this far would like to know if Atlanta offers to your business the same advantages which have attracted 864 national corporations who have established branch plants, warehouses and sales offices here. Without obligation and in the strictest confidence we will gather for you the necessary information relating to your market possibilities, production costs and other factors in which you are interested.

The information will be authentic.

Write INDUSTRIAL BUREAU  
186 Chamber of Commerce

# ATLANTA

Industrial Headquarters of the South



# Crosse & Blackwell

FOOD PRODUCTS

have been  
Nationally Advertised in

## The Christian Science Monitor

since February, 1924

Loan & In  
402 Artisans Building BR.  
Portland, Oregon

Crosse & Blackwell's Pickles  
delight the most  
particular.



SEALY-DRESSER COMPANY  
29 Third St., Portland, Ore. BR 6201

THE dealer  
"tie-in" advertise-  
ment above is one  
of

329

which appeared in  
the Monitor, from  
38 different cities,  
during year ended  
September 1, 1927

A folder describing this  
"tie-in" service will be  
sent on request

THE  
CHRISTIAN SCIENCE  
MONITOR

107 Falmouth Street  
Boston Massachusetts

An International Daily Newspaper

# A Digest of the Annual Audit Bureau of Circulations Report

P. L. THOMSON, president of the Audit Bureau of Circulations, opened his annual report at its Chicago convention, October 21, with a tribute to the late Stanley Clague, its former managing director, and expressed the Bureau's good fortune in having O. C. Harn as the successor to the office. The association, said Mr. Thomson, has enjoyed a normal growth in membership. During the past year it gained in advertisers, newspapers, magazines and business papers a total of twenty-five new members and lost five advertising agents and sixty-two local advertisers. The membership of local advertisers had always been subject to fluctuation. Forty-nine of the year's losses were local firms whose dues had been paid by newspapers. Thirty-eight of them were in one city. The membership of the Bureau stands as follows:

Newspapers	922
Magazines and periodicals	189
Farm papers	82
Business papers	251
Advertising agents	177
National advertisers	141
Local advertisers	56
Total	1818

"The Bureau stands today in the strongest position in its history, enjoying substantially universal recognition by publishers, agents and advertisers alike."

The volume of work was slightly less than in the previous year. During the Bureau's fiscal year, which ended August 31, 1348 audits were made against 1413 during the year before. The average number of auditors employed was forty-seven. Forty-two had been employed in the previous year, so the average number of audits per man decreased from thirty-three to twenty-eight. The explanation for that situation was primarily the unusual number of instances where auditors were engaged for a long period because of circulation irregularities. Never in the history of the Bureau had there been such a series of long drawn out investigations.

Three cases alone consumed more than ten per cent of the total available man power.

In discussing its finances it was pointed out that the Bureau operates on a budget basis. This year it finished the fiscal year with expenses within its income. The margin, however, was close—\$5,652 against \$26,959 for the previous year. While some of the items in expense were temporary, much of the \$21,000 increase was due to a normal demand upon a service which is growing in complexity and magnitude with no compensating increase in income. There is ground for belief, Mr. Thomson said, that sooner or later dues will have to be equalized and the present scale revised.

In discussing the work in prospect

he stated that the Bureau's governing rules are embodied in by-laws and a set of rules and regulations. Because of the importance and growing volume of the work done, a codification and indexing of the rules has become very desirable. This work has been begun and has progressed to a point which gives promise that within the coming year a convenient edition of the laws of the Bureau will be placed in the hands of all members.

A great deal of attention is being directed to a more accurate determination of trading areas as a basis for national marketing campaigns, but among various publishers there exists a wide variation of opinion as to what constitutes the normal trading center in any particular case. The officers of the Bureau are watching with interest the developments on this subject.

In the interpretation of the Bureau's rules on pre-dating, the board of directors had been called upon to distinguish between what constitutes a morning and an evening newspaper in order to clear the confusion that sometimes arises in the case of certain conflicting editions. In May the board notified members of this rule, "When an evening newspaper publishes an edition for circulation the following morning under conditions which preclude it from using the regular afternoon newspaper service, such edition shall be classified as a morning newspaper."

Exception to the rule had been taken by certain publishers, whose appeal is being considered.

THE establishment of an Audit Bureau of Circulations in England and throughout the Continent is desired by American manufacturers and others who are advertising there. Publisher members are likewise interested in a change because of reciprocal contracts and other direct and indirect influences. The officers of the Bureau are in touch with the sponsors for an English Audit Bureau of Circulations and will lend their aid to bring such an eventuality about.

In closing, Mr. Thomson said:

"The Audit Bureau of Circulations has rendered great service to publishing by providing a practical means under which this industry has been able to regulate itself rather than submit to the necessity of being regulated by others. There can be no question that but for the foresight of those responsible for the organization of this Bureau the business of advertising and publishing would undoubtedly have had imposed upon it regulations which might have been a real deterrent to the progress of the industry. We have then in our Bureau an instrument of great present and future usefulness which must be safeguarded in the common interest."

14 AN ADVERTISEMENT  
BY LYNDON WEST, PROMOTION MANAGER, THE DETROIT FREE PRESS

*"A thing is good  
only so far as it serves"* [EMERSON]

OUTSIDE of a few men like Newton, Darwin, Watt, Galileo, et al., those who have illuminated the world's history with original ideas have been exceeding few.

To advertising, this apparent scarcity of individuals possessing the elusive original idea is a matter worthy of concern. Ideas are, or should be, advertising's all-in-all.

Few ideas are ever born. Most of them are either acquired or thrust upon us. They are distilled from the alembic of experience made up, as Ulysses reflected, of "a part of all that I have met."

Advertising men, therefore, have no more important personal task to perform than to fill themselves full of the stuff of which ideas are made....to oil the mental machinery with the lubricant of what other men have thought, dreamed, written, achieved. This is a mechanical age—an age in which we apparently get the things we want in the easiest way, by appropriating and utilizing that which others seem to have

evolved themselves. And if that is the spirit of the time, why not conform to it, and catch our ideas as we catch the musical electrons out of the air, by twisting a dial?

Therefore the indispensability of ADVERTISING & SELLING. It is an "idea-house" of many mansions. Properly used, it will excite your mental caloric, and we personally guarantee it to extend the dimensions of any advertising man's idea compartment. Its editors are not revolving-chair editors, but men who know that they know what they are talking about.

Anyone who can read Earnest Elmo Calkins, or a half-dozen other regular contributors, without acquiring a dash of pure mental stimulus, has what McGivena of the New York *Daily News* calls a "crystallized caput." He should be turning Nut No. 996 on a motor assembly line in the Fourth City.

If your advertisement is in ADVERTISING & SELLING, it is not next to "reading smatter."

# The OPEN FORUM

Individual Views Frankly Expressed

## Where Should Agency Service End?

THE recent article entitled "The Baker's Dozen in Agency Service" seems to indicate a feeling on the part of at least one agency president that the agency is not being properly appreciated. Apparently he is aggrieved when his acquaintances assume that his job is to prepare and place advertising. Or perhaps he is aggrieved because the "extra service" he gives prevents him from devoting his whole time to his "normal" service.

Certainly he has enumerated a very impressive list of extra services that his agency has performed for various clients. Whether he has given the impression he intended is another question.

There may be some who doubt that it is a part of the agency's job to sell \$5,000 worth of client A's products to client B; or to influence the big customers of client B; or to get an invitation for client H to prepare a magazine article (thus diverting the invitation from client H's competitor); or to make sales in new territory for client K; or to indulge in any one of a number of other little "extra curriculum activities" which he specifies. Are these legitimate functions of the advertising agent?

If they are among the proper functions of the advertising agent, then it logically follows that any client has a right to expect them of his agency.

This brings the problem out of the field of ethics into that of economics. The client may expect such services but it is reasonable to suppose that he cannot obtain them unless the agency is being paid more for its normal services than its normal services are worth. In other words, there must be a surplus of profit within the commission the agency receives before it can undertake to give such free extra services to the client.

Even if the average account has enough "velvet" to permit the agent to give a lot of extra service (an assumption that would be strenuously denied by some brother agents) it is obvious that the profit margin varies considerably with the different accounts. Suppose client A and client B have equal advertising budgets, but the normal cost of preparing and placing advertisements for B is so much higher than for A that there is little or no margin for "extras," what's to be done? Give client B the extra services at a loss and distribute the loss over the other accounts? Refuse him the services

and drive him to another agency? Spend less time and effort on the "normal" activities of his advertising program so as to have a margin for the extras? These are ugly alternatives but they can hardly be escaped by the agency that prides itself on giving a lot of extra services.

Moreover there is a vast difference in the capacity of various agencies to supply some of the services enumerated in the Baker's Dozen, and this difference is not due to the relative skill of the personnel or the financial strength of the agencies. The particular agent who has bared his soul—or rattled his skeleton, as the case may be—claims to have twenty clients. This gives him an advantage in making inside deals among them, as compared with the agency that has ten clients; but he has a corresponding disadvantage as compared with the agency that has 100 clients. It is fortunate for the small agencies, that some clients can be gained and held merely by doing the normal job of advertising in an efficient way.

This is not to imply that the agency should neglect any steps that might be necessary to market its clients' products. But extra services rendered gratis provoke a suspicion regarding the reasonableness of the compensation for the advertising work that is unquestionably the agent's primary function.

It may be that the anonymous agency president will "convince some other advertiser who is now paddling his own canoe without benefit of agency that there may be something in agency service after all." It may be, on the other hand, that he will make some advertisers feel that they want to pay for what they get and get what they pay for. Only the service that appears on the invoice can properly be judged by business standards.

G. B. HOTCHKISS, Chairman,  
Department of Marketing,  
New York University.

## Alliteration Not Euphony

MR. KRAFT'S article, in which he disagrees with me that alliteration is in bad odor, is most instructive and should be valuable to any copy writer. But he is talking about euphony—not alliteration.

I rest on the definition given in the *Standard Dictionary*, which is given in substantially the same words in the *Encyclopedia Britannica*, "Alliteration is the successive use or frequent recurrence of the same initial letter or

sound at the beginning of two or more words."

That is the kind of alliteration I mean.

JOHNSON HEYWOOD,  
Yonkers, N. Y.

## Advertising Cigarettes

IN the issue for September 21 of ADVERTISING & SELLING Dwight Power points out that blindfolded men cannot identify their favorite cigarette from a selection smoked while blindfolded. Neither do blind men, as a rule, smoke at all. In fact, food, drink and tobacco lose their delicate savor if they are not seen. Yet it is obvious that there is an essential difference between the flavor—and no one can deny there is a flavor—of the smoke of a high price cigarette and of a cheap cigarette or of a Turkish and of a Virginia cigarette. Nostalgic Americans smoking Continental tobacco will bear witness to this. Then, this premise being accepted, it can scarcely be the case—as Dwight Power suggests—that advertising can take the credit for "convincing 100 per cent of the men that the difference is there." The difference simply is there. The advertising of tobacco appears to be a much vexed question, yet there are definite powers it controls as there are definite feats of legerdemain that it cannot perform. It can make large numbers of men smoke a new cigarette—for a time. If the cigarette is not a popular blend, if its name and package are unattractive, if it deteriorates after a short success, then people will not smoke it and the advertising is not to blame.

With tobacco as its subject it can lend atmosphere to a cigarette, it can keep a name before its public; it cannot and does not convince the entire smoking population that all cigarettes of a certain type in price are either all exactly alike or—for that matter—strikingly different.

There are indications that this presumably obvious point is being overlooked. To my mind such self-deception is serious, for it must always be disillusioning to some one—and expensive. And the disillusioned quite naturally turn on that which they believe led them astray.

Advertising, if it is to avoid the notoriety of being attacked and the ignominy of assuming a periodically defensive attitude, must recognize its limitations as well as its powers, and gain the consequent dignity of being above suspicion and beyond ridicule.

R. S. JOHNSTONE,  
Richmond, Va.

# FOOTBALL!



**E**ASTERN games..Western games..encounters of Big Ten teams. Iowa college and local high school clashes. Every football game that interests Iowans is reported in The Des Moines Sunday Register. An 8 page green sports section completely covers football...tells of many Iowa games not reported in any other Sunday newspaper.

This thorough sports coverage is just another reason for the great popularity of The Des Moines Sunday Register. Circulation now over 165,000...99% in Iowa.



- Attractive Covers
- Wholesome Fiction
- Inspiring Articles
- Helpful Information
- Nationally Known Advertisers

☞ THE FARMER'S WIFE reaches more than 800,000 readers every month. Advertisers are more than satisfied. Our lineage increases every year . . . some new accounts, some larger space for the old stand-bys. This is the only magazine in America published exclusively for farm women.

## THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS  
St. Paul, Minnesota

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

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

Member Audit Bureau of Circulations

## Ethics of Sincere Advertising

[CONTINUED FROM PAGE 20]

advertising, then that skeptical attitude will come home to roost. It will include our advertisements and our goods, as well as those on which we sought to cast reflection.

Let us turn a confident face toward Stuart Chase and all his kind, and toward the public with which on the whole we have kept the faith, but let us at the same time analyze minutely every adverse criticism directed toward advertising and selling, and wherever the criticism is just and the remedy is within our control, let us exert the weight of all organized business bodies and all the public opinion of the business world toward bringing the manufacture, advertising and selling of goods up to the highest attainable plane.

ANY abuse of advertising harms all of us. A rotten apple next to a sound one will cause the sound one to rot. Rotten advertising running next to sound advertising will cast a blight over the sound advertising. In the early days some of us used to send our orders to newspapers with the proviso that the advertisements should not be run on the same page with or one facing patent medicine advertisements, or they would not be paid for. That old type of worthless patent medicine is no longer so pervasive, but its methods are being applied to quite different and sometimes more legitimate products, to the detriment of more honest advertising. Books, physical culture, Pelmanism, fat reducers, the French language, wild-cat stocks, hair tonics, are all being exploited with the shameless technique once exercised by Lydia Pinkham, Dr. Kilmer, and Dr. Munyon. The publishers are not as scrupulous as they used to be, and even reputable magazines are carrying double-page spreads of preparations that the American Medical Society has branded as pure fakes. I know something of deafness. I checked in one leading magazine three advertisements of worthless hearing devices and deafness cures, and I am glad to say that when I laid my evidence before the advertising manager of that magazine these advertisements were promptly suppressed.

WHAT are some of the admitted faults and shortcomings of present-day advertising? Exaggeration is one, the natural exuberance of the seller—sweeping, unproved claims, superlatives, the weakest words in the language, which leave the reader cold and add to that skeptical attitude toward all advertising.

This is the commonest weakness of all. It is the first resort of the inexperienced copy writer, the last lapse of the seasoned advertising man.

I am familiar with one business that is now twelve years old. I have read every line of advertising that it has ever put out. It started from nothing, a new product. It not only had to educate women to use this new product, but it had to uneducate them in the use of an old product to which they were bound by habit and tradition. In all these twelve years this advertising has never had to raise its voice above an ordinary conversational tone. It has



# Sell without waste

where your prospects' interests CENTER!

Glance over the job records of an average contracting firm.

Sewers, water supply systems, roads, buildings, foundations—the executives, engineers and outside men of such an organization certainly cannot afford to “specialize.” They must keep abreast of developments, in all departments of their industry, so as to be ready for the next job that comes along.

If you would sell to such men, with directness, economy and the utmost cumulative

effect, place your advertising in the two publications they habitually look to for news of their industry and for help on the job in hand, *Engineering News-Record* and *Construction Methods*.

## **ENGINEERING NEWS-RECORD**

*Weekly to 30,000*

## **CONSTRUCTION METHODS**

*Monthly to 40,000*

These two publications used together bring you in touch with every worthwhile buyer and buying influence in the entire field, and in the very place where they are accustomed to look for help on how to make their jobs or their business more profitable.

McGraw-Hill Publishing Company, Inc., Tenth Ave. at 36th St., New York, N. Y.

Chicago

Philadelphia

Cleveland

San Francisco

St. Louis

London



## Selling Must Be Made Easier

Sales resistance is materially decreased by: —

- (a) Clearer Understanding.
- (b) Elimination of Doubt.
- (c) Freedom from Controversy.

THE B. & L. SALES PROJECTOR does these three services for your salesmen. How and why can be explained in 15 minutes. Our representative will call on invitation.

*Please use coupon below*

### BAUSCH & LOMB OPTICAL CO.

*Sales Projector Division*

694 St. Paul Street, Rochester, New York

*Tell us how we can make our selling easier with a Bausch & Lomb Optical Co.*

SALES PROJECTOR

Name \_\_\_\_\_

Address \_\_\_\_\_

ABLE MEN SEND COUPONS

never used a superlative or even a comparative. It has never made a statement that even the most meticulous could question. The client has insisted that no advertisement should even squint at a competing article. Everything was soft pedaled. The understatement was always preferred. Today the company which makes this product is paying fifteen per cent on a \$25,000,000 capitalization. It has grown from nothing to this by never printing a word that could not be fully substantiated. And there are many other such. The truth is a powerful technique, but greater than even truth is sincerity.

