

Price 15 cents

Kansas City, Mo.

Advertising & Selling

Published Fortnightly



Photograph by Trowbridge, Chicago

*January 11th
1928*

Kansas City, Mo.

Our Dealers Said--



L. R. BOULWARE, *General Sales Manager, Syracuse Washing Machine Corporation, says in part:*

"When, after four years of careful development, we wished to announce the sensational new 'Easy' Washer and Centrifugal Dryer in the quick, effective and overwhelming way this new product deserved, we chose The Chicago Daily News. That we, as a result of our own investigation and the desire of our dealers, have continued during the past two years to use The Chicago Daily News exclusively, is convincing evidence of the splendid results we have obtained."

Sell CHICAGO
Through
THE DAILY NEWS

"WE profited by their advice," declares the Syracuse Washing Machine Corporation.

For more than two years this concern has advertised its famous "Easy" Washing Machine and Centrifugal Dryer to Chicago EXCLUSIVELY IN THE DAILY NEWS.

Mounting sales and continued dealer approval of their advertising program have been the results.

You will find the advice and practice of local merchants a valuable guide for your advertising program, too. In Chicago, local merchants by placing more advertising in its columns than in any other Chicago weekday newspaper, recommend

THE CHICAGO DAILY NEWS

Advertising

Representatives:

NEW YORK

J. B. Woodward
110 E. 42d St.

CHICAGO

Woodward & Kelly
360 N. Michigan Ave.

DETROIT

Woodward & Kelly
408 Fine Arts Bldg.

SAN FRANCISCO

C. Geo. Krognon
253 First National Bank Bldg.

MEMBER OF THE 100,000 GROUP OF AMERICAN CITIES

Pittsburgh Is A Rich Market

The following tabulation shows the rank of large cities in percentage of population filing income tax returns for 1925.

CITY	POPULATION	RETURNS	PER CENT FILING
Pittsburgh	637,100	59,191	9.3%
New York	5,924,000	526,126	8.9%
Milwaukee	517,100	42,568	8.2%
Washington	528,000	43,293	8.2%
Chicago	3,047,900	232,830	7.6%
St. Louis	830,400	63,455	7.6%
Detroit	1,290,100	98,675	7.6%
Buffalo	544,300	37,891	7.0%
Boston	787,100	51,655	6.6%
Los Angeles	1,300,000	81,040	6.2%
Philadelphia	2,007,700	95,177	4.7%
United States	117,136,000	4,171,051	3.6%



SCRIPPS - HOWARD

You can cover the rich Pittsburgh market through one overwhelmingly dominant newspaper — the Pittsburgh Press.

The Pittsburgh Press

A Scripps-Howard Newspaper

National Advertising Department
250 Park Avenue, New York, N. Y.

Chicago

Atlanta

Detroit

Los Angeles

San Francisco

Seattle

Portland

Be Sure Your Advertising Goes To The Home

for a Thorough
Family Reading!

IN INDIANAPOLIS, the only positive way that newspaper advertisers may be sure their advertisements go to the home and get a full and thorough family reading is to concentrate their advertising schedules in the INDIANAPOLIS NEWS.

With the largest daily circulation in Indiana, The NEWS has more home-delivered city circulation than both other Indianapolis dailies combined!

In Indianapolis, newspaper Street Sales serve merely the occasional newspaper buyer and the hasty headline reader. Such readers are of little value to advertisers.

The INDIANAPOLIS NEWS has less than 4% of its city circulation by Street Sales. Both other Indianapolis dailies must depend on Street Sales for over 20% of their city circulation!

Exclusive Indianapolis Member, 100,000 Group of American Cities



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.

NEWS 1927 Circulation was Largest in NEWS 58-Year History

EVERYBODY'S BUSINESS

FLOYD W. PARSONS

Over the Horizon

WHAT a lot of questions the next few months will answer! We will know more about the value of the plan of installment selling. That new institution known as the investment trust, which operates in the stock market with hundreds of millions of dollars of the public's money will probably have been subjected to a real test. Perhaps it will be disclosed just what economic forces have been powerful enough to advance the prices of stocks in a period of business hesitancy, reduced car-loadings, increasing exports of gold and curtailed industrial profits.

Presidential years have nearly always been times of uncertainty. Many believe that 1928 will be an exception, for radicalism has been dethroned and there is little difference in the platforms of the two political parties. Dangerous doctrines were never more scarce. At no time in the past has the labor situation exhibited such extreme tranquillity. Employers themselves are leaders in the fight to prevent wage reductions.

Folks who have become accustomed to thinking of life and business as more or less a continual struggle with opposing forces are wondering what it is all about. They are looking with amazement at the operations of the new generation and asking if it is possible that brains and caution have ceased to be requisites in the attainment of success. Brokers have had to fit up special rooms for the ladies who speculate. When I go to my bank and look over at the corner where the ticker is clicking off stock prices, I see more women than men running the tape through their fingers. Almost

everyone, from the boarding-house keeper to the elevator man, seems to be playing a tip.

In the old days such a condition would have been regarded as a warning of danger ahead. But the average person at present seems to be entirely free of suspicion. Perhaps this attitude is partly justified, for it is possible we are commencing to cash in



© Brown Bros.

The New York of Yesterday

on the pioneering work of our forefathers. A new country is like a new business—it takes a lot of toil and worry to establish operations on a paying basis.

Out in Butler County, Kansas, recently, they conducted a traffic count on one of their main highways. In sixteen hours 3262 motor vehicles passed, but not a single horse or mule. Where else except in the United States could one find such evidence of mechanical progress?

The speed of change in the United

States is beyond comprehension. It was not so very long ago when engineers reporting to the Massachusetts Legislature about a proposed railroad line from Boston to the Hudson River, stated that the easiest and most convenient speed of traveling would average about three miles an hour, making it possible to accomplish the journey of 200 miles in four days. Now if a man could carry 100 pounds at a load, it would take him three days to transport for one mile the same weight that a hundred different railroads haul for less than a cent.

Old barriers are being broken down. Grover Cleveland said, "Sensible and responsible women do not want to vote." Now in the United States the total of women in industry has reached the nine million mark. The Census shows only thirty-five occupations that include no women. How different from 1904 when an organization was formed in New York City to give moral support to those ladies who wished to wear the "rainy-day skirt," which in its shortest form, reached the shoe-tops.

Of course, ours is a land of mushroom people without a history. Our hastily constructed machine civilization has many deficiencies. We are embarrassed by the easy self-possession of the foreigner and do not know how to spend our leisure hours as gracefully as he does. It is the financial consideration that prompts nearly all that we do.

But we have succeeded in moving the center of civilization on westward to a new Continent. Instead of devoting ourselves to the mysteries of life, we concentrate on making a good job of the everyday business in hand. We are insisting that our colleges be equipped to qualify students to follow any pursuit from manufacturing gas to raising hogs. Already if a fellow desires to follow real estate as a vocation, he can take a course in this subject in any one of eight large universities. Our aim is to create a nation of experts.

For the first time in history the workman is building his own civilization, and such a movement is so highly rational that it needs no apology. We are wit- (Continued on page 75)

You look at the heavens
but you remember the dipper—

And the buying public registers its preference for products of effective graphic appeal. You can profitably make it a point to buy your photo-engravings from a craftsman pledged to the principles of this Association.

Number One of a series illustrating the versatility of the zinc etching.



YOUR STORY IN PICTURE LEAVES NOTHING UNTOLD

AMERICAN PHOTO-ENGRAVERS
ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO

Copyright 1927, American Photo-Engravers Association

to some publisher or any publisher...

SEVENTY-FIVE million dollars worth of advertising came out of the Detroit market during 1927. Two advertisers alone here will increase their appropriations to the point where the 1928 total will be well up to a hundred million dollars.



Now a hundred million dollars is a neat little sum of money, and it is all going to be spent with publishers . . . publishers of newspapers, magazines, trade publications, etc.



Your representatives in the Detroit market may be working hard and doing a good job, but you can immensely increase the effectiveness of their efforts, and at the same time positively sell your medium to the men who actually smile or frown upon media lists by developing a campaign of your own in The Detroit Free Press.



The Free Press by actual count reaches the executives, sales managers, advertising managers, etc., in the great industries here on a one hundred per cent basis. These men in plants like the Ford Motor Co., Chevrolet Motor Co., Packard Motor Car Co., Buick Motor Car Co., Paige Motor Car Co., Burroughs Adding Machine Co., The Kellogg Company at Battle Creek, and a hundred and one others of like calibre can actually be reached and sold any morning that you may choose to do so through The Free Press.



Practically every outstanding publication using space to sell the Detroit market during 1927 used The Free Press almost exclusively. In fact this newspaper prints more publishers' advertising than both other Detroit newspapers combined.



Here is a unique situation for the alert publisher . . . one fraught with tremendous possibilities, and the best part of it all is the low cost to do the job.

The Detroit Free Press

Verree & Conklin, Inc.
NEW YORK CHICAGO



National Representatives
DETROIT SAN FRANCISCO

"The Business Press and The New Competition"

*Charles F. Abbott Emphasizes Recent
Achievements of Editorial Leadership
in Industry*



THE new dependence of American business upon the business press was emphasized recently by Charles F. Abbott, Executive Director of The American Institute of Steel Construction. Speaking before the October convention of The Associated Business Papers, Inc., he said:

"The cooperation of the business press has contributed greatly to the growth and success of the trade association movement in this country. In the case of my own Association, I may say that its long record of accomplishments would have been impossible had it not been for the assistance which the business publications have so generously extended to us.

"In times of stress, the business papers have stood shoulder to shoulder with us. They have fought for the rights of our industry and against influences that have menaced its welfare. Every industry and every trade association should be able to depend upon the same loyal cooperation from the publications edited in the interest of the industry.

"Every industry, whether centered in a few states or scattered throughout the nation, is now the competitor of every other industry engaged in producing materials that can be substituted for its product. Every industrialized nation is the competitor of every other industrialized nation in



Charles F. Abbott, Executive Director, American Institute of Steel Construction, who delivered a widely discussed address at the recent annual convention of The Associated Business Papers, Inc., in Chicago.

the markets of the world. Both types of competition are increasing and will continue to increase.

"In this new day of great forces in competition, the function of the business press is to afford that information and guidance that will enable us to eliminate the methods that are handicapping us and evolve those methods best calculated to assure the continued industrial progress of each individual concern, of each industry, and of the nation as a whole."

The A. B. P., as well informed advertisers and advertising men know, is an association of business papers that have accepted in each industry this responsibility of leadership, papers successfully discharging their obligations to the equal advantage of their advertisers, subscribers and the world of business.

The Associated Business Papers, Inc.

52 Vanderbilt Avenue

New York City



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.

Just In-Between—

THE great "Middle Class"! Most of us are proud to be members of it. We have neither the denials of poverty nor the worries of overabundant wealth.

Just in-between—but doing nicely at that!

Similarly, most business establishments belong to the great middle class; they are neither "one-man" enterprises nor gigantic Steel Corporations.

They are, nevertheless, the backbone of the industrial nation.

But until now these business men have not had available advertising service and marketing counsel specifically geared to their needs. They have contented themselves, perforce, with the mediocre or waited to grow to the point where the sheer force of their money will command attention.

Neither of which quite fills the bill *while they are growing.*

They need good service today—a different kind of Marketing service—unbiased service—specialized service—*specifically set up to serve them.*

It is this service that James F. Newcomb & Co. Inc. renders its clients.



JAMES F. NEWCOMB & CO. INC.