ANOTHER fault of advertising is pseudo-science, the false scientific statement, the opinion of a real authority garbled and tinkered to make it more favorable to the product advertised. It is the same misleading device publishers and theatrical managers use when they quote from a review with all adverse statements carefully eliminated. Poor fools. The advertisement would be immeasurably stronger with the adverse comments left in.

It is a peculiarity of this writing trade that a thing to sound true must be true. All evasions and pretenses reveal themselves as such. This is recognized in some agencies, where no man is asked to write the copy for an article or service in which he does not believe.

More than that, if we allow ourselves to be complacent about it, if our state of mind is that it does not matter, that state of mind gets over, too, and becomes part of the state of mind of our buying public, and adds to its impression that you can't believe the advertisements.

The paid testimonial is another serious fault. No advertisement is stronger than a genuine testimonial, unsolicited, unpaid for. The traffic in indorsements has practically ruined their use. The public knows that testimonials can be bought from society dames, actresses, professional beauties, successful athletes, for almost any product under the sun. They have read how the publicity seekers swarm around every channel swimmer, football star or home-run king, trying to bribe them to indorse their products.

They know that Famous Names, Inc., is a business which agrees to secure the name and indorsement of practically every movie star or stage celebrity for any product, the purchaser to dictate the testimonial. F. P. A. suggested that Queen Marie came over to see what that cold cream was like that she had indorsed. Thus an unusually effective advertising device has been debased and weakened until an advertiser had better think twice before he employs it.

Advertisers are too impatient with the slow progress of advertising, and try to speed it up with childish methods, noisy display, exaggeration, sweeping assertions, unjustified claims. Advertising does not work that way. It is one of the gentler forces like rain, but sometimes we try to use it like a thunderbolt. The most powerful motive we can have is self-interest. We must learn, we are learning, that the confidence of the public is weakened if it is abused, that no immediate profit can compensate for the ultimate loss of confidence.

WHEN a farmer down our way wants to sell seed or plants or what not, he usually advertises in the Southern Planter. When he wants to buy, he consults the advertising columns of the Southern Planter. It's a recognized market place.

That explains why a farmer who spent only \$1.36 for space sold over \$1,000.00 worth of seed oats. Records of many such cases are in our files.

The Southern Planter, which is so hospitably received—and so religiously consulted—is the only way to reach the farm homes in Virginia and her neighbor states. The Southern Planter, Richmond, Va. Established 1840.



*Home of the Southern Planter*



**D**ISPLAY advertising forms of Advertising and Selling close 7 days preceding the date of issue.

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

Thus, space reservations and copy for display advertisements to appear in the November 16 issue must reach us not later than November 9. Classified advertisements will be accepted up to Saturday, November 12.

## Continuity in Advertising

[CONTINUED FROM PAGE 24]

tion. The announcer says the same thing at the beginning of the program, again in the middle, again at the end; in the same voice, in much the same words. He reiterates, and reiterates.

Another example of "the same old stuff" in a series of advertisements. . . . For four years they appeared every month in women's magazines, Sundays in rotogravure, and frequently between Sundays in black and white newspaper space. They were all alike in many ways:

Across the top. . . .Name  
Next below. . . .Illustration  
Below illustration.Statement headline  
Below headline. . . .Text describing advantages  
Below text. . . . "Ask for them by name"  
At one side. . . .Picture of box

That product started with no distribution; but after four years it was on sale in most drug stores and dry goods stores, and I daresay that almost all women who could read knew about Kotex. And millions were buying it regularly.

Yet those Kotex advertisements—and the present series signed by Ellen G. Buckland—were a fine example of continuity in theme and style.

Halitosis. Same old stuff for years. But Halitosis advertising, which made one afraid of one's own breath, sold Listerine. Now the name Listerine sells Listerine for halitosis, dandruff, toothpaste, and what not.

"Ask the man who owns one." Old stuff; but as new and as good as the latest Packard. Last year the Packard advertisements were all of the same style, month after month. This year, if you will examine one you will find the style has been changed a little, yet the family resemblance is there. You see that Packards are high class and conservative, and that the company is willing to let the sale of another car rest on the answer when you ask the man who owns one.

"When better cars are built," guess who will build them.

MR. Jordan has sold a great many cars and has written a great many advertisements that were alike. Instead of talking about the innards of his car, he talked about the wind, and the open road, and sunshine, and hair blowing across one's eyes somewhere West of Laramie, and everybody having a gorgeous ride in a Jordan. He played that tune, with variations, for a long time. By and by, people got to know it by heart and he kept on selling Jordans.

Goodyear Tread. An old, old story. Firestone. Most Miles Per Dollar, for years and years.

Why don't they invent new arguments? New styles? Get something different into their advertising? Something "original" for every advertisement? Make every advertisement unlike all previous advertisements? They spend millions every year on continuity.

Still you see a great many of these tires on every street and road.

Cadillac advertisements are pretty much the same, except when they bring

## The Coupon Song

*Now being chanted, carolled  
and sung by*

**WALTER DREY  
And his FORBES  
Advertising Band**

I sing a song of Coupons,  
A test of advertising rates,  
That every timid publisher  
Fears and loathes and hates.

I sing a song of Coupons  
Sent in by rich adults,  
How FORBES brings home  
the bacon  
Of traceable results.

**"THE  
SEVEREST  
TEST  
The Coupon  
Below"**

This illuminating circular  
will be sent on direct  
request to all interested in

*Direct Returns  
from Advertising*

*Walter Drey*

**FORBES**

## Why

struggle along getting knowledge by experience only when you can obtain practical books on printing that will help you to broaden your horizon? We publish just the books you need.

**THE AMERICAN PRINTER**  
9 East 38th Street  
New York, N. Y.

✓  
 Planning · designing  
 ✓  
 photographing · writing  
 ✓  
 photo-engraving · printing  
 ✓  
 binding · mailing

if Cargill does  
 it all, it's  
 all done well

The  
**Cargill Company**  
 Grand Rapids

*"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"*

out a new La Salle. Even then they are Cadillacs and no mistake about it. Fisher Bodies recently had a black and white advertisement. It showed a country scene, and not a single woman with the bearing of an aristocrat. I missed the aristocrat. (I have just located the advertisement and find that I was wrong. The aristocrat is there, very small, in the lower left hand corner).

Kelly - Springfield advertisements have followed the same style for a long time now. We can tell what they are without reading the talk which out-englishes the englishest Englishman.

Hartford Fire Insurance Company. For three or four years now the same sinister monster has filled us with fear of fire.

Olson Rug Company advertisements stick to the theme which sells their merchandise year after year.

Certain-teed seem to stick to one style; so does Santa Fe.

Chrysler stuck to one style and two arguments: Low body, high speed. Now Chrysler claims to be one of the first four. Their advertising certainly helped.

So long as a master theme or argument is made interesting, informative, and truthful we need not worry over its becoming "old stuff."

## Obituary

### David Williams

David Williams, formerly president of the David Williams Company, until 1909 publishers of *The Iron Age*, died last week at Rogers Rock, Lake George, N. Y., in his eighty-sixth year. He retired from the presidency of the company in 1909.

Born in Waterford, Ireland, Mr. Williams was brought to the United States when he was nine years old. He attended Middletown Academy and soon after his graduation became associated in 1857 with his father, John Williams, in the publishing of *The Iron Age*, then in its second year. After 1868 he conducted the publication himself. In 1873 he founded *The Metal Worker* and in 1879, *Carpentry and Building*. His books as well as his periodicals were published by the David Williams Company after 1897.

### Harry Rascovar

Harry Rascovar, vice-president and treasurer of Albert Frank & Company, New York advertising agency, died in his office on Oct. 29 while dictating a letter.

Mr. Rascovar, who was fifty-six years old, has been associated with Albert Frank & Company for forty-three years. He started as an office boy and worked his way through the organization to the position of vice-president and treasurer, which he assumed in 1917.

Mr. Rascovar was also well known in the investment field, having served as director of publicity for the Investment Bankers Association since 1912.

[ MR. AGENCY EXECUTIVE ]

## "I READ IT AT THE OFFICE"

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

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

ADVERTISING and SELLING

9 East 38th St., New York

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

Name..... Position.....

Company.....

Address.....

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

# Immediate Popularity!



**T**HE new Boy Scout Handbook has scored an enthusiastic success among the members of the Boy Scout organization and outdoor enthusiasts everywhere. The tremendous and unprecedented demand for copies of this Scouting Manual has necessitated a complete change in our printing plans for the forthcoming editions.

Accordingly, we announce *December 1st* as the closing date for the next, the 39th edition, an edition of 100,000 copies guaranteed.

Advertising values are especially fine in these early editions of the Handbook in its new form. While our closing date must be advanced considerably, we are confident that you will appreciate that tremendous reader interest means increased advertising value, a by-product of the demand which is forcing us to advance our schedule.

Advertising in the Handbook has invariably proved profitable for many national advertisers desirous of reaching the thousands of Boy Scouts everywhere and we cannot over-estimate the value of space in these early editions of the new Handbook for Boys. Let your advertising share the enthusiasm with which this new Handbook is being received.

AN A. B. C. PUBLICATION

#### ADVERTISING RATES

Page (3-5/16" x 6")	\$200
1/2 Page (3-5/16" x 3" or 1 3/8" x 6")	\$110
1/4 Page (3-5/16" x 1 1/2" or 1 5/8" x 3")	\$60
2nd or 3rd Covers (one color)	\$500
Back Cover (4 colors)	\$1000

## Boy Scouts of America

37 SO. WABASH AVE.  
CHICAGO, ILL.

200 FIFTH AVE.  
NEW YORK CITY

LINCOLN BLDG.  
LOS ANGELES, CAL.

## THE 1927 ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK

150,000 Facts in One Big Volume!

Here, in one handy-to-use volume is all the information needed by American Advertising Men and Women interested in advertising, marketing, and selling in Great Britain and her Dominions.

If you want reliable up-to-date information on British newspapers, magazines and periodicals; their addresses, telegraphic addresses; page and column sizes; advertisement rates, publishing and closing dates; circulations, etc.;—have a copy of the 1927 ADVERTISER'S ANNUAL on your desk. It has already been called, "The Greatest Reference Book on British Advertising ever issued."

If you are planning an international advertising campaign, you will need answers to a thousand and one questions on British markets. In the 1927 ADVERTISER'S ANNUAL you will find an entirely new collection of up-to-date analyses and statistics on British Markets.

If you require information on printing and engraving in the British Isles, the 1927 ADVERTISER'S ANNUAL will supply it, for it tabulates, for your easy reference, full details of printers and engravers; bill posters and sign-writers, etc.; and the technique of printing and engraving.

### 85% New—Twice the Value—Price the Same!

The 1927 ADVERTISER'S ANNUAL is, in effect, six complete books in one—A Complete Advertising Man's Vade Mecum; A Complete Series of Directories, comprising 12 Distinct Sections; A Guide to the Laws and Regulations Affecting Advertising; A Complete Text-Book on Printing and Engraving Technique; Market Survey and Research Data; and a Report of the World's Advertising Conventions.

85% of the information contained in its pages is new—the remaining 15% has been thoroughly revised and brought up to date. It is one of the most complete, comprehensive and exhaustive treatises on advertising ever published in any country.

*Although the Advertiser's Annual has grown from four to six books in one, the price remains the same. This remarkable volume comes to you, postpaid, for only \$4.00. Simply fill in the coupon, attach your cheque or money-order, and mail NOW. The Edition is limited—to delay mailing may mean disappointment. Send your order NOW, and receive your copy, postpaid, by return mail.*

### POST THIS COUPON TODAY

To the Publishers of "British Advertiser's Annual and Convention Year Book, 1927." Bangor House, 66 and 67 Shoe Lane, London, E. C. 4, England.

Please send me one copy of the "BRITISH ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK, 1927," postpaid by return. I enclose herewith \$4.00 in full payment.

NAME .....

ADDRESS .....

# Some Mail Order Experiences

[CONTINUED FROM PAGE 30]

That led us to organize a similar concern. I urged them to give it a woman's name, so we selected a capable, middle-aged woman and pictured her in every advertisement. We had her sign them and we made our appeal from one woman to another.

The advertisements did not mention installments; they dealt with the subject of credit. They appealed to young women who desire to appear at their best, pointing out to them what that means in a woman's career. Then the woman signing them offered to help by giving them six months in which to pay for their spring clothes.

**T**HE offer was flattering, not humiliating. It showed sympathy and understanding; the evident desire was to serve. In reality our offers were the same as those made by the people next door, but our attitude was different. We made our six months' credit seem like the thirty-day credit which richer women get at their stores.

As a result, we dominated that field from the start. Before very long, the business next door was closed. Cold commercialism could not compete with the atmosphere we created, nor could boasted benefactions appeal like the offer of fair treatment from one woman to another. Just that change in presentation created an enormous new business. It also led to vastly increased sales on furnishings.

Hundreds of thousands of women flocked to this new line. Most of them paid as agreed and thus established a credit. Then the president of the house-furnishing concern wrote them a letter somewhat to this effect: "Today I met Mrs. .... She told me that you were a customer of hers, that she had sold you on credit and that you had paid as agreed. She says that you are one of her valued customers, and that you are always welcome to buy from her whatever you wish on time.

"I want to make a like offer. We sell house-furnishings here, and I am mailing you our catalogue. Disregard the terms in that catalogue which ask for a payment in advance. I am willing to ship you whatever you wish without any advance payment, in view of what Mrs. .... tells me. Just order what you want. Send no money whatever. Start paying in a month if you find the articles satisfactory, and take your time."

Such an offer was almost resistless. These women had ordered clothing on credit, wondering if they would get it. They could hardly believe that strangers would trust them. Then the president of a big house-furnishing concern writes that he has opened a credit account because of what the garment maker told him. They are offered credit on special terms, without any payment in advance. Any woman who receives such a flattering offer will try to find some way in which she can utilize it.

So it was with the garment seller. She wrote similar letters to the house-furnishing customers. She told them that they had an open credit account with her. They could order whatever they wished without sending money—just order the garments sent on approval; and those house-furnishing customers by the thousands bought women's garments from the woman who wrote to them so politely.

We started a similar business in men's clothes. Then by making a customer in one line a buyer of another we multiplied the ordinary results. Nobody on a single line could compete with such a combination.

Such are the ramifications of advertising. Salesmanship-in-print, in principle, is just the same as salesmanship-in-person. The store offers a bargain to tempt people to it. The object is to try to sell other things, and good salesmanship will do it. A writer of advertisements must never forget that he is a salesman, and the more he sells the better he will prosper.

One more mail order experience will illustrate another phase of advertising. I took up the advertising of a concern which for thirty years had sold garments for women and children by mail without credit. That field is well occupied; it has been very profitable. The annual sales of some concerns in it run into many millions of dollars.

All offer a costly catalogue. Some offer special bargains—perhaps certain articles at cost—to induce people to write for it. As a result, the woman who writes for one catalogue is apt to write for three or four.

Then comes the main difficulty: the problem of inducing women to buy from your catalogue rather than from others.

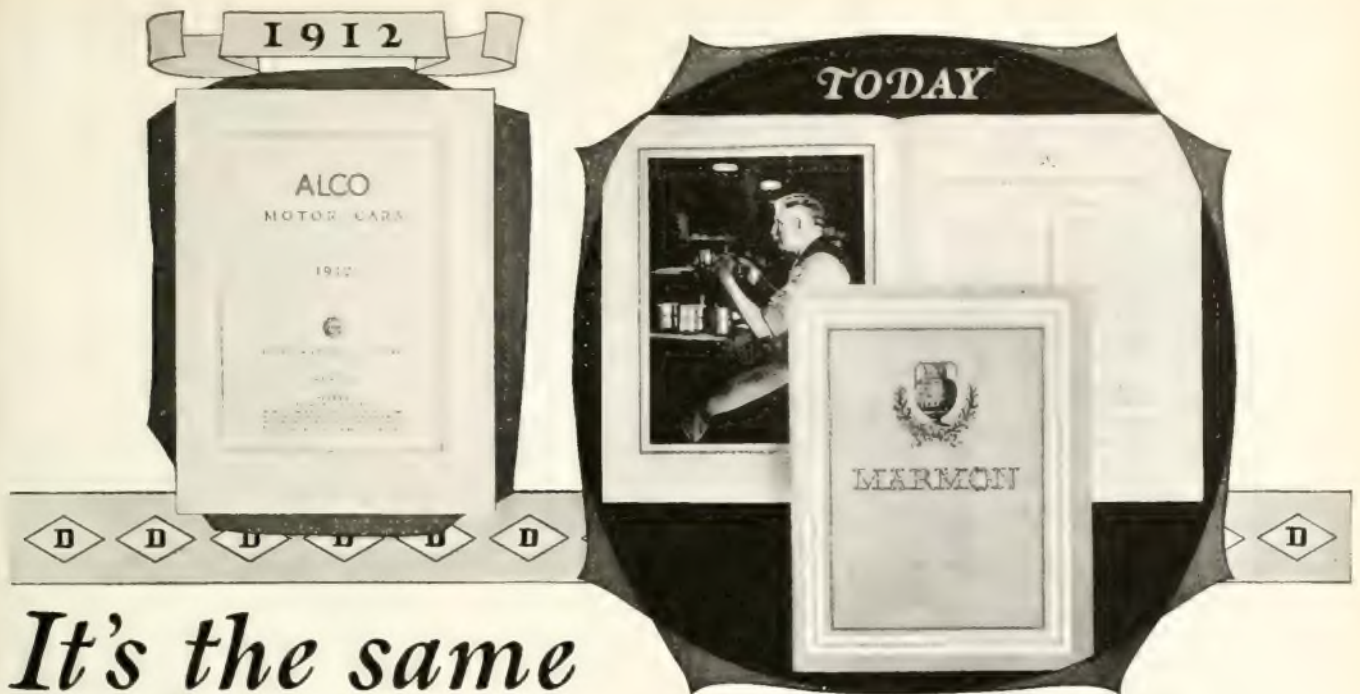
**S**AY it costs twenty-five cents to induce a woman to write for your catalogue. The catalogue, with its pictures in colors, costs thirty-five cents at least. Thus you have an investment of sixty cents in each inquirer. The results depend on the sale per catalogue.

The woman who writes to one advertiser in this line usually writes to three or four. When she comes to make a selection, she has four catalogues before her. All present attractive appeals. The one from which she orders depends largely on chance or fancy.

One must recognize that. Your chance of presenting that catalogue to her is sixty cents, perhaps. If four advertisers are presenting such catalogues to her, the total cost is \$2.40. The average sale, as found by experience, is around \$10. So the advertisers combined are spending twenty-five per cent to make that average sale.

The profit depends on swinging your way more than the average sale. That was the problem which brought those advertisers to me.

I devised this scheme: When a woman wrote for our catalogue I went to our card file and discovered whether she



# It's the same D & C Superb

## DILL & COLLINS Co's. Distributors

ATLANTA—The Chatfield & Woods Co.  
BALTIMORE—The Baxter Paper Company  
BOSTON—John Carter & Co., Inc.  
BUFFALO—The Union Paper & Twine Co.  
CHICAGO—The Paper Mills Company  
CHICAGO—Swigart Paper Company  
CINCINNATI—The Chatfield & Woods Co.  
CLEVELAND—The Union Paper & Twine Co.  
COLUMBUS, OHIO—Scioto Paper Co.  
CONCORD, N. H.—John Carter & Co., Inc.  
DES MOINES—Carpenter Paper Company  
DETROIT—The Union Paper & Twine Co.  
GREENSBORO, N. C.—Dillard Paper Co., Inc.  
HARTFORD—John Carter & Co., Inc.  
HOUSTON, TEX.—The Paper Supply Co.  
INDIANAPOLIS—C. P. Lesh Paper Company  
JACKSONVILLE—Knight Bros. Paper Co.  
KANSAS CITY—Birmingham & Prosser Co.  
LOS ANGELES—Blake, Moffitt & Towne  
MILWAUKEE—The E. A. Bouer Company  
MINNEAPOLIS—Minneapolis Paper Co.  
NEW YORK CITY—Marquardt, Blake & Decker, Inc.  
NEW YORK CITY—Miller & Wright Paper Co.  
NEW YORK CITY—M. & F. Schlosser  
OMAHA—Carpenter Paper Co.  
PHILADELPHIA—The Thomas W. Price Co.  
PHILADELPHIA—Raymond & McNutt Co.  
PHILADELPHIA—Riegel & Co., Inc.  
PITTSBURGH—The Chatfield & Woods Co.  
PORTLAND, ORE.—Carter, Rice & Co.  
PROVIDENCE—John Carter & Co., Inc.  
RICHMOND—Virginia Paper Co.  
ROCHESTER, N. Y.—Geo. E. Doyle Company  
SAN ANTONIO, TEX.—San Antonio Paper Co.  
SEATTLE, WASH.—Carter, Rice & Co.  
ST. LOUIS—Acme Paper Company  
ST. PAUL—E. J. Stilwell Paper Co.  
SALT LAKE CITY—Carpenter Paper Co.  
SAN FRANCISCO—Blake, Moffitt & Towne  
SAN FRANCISCO—General Paper Co.  
SPRINGFIELD, MASS.—John Carter & Co., Inc.  
TACOMA—Tacoma Paper & Stationery Co.  
TAMPA—Knight Brothers Paper Co.  
WASHINGTON, D. C.—Virginia Paper Co.

**F**IFTEEN YEARS—and the whole world may turn a somersault! Fashions, styles of dress, modes of travel—all may change.

But quality remains unchanged. For quality is *demonstrated* usefulness.

Fifteen years ago the Corday & Gross Company, of Cleveland, selected D & C SUPERB as the paper most appropriately reflecting the excellence of Alco Motor Cars.

Today, the same D & C SUPERB is chosen by the Hollenbeck Press, of Indianapolis, to tell the story of Marmon.

Printers and advertisers are quick to appreciate the special *appropriateness* of this paper—superb indeed!—for printing that produces results. The peculiar adaptability of its smooth, dull-coated surface for clean type impressions and striking color presentations has never varied. Its quality means time saved on the press, and messages saved from the waste basket.

Whatever your printing requirements, the D & C line has a paper that meets them. Your paper distributor knows the possibilities of D & C papers, and is willing to assist you in selecting the right paper for the job. Consult him freely.

# DILL & COLLINS

Master Makers  of Printing Papers

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



## A Million Dollars a Month Increased Purchasing Power

**T**HAT is what the recent price advance of 42 cents per 100 lbs. means to farmers in the Dairymen's League territory. Class 1 milk is now selling at \$3.37—16% higher than for the same period last year.

For months, Dairymen's League News has been urging farmers to breed and feed for greater Fall and Winter production. This pushing of production requires heavier buying of concentrates and feed accessories. It results in larger milk checks and more liberal spending by the farmers and their families.

If you have not yet placed a schedule with the Dairymen's League News, now is the time to do so. Published every Friday; last forms close 12 days before date of issue. Rate, 50c a line flat. Wire your reservation.

Sample Copy and Rate Card sent on request

Dairymen's League News circulation is concentrated in this territory.



## DAIRYMEN'S *League* NEWS

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

Are you in need of a competent advertising manager, copywriter, promotion manager, etc.?

A few well chosen lines in THE MARKET PLACE will bring you applications from several who have the qualifications you require.

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

THE JOHN IGELSTROEM COMPANY  
Massillon, Ohio Good Salesmen Wanted

**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.

**PHOTOSTAT SERVICE**  
RAPID—ECONOMICAL  
FACSIMILES—ENLARGEMENTS—REDUCTIONS  
Commerce Photo-Print Corporation  
42 BROADWAY 89 MALDEN LANE  
Manover 8997 John 3697

was a new or an old customer. If she was a new customer, the sales manager wrote her a letter to this effect: "We are very glad to have your inquiry. We welcome new patrons to our fold. I want to extend you that welcome in a practical way. I enclose my card. On it is written instructions to refer your order to me. I want to send with that order, with my compliments, a little present for you. I will not say what it is, but I am sure it will delight you."

**T**O old customers he wrote this: "I am glad to receive an inquiry from you. The whole profit in our business is made by the customers who stay with us year after year. It costs money to get new customers, but the old ones who remain cost us nothing. So I wish to offer you a token in appreciation of the fact that you continue with us. When you send your order enclose this card of mine. It instructs our people here to refer your order to me. Then I will include a little gift to show our appreciation."

What was the result? All inquirers for the catalogue, old or new customers, received that card. It did not mention the gift, because curiosity makes a stronger appeal than description. But every inquirer had that card before her. If she ordered from one particular catalogue she could send that card and receive the gift. So she tried her best to order from that catalogue. The sales per catalogue were thus enormously increased.

One must be careful in such offers. The gift must not be disappointing; it must be something every woman wants. But any reasonable cost is insignificant if it doubles the sale per catalogue. That means doubling the results of the advertising.

All such problems devolve on the advertising man. He may write attractive advertisements which gain applause, but if they fail to make sales at a profit he is wiped out very quickly. He may bring inquiries at small cost, then let rival catalogues outsell him. His usefulness is ended just the same. Business is conducted to make money. A man who can help it make money has boundless possibilities—but the most brilliant efforts which result in loss lead to permanent defeat.

This last venture which I mention led to another instructive episode. There were six large advertisers in this line of women's garments. Their chief aim was to convince women that they undersold all others, so they blazoned their claims to low prices. Then they published guarantees to undersell any other prices. Whoever found a better bargain elsewhere could return her purchase.

**T**HERE came a time when all were crying bargains in the highest key. In a chorus of that kind all are on the same plane; all are ineffective.

They presented me the problem of a more impressive claim. I looked up their figures—and found that their average profit for years past had been less than three per cent. So I advertised that profit—a profit of three per cent. I promised not to exceed it. We were content with that profit, and our prices were fixed on that basis.

Here was one of the oldest mail order concerns in that line, one of the largest. The prices they quoted on a three per



### WHAT THE "4 A'S" SIGNIFY

The American Association of Advertising Agencies is dedicated to the principle that the interests of the client are paramount — save that of ethical procedure. Evidence of this high regard for the interests of each client is shown by its universal use of ABP papers without incentive other than the desire to serve each client well.

### WHAT THE A.B.P. STANDS FOR

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



## They agree as to agency practice!

**H**ERE are the facts in the case:

The AAAA has indicated its belief and established its position with reference to business and professional paper advertising by a FAVORABLE VERDICT of 203 to 11.

The 203 figure is the number of "4A" Advertising Agencies on the "ABP" AGENCY LIST for the past year out of a total of 214.

But what is still more significant:

### 100 of the "FIRST 200" ABP AGENTS ARE ALSO "4A" AGENTS

The "First 200" is the ABP Honor Roll of agents using the most space in ABP publications in 1926. It consists of the "First 200" on the general ABP list of 1209 agents.

Besides the "4 A" Agencies, almost all of whom are on the ABP list, the list includes hundreds of other leading agencies, embracing the foremost class, technical and general advertising agencies in the United States and Canada.

These facts show an unmistakable tendency in modern agency practice towards a more consistent use of space in professional and business journals — and an increasing appreciation of the advantages of concentration in "ABP" papers which dominate in each of their respective fields.

It is "good practice" because it builds up and thus holds the client's business.

**The Associated Business Papers, Inc.**

52 Vanderbilt Avenue, New York City

*As advertised*  
in the  
**BOOT and SHOE  
RECORDER**  
B O S T O N

The Arch Preserver Shoe for men regularly advertised in the Boot and Shoe Recorder by E. T. Wright & Co., Inc., as "one shoe for two markets," finds both markets of style and comfort in thousands of Recorder stores.

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



Chicago New York Philadelphia BOSTON Rochester Cincinnati St. Louis

**EASTERN  
REPRESENTATION**  
for  
Publications of Merit

**John Schaefer**  
Publishers' Representative

55 WEST 42 St.  
New York

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

cent profit must be pretty close to the minimum. One could not expect to decrease them materially, so those quotations, despite all others' guarantees, were accepted as the bottom prices.

That is another illustration of how actual figures count. Claims are always discounted. Say "Lowest prices in existence," and people ignore you. Many may make similar claims. But say that you sell at three per cent net profit—and most people believe you. They do not expect you to lie about definite figures. They know that you cannot lie in the better publications.

Those are some of the plans which I evolved to increase mail order sales. They meant little to me directly. Mail order advertising is not worth the effort from the standpoint of the advertising writer, but it kept me facing the fact that all sorts of advertising is based on mail order principles. We must always sell our goods at a profit. We must always outsell others to succeed. Any writer who proceeds on any other theory is doomed to quick defeat.

The issue of ADVERTISING AND SELLING for November 16 will contain the thirteenth installment of Mr. Hopkins' autobiography.

**The "Route List"**

[CONTINUED FROM PAGE 32]

Route lists cover such trades as these: drugs, groceries, automotive supplies, hardware, jewelry, radio, soft drink, confectionery, building materials, men's wear, women's wear, notions, furniture, restaurants and delicatessen shops, musical goods, medical and dental (other than drug stores), toilet goods, shoes, cigars and tobacco, automobiles, other garages, tool shops, electrical supplies, department stores, office supplies, carpenters, contractors, hotels, paper, office furniture, transportation companies, chain groceries, commission merchants, corsets, furs, costumers, five-and-ten stores, tailors, handkerchiefs, millinery, raincoats, overshoes, sporting goods. My notes contain twenty-one more "lists" that have been encountered.

Each route list gives a summary of the number of names it contains, "how to get there" or similar directions for finding the proper starting point, and a brief description of the district as to its population, wealth and other marketing characteristics.

The more intimately a manufacturer knows a city the keener will be his interest in route lists; for in their captions and analyses he will find endless checks and illuminating "reasons why" for his sales or lack of them. In order to convey some suggestion of the human elements that can be involved a few are quoted:

Route 1 includes a Slavic population in practically its entirety. Small, cheap homes are the rule.

The population is largely made up of Italians, Greeks, negroes, etc.—congested housing conditions, many families living above stores or in extra rooms connected directly with their place of business.

A fair workingmen's residential district and rooming-house section.

A neighborhood of laboring men and railroad workers.

A very good section of high class, restricted residences.

A poor market for introducing new, high-class products, but good trial markets for ordinary household products.



# ROTOGRAVURE

Prints *Perfect Pictures* - the Universal Language



Photographs by Pondelicek

**P**ICTURES speak a universal language and rotogravure reproduces pictures perfectly. Sophisticated, serious-minded grandfathers or happy little children all find in the rotogravure section of newspapers things that amuse and educate.

Your advertising in the rotogravure supplement will receive one hundred per cent reader attention.

Write for our new book—*The A. B. C. of Rotogravure*. Just off the press. It contains many interesting examples of the use of rotogravure which will prove helpful in your advertising plans. Address the Rotogravure Development Department, Kimberly-Clark Company, 208 S. LaSalle Street, Chicago.



OTOGRAVURE sections are  
published every week in fifty-three  
cities of North America by these  
eighty-four newspapers

- |                             |                             |                                |
|-----------------------------|-----------------------------|--------------------------------|
| *Albany Knickerbocker Press | *Los Angeles Sunday Times   | *New York Sunday News          |
| *Atlanta Constitution       | *Louisville Courier Journal | *New York World                |
| *Atlanta Journal            | *Louisville Sunday Herald   | *Omaha Sunday Bee              |
| *Baltimore Sun              | Post                        | *Peoria Journal Transcript     |
| *Birmingham News            | Memphis Commercial Appeal   | *Peoria Star                   |
| *Boston Herald              | Mexico City, El Excelsior   | *Philadelphia L'Opinione       |
| *Boston Traveler            | *Mexico City, El Universal  | *Philadelphia Inquirer         |
| *Buffalo Courier Express    | *Miami Daily News           | *Philadelphia Public Ledger    |
| *Buffalo Sunday Times       | *Milwaukee Journal          | & North American               |
| Chicago Daily News          | *Minneapolis Journal        | *Providence Sunday Journal     |
| *Chicago Jewish Daily       | *Minneapolis Tribune        | *Richmond, Va., Times-         |
| Forward                     | *Montreal La Patrie         | Dispatch                       |
| *Chicago Sunday Tribune     | Montreal La Presse          | *Rochester Democrat            |
| *Cincinnati Enquirer        | *Montreal Standard          | Chronicle                      |
| *Cleveland News             | *Nashville Banner           | *St. Louis Globe-Democrat      |
| *Cleveland Plain Dealer     | *Newark Sunday Call         | *St. Louis Post Dispatch       |
| *Denver Rocky Mountain      | *New Bedford Sunday         | *St. Paul Daily News           |
| News                        | Standard                    | *St. Paul Sunday Pioneer Press |
| *Des Moines Sunday Register | *New Orleans Times Picayune | *San Francisco Chronicle       |
| *Detroit Free Press         | New York Bollettino Della   | *Seattle Daily Times           |
| *Detroit News               | Sera                        | *South Bend News Times         |
| *Evanston News-Index        | *New York Corriere          | *Springfield, Mass., Union-    |
| *Fort Wayne News-Sentinel   | D'America                   | Republican                     |
| *Fresno Bee                 | *New York Evening Graphic   | *Syracuse Herald               |
| *Habana, Cuba, Diario De La | *New York Jewish Daily      | *Syracuse Post Standard        |
| Marina                      | Forward                     | *Toledo Sunday Times           |
| *Hartford Courant           | *New York Morning Telegraph | *Toronto Star Weekly           |
| *Houston Chronicle          | New York Il Progresso       | *Washington Post               |
| *Houston Post-Dispatch      | Italo Americano             | *Washington Sunday Star        |
| *Indianapolis Sunday Star   | *New York Evening Post      | *Waterbury Sunday              |
| *Kansas City Journal Post   | New York Herald Tribune     | Republican                     |
| *Kansas City Star           | *New York Times             | *Wichita Sunday Eagle          |
| *Long Beach, Calif., Press  |                             | *Youngstown, O., Vindicator    |
| Telegram                    |                             |                                |

Reg. U. S. PAT. OFF. **ROTOPLATE**

the perfect paper for rotogravure printing is supplied  
by Kimberly-Clark Company to above  
papers marked with a star

**Kimberly-Clark Company**

Established 1872

Neenah, Wis.