Advertising & Merchandising

330 SEVENTH AVENUE, NEW YORK, N. Y.

Telephone PENsylvania 7200



**an old
established art
organization changes
its name — and because the
new member of the
firm is**

John Jennings

**the firm name after
January 1, 1928, will be**

**Grauman-Jennings
Studio**

**at 243 East Huron Street
Chicago**



**Mr. Jennings has something more, we feel,
than a fine talent for layout and the physical
handling of the advertisement. He has
also a sound merchandising instinct.
So we are much pleased to continue
giving advertising people an art
service that is really quite a bit
*more than an art service.***

AKRON IS RICHER

For the year ending November 1, 1927:

**Akron's Bank Debits increased 10%
over last year**

**Akron's Bank Deposits increased 9.8%
over last year**

**Akron's Assets of Savings & Loan Com-
panies increased 18% over last year**

**Akron's Bank Clearings increased 4%
over last year**

**Akron's Post Office Receipts increased 7%
over last year**

These figures, vital data on Akron's wealth, prove a steady growth which makes for a soundly increasing market for your products.

Other figures, given here before, prove the Akron Beacon Journal the best medium to carry your message to your 300,000 prospects in the Akron Market.

AKRON BEACON JOURNAL

Member of the 100,000 Group of American Cities

STORY, BROOKS & FINLEY, Representatives
Chicago New York Philadelphia San Francisco

The woman is the purchasing agent of the home
the Journal is her paper.



The facts substantiate women's preference in Portland, Oregon

The Journal LED all Portland newspapers in Women Appeal advertising lineage for the 12 months of 1927.

Ist in...

- LOCAL.... } FOOD LINAGE!
- NATIONAL }
- LOCAL.... } WOMEN'S WEAR LINAGE!
- NATIONAL }
- LOCAL DRUG STORE LINAGE!
- LOCAL DEPARTMENT STORE LINAGE!

MEN ALSO READ THE JOURNAL—Because the three hours difference in time between the East and West, enables this afternoon paper to print all the news "the day it happens".

The JOURNAL

Portland, Oregon

BENJAMIN & KENTNOR COMPANY "Special Representatives

5527

NEW YORK
2 W. 45th Street

CHICAGO
Lake State B'k Bldg.

SAN FRANCISCO
58 Sutter Street

LOS ANGELES
117 West Ninth St.

PHILADELPHIA
1524 Chestnut Street





Courtesy Harper's Bazar

• HELEN DRYDEN •

WOMANKIND in general, but the aristocratic women in particular—ladies of title, ladies whose moments at Southampton are brief rest from successions of social events that lead them in gold strewn chase from Nice to Sorrento—womankind owes a bouquet to Helen Dryden.

For this lady, who can draw as few fashion artists know the gift, devotes her life to flattering pictorial phrases about feminine loveliness. This lady who has the mad color gift of Bakst, sobers it to the sophisticated poise for which feminine aristocracy vainly flirts into its "Tiffany back" mirror. The figure of an "Aphrodite Moderne," the regality of Juno, the cold poise of Artemis, after a few years at Miss Spence's school—and a design about the whole thing that must flatter the advertiser doubly, in the



Textile design for Stebli Silks

expression of something he never had before in the same degree—a priceless chic—and in the profits from a clientele that would pay anything to look like a Helen Dryden.

An occasional glance at *Vanity Fair* or the *Delineator* is no full index to Helen Dryden. There are color prints of Victorian "Beaux Brummels" and coy maidens of such Parisian smartness, such sophisticated satire that Frankl patterns them with silver frames as pictorial complement to his exciting interiors. The fabric designs for Stebli Silks are to be expected. Costume has no finer expression than Miss Dryden. One imagines that were the artist liberated a moment by her goddess "Vogue," she could turn to the theatre with an extravagance of exotic color that would evoke "bravas" from Leon Bakst himself.

THE WALKER ENGRAVING COMPANY

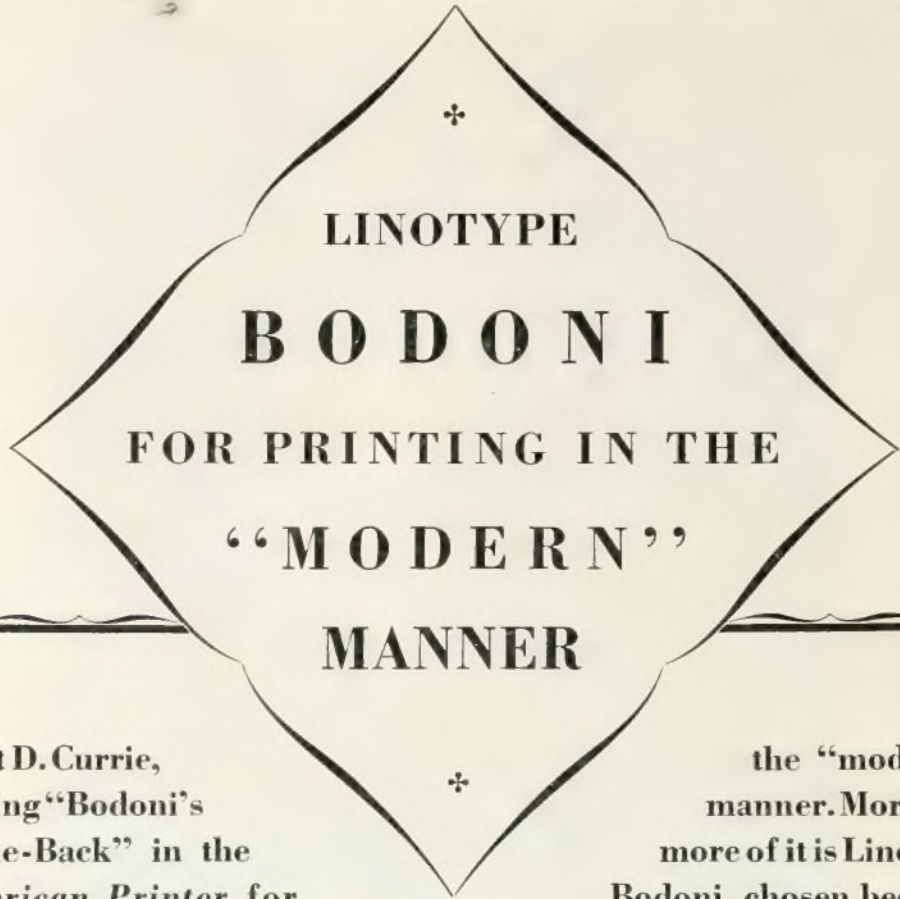
MEMBER AMERICAN PHOTO-ENGRAVERS ASSOCIATION

In a period of vogues, experiment in new techniques is at a premium among commercial art patrons. Yet this very advantage may suffer if it is reduced to the great common denominator of unimaginative Photoengraving. "In-



teresting—This is what he intended to make it—for such and such a paper surface—," such comments as these from an engraving house are great encouragement to artistic experiment.

NUMBER TWENTY-SIX OF THE SERIES WILL BE LUCIAN BERNHARD



Kent D. Currie, writing "Bodoni's Come-Back" in the *American Printer* for October, says "Bodoni type seems to express the mood of the hour," and W. A. Kittredge, writing on the same subject in *October Printed Salesmanship*, says that "In the search for new and pleasing effects, Bodoni type has been discovered and is being made to work as never before."

The Bodoni revival is on. More and more of it is being used in advertising and printing done in

the "modern" manner. More and more of it is Linotype Bodoni, chosen because it combines the "modern" spirit of the original Bodoni designs with the most up-to-date and efficient type casting method yet devised—the Linotype slug.



Also timely is the new specimen booklet of "The Linotype Bodoni Family"—just off the press. The coupon below will bring you a copy of this complete showing of Bodoni faces without cost or obligation.



MERGENTHALER LINOTYPE CO., BROOKLYN, N. Y.
 SAN FRANCISCO CHICAGO NEW ORLEANS CANADIAN LINOTYPE LIMITED, TORONTO

Please send me a copy of the new specimen booklet, "The Linotype Bodoni Family"

Name

Address

LITTLE DRAMAS IN THE LIFE OF A GREAT NEWSPAPER SYSTEM



PAINTED FOR SCRIPPS-HOWARD NEWSPAPERS BY RICO TOMASO

“Ninety-eight lives have been lost! *need this happen again?”*”

The snow on the roof was heavy, and the supporting walls of the crowded theatre weak. So the inevitable happened. The roof collapsed . . . panic . . . tragedy. Ninety-eight lives sacrificed!

In the city's hour of mourning, the SCRIPPS-HOWARD Newspaper asked two pertinent questions . . . Will this occur again? . . . Are our other theatres safe? . . . and demanded an immediate investigation.

This campaign, in the interest of human life, was ridiculed, at first, by city officials and rival newspapers, but the SCRIPPS-HOWARD editors refused to give ground. And, on the fourth day, the city officials surrendered to a public thoroughly aroused.

A special commission of engineers was appointed. Twelve theatres found to be unsafe, were closed, and were not permitted to reopen until alterations had

been made in strict conformity to the safety code. Two of the city's largest playhouses were practically rebuilt, and beautified, incidentally, in the rebuilding.

This is merely an illuminating example of the sort of public service that SCRIPPS-HOWARD Newspapers are rendering daily in twenty-five of the country's foremost cities.

Theirs is a common editorial policy of vigilance unceasing, and militant tactics if need be. When fight they must, they are fearless, yet fair. They seek to uncover wrongs, not for the sensational scare heads that may be in them, but that those wrongs may be speedily righted.

Such a just and vigorous policy has won tangible endorsement in reader-loyalty and advertising support alike.

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



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

SCRIPPS-HOWARD

MEMBERS OF THE AUDIT BUREAU OF CIRCULATION

NEWSPAPERS

AND MEMBERS OF THE UNITED PRESS

NATIONAL ADVERTISING DEPARTMENT
Stuart S. Schuyler, DIRECTOR

250 PARK AVENUE, NEW YORK · CHICAGO · SEATTLE · SAN FRANCISCO
PORTLAND · DETROIT · LOS ANGELES · ATLANTA

The Same Sort of People

. . . . but more of them

The Same Magazine

. . . . but it sells for less

The New Price

EFFECTIVE with the issue of March, 1928, the newsstand price of Delineator will be 10c; the subscription price \$1.00 a year.

More Circulation

Effective with the issue of October, 1928, the net paid circulation guarantee will be increased from 1,350,000 to 1,500,000 and the advertising rates adjusted accordingly.

Tests Already Made

This decision follows tests at the 10c price made during the past year in Detroit, Pittsburgh, Buffalo, and other cities. In some cases circulation was increased 400%. (None of this excess circulation was credited to net paid in our A. B. C. reports.)

Quality Strengthened

The quality, the appeal, the atmosphere of Delineator will stay unchanged. The objective is the same sort of modern American women as readers—*but more of them.*

Yet in saying the quality will stay unchanged we are understating the case.

In its every department Delineator will be improved and strengthened.

Contributors

In its fiction, and articles, Kathleen Norris, Coningsby Dawson, Elizabeth (of German Garden fame), Louis Joseph Vance, Albert Payson Terhune, John Erskine and Will Beebe, are among many who will continue to contribute, while to this list will be added such distinguished names as Edith Wharton, Dorothy Canfield and Hugh Walpole.

Among its illustrators will be Pierre Brissaud, Henry Raleigh, Maginel Wright Barney, Charles D. Mitchell, Everett Shinn, C. LeRoy Baldridge, and, of course, many others.

Service Departments

In its service departments Delineator will strive for new standards of usefulness.

In January, Mrs. William Laimbeer begins a series on financial advice

to women. In April, Mr. Kenneth N. Chambers starts his new educational department.

Mildred Maddocks Bentley continues as director of all the house-keeping activities of Delineator Home Institute which will be made more practical, more penetrating than ever.

Advertising Gains

Delineator enters the new year with confidence. For one thing, its advertising gains during the past year have been exceptionally gratifying. Through the cooperation of its advertisers it has been able to show, this past year, the biggest increase in lineage of any woman's magazine of large circulation.

In conclusion, the gist of the announcement is simply this: During the coming year, Delineator remains—

THE SAME MAGAZINE

. . . but it sells for less

And will reach . . .

THE SAME SORT OF

PEOPLE . . . *but more of them*

Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY

Advertising & Selling

PUBLISHED FORTNIGHTLY

VOLUME X

January 11, 1928

NUMBER 6

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In This Issue

WE have heard a great deal about youth in the last ten years. The young have been talked over, written about and dramatized. A few have spoken in no uncertain terms for themselves.

Advertisers as well as novelists were quick to seize upon a fresh idea and the result has been a gigantic pretense that everybody is nineteen years old. Advertisements have been written for and by the callow; standardized goods have been manufactured to meet their tastes; and the generation that has "arrived" has been pushed in the background. Is it about to revolt? G. L. Price in his article "A Plea for Us Oldsters" thinks so.

M. C. ROBBINS, *President*

OFFICES:

J. H. MOORE, *General Manager*

9 EAST 38TH STREET, NEW YORK CITY

Telephone: Caledonia 9770

New York: F. K. KRETSCHMAR, CHESTER L. RICE

Chicago: JUSTIN F. BARBOUR, 410 N. Michigan Blvd.
Superior 3016

New Orleans: H. H. MARSH, Mandeville, Louisiana

Cleveland: A. E. LINDQUIST, 405 Swetland Bldg.;
Superior. 1817

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

Subscription Prices: U. S. A. and Possessions and Canada \$3.00

Foreign \$4.00 a year.

15 cents a copy

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Even As You And I

Ten or a dozen years ago we were always more or less hard up.

The kiddies had just arrived, and we wondered, actually, if we would ever catch up with the bills. As for luxuries... dream stuff.

And where are we now?

There is a good car in the garage and a better one coming... maybe a roadster, too, for the children. We are living in plenty... able to buy the best... food, furniture, travel, entertainment.

But no use to be inordinately proud about it.

Several million families are enjoying all that means complete living today... even as you and I.

1,600,000 successful families read *Cosmopolitan* every month of the year.

They are the *Cosmopolitan* market.

COSMOPOLITAN

1,600,000 circulation, over 90% of which is concentrated in the urban areas where 80% of all buying and selling is done.

Advertising Offices:
119 W. 40th Street
NEW YORK CITY

326 W. Madison Street
CHICAGO

General Motors Building
DETROIT

5 Winthrop Square
BOSTON

625 Market Street
SAN FRANCISCO

Advertising & Selling

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VOLUME X

JANUARY 11, 1928

NUMBER 6

The Question Mark Arrives

The First Big Advance Toward a Science of Advertising

ROBERT R. UPDEGRAFF

JUST when "the scientific crowd," who for fifteen years or more have been struggling to develop a science of advertising, have about given up hope of its ever being scientific, I believe that advertising is beginning to show the first real indication of developing into a science.

The direction of its progress is a surprise, almost a shock. Doubtless all of us have had the experience of stepping into an elevator which we supposed was going up, and experienced an awful shock when it started down instead. That is what seems to me to be happening in the matter of a science of advertising. We approached it expecting to start up, and we have started down.

We have been struggling valiantly to elevate advertising into a science by mechanical methods—coupons, inquiry devices, "golden section" layouts, copy formulæ, circulation audits, mailing frequencies, and numerous other definite methods and measures—and we have made some progress. But in spite of this progress, of late the bottom seems to have dropped out of it all. Rank free publicity stunts, successes based on questionable appeals, illogical schemes that worked when they ought not to have (according to logic and morals), marketing successes of inferior products—all these and other phenomena have given us an unpleasant sinking feeling.



Yet, I believe we are going up; that we are approaching a science of advertising faster today than ever before; specifically, that the year 1927 saw a greater advance toward a science of advertising than any other year in the history of advertising.

The basis of this belief is this: that the true scientific approach to any subject or in any field is represented by the question mark. Science is a spirit of approach rather than a pair of calipers; the calipers are used merely for checking or measuring.

For years we have been trying to make advertising scientific in the sense

of mechanical precision. No one can quarrel with this; it is altogether commendable and the effort should be continued. But we should realize that without broad and fundamental progress, the mechanics of a science count for comparatively little.

To my mind the first great step in advertising science has been taken within the past twelve months. The advance lies in this: *that we have seriously begun to question the sincerity of advertising.*

NOTHING could be more fundamental to the science of advertising—or to any science—than sincerity. And nothing is more truly scientific than the spirit of the question mark. In a sense, the question mark is the symbol of science.

If, then, we have begun to approach advertising in an honest, questioning attitude, and if that attitude is applied to the most fundamental factor—sincerity—there is no doubt that we are actually starting up, even though we have all the sensation of suddenly starting down.

Just how deep, and how general, this questioning attitude is, can be appreciated only by those who see the stream of mail going over editorial desks these days. There is a perfect flood of letters, manuscripts, and press releases on speeches on this subject of sincerity in advertising.

There is a general spirit of searching for reality, for a solid foundation. The fact that just at present the foundation seems rather wobbly has nothing to do with the search; it merely indicates that as yet we have not reached bed-rock. But we are continuing to go down, down, down with our questioning, questioning, questioning.

And we are questioning factors other than sincerity. We are questioning media as never before, and copy, and art, and the mechanics of distribution, and all the information on which we

base our advertising and selling. The present mania for research, and the surveys of circulation and buying power, and the market investigations, are all part of the questioning that is the rash that indicates the fever of—(or in this case, for) science.

It seems to me that a few men and two organizations are largely responsible for the big step we are taking toward a science of advertising.

Of the few men we may take four as examples, two working with the negative or breaking-down method

(which, of course, is a good scientific technique), and two with the positive or building-up method.

The first two are Stuart Chase and F. J. Schlink. The second two (who are representative of a group) are Earnest Elmo Calkins and John Benson, now president of the "A's."

The two organizations are the Association of National Advertisers and the American Association of Advertising Agencies; and to face the truth squarely, some of the effective progress they are (*Continued on page 80*)

The Escape from Drudgery

THOMAS N. CARVER

Professor of Political Economy, Harvard University

THE first great economic struggle of mankind is to escape from want; the second is to escape from drudgery. There are three means of escape from drudgery—slaves, cheap labor and machines. Slaves and cheap labor relieve only the few fortunate ones. They escape by shifting the burden onto the many. The machine is for the multitudes; it will emancipate everyone from drudgery.

When high wages are being paid in industry, no one is going to do household work at low wages. Some unimaginative people are wondering how civilization can be maintained when there are neither slaves nor cheap servants to relieve the few of drudgery, and permit them to lead cultured lives. The answer is simple—machinery.

The problem is to adapt machinery to the household as it has been adapted to the factory. This will not turn the household into a factory any more than did the use of slaves and cheap labor at a time when they were commonly employed in factories. It will require a new kind of machinery to relieve the housekeeper of drudgery; not the old kind that has already relieved the manufacturer of drudgery.

After we have escaped from want, if economic progress continues, we become puzzled to know what to do with our surplus. There are three channels which serve as outlets for surplus energy—children, leisure and goods. When plants or animals are supplied with more nourishment than they themselves need, they multiply. Some branches of the human race have done much the same thing. That is, population has increased until there is no surplus left after absolutely physical needs have been provided for. If there is an abundance of good soil in the country, it merely feeds the increased population. If the soil is poor, it feeds a smaller number; but the average well-being is about the same in either case.

Others take their surplus in the form of leisure. If they can earn enough in one day to support them for two days, they work only one day in two. If they can earn enough in four hours to support them for twenty-four, they work only four out of the twenty-four. If they can earn enough in twenty years of activity to support them throughout their entire lives they only work about twenty years. They then retire from business, saying: "Soul, thou hast much goods laid up for many years; take thine ease, eat, drink and be merry."

Still others take their surplus in the form of more and more goods. That is the tendency in this country. Which is the best thing to do with our surplus energy might be argued for a long time and with expansive vocabularies. The apologist for Hindu civilization would probably say that children are better than either leisure or goods, though Katherine Mayo calls the Hindu's motives by a less idealistic name. The Central American peon, the advocates of the four-hour day in this country, and those who think that a man should retire from business as soon as he has accumulated a competence, seem to prefer leisure. The great mass of our people, however, seem to prefer goods.

Just why have our people chosen goods rather than children or leisure? It is not improbable that high-pressure salesmanship and advertising have had something to do with it. This is a phase of the question which is commended to the consideration of those who inveigh against such things, or call them economic waste. It may require still more salesmanship and advertising to persuade our people to buy the machines that are to relieve them from drudgery. If so, salesmanship and advertising will more than justify themselves. I know of no more beneficent form of evangelism.

How Wise Is a Banker?

Were Our Bankers All As Wise As We Like to Believe They Are, None Would in 1928 Lend Authority to Any Considerable Commercial Move Without Fairly Positive Assurances That the Proposed Move Would Almost Certainly Increase Dividends, Raise Wages, or Lower Prices

KENNETH M. GOODE

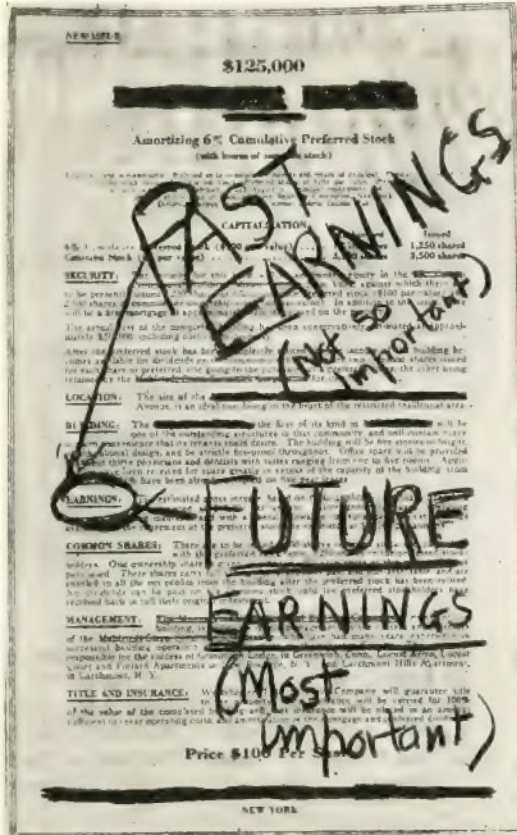
THESE lines are written on Christmas Eve. New York prospers, gorgeously; in Manchester, N. H., 10,000 workers are celebrating with a ten per cent wage cut.

This Christmas Eve slash will save the Amoskeag Company about \$1,000,000 a year. Nobody blames the cotton industry nor the Amoskeag officials. But every business man—especially advertising men—might, I believe, thoughtfully ponder over the statement made by Agent W. Parker Straw:

The recently reorganized Amoskeag Manufacturing Company is now handicapped as never before by a bond issue of \$14,665,000 on which interest amounting to \$879,000 must be paid annually. This fact, together with competition from mills more favorably situated, makes the reduction, regrettable though it is, absolutely imperative.

Tomorrow is the one day in 365 which we deliberately dedicate to other people's welfare. The Christmas glow may, perhaps, justify our considering how very unprosperous the ordinary American citizen is. Four out of five families, we are told, average an income of \$2,550 a year. This gives each of its five members less than ten dollars a week to squander on his daily bread; and, after meeting the Department of Labor's minimum budget, allows our "standard" American family of five a magnificent reserve of \$117 a year against prolonged illness, old age, and unemployment.

Not so bad, you say. But wait a moment: that includes the wealthier poor. Our really poor poor—some 15,000,000 families—average only \$2,300 a year. This not only leaves nothing for Christmas presents or prolonged illness, old age, and unemployment, but puts each family \$132



The smartest man I ever met was a banker. He introduced me to the word "flow," meaning the net tangible accomplishment of any given day, week or month. For this single suggestion I have always felt grateful towards the entire banking profession. Therefore, I have been for many years reading respectfully that perennial article on "What A Banker Thinks About Advertising." For this fact, if no other, I may perhaps be allowed, in turn, to emulate the enterprising Cat and take one good square look at the King.