NEW YORK  
51 Chambers Street

LOS ANGELES  
716 Sun Finance Building

CHICAGO  
208 S. La Salle Street

The heart of the city; the shopping, financial and business district.

Large Jewish population; Liggett stores predominate in the shopping zone.

Fair market; Chinese section of the city and part of the negro population; low purchasing power.

Poor market; contains fairly low class population.

Population contains very few foreign born; homes about equally divided between cottages owned by occupants and flats of moderate rental.

Medium high class, who mostly occupy nice flats.

This is the fourth of a series of articles written by Mr. Haring analyzing the marketing problem of the small manufacturer who must confine his market to his locality. The first of the series appeared in ADVERTISING AND SELLING for September 21.

## Associated Business Papers, Inc.

AMONG the most important of the meetings in Chicago was that held by the Associated Business Papers, Inc., whose annual banquet was addressed by George Woodruff, vice-chairman of the board of directors of the National Bank of the Republic, Chicago, and by Dr. Julius Klein of the Department of Commerce. (Excerpts from Dr. Klein's speech appeared on page 38 of ADVERTISING AND SELLING for Oct. 19.)

Dr. Max Mason, president of the University of Chicago, opened the convention and delivered the keynote address, "The New Unity of Business and Scholarship." At the closing luncheon held in conjunction with the Chicago Association of Commerce, E. J. Mehren, vice-president of the McGraw-Hill Publishing Company and recently returned from the Geneva Conference, spoke on "Long-time Guarantees of Prosperity." Another speaker was J. M. Hager, director of the division of market surveys, of the Department of Commerce. The discussions were presided over by the president, J. H. Bragdon, publisher of the *Textile World*.

## The Agricultural Publishers' Association

AT the Agricultural Publishers' Association session in Chicago the decision was made to form a new board of seven members to take the place of the present advertising committee. The purpose of the new committee will be to furnish advertisers with reliable information regarding selling to the farm market. Three of the seven members of the board will be farm-paper publishers; the other four will be advertising managers or other representatives of publishers interested in that field.

The principal addresses at the convention were those delivered by Charles C. Younggreen, general manager of Klau - Van Pietersom - Dunlap - Younggreen, Inc., and Horace C. Klein, publisher of *The Farmer* and *The Farmer's Wife*, St. Paul.

The following were elected as new directors: Dr. Tait Butler, *Progressive Farmer* and *Farm Woman*, Birmingham, Ala.; A. A. Falconer, *New England Homestead*, Springfield, Mass.; T. W. Le Quatte, *Farm Life*, Spencer, Ind.; S. R. McKelvie, *Nebreska Farmer*, Lincoln, Neb.; B. Morgan Shepherd, *Southern Planter*, Richmond, Va., and P. E. Ward, *The Farm Journal*, Philadelphia.

*Deliver your message  
where selling costs  
are lowest!*

**IN THE** practice of economical selling it is not only necessary, but vital, that greatest effort be concentrated upon the urban centers of population. Your advertising in *The Shrine Magazine* goes to the heart of the recognized low-cost sales areas.

### *A brief statement of distribution by population groups:*

Population Group	Shrine Circulation
Under 2,500	68,340
2,501 to 5,000	47,270
5,001 to 10,000	84,790
10,001 to 25,000	107,205
25,001 to 50,000	63,147
Over 50,000	222,637
Canada	13,723
<b>Total</b>	<b>607,112</b>

The black and white page rate is \$1,350—\$2.22 per thousand. A detailed rate card—and other data—will be mailed upon request.

## THE SHRINE MAGAZINE

1440 Broadway • New York

Phone: Pennsylvania 7827

CHICAGO

BOSTON



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

Write for booklet

**E. M.  
Diamant  
Typographic Service**  
195 Lex. Ave. CALedonia 6741

# SWING

IN investment circles they speak of the "long swing."

While, as yet, I know nothing from personal experience of what this means, I understand it refers to making an investment to secure a profit at a distant date.

The man who invests for the long swing usually invests safely. He's a patient "critter." He can forego petty interim ups and downs in the market value of his investment for the substantial reward that will be his in the sweet bye-and-bye.

This morning it occurred to me that there is a long swing in personal relations, too. These sudden fierce friendships and alliances are great while they last. But, easily, 99 out of 100 peter out.

And, then the headaches!

But, the long swing. Ah! that is the test of quality.

A man is riding high on the wave of success and fortune. He has a host of friends, so-called.

A sudden misfortune occurs or he makes a costly mistake.

Boy, how the "friends" fall away!

He struggles along disillusioned; embittered, perhaps.

A few of his friends stand by. They are the kind who make friendship investments for the long swing.

Then, he comes back, a stronger and better man than ever.

What a reward in gratitude and reciprocity the long-swing friends then enjoy!

Long-swing friendships, like long-swing investments, are the soundest and best.

*A. R. Maujer.*

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

*There is no connection that I can think of between the above thoughts and INDUSTRIAL POWER. But, if you will pardon the abrupt change in the subject, I beg leave to remind you that INDUSTRIAL POWER is a remarkably good medium and you should be using it if you are not. We can give you the proof.*



## He Knew the Trail

A friend of mine who happens to be mayor of a thriving little city in the Sou' West, where men are, etc., made his first visit to New York recently. He arrived about nine o'clock at night and went with his wife and sister to an uptown hotel, near the Seventy-second Street subway station.

Five minutes after he was shown to his room, he astonished the night-clerk of his hotel by asking him how to get to Times Square. The clerk told him. In less than no time, he was there. He and his women-folk strolled 'round for an hour or so and then, thoroughly tired, returned to their hotel.

In the four days he spent in New York, M. learned to find his way about town pretty well, but, as he expressed it, he "always fixed things" so as to get to Times Square, "for," said he, "I know the trail from there to the hotel."

## Has This Been Your Experience?

Two weeks ago today I wrote to the Department of Agriculture and asked for a certain bulletin in which I hoped to find information that would be helpful to me in preparing a series of articles. The bulletin has not yet been received.

That same day I addressed a letter to one of the trans-atlantic steamship companies, requesting that I be mailed a booklet giving information about cruising trips to the Mediterranean. It hasn't come yet.

More recently, say, about ten days ago, I asked the man in charge of the promotional activities of a certain organization to furnish me with some information which, I happened to know, had been put in print. The information arrived yesterday.

Now, if these requests of mine had called for something out of the ordinary, something that involved inquiry or investigation on the part of the persons to whom they were addressed, I could understand the delay. But they did not.

## Production

"Will Mr. H. come with us?", my wife asked the woman who 'phoned her to arrange about a game of golf.

"No," said Mrs. H. "He's too busy. Production is 'way ahead of sales and he has to stick on the job."

I'll bet a dollar to a doughnut that Mrs. H.'s mother did not know what that word, production, means. Who doesn't, nowadays?

## Teeth Pulled — on the Installment Plan

A dentist in my neighborhood sends me what he calls an "Important Notice," which reads, in part, as follows: "Having reorganized the business part of my office, placing it on an 'easy partial payment basis,' I am now enabled to offer my services at greatly reduced fees, with no charge for examination."

Evidently, he does not propose to allow the automobile manufacturers to have a monopoly of installment selling. Unlike them, however, he seems to think he can do business cheaper that way.

## ... and a Cuppa Cawfee"

Go motoring, if you would know how the other half lives, or, rather, how it eats. What you learn will open your eyes. For you will find that a very large percentage of the men who occupy chairs alongside you at roadside eating places have curious ideas about food. It seems to make little difference to them what they order as long as "a cup of cawfee" goes with it.

In the course of a 1600-mile motor trip which I made recently, I met scores of men whose idea of a meal was a cup of coffee and—whatever the man behind the counter happened to have. Which, usually, wasn't very much.

## Ain't Women Funny?

I wanted a piece of string. There was none in the sideboard. So, naturally enough, I went to the kitchen. As I entered, the cook looked at me as though to ask, "What are you doing here?" I told her what I wanted. "There's some in that drawer," she said. I opened "that" drawer. It wasn't an easy job, for the drawer was so full of paper bags that I had to take a lot of them out before the drawer could be opened. By actual count, there were sixty-two—enough to start a young grocery store. And most of them, very evidently, had been there for a very long time. When I suggested that the bags be tossed into the waste paper basket, the cook protested. "Please don't," she said. "I'll need them." Maybe she will; but for what purpose I cannot imagine.

# This Good Old Town Upsets a Tradition



## U.S. Government Statements of CIRCULATION

### GAINS 1917-27 DAILY NEWS

43,743 at 2-cents

### EVENING AMERICAN

225,378 at 3-cents

### September 30, 1917

EVENING AMERICAN  
326,998 at 2-cents

DAILY NEWS  
392,007 at 2-cents

### September 30, 1920

EVENING AMERICAN  
364,769 at 3-cents

DAILY NEWS  
388,406 at 2-cents

### September 30, 1927

DAILY NEWS  
435,749 at 2-cents

EVENING AMERICAN  
552,376

AT 3-CENTS

**Y**EARS ago, before girls had knees, and lipsticks were license, Chicago was known as a "one-paper town" to the evening newspaper advertiser.

The young Evening American made a bold bid, but tradition favored an older, more conservative contemporary.

Then a *consciousness of YOUTH* burst upon the world. Instead of contemplative old age at 40, mother learned the one-step, and Dad bought a car.

*Things changed rapidly. The flaming spirit that seized us caught the dominant note of the Evening American —YOUTH—SPIRIT—LIFE!*

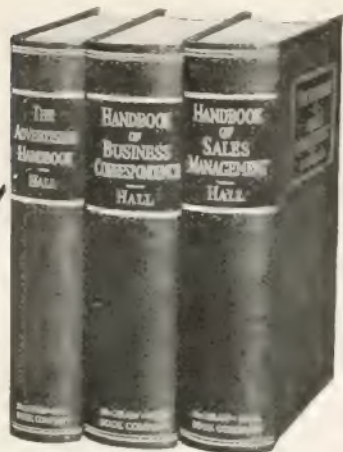
The story from 1917 on is newspaper romance. (It can be read in particular by those who like figures in an adjoining column.)

And not romance alone, for the growth of the Evening American over this short period is looked upon everywhere as journalistic wizardry—the most amazing newspaper accomplishment of the century.

Youth in the saddle! Old loves for new!

*And now the ever youthful Evening American clearly dominates the evening newspaper field in this good old town where tradition has been so completely upset!*

**{ The Evening American's Lead Is Now 116,627 }**



## ADVERTISING AND SELLING EXPERIENCE

—at your fingers' ends

THIS is the indispensable advertising and selling reference and home-study set. Hundreds of men and women are using it to push themselves ahead. Hundreds of experts in all branches of marketing have it handy for reference. Agencies throughout the country have these books in their libraries. Colleges and universities use the books as texts. If you're in advertising, or selling, or any branch of marketing, don't be without the good this set can bring you.

### S. Roland Hall's Advertising and Selling Handbooks

Three Volumes, 2788 Pages, 5½ x 8,  
Flexible Binding, 700 Illustrations,  
\$2.50 in ten days and \$2.00 monthly  
for six months.

The big, well-paying jobs call for men with an all-round knowledge of the entire selling business—advertising, personal salesmanship, planning, managing, etc. Add to your own experience a working command of the principles and methods that have been proved in the experiences of the most successful selling organizations. You get them—hundreds of them—in

#### The best experience of leading organizations

Covers as much ground as courses costing five or ten times as much. Written in the most instructive style, profusely illustrated with half-tones, line drawings, graphs, charts, maps, tables. Complete campaigns of many kinds outlined. Thousands of sales ideas and plans, time-saving methods and stimulating suggestions for daily use in solving marketing problems of all kinds—manufacturer to small retailer. Examples taken from scores of such prominent concerns as Burroughs Adding Machine Co., Kuppenheimer & Co., Morris & Co., National Cash Register Co., American Radiator Co., Conklin Pen Manufacturing Co., Eastern Kodak Co., etc.

#### Special Price \$14.50

No Money Down  
Small Monthly Payments  
Examine the Library  
for 10 Days  
FREE

#### FREE EXAMINATION COUPON

McGraw-Hill Book Company, Inc.  
370 Seventh Avenue, New York.

You may send me the HALL LIBRARY OF ADVERTISING AND SELLING for ten days' free examination.

If the books are satisfactory, I will send \$2.50 in ten days and \$2 a month until your special price of \$14.50 has been paid. If not wanted, I will return.

Name .....  
Address .....  
City and State .....  
Position .....  
Company ..... AS 11-2-27

## Australia as a Market

[CONTINUED FROM PAGE 40]

of course, the supply stopped, owing to the difference in the names. Out here our printing costs are high, especially where short runs are necessary. It was useless asking for a job to be produced in the United States, as different cuts had to be used and the name had to be altered through the copy.

The cost would be greater, actually, as the same short runs would be necessary; and to the costs would have to be added duty, at the rate of twenty cents a pound.

Another complication arose. More serious than the increased cost of printing was the fact that the machine had two names. The typewriter business in Australia is highly competitive. This competition usually took the form of pointing out that this particular machine, when it was in competition, was known elsewhere by another name. The illustrations of both machines were produced so there could be no doubt of the accuracy of the statement. This, of course, could not affect the quality of the typewriter, but buyers the world over are easily scared and it is confidently believed that many sales were lost from this cause.

Each year Australia's duties are getting higher and higher. Local industry is being protected to such an extent that American goods are altogether too dear for many. The Australian collar, for instance, is in appearance very much like the Arrow or the Van Heusen, but the imported articles are 2s 6d (sixty cents) each, as against the native 9d (eighteen cents).

American fashions are all right, but not the prices!

Australia offers a good market for American goods and it behooves those manufacturers who would extend their businesses to these shores to get in early.

Otherwise some might find that the market has been captured with goods similar, in appearance at all events, but under another title.

### International Newspaper Advertising Executives

AT the meeting of the International Newspaper Advertising Executives in Chicago, Thomas Collins, advertising manager of the Milwaukee Journal, as chairman of a committee appointed to study the subject, made a report recommending that the terms "local" and "national" (or "foreign") advertising be altered to "retail" and "general," respectively. It is thought that the new terms will be adopted universally as being more accurately descriptive and less ambiguous than those now in general use. The Newspaper Advertising Executives adopted the recommendations made by Mr. Collins and his committee. The president of the association, Harvey R. Young, advertising director of the Columbus Dispatch, presided over the sessions of the convention.

Among others H. W. Roberts of the Cleveland Plain Dealer and Rhey T. Snodgrass, advertising director of the Minneapolis Journal, spoke.

## THE EXPLOSIVES ENGINEER

"THE CLEANEST  
A. B. C. STATE-  
MENT I'VE  
SEEN FOR A  
LONG TIME."

THE above words were uttered by a manager of industrial advertising for one of the country's best known manufacturers after he read the answers to questions 13 to 26 on our A. B. C. circulation statement.

Illuminating as this statement is, it does not fully explain the reasons for the unusual reader-enthusiasm commanded by The Explosives Engineer.

Only an inspection of the magazine itself will make this clear to you.

For a sample copy, A. B. C. statement and rates, write to The Explosives Engineer, 1000 Delaware Trust Building, Wilmington, Delaware.

## FORERUNNER OF PROGRESS



## A Paper That Business Needed

**T**O MAKE direct mail work pay better, try the four-page illustrated letter. Such letters provide words for those who like to listen—pictures for those who prefer to see.

On various tests, they bring from 11% to 20% greater returns.