K. M. GOODE

a year below the minimum health-and-decency requirements.

Professor Irving Fisher cheerfully observes that if we can raise wages and lower prices in the next five years

as much as we have in the past five, even the poorest of these American families may—in 1932—enjoy common comforts with something for a rainy day.

There is a challenge for the American business man: keep up wages and lower prices! A challenge especially to the financially minded man who measures success only in surpluses, the man tempted to safeguard his own dividend proudly against future depression, even if he brings on the depression in doing so.

Our economic future hinges absolutely—and critically—on the wisdom of the bankers. They can hold us safely balanced until exports, growing population, and, most of all, intelligently developed consumption catch up with our present overproduction. Or they can substitute for the undigested merchandise of 1919 a stock of undigested securities that might make the 1919 panic look like a quiet day on the Potomac.

Advertising men have already learned how the whole nature of business has swung about in the past ten years. The old-fashioned thrust from the factory is replaced by the pull from the street. The initiative comes no longer from the manufacturer, but from the market. A man used to say, "I can make thus-and-so; you go sell it!" Soon he will say, "I can sell thus-and-so; I'll let you make it!" Earnings of old-established companies, therefore, prove to be quicksand foundations for a new capital set-up. Remember Amoskeag! Where a careful study of management and past earnings once handsomely sufficed, it is today only a beginning. The trend of the future market for a company's (Continued on page 41)

Two Cents Plain; Twenty-Five, Fancy

The Extra Cost to the Consumer of the Advertised or Trade-Marked Article Can Often Be Thoroughly Justified Economically

O. C. HARN

Managing Director, Audit Bureau of Circulations, Inc.

WHEN those who assail advertising as being economically unsound play their highest trump in order to be sure of the trick, they point to those cases in which a big price is being paid for an article or material under a proprietary brand which can be bought for a tenth of the money at another counter, because there it is stripped of its regal trappings and high-sounding name. Advertising, they say, is the slick feller who makes the fraud possible.

It is queer reasoning, especially to come from an engineering mind; a type of mind which I have always admired. Yet, strange to say, I have encountered this reasoning most often among engineers or others trained in the physical sciences.

I suppose that it is natural for a production man to calculate that the price of a manufactured article should be the cost of the raw materials plus the labor cost, plus a reasonable profit. In a pinch he might admit that reasonable selling and transportation costs should also be included—but no more.

"Well, what else is there to it?" he asks. "All these things have been figured in the two cents charged for the staple article, as well as other items. How can you excuse the twenty-three cents excess on the identical stuff which sells for twenty-five cents?"

In the first place it is rarely identical, but we will let that pass and admit for the sake of the argument that they are identical. In many cases the extra twenty-three cents are fully justified, and when the facts are placed fairly before the great jury of average buyers, a verdict will be returned for the defendant, I confidently believe.

If every man, woman and child had a thorough knowledge of the chemical and physical properties of every substance in existence, knew where to get



each substance wanted, and knew how to apply their knowledge of it to their every day needs, some advertising could be eliminated and some selling prices could be lowered.

A FEW simple examples may illustrate the point. If we all had always known that flexible collodion when painted over a cut would neatly cover up the wound and allow nature to heal it quickly, there never would have been any need for an advertising campaign to tell us about Nu-skin. Moreover we could have saved quite a few cents per bottle by buying it at the staple counter in the drug store as flexible collodion instead of at the proprietary counter as Nu-skin.

Many pharmacists and doctors and chemists and a few laymen have known this for years. But the other millions of us who did not even know the name, let alone the properties of this peculiar substance, worried along for years with court plaster. Most of those who were "in the know" did not even have the goodness to tell us ig-

norant laymen about it. Finally, one enterprising man or group of men decided that they would enlighten us. But to do so would cost money, and a great deal of money. So they decided to let us know about the matter and, if we liked it, we were allowed to foot the bill for our education. If we did not like it, they were stuck for the money they had invested in educating us.

What is there uneconomic about that? Possibly the gamble that they took was; but certainly the public got nothing but benefit from it.

OF what possible benefit to you or to me was the flexible collodion in the drug store, even at a tenth of the price of Nu-skin, if we did not know that it was there or what it would do?

Of what use is corrosive sublimate to us as a disinfectant if we don't know that such a thing exists? A critic says that two or three cents' worth is better than a dozen bottles of a much advertised article at many times the price. Well, at least the maker of the latter has let us know about his remedy and nobody told us about the other. Is that advertiser a pirate or a benefactor?

Two men recently wrote a book, a part of the burden of which was that many advertisers lied in their advertising. Wherever that can be proved there is no excuse for the advertiser; but that is no indictment of advertising. "Figures do not lie but liars sometimes figger" runs the old wisecrack. Likewise there is nothing to hinder liars from advertising.

The other burden of the book was that advertising was used to help swindlers get twenty-five cents for a two-cent article. That might also happen. But one might frankly condemn profiteering, and still find logical excuse for sometimes charging twenty-five cents for a two-cent article, as we have seen (*Continued on page 62*)

Some Features of a Quarter of a Century's Progress

PAUL T. CHERINGTON

Director of Research, J. Walter Thompson Co., New York

ADVERTISING as now practiced in the United States is a very different craft from advertising of 1900. The differences are not merely in technical skill. They go much deeper than that into the very heart of all business.

Externally the changes are impressive. A total volume of magazine advertising in 1900 of not over \$25,000,000 has increased to \$140,000,000. Newspaper advertising also has grown from less than \$40,000,000 to over \$235,000,000 and other media could all present equally significant figures. The virtual disappearance of the nostrums which made much of the 1900 total has left no gap; and the

PERFECT HAIR

Woman's Greatest Charm

We Offer
5000 Switches

Made of a fine grade of human hair, imported direct from Paris.

16-in. 1 1/4 oz. all Long-Hair Switches, . . .	\$1.00
20-in. 2 oz. all Long-Hair Switches, . . .	2.50
22-in. 2 1/4 oz. all Long-Hair Switches, . . .	3.00
16-in. 1 1/4 oz. all Long-Hair Switches, Gray	2.00

Others from \$2.50 to \$15.00. We match any shade of hair, fill mail orders promptly, and send prepaid on receipt of sample of hair and price. Satisfaction guaranteed.

Write for our beautiful new catalogue, illustrating latest styles of Pompadours, Bangs, Waves, and everything pertaining to Hair Goods and Hair Dressing.

THE YVETTE
320 5th Ave., • New York

full of genuine interest. Someone has said that the advertising pages display fully as much brains per square inch as the reading columns or pages which they interlard. And if the sales strategy involved, the market appraisals called for, the painstaking rewriting of "copy" done, and the skill and care spent on layout and illustration were made known, the truth of the comparison would be abundantly clear.

If a copy of a magazine of 1900 or



They fit every gesture
They can't be detected

Braided Wire
Bustles and Forms

give grace and style to the form, combined with comfort.

BRAIDED WIRE HAIR ROLLS
can't heat the head or harm the hair. Match any color.

SOLD IN ALL STORES

Always ask for "Braided Wire." If you don't find them, we will send, postpaid, on receipt of price.

Write for our Booklet, "Hidden Hints."

THE WESTON & WELLS MFG. CO.
1114 Noble St., Philadelphia

WARNER'S RUST-PROOF CORSETS



EVERY PAIR GUARANTEED

THE reticences of 1900 did not permit perspiration to be mentioned. But this idyllic scene gets over the idea that this garment is impervious to dampness. "All merchants sell them," and "Every pair guaranteed" are rather restful statements; they leave nothing for consumer resistance to stand upon

IN 1900 there was still prevalent the ancient idea about a woman's hair being her "crowning glory." Hence if the crowning glory happened to be scanty or otherwise inadequate, one must either be unjustly inglorious or go into the market and buy glory at from \$1.00 to \$3.00 per switch

withdrawal of alcoholic beverage advertising since 1918 hardly checked the rise in the total.

Another external change has been in the physical appearance of the advertising. The art work of 1900 with few exceptions was cheap, dull, crude and uninteresting; today most of the drawings or other art, the photographs and all other pictorial matter are of a high order. Similarly there has been a complete revolution in copy. The emphasis in most of the 1900 advertising was on "puffing." The wares of A were described in superlatives; the products of B were garnished with language more stirring, if possible, and there was supreme rivalry in the use of adjectives. Today the advertising stories told are

IN 1900 the mystery of the bustle-magic was still a part of feminine charm. "They fit every gesture and they can't be detected," was the main reason-why, and the other was that they "give grace and style to the form, combined with comfort." It would surely take better arguments than these to strap such devices on the emancipated charmer of 1928

even 1910 is examined and compared with a current issue, one is impressed by the fact that the text matter, the drawings, the typography of the old issue compare in the main quite favorably with those for 1927. But the skill with which the advertising space has been employed shows revolutionary changes. Not only are there great changes in the nature of the goods advertised, but the advertising messages and the forms of their presentation are improved beyond recognition. In the quantity and character of advertising also, there are marked contrasts as the following table compiled from the November,

1900, and November, 1927, issue of a woman's publication will show:

	Pages		Half Pages		Quarter Pages		Less than Quarter Pages	
	Nov., 1900	Nov., 1927	Nov., 1900	Nov., 1927	Nov., 1900	Nov., 1927	Nov., 1900	Nov., 1927
Automobiles	0	4	0	0	0	0	0	0
Clothing	0	6	0	8	2	9	37	3
Drugs	0	20	0	8	2	10	9	5
Embroidery	0	0	0	0	0	0	0	0
Food	0	36	0	7	3	7	31	3
Household Supplies	0	13	0	11	0	7	26	9
Toys	0	1	0	0	0	0	7	0
Miscellaneous	1	16	0	15	2	11	95	33
Total	1	96	0	49	9	44	213	53

(Continued on Page 64)

Memoirs of a Cub

"On Getting a Position"

JOHN W. THOMPSON

Author's Note—This is the first of several articles by a youth, just out of college who has acquired what thousands of others long for—a position in an advertising agency.

It is his hope that those who employ beginners will learn from these articles just what the "cub" thinks about, and possibly find in them what he wants to express, but hates to say.

GETTING started in advertising is, to most of us, like getting olives out of a bottle. We hear much of the need for young men. Young men with young ideas—that is the cry. But—the hitch is that these much desired young men must have had some practical experience. That's the rub. Very, very few are willing to train a raw young man. The problem for the beginner is, where to get the experience to get the job.

Now I was not born with a silver spoon in my hand, nor with a horse shoe in my mouth, but I landed in an advertising agency. And so the first part of my dream came true. Before that happened, however, twenty-seven hours were spent in nineteen outer offices; twenty-three chairs were sat in and fifty-three periodicals were read from cover to cover. I traveled sixteen miles by foot and heard this story eight times—"I would suggest that you try the newspaper game before entering advertising." This one came at me four times—"We want to

do all we can to help you get started because you look like a good man. We haven't anything at present but we'd like to have you make out an application and when something turns up we'll let you know." I heard seven speak this piece—"If you really want to get into advertising why don't you go to a small agency?"

These quotations are not to be taken as criticisms. Each was probably advanced with a sincere hope that the "poor devil" find an opening—someplace else. But I always found myself looking up the address of the next agency to call on, where I would be cordially greeted, put in a confidential chair, talked to in a father to son manner and then asked "Why don't you try the newspaper first?"

And it seemed to me that at each place, with the possible exception of the last, where I was hired, the attitude toward me was—"Here's another kid that thinks he wants to get into advertising."

This system of interviewing new men seems hardly fair. It is true that the young fellows who only *think* that they want to get into advertising greatly outnumber the ones who *know* that they do. And so those who are longing to get into advertising are swept down by the increasing wave of those who are only fascinated by it. As a result there are shouts of "Wolf" to such an extent that the deserving

applicant is not believed when he does tell his story.

Could there be a system for determining the extent to which an applicant is in earnest before sending him "to the newspaper"? If a man can show by a test that he is dead set on advertising, that will send him head, shoulders, and shoes above the others, surely that man should be valuable to an advertising company.

There are several methods that could be tried. One could ask some question such as—"Will you agree to work for us for one month without pay so that we may determine whether or not you are fitted for advertising?" (Not to be carried out literally.)

One might give the applicant fifteen minutes in which to state five basic reasons for his belief that he is fitted for advertising work. (From this his earnestness may be determined.)

I can readily understand that every sincere applicant cannot be given a position just because he is sincere. That is not my idea. The trouble is that so many "I'd like to try advertising" fellows, are obtaining jobs, while the few "I know I want to do advertising" fellows are pushed out of the picture.

The plea that I make is not necessarily to hire every man who is good, but to give every man a chance to prove that he is sincere and earnest before deciding that he is not. In short, drop the attitude of "you'll never get a cent of my money," because there will have to be advertising men in the next generation, too.

Advertising is of age. Why not have a student training course for the beginner such as the large industrial concerns operate? Put the new man through a year of training, serving in all of the departments. He would be worth much more to his company at the end of that time than he would be if he were simply put in one department and left there.

So give a thought to the young man who is trying to enter the advertising business. If he is sincere, help him; if he isn't in earnest, tell him so. Tell him that he would be better off if he did not get in advertising if you really feel that way. Then if you have misjudged him, it will only make him try harder; and if he believes you, then you will have done him a good turn, because he did not really want to get into advertising anyway.

How Shall We Make Up Our Salesman's Sample Case?

RAY GILES

BEFORE answering the question raised by the title of this article, it may be well to look at some of the reasons for the use of sample cases. The purpose of a sales department that provides its men with sample cases will sometimes have a great deal to do with their form and contents. As a general rule, sample cases are used for such reasons as the following:

(1) *To arouse interest.* Obviously an uninteresting sample case is worse than no sample case at all; the best sample cases are always interesting. But even where the manufacturer is not fortunate enough to have something spectacular to put in his case, the fact remains that even ordinary exhibits may be better than no exhibits at all. Merely having something to put in the hands of the dealer makes a sample worthwhile. A successful sampling crew was instructed to knock at housewives' doors—and, as soon as a door was opened, hand a cake of soap to the lady of the house with the polite request, "Would you mind holding this for a moment?" With the soap in her hand she could not close the door, nor could she shoo away the sampling man until he had, to at least some extent, satisfied her curiosity. A sample in the hand beats two in a sample case in arousing curiosity. When the dealer's palm contains an interesting sample, his curiosity is far more thoroughly aroused than when some general conversation tries to describe that same article.

(2) *To create a common bond between buyer and seller.* Why? Because buyer and seller are contem-



Drawn by Charles Voight for Waitt & Bond Co.

plating the same thing instead of taking opposite sides of an argument. They are looking at something *together* instead of feeling the wall of separation that so often exists between dealer and salesman.

(3) *To obtain better attention for sales talk.* Few of us are gifted with the power of absolute concentration. A buyer looking at an interesting sample is far less subject to mental wandering than one who is listening to a salesman's monologue unaccompanied by interesting exhibits.

(4) *To tell a manufacturing story.* From a sample case a tire salesman can show the materials that make his tire. His cross-section of it may tell a great deal that an examination of a tire would never show.

This is particularly important where the good qualities of a product are hidden under an outer finish which to the eye may seem to be as good as that appearing on some cheaper product.

The sample case may even be a portable moving picture outfit which can take the prospective customer through a whole factory. In one case

a manufacturer had his salesmen take out old-fashioned stereoscope outfits with prints of his big machinery. It was impossible for the salesman to carry about samples of his turbines, but through stereoscopic photography with the frames and enlarging lenses the prospective customer could see the goods in large size and perfect modelling.

(5) *To save money in sampling.* A sample case saved a great deal of money for one candy manufacturer. He wanted to impress the dealer with the variety

of centers used in his chocolates. The salesman's practise had been to pull out a fresh box of chocolates and cut each one open. This was impressive but expensive. Then a set of chocolates was cut open. A half of each chocolate was glued to a heavy cardboard base, the whole being covered with cellophane and then slipped into a sample case. The dealer saw the variety just as well and more quickly.

VERY often the expense involved in opening or giving away packages of a product can be cut down materially by carrying the goods in phials, bottles, or other containers and dispensing sample quantities. A manufacturer of spices and condiments puts up samples of his goods in little medicine bottles which are carried by the salesmen in medicine cases similar to those used by homeopathic doctors.

(6) *To demonstrate a food.* The salesmen handling a new sandwich spread buy a loaf of bread when they enter a grocery store. They then open their sample case and take out a bread knife and a can of their product. They slice the bread and make

sandwiches which they pass to the proprietor and clerks. Any customers present are also invited to try the sandwich. There is no way like that to sell!

A NEW ginger ale company sends out salesmen with bottles of its product. The salesman buys a bottle of the ginger ale which the dealer considers the best that he carries. Out come Lily Cups and a bottle of the salesman's product. Both bottles are opened. The dealer is invited to drink a cup of his own ginger ale first, then a cup of the new product. Three times out of four the dealer admits that the new product is better. How superior that is to talk!

Demonstration schemes may, as was indicated in the case of the sandwich spread, be made to include the dealer's customers. Buyers of the product may thus be created before the dealer's eyes. Or the dealer himself may buy. When his stock arrives the salesman, at the first opportunity, comes in and samples the clerks and some patrons of the store.

How shall we assemble the sample case? Some important points to bear in mind are these:

(1) *Size.* The size of a sample case is like the length of the copy to advertise a product. The sample case, like the advertisement, must do a definite selling job. If a number of samples must be used—and if those samples are interesting—the sample case must be large. But if the salesman has to carry a big case he may be tempted to forget it. Don't blame him for that. Big sample cases must be so good that the salesman is enthusiastic about them. Then he will use them in spite of their size.

There is also the dealer to consider. A big sample case may make him feel that he will get hung up for a lot of time if the salesman once opens it. That is why a big sample case must enlist the salesman's enthusiastic cooperation.

What about the very small sample case? In extreme cases it may weigh only a few ounces and be carried in the side coat pocket. No bother at all. The salesman starts talking. Out comes the coat pocket sample case, opened in no time at all. Samples shown before the dealer has a chance to object. Theoretically this is the ideal sample case, but its creation is not always easy. It is a good goal to

aim at, although I know of one instance where the salesman reported that the sample case was so small and incomplete that dealers were not interested in it. Like an over brief, fragmentary piece of advertising copy, it failed either to interest or to convince.

There are two more points about size: The sample case should fit easily under a Pullman berth. This points to a flatish case rather than to a square one. A flat case is also easier

to carry. The arm hangs straight and naturally. A big, square case makes the arm go out at an unnatural angle.

(2) *Order.* In most sample stories the exhibits must be shown in a certain sequence, so it often pays to number them. This helps both buyer and seller; and when putting the samples back in the case in the right order.

Samples of dissimilar size may appear to be less orderly, but they add interest (*Continued on page 68*)

The Advertising Manager's Job

H. H. SQUIRE

Advertising Manager, The Hinde & Dauch Paper Company

DISGUISE the fact though we may, the primary function of the advertising manager, like that of the purchasing agent, is defensive, or at least, conservative.

But though purchasing and advertising departments alike are created from fundamental motives of conservation, that conservation must be intelligent; for economy at the expense of efficiency is waste, and will not be tolerated. The purchaser may not provide poor materials or flimsy appliances, for in the end these are costliest; and the advertising manager is under a like obligation to deliver advertising that is efficient and profitable. This I firmly believe he cannot do alone, for "a man who is his own lawyer has a fool for a client." That is where the agency comes in, with all the force and vigor of necessity. And to employ agency service profitably, something more and better than mere cheese-paring parsimony is required of the industrial advertising manager. His field is in the realm of fact. Labor he may and should to communicate his facts to his agency, but there will always be important matters of which his industrial background will best qualify him to judge, just as the *how, where* and *when* of their presentation will be best understood within the agency. The equipment of the advertising department should therefore be specific and individual, while that of the agency has its value in its breadth.

The advertiser, through his adver-

tising manager, should furnish the background of fact finding, should see that his advertising comports with actualities, financial and factual, and should carefully measure and weigh results. He must depend upon agencies for ideas and initiative. He must work with them—lean on them, if you please—but he must rarely require his agency to say *no*. When it has to be said, usually he must say it himself. He had best be careful not to say it at the wrong time, and to say it only when it should be said.

BETWEEN an advertiser competent to expound his own difficulties, abilities and possibilities, and an agency skilled in the interpretation of the service he offers to his public, there should never be any clash. The work of the advertiser and his agent is complementary, and neither the agency nor the advertising department manager could produce the best results without the other. Who, if not he, can best read the public mind and determine the method, mood and manner in which we may approach it? Yet, to whatever heights genius may beckon him, he must stand firm upon a solid ground work of demonstrated facts which none so well as the advertiser himself can prepare for him. Let the advertising manager feed him the facts. His advertising power plant must be fed and serviced. Facts are its fuel. He must supply them, for steam must be kept up; but if cold water is needed, to prevent the overheating of the boilers, he is the one who will doubtless have to turn it on. That, as I view it, is the advertising manager's job.

Portions of a recent address delivered before the Industrial Division of the Cleveland Advertising Club.

THE SILHOUETTE IN ADVERTISING



P O R T O M A U R I Z I O

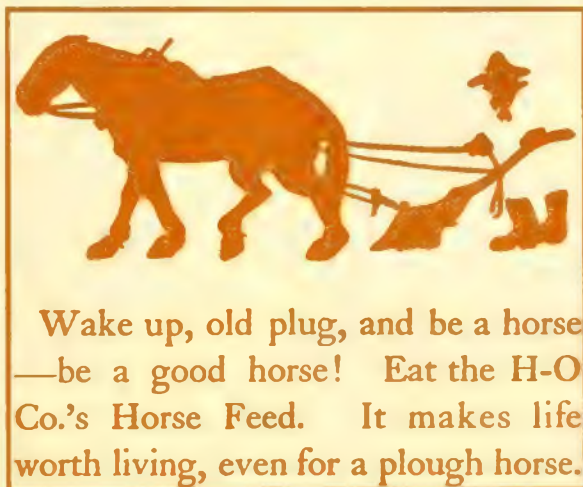
Designed by a student in the State Academy of Art, Düsseldorf, Germany



From a photograph by Fred Bradley for the Silver-smith's Guild of America, New York



From a photograph by William Shevell Ellis, Philadelphia; drawn by J. Walter Davis for The Procter & Gamble Company, Cincinnati



Wake up, old plug, and be a horse—be a good horse! Eat the H-O Co.'s Horse Feed. It makes life worth living, even for a plough horse.

Drawn by Walter Fawcett for Hecker H-O Company, Inc., Buffalo



Letterhead drawn by Harvey Hopkins Dunn for Edward Stern & Co., Philadelphia

THE SILHOUETTE IN ADVERTISING



Designed by Charles Paine for the Scottish National Players



Drawn by Mrs. Esther Brock
Bird for *The Sportsman*,
Boston



Drawn by C. B. Falls for B.
W. Huebsch, Inc., New York



Drawn by Perry Githens for *Harper's Bazar*, New York

WHO has not at one time or another succumbed on the Boardwalk, in embarrassed vanity, to the seasoned wiles of the Professor, to slide finally off the dais clutching a scissored profile, which the spieler insisted was really a remarkable likeness? After the Little One had pulled the nose off the thing, it disappeared — and was not replaced. We never thought of it as being especially decorative.