The paper chosen for illustrated letters must combine the advantages of bond and coated papers and have none of their disadvantages. There is one paper that does this—TWO-TEXT.

For the typewritten side it provides a real bond paper with the bond feel and look that the typewriter ribbon requires. Yet, TWO-TEXT is so much more opaque than bond papers that the printing on the inside does not show thru. For the inside—the illustrated side—it provides a coated paper that will print the finest color half-tones. The same printing plates used for magazine advertising or booklet may be utilized.

The Handbook of Illustrated Letters, full of interesting information on more effective sales letters, as well as sample sheets and printed specimens, will be sent if you will write Standard Paper Manufacturing Co., Richmond, Va., sole makers of TWO-TEXT Illustrated Letter Paper.



Mr. Publisher (and with good reason) looks upon radio as a promising youngster in the advertising family. So the advertising department of Printers' Ink mail him an illustrated letter telling why Mr. Publisher should take space in Printers' Ink to talk to Mr. Radiomaker. The letter tells the story—the inside pages reproduce the advertisements of many radio manufacturers who subscribe to Printers' Ink.



This grower of peanuts is interested in a peanut picker and the letter from the Benthall Machine Company tells all about it. The inside pages of this four-page letter show the Benthall Picker in colors with testimonials and many added arguments for its purchase. TWO-TEXT is invariably used for Benthall letters.



The Dravo-Doyle Company of Pittsburgh are telling this engineer in Pittsburgh about the advantages of the De Laval Oil Purifiers. The inside pages show plants around Pittsburgh where these oil purifiers are installed and a list of local users. As an agent or dealer help, the four-page illustrated letter has many advantages.



This merchant—thanks to TWO-TEXT—is shown just how beautiful Fox Fibre Furniture looks. Illustrated letters printed in four colors pay especially well when selling things of beauty.

A metal display case is offered this hardware dealer if he buys a certain number of Plumb files. The inside of the letter was a window display in colors. The dealer read the letter side . . . then pasted the illustrated side to his window.

*"and the orders they are clinching"*

Frederick F. Ingram Co.



Users of Pyramid Sales Portfolios have expressed their enthusiasm over its ability as an attention getter, to hold interest and get the name on the dotted line. Salesmen naturally like to carry a Pyramid because of its effectiveness, as well as the time it saves. Read what Mr. F. F. Ingram writes about his "Pyramids."

*"Judging from the impressions that the Pyramid Sales Portfolios are making on the trade and the orders they are clinching as reported by the men, we are sure they will be a great aid in pushing our story across and making it stick."*

In the Pyramid line you have a style and size to fit your every need—built of quality materials and at a price well within your appropriation. May we send you our 16 page book illustrating the complete Pyramid line?

**Pyramid Sales  
Portfolio**

*"Ask the Man Who Uses One"*



The side opening Pyramid, pictured above, is only one of seven different models, there's a Pyramid to fit every purse and every need.

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

Factories  
Detroit, Mich. Walkerville, Ont.

# When Price is the Salesman's Hurdle

[CONTINUED FROM PAGE 22]

customers who persisted in asking for the forty-cent item. Real strides were made when the salesmen began to sell a policy—something like this: "Of course you ought to carry goods of this type in both the forty-cent and fifty-cent price classes. I hope you have a good forty-cent seller. As for the fifty-cent quality, we believe that we have the best, and here is why," etc.

One good example of "selling" a policy which carried along high priced goods was that of a successful shoe salesman. He always talked to the dealer about the delights of dealing with high-grade customers. He pictured the profits of a high grade store. As the dealer warmed up to this approach, the salesman's high-priced shoes fitted into it in the most natural manner in the world.

Sometimes it is wise to encourage the dealer to put in "fighting brands"; cheap goods on which the price may be cut to the bone while he maintains full price on your own line. Where price-cutting is heavy and customary, it may be necessary to "sell" the dealer on the idea of conducting a small but profitable business as against lower net income on a bigger volume of sales where profits are shaved almost to the vanishing point. These are examples of interesting a dealer in a policy which will include your own goods or perhaps obviate price-cutting.

The right kind of appeal to the dealer's pride has often worked wonders in selling high-priced goods. One salesman has been very successful in his challenging approach, "Have you enough faith in your selling ability to believe that you could get your customers to buy the highest priced goods of their class?" What dealer won't hate to confess that he lacks such selling ability?

Some other appeals to pride are equally potent. Another salesman reminds dealers that the merchants who are the most respected are usually the ones who handle goods of the higher grades. At times he reminds them that when they learn how to sell high-priced quality goods, they will never have to worry about their ability to sell the cheaper brands. At times he shows them lists of the finest types of stores, all handling his goods, and reminds the dealer that it is pleasant indeed to be one of that number.

**M**ERCHANDISE in the higher price classes may fail to progress through lack of conviction on the part of the dealer that the goods are really superior. In these cases the major factor in selling may involve a demonstration of superior performance or serviceability. As the dealer may feel that this is of no value unless it is easy to pass on to his customers, it is advisable that the story given him be in simple conversational form, in shape for quick delivery.

A tool manufacturer got out a new

hammer. Two features in the construction made it well-nigh impossible to remove the head of this tool. Someone back at the home office rigged up a frame that would hold a Cadillac Sedan. Above was a pulley from which a rope suspended one of the hammers head down, with a rope tied to the handle. Then the Cadillac in its frame was suspended from the head of the hammer. A photograph was taken of the car in the air. No dealer could fail to be impressed by the fact that such a tool was worth more than the ordinary run of hammers. And that proceeding gave the dealer an interesting, quickly told story to pass on to his customers.

**S**OME years ago salesmen were sent out to introduce a new type of explosive—a substitute for dynamite. Going to the "prospect" they showed a sample of their product. Then, suddenly, they said, "And accidental concussion won't make it explode." Suiting the action to the words, the salesman would then throw his sample violently against the floor. Performance quickly proved! No time for a lot of wrangling about price.

A candy manufacturer anticipated questions when he told his trade the retail price for a new and very special box which he brought out. The salesmen introducing the new box were told to open a package and invite the dealer to sample the contents. Then the salesman asked, "What do you think you could get for a pound package of goods like this?" Most dealers answered by setting a price that was from twenty-five to fifty cents higher than the price set by the manufacturer. The dealers were naturally surprised at the resale price, and it impressed them forcibly with the value they had to offer to their customers.

The manufacturer who has price as one of his major obstacles, should consider the advisability of demonstrating his product to the prospective dealer in the dealer's store after the account is secured, and in his advertising both to the trade and to the consumer.

The manufacturer of a household specialty could not justify his price by merely putting his product up beside competing goods. His value was hidden away inside. The product had to be dissected to prove its superiority to competing goods that sold for as much as fifty per cent less. His advertising agent induced him to fight out the battle on hidden details. The advertisements included pictures and descriptions of parts that were "under the paint." The salesmen were armed with small cases carrying samples of cut-away parts to show superior construction. The dealer who took on the goods was given similar material to use with his customers. After two years of this, price began to be recognized as a matter of very little importance. It was seen that quality paid; that value was far more important than price. Deal-



# A promise . . . *more than made good*

ON June 10th, 1927, we made this statement about Collier's:

*"... At this writing we are actually selling well over 1,350,000. We anticipate 1,400,000 the latter months of this year."*

TODAY, because of growing public demand, Collier's is actually selling more than 1,500,000 per issue—100,000 more than we anticipated. The weekly news-stand sale is steadily increasing—now more than 600,000.

We have more than fulfilled our promise in three months.

To 427 advertisers who have already ordered space in Collier's for 1928, this means an excess or bonus circulation of more than 400,000—a confir-

mation of their foresight in estimating advertising values.

All this corroborates our pledge to the public and to advertisers that this company would

- build a weekly magazine of great editorial appeal
- avoid spectacular and temporary methods and build for permanence and stability
- build Collier's on the sound publishing principles that underlie every Crowell publication.

Collier's future editorial plans are brilliant and important—a definite assurance of continuing progress.

Collier's presents today the greatest per dollar value in the weekly field.

THE CROWELL PUBLISHING CO.



# CHALFONTE~ HADDON HALL ATLANTIC CITY

In the very center of things  
on the Beach  
and the Boardwalk.

"Dual Trio" Radio Concert  
every Tuesday evening—  
Tune in on WPG at 9



**FIFTY** years of hospitable, homelike service, with ever-increasing material charm, have made Chalfonte-Haddon Hall more like personal friends than hotels to those who love to go down to the seashore for rest or recreation.

Fall and winter days are especially invigorating on the Boardwalk and the beaches—luxuriously comfortable in steamer chairs on the broad deck porches. Fascinating shops—theatres—music—and fine GOLF.

American Plan Only Always Open

Illustrated Folder on Request

LEEDS AND LIPPINCOTT COMPANY

ers found that quality goods meant surer repeat orders; that "once sold—easy to hold" was truer of these goods than of cheaper ones.

The manufacturer's salesman who chronically reports "Price too high" gives pretty good evidence that he himself is not thoroughly "sold" on the quality or superior performance of the product. To let such a man go on is a great mistake; he should be called in and convinced by those higher up that he need play second fiddle to none and that "Price too high" in a call report is a reflection on his own salesmanship, not on the quality of the goods.

## Not to Scare

[CONTINUED FROM PAGE 34]

sum upon the death of the assured. There are many ways to inform the public of this fact, one of which might be this: Subject—When the hearse comes down your block will you be in it? To every man upon this earth, death cometh soon or late, and if you don't have life insurance, your children will go to an orphan asylum and your widow will drag her weary feet over the hill to the poorhouse.

For another type of appeal we might refer, as Mr. Sherman did in his article, to the Phoenix Mutual Life Insurance Company's present advertising, which now employs captions such as these: "You Can Have the Things You Want," "When You Are Sixty-five We Put You on Our Payroll," "In One Minute You Can Have What Many Men Have Taken a Lifetime to Get," "Key to Freedom." All of these headlines have been illustrated with pictures of happiness. One gets the thought that with the Phoenix Mutual Life Insurance Company there is happiness in every policy.

I recall a comic strip that made a lasting impression on my memory. Picture number one showed a small boy standing in a chair reaching for grandfather's old rifle which was hung upon the wall. Number two showed the young man endeavoring to look down the barrel which he could hardly reach. In number three (working up to the expected climax) Junior decides to step on the trigger so that he can get a better vision into the gun. Number four—"But the gun wasn't loaded" and our young hero lived happily ever after. The unexpected happiness made an impression that wouldn't have been made had the boy blown his head off.

In the drama, the play, the novel, the children's fairy stories, they all live happily ever after. That is the way to end our tale if we want one of the best sellers. For, in the last analysis, everyone craves happiness.

In this great business of advertising, the happiness theory seems to be borne out all along the line. In patent medicine copy we see featured robust health instead of some poor unfortunate in the last revolting stages of some dread disease. Dentifrices extol perfect teeth instead of those crumbling with decay. Safety devices might be far more effective showing a person saved instead of a swollen hand which looks startlingly like several sweet potatoes bunched together. Let us talk of pleasant things.

Life insurance seems to be appropriately named, or would you have it Death insurance? I believe I can say

**Sweater News**  
and  
**Knitted Outerwear**  
Mar. 1928

**The Underwear & Hosiery Review**  
Vol. 8 No. 3  
Mar. 1928

**Tie-up**

Your Consumer Campaign  
with Trade Publicity

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

## LAUNDRIES

Use tremendous quantities of steam plant, electrical, office, automobile delivery and other equipment.

Over \$4,000,000 is being raised to advertise and sell the laundries to the public.

The Laundry Business Will Be Doubled in Less Than Four Years' Time!

There is an opportunity for everyone whose product or services can be used by power laundries.

THE STARCHROOM LAUNDRY JOURNAL—monthly trade journal—over 200 pages, covers this industry. For copy rates, etc., address

**The Starchroom Publishing Co.**  
421 Commercial Square, Cincinnati, Ohio

without fear of contradiction that most people love life, contentment, happiness, and that they abhor death and all its morbidities. Every product has happiness and contentment in it somewhere. Life insurance has it in abundance. It's bubbling over with comfort, contentment and even luxury.

Then, too, there is a very practical point to be made. Scare copy is impulsive—not reflective. A person may be influenced to act quickly on the impulse of the moment by scare copy, but such a person doesn't stay "sold." Terrible things don't happen. He doesn't die and as his second year premium comes due he is no longer frightened into the transaction and his premiums lapse. It then becomes necessary to scare him all over again and keep him scared. This can't be done. Beyond all this, we have the executive type of man who cannot be scared, reflects upon his insurance calmly, intelligently, as a sound business procedure.

Let us talk courage, not fear. Let us talk health, not disease. Let us talk happiness, not sorrow. Let us talk life and leave death to the "morticians."

### The National Conference of Business Editors

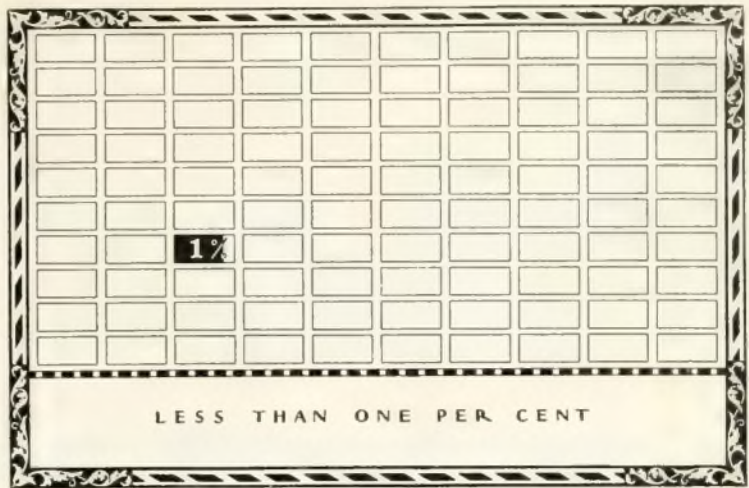
IN conjunction with the convention of The Associated Business Papers, Inc., in Chicago, was held the National Conference of Business Paper Editors, whose session was presided over by E. R. Shaw, publisher of *Power Plant Engineering*, Chicago. Speeches were made by Dr. E. R. Godfrey, of the Engineering Economics Foundation, Boston, and F. V. Cole, circulation manager of the Penton Publishing Company, Cleveland. The award for the best editorial of the year was given to Sydney A. Hale, managing editor, *Coal Age*.

Honorable mention went to: C. K. McDermut, Jr., managing editor, *Dry Goods Economist*, New York; W. V. Morrow, editor, *Furniture Manufacturer and Artisan*, Grand Rapids, Mich.; F. L. Steinhoff, editor, *Brick and Clay Record*, Chicago; J. Leyden White, associate editor, *The American Painter and Decorator*, St. Louis; and Frank C. Wright (deceased), editor, *Engineering News-Record*.

The National Conference of Business Editors elected the following officers: President, V. B. Guthrie, *National Petroleum News*, Cleveland; vice-president, Douglas G. Woolf, *Textile World*, New York; secretary-treasurer, E. L. Shaner, *Iron Trade Review*, Cleveland. Kenneth H. Condit, *American Machinist*, New York, and N. C. Rockwood, *Rock Products*, Chicago, were elected to the executive committee.

### Chicago Advertising Council

AT the luncheon given during "A. B. C. Week" in Chicago by the Chicago Advertising Council, Governor Zimmerman of Wisconsin and Walter A. Strong, publisher of the *Chicago Daily News*, delivered addresses. Ward Marsh of McKinney, Marsh & Cushing, Detroit, discussed the arrangements for the convention of the International Advertising Association, which is to be held in Detroit from July 8 to July 12, 1928. Homer J. Buckley presided at the luncheon. Charles C. Younggreen of Milwaukee introduced the speakers.



An Advertisement of  
the American Telephone and Telegraph Company



NO ONE person owns as much as 1% of the capital stock of the American Telephone and Telegraph Company.

The company is owned by more than 420,000 people, with stockholders in every section of the United States. It, in turn, owns 91% of the common stock of the operating companies of the Bell System which give telephone service in every state in the Union, making a national service nationally owned.

The men and women owners of the American Telephone and Telegraph Company are the largest single body of stockholders in the world and they represent every vital activity in the nation's life, from laborer and unskilled worker to wealthy and influential executive. Although the telephone was one of the greatest inventions of an age of large fortunes, no one ever made a great fortune from it—in fact, there are not any "telephone fortunes." The Bell Telephone System is owned by the American people. It is operated in the interest of the telephone users.

### Jewish Daily Forward, New York

Jewish Daily Forward is the world's largest Jewish daily. A.B.C. circulation equal to combined total circulation of all Jewish newspapers published. A leader in every Jewish community throughout the United States. A Home paper of distinction. A result producer of undisputed merit. Carries the largest volume of local and national advertising. Renders effective merchandising service. Rates on request.