But, judging from the number of silhouettes that appeared in this year's crop of *Ye Antique Shoppes* our ancestors — or the antique manufactories — felt differently; and so apparently does the modern commercial German, whose astuteness is not to be despised, and an increasing number of Americans. Be it a splash of black leaping out from the white of a page, or carefully arranged white on a calm background of black, it is always striking and can be startling. Capable of bearing graceful design, of expressing bold, incisive strength or the quiet of geometrical forms, it has shown advertisers that it is possible for them to get as satisfactory a variety of effects from a silhouette as from an intricate line drawing.

The Germans even occasionally replace—and with success—the pen of the artist with the ornaments of the typefounder, as is shown here in the architectural *Porto Maurizio* design. Their interest in this use of typographic material is marked.

The conservative American has probably not given the silhouette its complete due. Perfectly adapted by its nature to combine sympathetically with a surrounding of type, its use as trade-mark or logotype is obvious. The danger is that the advantages of employing it more prominently and with greater confidence will be overlooked, and an excellent, and not expensive, technical medium for advertising art will be allowed to languish wastefully in desuetude.

THE SILHOUETTE IN ADVERTISING



From an advertisement of
Buoyant Chairs, London



Drawn by Zéro for The House
of Bisco



Drawn by Witold Gordon for
Delman Shoe Salon, New York



From an advertisement of
Yamatoya, New
York



Drawn by Zéro for Weber &
Heilbronner, New York



Designed by V. M.
Hillyer for the Calvert
School, Baltimore



A silhouette designed for W.
A. McLaughlin, Inc., New York



Drawn by Gustav B. Jensen for
the Bonner Publishing House,
New York



Drawn by Hans Flato for The
House of Tre-Jur, New York

THE SILHOUETTE IN ADVERTISING



The "shadow show," a new form of advertising film made by Julius Pinschewer, Berlin, Germany

Silhouette



From a lecture advertisement designed by a student at the State Academy of Art, Düsseldorf, Germany



Designed by Winold Reiss for Crillon, New York



This and the word "silhouette" found above were designed by students at the State Academy of Art, Düsseldorf, Germany



A poster designed by F. Ahlers, Berlin, Germany

A Constant Reader Shies Off

L. E. MCGIVENA

Promotion Manager, "The News," New York

LIKE many another minor practitioner in advertising, I have followed Claude Hopkins' business autobiography in the pages of ADVERTISING & SELLING with intense interest. To any of us in this business any extensive record of advertising experience is valuable, interesting. And when that record is as long and varied, as brilliant and successful as Mr. Hopkins' is, it is memorable and impressive. But with Chapter XIV—"Scientific Advertising—Some Principles That Have Been Thoroughly Tested"—this constant reader begins to shy off and make reservations.

Mr. Hopkins humanly succumbs to the usage of verbs in the imperative mood. He writes—*do, do not*; and also—*never, always, must*. These are dangerous words, even for an old master. Dogma is always dangerous. It is accepted absolutely in one certain religious persuasion; and the acceptance in that audience rests on the assumption of divinely prerogative privilege. It is particularly dangerous in this business of advertising.

Mr. Hopkins' title—"Scientific" Advertising—is in itself a contradiction of terms. Despite the best effort and contributions of men like Mr. Hopkins, advertising is not a science. Nobody can prove that it ever will be a science. Probably nobody will ever live long enough. And if he does, the subject matter will change too often.

* * *

Let us contemplate casually the scientific method as such.

A scientist, a worker in one of the recognized sciences, learns by experiment. He takes fresh material, consistent material, material always the same at first. He measures, weighs, examines, certifies. He notes time, place and all discernible conditional surroundings such as temperature, light and atmospheric density. He works in the same place, with the same instruments, and with the same condi-

tions as far as possible. When the same procedure under the same conditions produces the same result, he is on the way to finding a principle. Then he begins to change his elements, one after another, and notes results. If variations from the original finding occur, they must be verified and explained. Thus instances are developed, recorded; reactions confirmed; case histories built up. Such, roughly, is the scientific method. It can hardly be said to prevail in advertising practice.

THE true scientist is cautious. Read the reports of any scientific body. Individuals report on experiments, and cautiously draw conclusions. Collaborators confirm. Technique is established. After innumerable experiments, a principle may be developed, and so promulgated.

But the advertising practitioner cannot and does not proceed as the scientist. He tries something. It works, and he develops a rough rule of thumb. Others try the same thing. It may or may not work. After a while, it does not work at all. Even if the creative advertiser had money, time and opportunity enough to set himself in a research chair, it is extremely dubious if he could make advertising

or even certain aspects of it scientific, because his material is never the same.

The bacteriologist may experiment with certain bacteria. He starts with a neutral culture in which his bacteria may feed and grow. If he cares to repeat the experiment, he starts again with a neutral culture, exactly the same. But the advertiser cannot start with a neutral culture. His field consists of people. Advertise tooth paste or cereals or oil burners extensively for a year, or two or five years, as an advertising experiment, if you will. You may repeat the experiment, but the field is not the same as the one you started with.

Give a chemist a wet inorganic solution X. He can detect the presence of lead or silver or iron in it. But he is helpless if a half-dozen chemists ahead of him have used the solution and mucked it up with various reagents. So it is with advertising. Our solution X is never the same after somebody has advertised to it.

You may say that there are known fundamentals of human nature. Certainly there are. You can find them in the Bible, or in Shakespeare, and in the works of George M. Cohan. Any newspaper reporter can tell you some or most of them. So can any literate actor or politician. The fundamentals are simple. But their aspects, perceptible forms and variables are anything but simple. Reaching the fundamentals is difficult. Fundamentals are elemental, but people are complex.

Tell an advertising man that people love, hate, aspire, hunger, fear, fight. Tell him they want to keep on living, to marry, to breed children, to have power, to enjoy comfort, admiration, respect, and so on. Fundamentals! What of it? I know what a house is made of, but I cannot make one. I shall have to spend years becoming a house builder before I can make a passable or livable or salable house. Yet a house (Continued on page 84)

Editor's Note

With the current issue, Claude Hopkins' autobiography comes to its conclusion. "My Life In Advertising" is now published in book form by Harper and Brothers. No single feature we have printed has aroused so much comment as this serial. Many letters have come to our desk—mostly commendatory; others questioning whether Mr. Hopkins' advertising "principles" could be applied as generally as he rather positively states. We publish the following intelligent criticism in line with an established policy of presenting both sides of every subject under discussion.

A Plea for Us Oldsters

"Please, Won't More Men Who Make Things Make More of the Kind of Things We Want to Buy, and Talk More to Us About Them in Our Kind of Language?"

GEORGE L. PRICE

Secretary, The Mayers Company, Inc., Los Angeles

WE are the oldsters . . . ten million men or more, thirty-five to fifty-five years old and beyond, who—for the first time in our lives—are just beginning to have all the money we want to spend—more money than we have ever had before; more money than any similar sized group of men has anywhere else in the world today, or ever has had at any other period of history.

We have to have homes to live in, chairs to sit on, and beds to sleep in; food to eat and tables to eat from; cars to ride in and clothes to wear and books to read and shows to see; things to play with and work with. Most of us have wives to whom we pay allowances as our consciences dictate rather than alimony as the courts decree. And, among us, we account for fifteen million boys and girls of nine to fifteen years who also must be fed and clothed, sheltered and educated, entertained and doctored, and have other things done to and for them.

We are no longer young, but we have not lost our capacity for living; most of us have just begun to know how to live and to have the wherewithal to live as we want to. But the flaming youth school of advertising tells us that our tastes, our standards, our requirements are hardly worth bothering about. Youth is all that matters nowadays, and, except as possible purchasing agents for youth, we don't count.

Let us look at this market that the youth cult says nobody wants. All told, it numbers some thirty-five million people—twenty million adults, fifteen million children.

Barring the failures (who still are making no less than they did at thirty, and about as much as the average youth



Designed by a student in the State Academy of Art, Düsseldorf, Germany

of thirty or less of today), most of these families are just beginning to have the things they've been slaving and saving for during the last ten or twenty years. They're moving into better homes, buying better furniture, driving better cars, joining better clubs. With experience and age have come better tastes, and also the ability to indulge those tastes.

They are pretty good spenders, these oldsters. With homes bought and paid for, and a share in the business, or a few nice blocks of dividend-paying stocks, and a lot of life insurance paid up, or about to be, they are not worrying so much about the future. And so they can devote themselves more whole-heartedly to the present and the fullness thereof.

In addition to buying liberally of things they want, they have formed the habit of paying pretty generally on the dot. They don't go in much for installment buying, and when they buy

on straight time they are quite likely to meet their bills when they are due. Also they are, or have been until of late, confirmed buyers of advertised items of demonstrated, acknowledged merit. Boot-leg merchandise hasn't had much appeal for them.

From almost every possible view-point they would appear to represent a pretty fair type of customer for almost anyone who has anything to sell through legitimate channels. But, it seems, they fail in several important particulars. For one thing, some of these oldsters don't care for Eugene O'Neill; it is even whispered (God save the mark!) that some have never even heard of him. Some of them have archaic notions about family relations, religion, politics and patriotism. Some still believe that "Black Bottom" refers to good corn land, and that Charleston is the name of a sizable city somewhere down South.

That is the trouble; they haven't youth . . . they are not modern. "Gosh, Big Boy. They ain't even sophisticated!"

One can hear, however, the ready chorus of the youth cult: "Oh, we're not forgetting these old-timers. They're youth-worshippers, you know, and anything that appeals to youth is sure to appeal to them. If we don't get 'em direct, we hook them through their sons and daughters, who, thank goodness, are modern and know what we're talking about. Don't worry; we land the oldsters all right!"

But do you? I seem to detect in the minds of quite a lot of these old-timers something approaching tolerant contempt for professional flaming youth; for its standards, for its judgments. As for youth worship, I know any (Continued on page 72)

THE EDITORIAL PAGE

The "Mass" Idea Dominates

THE Aeolian Company vacates its splendid salesrooms on Forty-second Street, New York, and a few months later a Woolworth store takes its place. We know of nothing which indicates more clearly what is going on in the business world. American industry is, apparently, dominated by the "mass" idea in selling as well as in production.

The Mediocrity of Insincerity

REGARDING insincerity in advertising copy: when men write insincere advertising they do it, not because they want to write that kind of advertising, but because they think it effective. And some notable examples of insincere advertising have proved exceedingly effective.

But deprive them of the possibility of using insincerity, and they will still find a way to write successful advertising. They may grumble and fume about it, but in the end they will find a way of doing a *better* job with honest, fore-square advertising.

Laziness and lack of imagination, rather than dishonesty, are at the bottom of most insincere advertising, just as they are at the bottom of nearly all mediocrity—for advertising insincerity is a form of mental mediocrity.

Let the advertiser insist, and the agency and the advertising manager persist, and ways will be found to remove the last vestige of insincerity from advertising.

Fashion the Only Sales Appeal That Counts

IT is difficult for manufacturers who were trained in the pre-war school of selling to understand that fashion in many lines is today the only sales appeal in which the public is interested.

Take the watch business as an example. The wrist watch is rapidly supplanting the pocket watch. Wom-

en have been using the wrist or strap watch exclusively for many years, and now men also are expressing a decided preference for it. A surprisingly large percentage of the current sale of men's watches is of the strap type. The jewelry trade claims that if the vogue continues at its present pace, in a few years the pocket watch will take its place beside the dodo and the horse and carriage.

The significant thing about this development is that the wrist watch is conquering the market, despite the fact that it has not been perfected as a timepiece. Because of the constant shaking and tossing to which it is subject, the average wrist watch does not keep accurate time.

But this does not seem to worry the public. People are buying wrist watches because they are in vogue. In other words, fashion has displaced accuracy as the principal selling argument for a watch.

Breaking Down Resistance Advertising's Job

A LETTER from Arthur H. Dix was recently published under The Open Forum, in which Mr. Dix made this statement:

The major function of business paper advertising is not to make direct sales, nor even to produce inquiries, but to cut the cost of personal selling.

That is one of the basic principles of advertising, but like all fundamental truths, we do not give it the attention which it deserves.

The primary purpose of all advertising is to break down resistance—to make easier the acceptance of a product, idea or proposition. This is the object of advertising, regardless of whether the message is addressed to the consumer, to the distributing trade or to the industrial buyer.

And all advertising, no matter how ineffectual it may be, does accomplish at least a portion of its objective. It is impossible to do any advertising, any place, any time, without succeeding in breaking down some resistance and in creating some acceptance for the thing advertised.

Good-bye to Fake Testimonials in 1928?

THE January issue of *The Forum* contains a debate between Stuart Chase and Roy Durstine. It is called "Are We Debauched by Salesmanship?" Says Stuart Chase:

It is recorded that a certain advertising agency offered a reward of five hundred dollars to anyone on its staff who could secure the name of a very great lady in New York society as an indorser of a toilet preparation which the agency was handling. A young woman after several gallant attempts received the prize, amid the applause of her colleagues. The bait that she offered the matron was five thousand dollars; and her argument was to the effect that while the great lady did not need the money herself, the five thousand dollars would be very useful to help meet the constant appeals for charity with which all great ladies are deluged. What was a name and a picture against a Lady Bountiful helping as never before to bind up the broken hearted? The lady signed on the dotted line, and a million lesser ladies shortly learned the happy news that an idol of Fifth Avenue used daily the compound that was to be purchased in any drug store. As a matter of fact, she never used it, and never intended to.

Says Roy Durstine:

Recently in Franklin P. Adams's column in the *New York World* appeared a couple of paragraphs devoted to Vincent Richards's article in *Liberty* telling why he turned professional.

"Queens indorse cold cream," said Mr. Richards. "Actresses praise pipe tobacco. Society women pose in the latest clothes. They all get paid for their statements but no one thinks it unethical."

"Footfault," replied F. P. A. "There are a good many of us who think it unethical; some of us consider it downright crooked, not only in the person who endorses this or that without knowing anything about it, and signs her name as a user of something she doesn't use, never has used, and never will use; but also in the concern bribing the endorser."

To one who has never believed in the use of the paid testimonial, these are encouraging signs. Changes in thought about advertising practice come gradually. When enough people believe one way, the rest just have to come over. The elimination of paid testimonials from advertising will not be accomplished by resolutions or legislation—not even by such energetic protests as Mr. Chase's. It will come about when enough people realize that it hurts the believability of all the rest of advertising.

We don't believe that in 1928 many reputable firms will dare to launch campaigns based upon fictitious testimonials. The paid testimonial is on the way out. The public is on to it. Unfortunately in getting on to it, the public's opinion of the truthfulness of advertising has slipped several notches.



Courtesy R. S. Utatowski, Posen

HORTICULTURAL SECTION OF THE POSEN FAIR

Foreign Fairs as Trade Promotion Agencies

S. K. KUSHELEVSKY

Regional Expert, Bureau of Foreign and Domestic Commerce

INADEQUATE interest in most of the European fairs on the part of American exporting firms, as indicated by the very limited participation of American products in some of these fairs, and their conspicuous absence from others, and especially by the lack of cooperation on the part of American concerns with their European distributors, warrants the assumption that the nature and scope of most of the European fairs are misunderstood, and that their value as trade promoting agencies is greatly underestimated by American firms interested in foreign markets.

As a matter of fact, a number of the international fairs in the larger eastern European countries, as well as in the Balkans and the Near East, deserve serious consideration as avenues that offer wide opportunities for the popularization of American manufactures in outlying territories, and among a great variety of merchants and consumers who cannot be reached by any form of advertising.

Reprinted by permission from *Commerce Reports*, Washington, D. C.

Of the international fairs created during the last several years of the post-war period and of special interest on account of their rapid development, there may be mentioned two in Poland—the Poznan (Posen) Fair and the Eastern Fair, held annually at Lwow (Lemberg); the two Yugoslav fairs at Zagreb and Ljubljana; and the Saloniki Fair in Greece. All these are typical examples of the “errors of omission” on the part of American exporters with regard to foreign fairs.

The Polish fairs in particular, originally organized as purely domestic trade agencies, soon outgrew their local character and developed rapidly as important agencies of international trade. Although the number of foreign exhibitors at these fairs has expanded noticeably, American participation is still lagging far behind, though gradually increasing from year to year.

The first Saloniki Fair, held in October, 1926, was given wide prominence and great support by the Greek Government and the local chamber of commerce, and was generally hailed

as a success and a medium that holds promising prospects for the development of international trade. The fair grounds extended over an area of 5000 square meters, contained eight large pavilions and nineteen smaller ones, and had a large open space devoted to machinery exhibits.

Among foreign industrial products, the American ranked third in number of exhibits—chiefly automobiles, agricultural machinery, electrical installations, typewriters and pumps—shown exclusively by their foreign distributors.

As characterized by the American consul at Saloniki, Robert F. Fernald, the American exhibits “were scattered throughout different pavilions and, with the exception of the few chief products, were not shown conspicuously, so that visitors could hardly identify the country of origin of the goods.”

Complaints of lack of interest in the fair on the part of American firms were voiced by their European distributors. “American concerns failed to cooperate, financially or otherwise,

BRUCE BARTON

ROY S. DURSTINE



ALEX F. OSBORN

BARTON, DURSTINE & OSBORN

INCORPORATED

AN ADVERTISING AGENCY

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

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

New York: 383 MADISON AVENUE

Boston: 30 NEWBURY STREET



Buffalo: 220 DELAWARE AVENUE

Member American Association of Advertising Agencies

Member Audit Bureau of Circulations

Member National Outdoor Advertising Bureau

financially or otherwise, with the foreign distributors who have undertaken the exhibition of American products for their own account." Another point emphasized by the American consul is the fact that "the exhibitors of two of the foreign countries who have been most successful at the fair owed it to the collective pavilions in which all the exhibits from the respective territories were grouped together."

The Zagreb International Fair, which in a relatively short time has developed from a modest local exhibi-

tion into a permanent organization for the promotion of international trade, with three special sections for foreign industrial exhibits, such as machinery, automobiles and radio supplies, is also, relatively speaking, neglected by American firms. Owing to its central location, Zagreb is considered the future commercial and industrial center of the country, and the fair draws visitors from all parts of Yugoslavia itself, as well as from the adjacent Balkan and Near East countries.

Here again, at least two foreign countries had (Continued on page 52)

he sees many opportunities to improve the style, the phraseology, the arrangement, and everything else.

He starts making little changes here and there. Then he goes back and makes some more as they occur to him. Finally he gets it all arranged just right, and when he is through it is entirely different. In many cases it would be more economical to throw the first job away and start anew.

USUALLY these thoughts do not occur to the buyer. He considers the original job as being worth a certain amount and anything that he does to it afterward as being merely corrections. He is likely to make a guess that an additional charge of ten per cent or so should be a great deal merely for making a few amendments.

Yet there have been cases handled by the Board of Arbitration in which "author's alterations" totaled three and one-half times the cost of the original job. One piece of composition which cost a hundred dollars to produce ran to four hundred and fifty dollars before the buyer was through changing his mind.

Of course, the case cited was brought to court. The bill was contested and the buyer was rather pathetic in his ignorance. Yet there was no justice to his side. The printer had the complete series of proofs, showing all the changes, and cost sheets indicating the amount of time put on the work.

The evidence was conclusive. Charges were based on standard cost rates and, considering the amount of work done, the bill was slightly less, instead of more, than it should have been.

There was not a trace of reasonable doubt. The buyer lost his case.

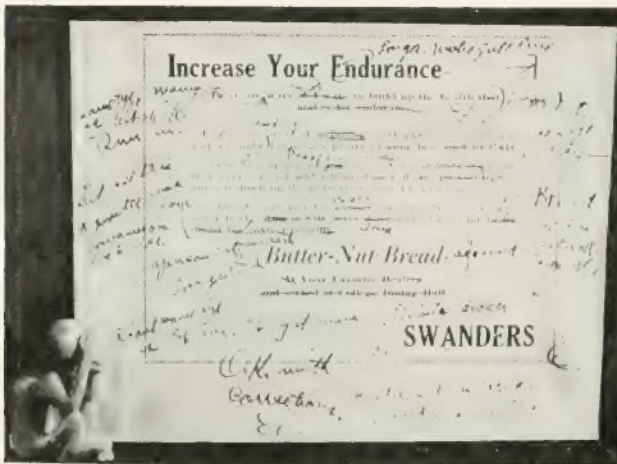
Similar incidents develop every day. On periodical publications, among buyers of direct mail publicity, and in every branch of printing the situation is the same. An astounding percentage of all of the work that the printer does is a waste, compared to what the charge should have been if the customer had but known in the first place what it was that he wanted.

If printing is sometimes high in price in comparison with the results obtained, a very large part of that needless cost is due to this one evil. It is a financial sacrifice on the altar of loose thinking.

The High Cost of Mind Changing

One of the Expensive Evils within the Printing Industry

EARL H. EMMONS



IN the City of New York there is a small group of earnest, hard-working men, the Board of Commercial Arbitration of the Federation of Graphic Arts, which is devoting much time and effort to the creditable occupation of pulling printers out of their difficulties, nearly all of which are caused by the luxurious practice of mind-changing that is entirely too prevalent among printing buyers.

The great majority of the suits brought before this board have one cause—delayed thinking, better known as "changing the mind." More trouble is caused by this habit than by any other in the printing business.

In fact, among the cases handled by the board there is a similarity which is monotonous. A customer decides

to have a piece of printing done. He, or someone else, rushes the copy together, gives it a hurried "once over," and hands it to the printer with the hope that he can do something with it.

The printer does his best and submits proofs. Then the fun begins. When the customer sees his copy in type it looks entirely differently from the way it did in the original manuscript. He sees places which he would handle in another manner if he had it to do over. He sees other places where he has done things that no one in his right mind ever should have done. Altogether it makes him positively sick.

Then he begins to remember what he meant to put in the copy in the first place. Ideas come to him, and



To Make a Long Story Short

THE foreman saw it would lighten his work. The roadmaster saw it would speed up the job. The division engineer said, "Let's try it out." The results of the test convinced the engineer maintenance of way and the chief engineer that the appliance would save money and should be made standard for all divisions on the road.

It's a good story and a true one—for these men are important factors in influencing the purchases

of railway products used in the construction and maintenance of roadway and structures.

As one of the five Simmons-Boardman departmental publications that comprise the Railway Service Unit, *Railway Engineering and Maintenance* is devoted exclusively to the interests of the chief engineers, engineers maintenance of way, division engineers, supervisors bridges and buildings, supervisors water service, roadmasters and foremen.

Simmons-Boardman Publishing Company, 30 Church St., New York

"The House of Transportation"

Chicago: 105 West Adams Street Cleveland: 6007 Euclid Avenue Washington, D. C.: 17th and H Streets, N.W.
San Francisco: 74 New Montgomery Street

The Railway Service Unit

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

My Life in Advertising

*The Final Installment of the Autobiography of a Notably Successful Advertising Man
Formerly President of Lord and Thomas*

CLAUDE C. HOPKINS

I AM urged to include here something more of my personal history. It has not occurred to me that anyone would be interested in my private life, in my idiosyncrasies, habits and desires. But as this is a record of success in my particular line of endeavor, and an urge to others, it may be well to set down what I have gained by success.

I have always been an addict to work. I love work as other men love play. It is both my occupation and my recreation. As a boy, the necessity for self-support after school hours kept me from the playgrounds. As a man, my desire to learn all that I could about salesmanship has kept me from wasting time. The only game I ever learned is business. To me it has been all-absorbing. I have never played baseball, golf or tennis. My mother's Scotch Presbyterianism prohibited dancing, cards and theaters, and I have never in later years learned to enjoy them. I have owned automobiles since their earliest introduction, but I rarely drive myself.