### The Only Denne in Canadian Advertising

We give "on the spot" Counsel and Service in your Canadian Advertising, based on years of practical experience in this field. Ask our advice on methods and media.

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

## Copeland's Marketing Guide—



MELVIN T. COPELAND

### "Principles of Merchandising"

By  
Melvin T. Copeland, Ph.D.

Professor of Marketing,  
Director of Bureau of Business  
Research, Graduate  
School of Business Administration,  
Harvard University.

NEVER before has such a clear-cut, comprehensive, intimate analysis of the whole field of merchandising principles been set forth. Step by step Copeland shows you how to arrive at effective policies in marketing or merchandising convenience, shopping, specialty and industrial goods. He differentiates between types of commodities and shows just what motives really prompt consumers to buy. You are told clearly, concisely, how to use emotional and rational buying appeals effectively, how to secure a profitable rate of stock-turn, how to develop comprehensive plans for advertising, how to select, train, pay and manage the sales force, and how to utilize a price policy as a positive sales factor. In short, this unusual book makes clear time-tested procedure in handling all the significant perplexing merchandising problems. 384 pages, 46 tables and charts. Examination is free. Use the handy coupon below—now.

#### Sent on Approval

A. W. SHAW COMPANY  
Cass, Huron and Erie Streets, Chicago

Please send me on approval M. T. Copeland's "Principles of Merchandising." If entirely satisfied within 5 days, I'll send you \$6.00 plus a few cents for postage and packing, or return the book. A. S. 11-27

Name .....

Street and No. ....

City and State .....

Firm .....

(Canada \$6.75, duty prepaid, same terms; U. S. Territories and Colonies \$6.00, cash with order; all other countries \$6.75, cash with order.)

# Who Should Select the Salesman's Automobile?

[CONTINUED FROM PAGE 27]

operating fleets of company-owned salesmen's cars have records which include all cost elements and few automobile companies can give verified maintenance and operation costs based on usage in various parts of the United States.

SEVERAL of our salesmen operating in a southern state some years ago told me in all seriousness that they could operate a car in the eleven hundred dollar class at three and one-half cents a mile, "and that includes everything." They based their statement on the half-baked information given them by a local agent of the car in question, even though the slightest inquiry within our sales force would have shown them that their brother salesmen were thoroughly aware of the fact that even a Ford roadster at that time cost a minimum of six cents a mile, when all fair charges were included, to maintain and operate.

First of all, no salesman should be permitted by the executive in charge of sales to operate a car at a loss greater than he can absorb with his eyes open. This was driven home to a sales executive within a month after he had shifted his junior salesmen to a basis of personal car ownership following several years of company ownership.

The first three men to take advantage of the company's offer to let them turn in the company-owned cars with a deduction of one hundred dollars for the turn-in value over the cash, quick-sale value, promptly bought cars which cost respectively five hundred and fifty, six hundred, and seven hundred and fifty dollars more than the cars they had been operating under company ownership.

Yet those young salesmen's average compensation was just over three thousand dollars a year.

The moment the situation came to the attention of the vice-president to whom the sales manager reported an entire change of policy was inaugurated. Even those three men who had already purchased cars were led to see the light, and with the aid of the company's new policy, liberal because of its feeling of responsibility for the occurrence, they were enabled to purchase cars which they could operate without personal loss, even though they did not carry with them the prestige of the higher-priced makes and models originally selected.

Nothing that will appear in this consideration should be taken as an argument against the legitimate use of cars listed as high as two thousand dollars. It is the illegitimate use of highly-priced cars that is dangerous. Reduced to an elementary formula, it can be safely stated that the salesman's car should not cost him delivered more than from twenty-five to thirty-three and one-third per cent of his net yearly compensation, and that this per-

centage should shrink rather than increase with his income.

There are bound to be exceptions to this rule. For example, the physical comfort which comes with long wheel bases and fine shock absorbers may be a luxury to the youth who is starting his sales career and all but a necessity to a veteran salesman who has longer distances to travel without intervening stops. In certain districts where grades are severe the automotive equipment must be equal to its tasks and will necessarily involve a larger initial investment, although very possibly in such territories the final cost of operation and maintenance, even including the larger depreciation and interest on investment, will be returned by the longer life of the more expensive car.

From many angles other than the most important one which has been described it becomes increasingly evident that regardless of ownership the determination of the make and model of the car should be made by the company and that the sales executive should in each case be the official to handle the sales.

This point can be well illustrated by a recent experience of a salesman whose tastes are certainly not low, and whose desire to earn the maximum income is certainly high. After a careful determination of the automotive problems of his territory, he bought a coupé in the sixteen hundred dollar class—one which he felt from experience could be operated on the allowance his company was willing to give. Because he and the other salesmen owning cars had previously operated either five-passenger coaches or five-passenger sedans, it had not occurred to the sales executive to issue any warnings as to the type of car which would be required to carry the increased samples brought into being by an expansion of lines.

THE line of merchandise was one which had to be displayed in order to be sold. Within the month following the purchase of his coupé the salesman was forced in his own interest to exchange it for a five-passenger closed car, as he simply could not carry the necessary samples in any smaller machine.

While he was lucky and lost only two hundred dollars in making the exchange, his experience was a decidedly unfortunate one.

The question of service and parts is of great importance. Many thoroughly good automobiles—and there are many of them today—are exactly suited for the use of city salesmen and entirely unsuited for the use of salesmen visiting towns with a small population.

This is well known by sales managers who have experienced in the years behind them the cost of having a salesman laid up in some town for an extra day (or even several days) while he

**EUREKA**  
**Baby Roths**  
**Indian**  
NOVELTIES & NOVELS  
**Every Child!  
A Booster!**

GET the kids, old and young, boosting for you. Every child loves balloons—they bring their parents to your dealers' stores to get them.

National advertisers are using millions every month—reselling to their dealers for use in sales promotion campaigns of all kinds.

Write us for list of big national advertisers using "Perfect" balloons. We furnish literature and plans for promoting their sale to your dealers.

**PERFECT RUBBER CO.**  
62 Wayne St., Mansfield, O.

waited for parts which could not be obtained locally. They are aware also that only a few automobiles have a distribution so widely spread as to make it safe to have repairs—particularly in accident cases—made in small towns.

To cite just one occurrence under company ownership: The pump on a car in the sixteen hundred dollar class failed to function. The one garageman in the town of five hundred, a self-styled "expert," saw in the leakage only a need for repacking. Between towns the leak returned, and the motor-meter soared to the danger mark. At the loss of half a day, and by the ingenuity of the salesman, the car was nursed along to the next town.

**H**ERE the garage diagnosed the difficulty as being due to a loose fan belt—which it proceeded to tighten. In fact it tightened it so much that it strained the pump mechanism and led to a three-day hold-up while a complete new pump could be secured from the nearest branch.

As a matter of fact an expert in repairing this particular make of automobile would have known by a short test that the real difficulty lay in an entirely different direction, would have remedied it promptly in an hour, and would have saved three full days' wasted time and expenses.

That case was typical.

With the passing of the model T Ford, which had a high clearance, a definite problem has come into being in connection with the covering of small towns by automobile. Only those who have themselves traveled with their salesmen, or have traveled independently through small towns in the opening or closing months of the year can realize how much damage has been averted by that high clearance, lacking which, cars simply cannot be driven without grave loss over many roads when they are in their normal winter and early spring condition.

The loss of salesmen's time, plus the cost of haulage, plus the cost of repairs, and plus the invisible damage to a car which results in high mileage costs later on are appalling. One sales manager who failed to study the differing needs of territories and whose conception of roads in a certain state were based on his own summer vacation experience secretly admitted to me that his decision involving eight cars in that state cost his company nearly fifteen thousand dollars.

To sum up, the sales executive should specify the salesman's car, regardless of whether the company or the salesman owns it, and he should make the selection according to the relation of its price to the salesman's net income and the adaptability of the car to the task before it.

### Insurance Advertising Conference

**A**T the Insurance Advertising Conference in Chicago, Allen D. Albert, LL.D., editor of the *Evanston News-Index*, discussed the value of insurance advertising. Among the other speakers were: L. D. Cavanaugh, vice-president and actuary, Federal Life Insurance Company; C. R. Wiers, The Spirella Company, and Ray C. Dreher, Boston Insurance Company.

## Argentina Is More Prosperous Today Than Ever Before

Argentina stands fourth among all foreign markets in per capita absorption of goods from the United States. Its people are educated to American products and receptive of good advertising. Our winter is its summer—an outlet in this market will go a long way in keeping your plant on a full time schedule.

Advertising in Argentina is more productive, per dollar spent, than in the United States.

### LA PRENSA of Buenos Aires

is the largest daily paper in the largest city in South America (255,005 daily circulation in August; 338,603 Sunday). Buenos Aires has a population of two million—a ready made market, active, eager and growing. You can't afford to neglect it.

#### JOSHUA B. POWERS

Exclusive Advertising Representative

250 Park Avenue

New York

## More Subscribers —and the larger size

The Architectural Record has increased its number of architect and engineer subscribers to 7,202, and its lead over the nearest competitor to 36%. To this dominating position will be added, with January 1928, the advantages of the larger size, a new and striking typographical dress devised by Frederick W. Goudy, and many improvements in editorial presentation—all resulting in a special attention value that no other paper will enjoy.

*On request—full information on The Architectural Record for 1928—latest A.B.C. Auditor's Report—new enlarged and revised edition of "Selling the Architect" booklet—latest statistics on building activity—and sample copy.*

(Average Net Paid 6 months ending June, 1927—11,586)

### The ARCHITECTURAL RECORD

Division F. W. Dodge Corporation

119 West Fortieth Street, New York, N. Y.

Member A. B. C.

Member A. B. P., Inc.

"A great contribution to advertising."

C. K. WOODBRIDGE.

President, International Advertising Association

# Advertising Procedure

by OTTO KLEPPNER, M.C.S.

President, The Kleppner Co., Inc.

"If Edward W. Bok," wrote Prof. James Melvin Lee, "in establishing prizes for advertising copy, had also founded a prize for the best book on advertising published during the year, 'Advertising Procedure' would be a serious competitor for such an award. Mr. Kleppner has not compiled his volume from magazine articles previously published—helpful as many a volume thus prepared may be. He is to be congratulated upon avoiding a mere restatement of commonly accepted principles.

Throughout the volume there is abundant evidence that the sources of his material have been the actual experience of advertisers." This book, presenting The Advertising Spiral, marks a departure in the literature on the subject. Its widespread adoption has caused a record of three printings within its first year.

### The Chapter Line-Up

Advertising Special—Specific Purposes of Advertising—Copy Approach—Developing Copy, Finer Points in Copy—ABC of Trade-Marks—Visualizing the Idea—Layouts—Advertisement in Print—Engraving—Newspapers—Magazines—Arranging Schedules—Direct Mail Supplementary Media—Outdoor Advertising—Dealer Displays—Packages—Research—Transforming Idea—Complete Campaigns—The Advertising Organization—Improving the Procedure—Glossary.

539 pp., 6 x 9 inches . . . . . \$5

Sent on Approval

PRENTICE-HALL, Inc., New York

### Free Examination Coupon

PRENTICE-HALL, Inc.

70 Fifth Ave., New York, N. Y.

Without cost or obligation you may send me Advertising Procedure for examination. After five days I will either remit \$5 in full payment or return the book.

Name .....

Firm .....

Address .....

AR-501

## How Much Sincerity in Advertising?

[CONTINUED FROM PAGE 28]

remember that if we want to be credible we should be sincere.

I recently heard the extraordinary statement that "exaggeration is the very life of advertising." Surely exaggeration is a high-power stimulant. But the life that is maintained by stimulants does not appeal to sane business men. There is always the chance of sudden death. Sane business men want their stimulants analyzed!

EXAGGERATION may have shades and degrees. That which is not utterly false may be partly true. Stephen Leacock once said: "A half truth is better than a whole truth for exactly the same reason that a half brick is better than a whole one—it carries farther!" Most exaggeration is free from any conscious intent to deceive—on the contrary, it aims to convince. There's an alluring atmosphere of optimistic enthusiasm about it.

Making light of this phase of the question, the attitude of some advertisers seems to be: no one will believe all we say, so why not tell them plenty—give the audience a reverberating earful! What if our selling oratory be subject to small discounts? The remainder which gets over is all to the good and will easily pay dividends.

It would be hard to imagine a more damaging admission than this—that advertisers' statements are subject to a discount. How much discount? And how fast will the discount increase in the face of competitive exaggeration? And if advertising is to be progressively discounted, how can it stop short of one hundred per cent discounts?

Now, as between one hundred per cent belief and one hundred per cent discount, where are we? We really seem to be getting careless. A new model grand prize vacuum cleaner removes more dirt by eight than any other "tested," regardless of type, price, or any other factor. (One wonders why they didn't test some more.) A favorite, low-priced four cylinder car promises performance that if realized would make every other form of transport ridiculous. A new balloon tire has been hailed everywhere as the world's greatest—but without reason or evidence of this important fact. Speed, unattainable except under race track conditions, is advertised by a surprisingly large number of motor car makers, and in a manner that has aroused not only open antagonism but legal action in some cases. And the bright, clean boys of the soap business are always blowing bubbles, a poor foundation for a solid business structure.

Neither advertising nor exaggeration are exact sciences, so they have developed few, if any, axioms. But here's a chance for the schoolmasters of advertising to lay down a definite rule. Claims of money-saving should never exceed one hundred per cent—to claim more raises doubts.

That some advertisers are aware of the discount taken from their statements is apparent in at least two recent instances. A leading cigarette maker proclaims on billboards that his advertising TELLS THE TRUTH! A

Just Completed, and the Outstanding Success of the City

The **Belvedere**

HOTEL

48th Street

West of Broadway

Times Square's Finest Hotel

WITHIN convenient walking distance to important business centers and theatres. Ideal transit facilities.

450 Rooms 450 Baths

Every Room an Outside Room — with Two Large Windows

Large Single Rooms \$4.00 per day  
Size 11' 6" x 20' with bath

For 2, twin beds, \$5.00

Large Double Rooms \$6.00 per day  
Twin Beds, Bath

Special Weekly Rates

Furnished or Unfurnished Suites with serving pantries \$95 to \$150 per Month

Moderately Priced

RESTAURANT

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One of the few books giving real light on this vital subject—every advertising man should have it.

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The American Printer

9 East 38th Street

New York

golf ball advertiser says: "This is not advertising copy—these are facts." Right here a disquieting thought intrudes: Is the time coming when we shall all have to advertise that our advertising is *not* advertising—and then what?

The demand for "truth in advertising" twenty years ago was a defensive measure, designed to prevent fraud. We are not concerned with fraud in this discussion, but with sound business policy, to be reflected in a healthy balance sheet. Distribution costs are high, and costly advertising comes in for its share of criticism—somewhat more than its just share when all the facts are known. When due consideration is given to mounting competition, to the fight for the consumers' dollar between diverse industries, to time payments, to competition in costly services to consumers and dealers added to former distribution costs, advertising will be found to absorb no more than its share of properly balanced budgets.

**WHERE** advertising results are showing weakness, many factors must be examined peculiar to specific industries. But as one of these factors, the lack of credibility in advertising is intruding itself upon our attention whether we like it or not. Merely reaching greater numbers of people will not produce desired results unless more readers believe what we say, unless we can impress them with our sincerity, unless what we tell them is worthy of their belief.

There may always be a question as to how much sincerity is necessary or possible in business, because situations are constantly arising that demand decisions based on expediency—and expediency lets in high-pressure selling methods. High-pressure selling is practically synonymous today with going beyond the facts. That valuable enthusiasm, with a pinch of exaggeration, grows as the pressure increases, until one of two things happens: Either a far-seeing sales executive puts on the brakes and brings things back to normal, or, forgetting our product, forgetting our customers, forgetting our business, we devote all of our attention to our competitor and, in poker language, attempt to raise him out of the game. And often the weapons are neither chips nor any token of money, but only claims and adjectives and "the first liar has no chance."

Any argument about the elements of advertising copy—how much plain truth, how much fanciful suggestion—would be out of place in this discussion. We know that resultful advertising must be interesting and must be convincing.

Those who are convinced of the need for greater sincerity in advertising must carefully avoid one of our oldest pitfalls: the temptation to yell for the police. We of this land of the indifferently free and the vicariously brave like to fall back on legislation, which is one way of "letting George do it." When something needs fixing we pass a law. Our state and national legislatures find about ten thousand such situations annually, judging by the number of laws enacted.

Some real work has been done by certain publishers to keep advertising respectable. There are those who would like to enlarge this idea into a formal and organized censorship. Its rocks

## 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



### "The Red Book"

The Standard Advertising Register aims to furnish

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R. W. FERREL, Manager

15 Moore St. . . . . New York  
140 S. Dearborn St. . . . . Chicago  
209 California St. . . . . San Francisco  
925 Walnut St. . . . . Philadelphia  
7 Water St. . . . . Boston

## An advertiser telegraphs us—

Inquiries were flooding in from Eastern points before ORAL HYGIENE arrived on Coast.

This was part of a telegram sent ORAL HYGIENE by the American Hecolite Denture Corporation of Portland, Oregon.

These folks are newcomers in ORAL HYGIENE'S advertising pages. They have discovered ORAL HYGIENE'S responsiveness.

## ORAL HYGIENE

Every Dentist Every Month  
1116 Wolfendale Street, N. S.

PITTSBURGH, PA.

CHICAGO: W. B. Conant, Peoples Gas Bldg., Harrison 8449  
NEW YORK: Stuart M. Stanley, 62 West 45th St., Vanderbilt 3758  
ST. LOUIS: A. D. McKinney, Syndicate Trust Bldg., Olive 43  
SAN FRANCISCO: Roger A. Johnstone, 155 Montgomery St., Kearny 8098



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

### Positions Wanted

Except for the little matter of color, Robinson Crusoe's good man, "Friday," and myself might be twins!

During the past ten years I have been "Friday" to the sales executives of three of the largest manufacturers in the World. My titles have been "Advertising Manager," "Sales Promotion Manager," and "Direct-Mail Sales Manager," but my job in each case was to help increase sales.

My work consisted of planning and carrying through, general advertising and direct-mail campaigns (including making the layouts, writing the copy, selecting the media, and buying the accessories), writing and editing house organs, planning window, counter and wall displays, selling merchandise on the road and over the dealer's counter.

29 years of age; single; university trained; available at any time. Neither "high-powered" nor "high-priced." Splendid references. May be interviewed at your convenience. Write J. P. Duffy, 232 Sixth Avenue, Brooklyn, New York.

### ADVERTISING COPYWRITER

Good assistant for busy advertising manager or account executive. Agency experience in all phases. New York City only. \$50 week. Box 488, Advertising and Selling, 9 East 38th St., New York City.

Advertising Woman, wants full time or part-time position. Have been employed in a large advertising agency where my work was highly specialized. Also in a small agency where my duties included copy writing, preparing layouts, and entire detail of correspondence and production. The last six months has been spent rounding out my advertising experience with selling space for a trade paper. Please write Apartment 4 HN, Botanical Garden Arms, New York.

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.

### COPYWRITER

Clear, convincing writer with a sound understanding of the requirements of copywriting seeks connection where he can put this ability to productive use. For 5 years he has been with two manufacturers, handling every phase of advertising. Due to existing conditions, he has not been given the opportunity to devote to copywriting the attention and deeper thought that real selling copy demands. He hopes to find this opportunity with some New York agency. University man, 28; married. Salary depends on opportunity. Address Box 489, 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 same 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.

### 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.

### Press Clippings

FRANK G. WHISTON AND ASSOCIATES

offer reliable National or regional press clipping service. Branch offices Everywhere. General offices, One Terrace, Buffalo, N. Y.

### Multigraphing

Quality and Quantity Multigraphing, Addressing, Filing In, Folding, Etc.

DEHAAN CIRCULAR LETTER CO., INC.  
120 W. 42nd St., New York City  
Telephone Wis. 5483

### 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.

and reefs are strewn with wrecks of high hopes and good intentions. Hired professional fault-finders, however dignified or sponsored, can do nothing but add to the complexities of the situation.

Do we want advertising to blaze to the world its occasional transgressions, to give out the idea that a policeman must stand at the shoulder of every copy-writer, to admit that those who pay the bills can't control what they pay for?

Let us keep the moral issue in the background, where it always thrives as a by-product of intelligent self-interest. The moral and ethical standards of business may need broadening just as all the poor works of man need improvement, but mandates to righteous conduct will fail in advertising just as they fail in other conspicuous fields. The only kind of morality worth stimulating is the voluntary sort that grows out of education—and in business sound education proceeds from self-interest. And so the censorship of advertising must work from within. That "you cannot make men virtuous by Act of Congress" was a classic before the Civil War. Advertisers must have faith that right methods make right impressions; that right impressions make for a warmer public welcome and increased profits.

How much longer must we wait for wider recognition of the obvious fact that sincerity builds confidence, that confidence builds credit, that without credit, which is only another word for belief, advertising must fall short of maximum results?

To ask the question, "How much sincerity do we want?" is like asking, "How much business do we want?" There is only one answer. We want all we can get of sincerity because we want all we can earn of sales volume and of profit.

Advertising is the dynamic power that moves the static consumer. Confidence, belief, acceptance are words representing factors of selling force. If we omit sincerity from our factors of advertising power, we are creating less confidence, less belief, less acceptance because we are diminishing the credibility, the dignity, and the merit of our products.

### Audit Bureau of Circulations

A RECORD attendance was reported at the A. B. C. sessions in Chicago, a feature of which were the special group meetings to discuss varied subjects concerning circulation. The principal features of the entire series of meetings were the annual report of P. L. Thomson, the president (a digest of which appears on page 60 of this issue), and the banquet, at which Merle Thorpe, editor of *Nation's Business*, and Judge Marcus Kavanaugh of Chicago delivered addresses. The following were elected by the board of directors to serve as general officers: President, P. L. Thomson, Western Electric Company, New York; vice-president, F. R. Davis, General Electric Company, Schenectady, N. Y.; second vice-president, S. R. Latshaw, Butterick Publishing Company, New York; third vice-president, D. B. Plum, Troy Record, Troy, N. Y.; secretary, E. I. Mitchell, Mitchell-Faust Advertising Company, Chicago; treasurer, E. R. Shaw, Power Plant Engineering, Chicago.

**"GIBBONS knows CANADA"**

TORONTO

J. J. GIBBONS Limited, Advertising Agents

HAMILTON

MONTREAL

LONDON, ENG.

WINNIPEG



## McGraw-Hill and A. W. Shaw Companies Form Subsidiary

**I**NCORPORATION of a subsidiary to publish four established national circulation industrial publications just acquired is announced by the McGraw-Hill Publishing Company of New York and the A. W. Shaw Company of Chicago. The subsidiary is the McGraw-Shaw Company and the papers affected are *Factory*, *Industrial Management*, *Industry Illustrated* and *Industrial Engineering*. Under the announced publishing plan, the first two will be combined as *Factory and Industrial Management*, starting with the January issue. The third paper will be consolidated with *Industrial Engineering*, a McGraw-Hill publication established in 1882, starting with the December issue.

Facts underlying the formation of the subsidiary were outlined in a statement by James H. McGraw, president of the McGraw-Hill Publishing Company, and in a letter sent to advertisers in the affected papers by A. P. Gumaer, as manager of *Industrial Engineering with which is consolidated Industry Illustrated*, and by James O. Peck, as manager of *Factory and Industrial Management*.

The statement by Mr. McGraw stressed the fact that the arrangement by which the two parent companies control jointly a subsidiary publishing important publications devoted to industry is in no sense or degree a merger of the McGraw-Hill and Shaw groups of journals. He pointed out that the two companies have effected a separate subsidiary organization to serve more adequately those manufacturers whose broad marketing problems extend throughout the range of industry.

The letter from the two publication managers gives the details of the reasons for the latest announced development in business paper publishing.

*Factory*, heretofore published by the A. W. Shaw Company, and *Industrial Management*, recently acquired by the McGraw-Hill Publishing Company, will appear in January as one publication under the name of *Factory and Industrial Management*.

*Industrial Engineering*, heretofore published by the McGraw-Hill Publishing Company, and *Industry Illustrated*, recently acquired, will appear in December under the name *Industrial Engineering with which is consolidated Industry Illustrated*.

"While these consolidated publications will retain their original fields," the letter adds, "it is the aim of the McGraw-Shaw Company, through farsighted industrial journalism, to keep a step ahead of the changing production needs of industry whether those needs are influenced by management, finance, engineering, production or marketing."

*Factory and Industrial Management* will serve the top production executives in problems of production management and policy. *Industrial Engineering with which is consolidated Industry Illustrated* will deal with all phases of plant services—mechanical, electrical, or otherwise—through which production is attained.

James H. McGraw is chairman of the board of the McGraw-Shaw Company. A. W. Shaw is president. Malcolm Muir, vice-president and director of sales of the McGraw-Hill publications, and Wheeler Sammons, president of the A. W. Shaw Company form the management committee. G. E. Conkling of the McGraw-Hill organization has been assigned to the new company as acting publisher.

*Factory* was established in 1907, *Industrial Management* in 1891 and *Industry Illustrated* in 1921.

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# The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference. The Editor will be glad to receive items of news for inclusion in this department. Address ADVERTISING AND SELLING, Number Nine East Thirty-eighth Street, New York City

## CHANGES IN PERSONNEL—(Advertisers, etc.)

Name	Former Company and Position	Now Associated With	Position
Charles W. Myers	Armour & Co., Chicago, Ill.	Ko-Pa Corp., Chicago, Ill.	Vice-Pres. and Sales Mgr.
Charles J. Rogers	L. C. Smith & Corona Typewriters, Inc., Syracuse, N. Y., Mgr. of Wash. Office.	Same Company	Domestic Sales Mgr.
A. Merritt Simpson	L. C. Smith & Corona Typewriters, Inc., Syracuse, N. Y., Domestic Sales Mgr.	Same Company	Mgr. of San Francisco Office
W. D. Carmichael	Liggett & Myers Tobacco Co., New York, Dir. In Charge of Adv.	Same Company	Vice-Pres. (Effective Jan. 1)
C. W. Toms	Liggett & Myers Tobacco Co., New York, Vice-Pres.	Same Company	Pres. (Effective Jan. 1)
W. A. Heenan	Philip Morris & Co., Ltd., Inc., New York, Pacific Coast Sales Mgr.	Continental Tobacco Co., New York	Sales Mgr.
Arthur C. Lang	Gold Dust Corp., New York, Sales and Adv. Dir.	Resigned	
Ernest E. Doane	Charles A. Eaton Shoe Co., Brockton, Mass., Sales Mgr.	Same Company	Vice-Pres.
Howard A. Herty	The Manhattan Rubber Mfg. Co., Passaic, N. J., Ass't Mgr. of Boston Branch.	Same Company	Adv. Mgr.
Birge Kinne	American Agriculturist, New York, Adv. Mgr.	Chevrolet Motor Co., Tarrytown, N. Y.	Sales Dept.
W. E. Heibel	American Stove Co., Lorain, Ohio, Adv. Dept.	General Electric Co., Chicago	Adv. Staff of Electric Refrigeration Dept.
R. D. Lewis	Laclede Gas Light Co., St. Louis, Mo., Ass't Director of Public Relations	Same Company	Director of Public Relations
F. L. Rockleman	Ford Motor Co., Detroit, Mich., Vice-Pres. & Gen. Mgr. of Detroit, Toledo & Ironton R. R.	Same Company	General Sales Mgr.
W. A. Ryan	Ford Motor Co., Detroit, Mich., General Sales Mgr.	Resigned	

## CHANGES IN PERSONNEL—(Agencies, etc.)

Name	Former Company and Position	Now Associated With	Position
Chester S. Rickher	Waukesha Motor Co., Waukesha, Wis., Adv. Mgr.	The Cramer-Krasselt Co., Milwaukee	Acc't Executive
Quentin H. Moore	Warfield Advertising Co., Omaha, Nebr., Art Dir.	The Stanley H. Jack Co., Inc., Omaha, Nebr.	Art Dir. and Prod. Mgr.
H. Tristan Wilder	The Clyde Kraut Co., Clyde, Ohio, Ass't to Pres.	The Krichbaum-Liggett Co., Cleveland, Ohio	Prod. Dept.
Nina Baker	Calkins & Holden, Inc., New York, Copy	The G. Lynn Sumner Co., Inc., New York	Copy
Robert M. Newcombe	Joseph Richards Co., Inc., New York, Mgr. of Service Dept.	Same Company	Vice-Pres.
Willard Fairchild	Joseph Richards Co., Inc., New York, Art Mgr.	Same Company	Sec'y
G. K. Morgan	Foote & Morgan, Inc., New York, Pres. and Treas.	Calkins & Holden, Inc., New York	Contact
W. L. Towne	General Electric Co., Schenectady, N. Y., In Charge of Educational Adv.	O. S. Tyson & Co., Inc., New York	Vice-Pres.
William E. Randall	Joseph Richards Co., Inc., New York, Space Buyer	Resigned	
S. S. Doty	Neely Co., Chicago, Sales Mgr.	The Quinlan Co., Chicago	Vice-Pres.
George Baker	Lord & Thomas and Logan, Inc., Art Dir.	The Quinlan Co., Chicago	Art Dir.
Ernest T. Aldrich	Kalamazoo Loose Leaf Binder Co., Kalamazoo, Mich., Sales Dept.	The Buchen Co., Chicago	Research Dept.
Eric Hartell	John Hartell & Co., New York, Interior Decorator	G. Allen Reeder, Inc., New York	Acc't Executive

# Building Supply News

## Now Affords a New Channel of Distribution Through a Unique Plan

**T**WO great markets—urban and rural—consume the building supplies of America. In the urban market the concentration of population and buying power has made possible the development and growth of large, successful concerns distributing building supplies and known as building supply dealers.

The city building supply dealer is not only a shrewd business man with a large investment in plant, equipment, and merchandise but of necessity he has become a merchant of the first rank selling the materials that go into the construction and maintenance of buildings to contractors, builders and consumers.

In the rural market limited population necessitates limited operation with the resultant lesser investment in plant, equipment and merchandise.

Until now Building Supply News, with its net paid circulation of 8,800, (A.B.C.) has concentrated its circulation and editorial activities among those dealers whose volume of business requires a weekly publication giving the complete market quotations of building supplies in all parts of the country together with the news of the field and the discussion of better methods in management, handling, and merchandising.

The net paid circulation of Building Supply News represents the predominant purchasing power of the building supply field.

And now—Building Supply News offers complete, economical and practical coverage of the rural distributing field as well through the publication of "Lumber and Building Supply Dealer."

"Lumber and Building Supply Dealer" is a monthly publication reaching 100% of all rural lumber and building supply dealers through the plan of controlled circulation. These two publications now cover the entire building supply field, completely, without duplica-

tion of effort or circulation whatsoever.

Everyone selling materials or supplies going into the construction or maintenance of buildings should immediately look into this new plan of completely and economically covering the entire market.

We would like to tell you all about it.

### BUILDING SUPPLY NEWS

ABP

ABC



*"Edited for the Merchant  
of the Building Industry"*  
and

Lumber & Building  
Supply Dealer

407 South Dearborn Street  
CHICAGO

**8,800**  
of the largest and best  
Building Supply Dealers  
—every week  
plus  
**17,000**  
small lumber dealers and  
general stores selling  
building supplies  
Total Coverage  
Over 25,000

	<i>Advertising &amp; Selling</i>	<h1 style="margin: 0;">• The NEWS DIGEST •</h1>	<i>Issue of Nov. 2, 1927</i>	
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### CHANGES IN PERSONNEL—(Agencies, etc., continued)

<i>Name</i>	<i>Former Company and Position</i>	<i>Now Associated With</i>	<i>Position</i>
Malcolm Ross	Hotels Statler Co., Inc., New York, Publicity Dir.	Pedler & Ryan, Inc., New York	Copy
George J. Podeyn	National Broadcasting Co., New York, Mgr. of Pacific Coast Division	George Batten Co., Inc., New York	Director of Radio Service
James C. Davis	Farm Journal, Philadelphia, Pa., Adv. Dept.	George Batten Co., Inc., New York	Member of Staff
E. C. Jackson	Frigidaire Corp., Dayton, Ohio, Adv. Dept.	Rickard & Co., Inc., New York	Copy
James S. Yates	Barton, Durstine & Osborn, New York	Frank Seaman, Inc., New York	Art Director
Minna Hall Carothers	Powers Reproduction Corp., New York, Sales Staff	Stanley E. Gunnison, Inc., New York	Acc't Executive
Fred H. Lamb	The Mulford Co., Detroit, Mich.	McKinney, Marsh & Cushing, Inc., Detroit, Mich.	Layout and Copy
Edward F. Hummert	Lord & Thomas and Logan, Inc., New York, Vice-Pres. & Chief of Copy	Blackett & Sample, Inc., Chicago, Ill.	Partner and Vice-Pres.
G. T. Bryant	Hassler Mfg. Co., Indianapolis, Ind., Sales Dir.	Homer McKee Co., Inc., Indianapolis, Ind.	Head of Research and Market Analysis Dept.
A. F. Egger	Nachman Spring-Filled Co., Chicago, Ill., Sales Mgr.	R. E. Sandmeyer & Co., Chicago, Ill.	Representative
Robert D. Innis	N. W. Ayer & Son, Chicago, Ill., Research Dept.	The Buchen Company, Chicago, Ill.	Research Dept.
Oscar Keller	Free Lance Artist	The Ethridge Co., New York	Art Dept.
Amelia Hedges	Women's Wear, New York, Copy	Charles W. Hoyt Co., Inc., New York	Copy
M. C. Harper	The Plymouth Advertising Co., New York, Pres.	Postum Co., Inc., New York	Adv. Dept.
Wm. B. Wisdom	Hibernia Bank of New Orleans, New Orleans, La., Adv. Mgr.	Fitzgerald Advertising Agency, Inc., New Orleans, La.	In Charge of Copy Dept.

### CHANGES IN PERSONNEL—(Media, etc.)

<i>Name</i>	<i>Former Company and Position</i>	<i>Now Associated With</i>	<i>Position</i>
Robert D. Merrill	Malted Cereals Co., Burlington, Vt., Sales and Adv. Mgr.	American Agriculturist, New York	Adv. Mgr.
Morris F. Aronhime	Courier-Journal and Louisville Times, Louisville, Ky., Dir. of Adv.	Louisville Herald-Post, Louisville, Ky.	Business Mgr.
Jack Gaffney	Boot & Shoe Recorder, Boston, Mass., Member of Staff	Furniture Record, Grand Rapids, Mich.	Member of Staff
John F. Dalton, Jr.	McCall's, New York, Adv. Staff	The Sportsman, New York	Eastern Adv. Mgr.
Roy C. Holliss	The News, New York, Ass't Gen. Mgr.	Same Company	Gen. Mgr.
Robert L. Hunter	Newsstand Group Publications, New York Rep.	Forum, New York	Adv. Staff
Frank W. Rostock	The Cincinnati Post, Cincinnati, Ohio, Business Mgr.	Same Company	Pres. and Bus. Mgr.
C. M. Fleischer	The Daily News, Marshfield, Wis., Adv. Mgr.	The Daily Ledger, Ellwood City, Pa.	Adv. Mgr.
Harold C. Holley	International Studio, New York, Adv. Dept.	The New Yorker, New York	Adv. Staff
Sherman F. Glending	Condé Nast Publications, New York, Classified Adv. Dept.	The New Yorker, New York	Adv. Staff
Harry S. Phillips	The New York Times, New York, In Charge of Rotogravure Adv.	Same Company	Ass't Adv. Mgr.

# \$150,000 worth of 18 Karat Cleveland Facts!



## Better Be Safe Than Sorry!

Today's Biggest Profit in Merchandising comes from finding and stopping WASTE. Only patient, intensive research can locate the leak and prescribe the plug. Very little *Manufacturing Waste* now—Research stopped that. Enormous Waste all over the country in *DISTRIBUTION*. Too much generalization!—too much territory made to fit Plans instead of Plans made to fit Territory!

*But not in Cleveland!*

The Plain Dealer has made a patient, intensive Research into the Buying Characteristics of Cleveland and its tributary market. 300 Sales Campaigns were used in the process and \$150,000 expended in Cleveland Market Research.

This judicious expenditure of time, thought and money is available to YOU—it will prevent WASTE in the Distribution of your merchandise in Cleveland and today's Biggest Profit in Merchandising is Finding and Stopping WASTE!

SALES MANAGERS favoring Safe Procedure in Cleveland will secure it by writing to National Advertising Dept., 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.

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*.

## The Cleveland Plain Dealer

*in Cleveland and Northern Ohio—ONE Medium ALONE—One Cost Will sell it*

J. R. 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  
Nov. 2, 1927



## CHANGES IN PERSONNEL—(Media, etc., continued)

Name	Former Company and Position	Now Associated With	Position
Frank J. Connaughton	The New York Times, New York, Rotogravure Adv. Staff	Same Company	In Charge of Rotogravure Adv.
John H. Trueper	The New York Times, New York, Business Dept.	Same Company	Adv. Staff
M. Bradley Norton	The Gazette, Niagara Falls, N. Y., Adv. Mgr.	The News, Buffalo, N. Y.	Nat'l Adv. Mgr.
Fred I. Archibald	Lincoln Star, Lincoln, Neb., Adv. Mgr.	The World Herald, Omaha, Neb.	Adv. Dir.
W. V. K. Gillette	American Review of Reviews, New York	People's Home Journal, New York	Adv. Mgr.
Francis J. Crowell	The Journal-Post, Kansas City, Mo., Adv. Mgr.	The Star, St. Louis, Mo.	Adv. Dir.
Louis Louchard	E. M. Kahn & Co., Dallas, Tex., Adv. Mgr.	Johnston Printing & Advertising Co., Dallas, Tex.	Adv. Dept.
F. O. Nugent	Daily News, Chicago, Ill.	E. M. Burke, Inc., Chicago, Ill.	Solicitor
Emory B. Remington	J. Walter Thompson Co., New York, Acc't Executive	American Weekly, New York	Sales Capacity
S. P. Mahoney	E. M. Burke, Inc., Chicago, Ill., Solicitor	Same Company, New York	Solicitor

## CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
*Royal Baking Powder Co.	New York	Dr. Price's Baking Powder	The Blackman Co., New York
The Atlanta Steel Co.	Atlanta, Ga.	Dixiesteel Fences	James A. Greene & Co., Atlanta, Ga.
Belding, Heminway & Co.	New York	Silk	Cowan, Dempsey & Dengler, Inc., New York
Hospital Specialty Co.	Cleveland, Ohio	Gards Sanitary Napkins	Wm. H. Rankin & Co., Inc., Chicago, Ill.
Addressograph Co.	Chicago, Ill.	Addressograph	Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee, Wis.
O'Gara Coal Co.	Chicago, Ill.	Soft Coal	Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee, Wis.
Vernas Chemical Co.	New York	Mouth Wash	Charles A. Weekes & Co., New York.
The Pacific Knitting Mills Co.	Los Angeles, Cal.	Bathing Suits	Honig-Cooper Co., Inc., Los Angeles, Cal.
R. Fuller & Johnson Mfg. Co.	Madison, Wis.	Engines, Kerosene and Gasoline	Freeze & Vogel, Inc., Milwaukee, Wis.
C. E. Walter, Inc.	New York	Duretta, Substitute for Wood or Metal	C. J. Oliphant Advertising Agency, Inc., New York.
Divco-Detroit Corp.	Detroit, Mich.	Delivery Vehicles	C. C. Winningham, Detroit, Mich.
**McKesson & Robbins, Inc.	New York	Woodtone Preparation, Furniture Polish	Paris & Peart, New York.
The Homelite Corp.	Port Chester, N. Y.	Generating Sets and Pumping Units	O. S. Tyson & Co., Inc., New York
The Lotus Co., Inc.	Newark, N. J.	Lotus Hair Restorer	Joseph E. Hanson Co., Newark, N. J.
The Pfanstiehl Radio Co.	Waukegan, Ill.	Pfanstiehl Overtone Radio Set	The Eugene McGuckin Co., Philadelphia, Pa.
Ernst & Ernst	New York	Accountants, Auditors and System Service	J. C. Bull, Inc., New York
Lightolier Co.	New York	Lighting Fixtures and Furniture	Mears Advertising, Inc., New York
Gulbransen Co.	Chicago	Registering Piano	Vanderhoof & Co., Chicago
Vitaglass Corp.	New York	Vitaglass	George Batten Co., Inc., New York
George P. Ide & Co., Inc.	Troy, N. Y.	Shirts and Collars	Dorrance, Sullivan & Co., Inc., New York

\*Not to be confused with the other products of the Royal Baking Powder Company, the advertising of which is handled by J. Walter Thompson Company, New York.

\*\*Not to be confused with the other products of McKesson & Robbins, Inc., the advertising of which is handled by The Erickson Co., Inc., New York.

# IN NOVEMBER

## HERBERT HOOVER

*talks with business leaders about  
"What Shall We Do With  
The Mississippi?"*



© Harris & Ewing

### Go Direct to America's \$89,000,000,000 Business Market

AT first glance America's business market seems immense with its \$89,000,000,000 annual income, and a production in excess of \$62,000,000,000. But it must be remembered that of 417,421 corporations reporting in 1924, but 236,389\* earned a profit. This figure was smaller in 1925, and will be smaller still for 1927. It is these profit-making enterprises that are the best prospects in the business market, and it is the policy forming as well as the policy executing heads of these enterprises that are keeping in touch with the latest in business trends, policies and methods through THE MAGAZINE OF BUSINESS. Would you have proof? It is available.

\*From "To Merge or Not To Merge," THE MAGAZINE OF BUSINESS for October.

THE Secretary of Commerce speaking on this subject in your community would tax the capacity of the largest available hall. Seated across from him in his office you would be intent on his every uttered word.

And here, in THE MAGAZINE OF BUSINESS for November, Secretary Hoover talks to you about the Mississippi—about a catastrophe out of which may possibly emerge a great inland waterways system that can serve both industry and agriculture and improve America's economic balance.

An intimate discussion this, with Secretary Hoover, cabinet member—and Herbert Hoover, humanitarian. Too, it is the discussion of a problem that is national in its scope, and one that can be international in the influence of its solution.

Also, in the November issue: Dr. Glenn Frank on "The New Man of Business"; C. Bertrand Thompson, writing from Paris, on "What You Want to Know About France"; and "Our Air 'Ship' Gets Its First Bump"; "The Business Outlook", "The Underlying Trend of Business" and The "How's Business?" Map—based on the current thinking of the Council on the Trend of Business.

A. W. SHAW COMPANY

NEW YORK

CHICAGO

LONDON

# THE MAGAZINE OF BUSINESS

ESTABLISHED 1900 AS  
SYSTEM

Edited by  
A. W. SHAW

**"WHERE BUSINESS LEADERS TALK WITH BUSINESS LEADERS"**

Advertising  
& Selling**The NEWS DIGEST**Issue of  
Nov. 2, 1927**CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)**

Name	Address	Product	Now Advertising Through
The Cleveland Laundry Machinery Mfg. Co.	Cleveland, Ohio	Rug Cleaning Equipment and Dry Cleaning Machinery	The John S. King Co., Inc., Cleveland, Ohio
National Oil Products Co.	Harrison, N. J.	Oil Products	Evans, Kip & Hackett, Inc., New York
The Clemetsen Co.	Chicago	Desks and Office Suites	The Clark Collard Co., Chicago
The Domestic Electric Refrigerator Corp.	New York	Allison Domestic Refrigerator	Edwards, Ewing & Jones, Inc., New York
Beh & Co.	New York	Household Articles	Griffin, Johnson & Mann, Inc., New York
Erskine-Danforth Corp.	New York	Danersk Furniture	Erwin, Wasey & Co., New York
The Union Tobacco Co.	New York	Herbert Tareyton Cigarettes	Federal Advertising Agency, Inc., New York
The Comet Rice Co.	New York	Comet Rice	Cecil, Warwick & Cecil, Inc., New York
Glassup Steamship Agency	New York	Personal Travel-Tour Service	J. C. Bull, Inc., New York
The Peoples Savings Bank	Providence, R. I.	Finance	Lachar-Horton Co., Providence, R. I.
Marinello Co.	New York	Toilet Preparations	Winsten & Sullivan, Inc., New York

**MISCELLANEOUS**

Hurja-Johnson-Huwen, Inc.	Chicago Advertising Agency.	Name changed to Hurja, Chase & Hooker, Inc.
The Shoe and Leather Reporter, Boston, Mass.	Has opened an office at Cincinnati, Ohio.	S. G. Krivit will have charge of the new office.
The Postum Co., Inc., New York	Has acquired The Log Cabin Products Co., St. Paul, Minn., manufacturers of Log Cabin Maple Syrup.	
Crow's Pacific Coast Lumber Index, Portland, Oregon	Name changed to Crow's Pacific Coast Lumber Digest.	
The Shelby Syndicate, Inc., St. Louis, Mo.	Name changed to the Emery Advertising Company.	
Campbell-Ewald Co., Inc., Detroit, Advertising Agency	Has opened a new office at Seattle, Wash.	The office is under the management of Steven S. Arnett.
Williams & Holman, Publishers' Representative, San Francisco, Cal.	Name changed to Holman & Connell	

**NEW ADVERTISING AGENCIES AND SERVICES, ETC.**

Harry E. Burns & Co., Inc.	Jacksonville, Fla.	Advertising	Harry E. Burns, Pres. and Gen. Mgr.; Wm. H. Burns, Vice-Pres.; S. A. Evans, Vice-Pres.; C. S. Burns, Sec'y and Treas.
Marvin Advertising Agency	440 South Dearborn St., Chicago, Ill.	Advertising	S. S. Caplan

**CHANGES IN ADDRESSES**

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
Casey-Lewis Co.	Advertising	Cotton States Life Bldg., Nashville, Tenn.	Nashville Trust Bldg., Nashville, Tenn.
Peck Advertising Agency, Inc.	Advertising	6 East 39th Street, New York	271 Madison Ave., New York
Adams, Hildreth & Davis, Inc.	Advertising	North Tonawanda, N. Y.	211 Curtiss Building, Buffalo, N. Y.



'Daphne's in Love' Starts Thursday in The News-Times; Be Sure to Read This Great Story

Always First

SOUTH BEND NEWS-TIMES

Evening-Sunday

SOUTH BEND, INDIANA, TUESDAY, OCTOBER 18, 1927

PART TWO

SOUTH BEND CHALLENGES STATE TAX BOARD'S POWER

Mystery Surrounds Doll Dropped by Airplane on Farm House Near City

NEWSPAPER ACTS TO SOLVE EARLY MORNING ENIGMA

The News-Times Tries to Find Girl for Whom Doll Was Intended.

Law Professor Talks to Local Bar Association

Address given by the speaker...

THE NEWS-TIMES HAS NEW STORY FOR ITS READERS

'Daphne's in Love' to Start in Thursday Afternoon Edition.

Notre Dame-Navy Grid Trophy



MAYOR DEMANDS SUSPENSION OF TWO PATROLMEN

Loss of Golf Course Money Leads to Executive's Order.

Jewish People End Observance Of Feast Today

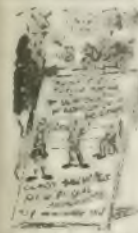
The Jewish people in South Bend...

TAXPAYERS' BODY MADE DEFENDANT IN COURT ACTION

River Legal Battle Looms On Constitutionality Of Commission.

LO FAIL

ABE MARTI



The South Bend (Ind.) News-Times ...formerly a Morning-Evening combination, is now published week-days in the evening only!



The NEWS-TIMES EVENING - SUNDAY

THE NEWS-TIMES retains its commanding lead over rival circulation in the rich South Bend trading territory. The change from morning-evening combination to Evening Only and Sunday merely clinches tighter NEWS-TIMES dominance.

Local Offices Moved to The Farabaugh-Greil Building

Woman Seeks \$15,000 Ministerial Association Donates for Injuries Holds Business Session

Girl Reserves About Musical Tour at U. S. C. A.



# Every day Mr. and Mrs. Chicago go shopping — and THE TRIBUNE is their guide



**C**ELESTE JONES comes home from finishing school—and the Joneses decide to refurnish their living room. The Browns' vacuum cleaner is replaced by a newer model. A baby grand is enshrined in the Smiths' front room. The Williamses receive at least \$100 more than their 1924 car is worth and drive home in the motor of the moment. The Greens decide to go to Yellowstone on their vacation—and they both pick up a few things to wear.

ond Chicago newspaper. The Tribune's leadership in these random classifications is typical of its supremacy in 75% of all display listings in Chicago newspapers.

With 810,599 daily circulation The Tribune's coverage of Chi-



Every day Mr. and Mrs. Chicago go shopping. Every day they depend on The Tribune as guide and guardian—a source of information and a warrant of satisfaction.

The Chicago Tribune sells automobiles, furniture, musical instruments and household goods most successfully for the same reason that it is the prime mover of food products and toilet preparations—it delivers to the advertiser the greatest audience of able-to-buy people in the Chicago market.

It is this responsiveness of Tribune readers that accounts for The Tribune's lead of more than 10,000,000 lines of advertising of all kinds over the sec-



cago and suburbs alone is greater than the TOTAL circulation of any other Chicago daily newspaper. With 1,135,575 Sunday cir-

ulation, The Tribune reaches 227,782 more families in the city and suburbs than the next Chicago newspaper. Nowhere in America can you do such a big job of selling so adequately and economically as you can in The Tribune. Get all the facts and figures now.

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Daily Circulation: 810,599. Sunday Circulation: 1,135,575