My chief philanthropy has been teaching boys and men to love work. I have long been interested in an association which takes delinquent boys from the juvenile courts and puts them to work on a farm. It has saved many hundreds of boys in that way. In going to Chicago from my country home I arrive at six o'clock in the morning. For years I went immediately to Grant Park where scores of tramps were sleeping on newspapers, and I spent an hour or more in trying to interest them in work. I am a director of the Volunteers of America, and my particular interest is in prison work. I have accompanied Maud Ballington Booth in her lectures in Joliet Prison. I have helped to support Hope House in Chicago, a temporary home for the prisoners we get out on parole. My principal contribution to that ef-



fort has been a Sunday afternoon lecture on "The Joy of Work."

I have written magazine articles to argue that both boys and girls should work. I have ever insisted that my unmarried sister keep at work as I do, for the sake of her happiness. She is still teaching in the high schools of Grand Rapids. I sent one of my daughters to work on the stage. The other one married soon after graduation from Smith College. She went to work as a mother, then as president of women's clubs—two at one time.

THEN to some extent as a lecturer. My wife works some fourteen hours a day. She is our chief gardener, and as such has developed the finest flower gardens in Michigan. Hundreds of people from near and far come to view them every summer. She manages a large country home which is always filled with guests. We figure that we serve here 3500 breakfasts in a summer season. She is also a musician, devoting to her practise some six hours a day. In Chicago she is famous as a charity worker.

When we had unmarried daughters

our house was filled with young men on vacation. I let them know that I did not approve of their idleness. My arguments set many of them to work in their college vacations, acquiring habits to aid their careers, and I have the satisfaction of knowing that in that way I helped many of them to success. They found that pocketing orders was more fun than pocketing balls. That winning a contract was better than winning a trophy.

My confinement to business has not been due to any love of money or fame. I have not even had a conscious desire to succeed. Money means nothing to me, save that my Scotch instinct rebels at waste. I do not even want to leave it to my children. They already have what is good for them. I want their husbands to have the joy that I had, of making their own success, so I do not deprive them of any incentive.

I long lived in utter poverty where hunger and I were pals. When I entered business I had to miss two meals a week in order to pay my laundry bills. I have also lived in luxury, spending as high as \$140,000 in a year. It has made little difference to me. I was as happy in one condition as in the other. I do not think we can go back to humble conditions without pangs, but I am sure that men can be as happy on one plateau as another.

The happiest man I know is a neighbor of mine who never made more than \$125 a month. Out of that he saved enough to build six small houses which he rents. Then he retired on the income. He spends his summers on my lake and working in his gardens; his winters in Florida. I often go down to his cottage for a lesson in contentment.

Until the income tax was established I kept no record of my earnings. Their volume meant (*Continued on page 50*)

“W W F”

That remarkable story from the pen of Colonel Charles A. Lindbergh is now appearing exclusively in Iowa in

The Des Moines Register and Tribune

The only newspaper in the state to publish “Lindy’s” dispatches about the history making flight from New York to Paris and his signed articles describing his Central American tour.

Just another reason why over
*200,000 Iowa families read
The Des Moines Register
and Tribune.

**November net paid average circulation 229,589 copies. Thirty thousand families like our papers so well that they read both morning and evening editions*



Writing Copy from the Inside Out

Beware the "Trick" Advertisement Which Attracts So Much Attention to Itself That It Distracts from What It Should Advertise

HUMPHREY M. BOURNE

Advertising Manager, H. J. Heinz Company

NO matter who he is—engineer or explorer, physician or lawyer, student of astronomy or of divinity—it is probably good for a man to cast his eye backward occasionally along the path that has led from then to now, that he may chart with a greater certainty the course of the future. Human nature has its vagaries, but it is always essentially the same. So, without thought of being academic or over serious, let us touch upon a few of the high spots in advertising that have come within the experience of most of those who realize that if an advertisement is to sell what it advertises, it should not be built for its own sake alone; or to glorify the writer unduly, or over loudly acclaim the artist, the engraver, the typographer, or any of the various mechanical aids which, while manifestly present, nevertheless should be seen but not heard.

All the factors of craftsmanship that make for a successful advertisement, although necessary to it, must soft-pedal themselves if it is to do what an advertisement is supposed to do—sell something.

Many advertisements are like those novel devices we often see that are intended to advertise some product. People are so interested in the device itself that they miss the message it is supposed to deliver.

It is so with a "trick" advertisement, with a clever advertisement, or with a conceited advertisement. It attracts so much attention itself because of itself that it actually distracts the attention from what it should advertise.

It is easy to get attention. A salesman in a red undershirt and a plug hat can get all the attention in the world. But he won't get many orders.

More than ever before an advertisement today must roll up its sleeves and get down to work. Magazines and newspapers are thicker. Advertising competition is fiercer. Color runs rampant. Readers are page

turners; their attitude toward advertising is sophisticated.

They can't be "dodged" into reading—much less into action. When they do read they want the facts; and all the pretty graces and trimmings will not "sell" them if the sensible facts are not there.

That does not mean that an advertisement should not be inviting. A good advertisement demands fine art. It calls for good writing. It requires a thoroughbred typographical appearance. But above all it does demand common sense—the facts stated simply and sincerely. An advertisement should abound with "human interest"; but fancy frills and furbelows, simply for their own sake, are often the clowning touch.

THE longer we are in this occupation of making advertising pay, the more we realize that it is indeed a serious business. We learn by learning to unlearn—as much what *not* to say as what *to* say. We learn that in the long run fanciful phrases and mere cleverness are interfering factors. We learn more and more that while good advertising must walk with kings, it must never lose the common touch.

Let us dwell upon a few of the high spots in advertising that have come within our own experience. When we analyze them a bit they stand out, not because of any halo of brilliance but rather because of the old, reliable formula of common sense, simplicity, and sincerity skilfully applied.

About the year 1916, Eversharp thrust its head above the other pencils in a really serious way. Although it was a thing of beauty, it made its first bid for popularity on the basis of utility. The man who helped to build the first advertising for Eversharp wrote his copy from the inside out.

He first dissected the pencil and pondered over it for hours. He found that it held so many inches of lead,

that it wrote ten thousand words for one cent—with a clean point for every word. Some of the "headers" were—"10,000 words 1 cent", "Enough lead to write a library", "Always a clean point to write with", "A bosom companion for life".

The advertising made friends for Eversharp, first on the appeal of utility—a new convenient pencil that people were waiting for, were looking for, and were ready for—and then on the appeal of beauty: "Built with jeweler's precision", "As good to the eye as in the hand", "A pencil to be as proud to show as to use." There was nothing spectacular or remarkable about that campaign. The copy virtually wrote itself after the writer had decided to let the pencil speak for itself, instead of searching the heavens for gilded rhetoric which would only laud his own product at the expense of the advertiser's.

Do you remember the campaign that ran long ago: "Beer in brown bottles?" The advertising told how brown glass kept the sunshine out and the goodness in. Simple, wasn't it? There was not much more to say about the contents than was already generally known. But there was something peculiar to that product which remained to be discovered and featured.

THE point we are trying to make here is that there is a "brown bottle" appeal in practically everything that is to be advertised—if the advertising man will only search long enough and deep enough for it. It may be something seemingly trivial, which at first might escape attention by its very obviousness—but, the obvious truth is too often disregarded.

Let us look at some other "brown bottle" appeals which have won in our own experiences, and which once discovered left little need for fanciful writing—"Food shot from guns," "Removes Film," "Goodyear Tires—No-

GIVE
 NEW YORK A CHANCE
 TO **SEE** YOUR
 ADVERTISING
 IN 1928



THE small-page, small-size News can be read within the reading time limits of the average New Yorker. It gives the advertiser visibility—before the largest circulation in America. More than 1,200,000 copies daily; more than 1,350,000 Sunday!

they will **SEE** it in

THE NEWS
 New York's Picture Newspaper

Rim-Cut." "Ten per cent Oversize," "Halitosis," "It's toasted."

But a slogan is not necessarily a "brown bottle" appeal. Too much money has been spent in advertising the slogans which might better have been spent in advertising the products.

THE International Correspondence School's advertising is another fine example of an effective idea simply stated—"Let us Raise Your Salary." We all remember that copy: "No matter who you are, what you do, what you earn, or where you live, the I. C. S. will go to you and train you in your own home and spare time for a better job and a bigger salary."

That is simple, isn't it? A lot of you; your success, your salary. What man wouldn't rise to such an appeal?

Take also Dr. Eliot's Five Foot Shelf of Books. When Dr. Eliot gave the world in his five foot shelf the result of a life's observation and knowledge of the best books to read, he created a furor. Like magic the five feet of books appeared in public and private libraries. Possession of The Five Foot Shelf was an indication of an appreciation of culture.

Soon the time arrived when the shelf offered a more decided *success* value than ever—and "nothing succeeds like success." It is not difficult to recall some of the first "success" advertisements with such headings as: "Your Reading and Your Job," "You Are What Your Reading Makes You," "Leaders Are Readers,"—with "human interest" illustrations to match. There was nothing too high-brow about that advertising—just success and culture through good reading, planned for those who have as little as fifteen minutes of spare time a day. Tell the story of success, and the bindings will take care of themselves.

From Chicago, some years ago, an advertising man was sent to a manufacturing plant in Wisconsin to see how a certain product was made, and to produce a name for it. He donned overalls and roamed through the great factory. He saw men spinning teapots and kettles and saucepans, and other utensils from the silvery aluminum.

He walked on, and came to a great machine where huge sheets of the bright metal were being rolled into the required thicknesses. As the sheets came through he noted that they took on a highly polished surface like that of a mirror. That was his cue. He

returned home, knocked the R off MIRROR, and behold—MIRRO—with the selling expression: "Reflects Good Housekeeping."

It was a "go" from the start. Big, dominating pictures of kettles, saucepans, coffee pots appeared, showing graphically how, why and where Mirro excelled—with suitable copy to match. No "dew drop on the rose" stuff. No fancy trimmings. No "lover's lane" pictures. Just good aluminum, well pictured and well de-

scribed, so that today it is advertised, recognized, sold and purchased as Mirro, "The Best Aluminum."

It is a serious business, making another man's money pay—him. When advertising becomes the advertising man's plaything, it ceases to be advertising. But when he works with it, it works for him and for the advertiser, and declares dividends for both.

When an advertisement sets out to look pretty, simply for itself, it is so busy trying (Continued on page 60)

Will It Sink In?

STANLEY E. GUNNISON

President, Stanley E. Gunnison, Inc., New York

ART work, copy-writing, layouts and typography — "the technique of advertising" — have progressed in the last fifteen years to such an extent as to find most of us in accord in pronouncing the average advertisement as being at least sufficiently attractive. As a matter of fact, I believe we could take another step forward and say that the first impression of the average advertisement on the average reader's mind is a favorable one.

But—I use the term "impression" in the sense of something more than a mere "first impression." We grant that the first impression is there, and that it is good. We now seek to determine whether or not this impression is as substantial, as *lasting*, as it is good.

One advertisement of which I happen to know brought inquiries, favorable comments, and even requests for reprints, for a little over a year after its one-time insertion in the newspapers. Certainly this was an extraordinary event under extraordinary circumstances; but that it occurred at all will answer our purpose, which is to suggest that the average advertisement be subjected to the following scrutiny, before it is released for publication:

(1) Will it "sink in"? (2) Will it "sink in" deep enough to stay "sunk"? (3) Will it stay "sunk" long enough to react upon the subject?

It might be interesting and not unprofitable to organize and conduct an investigation along these lines; taking, for instance, the names of a thousand men and women, at random, sending them a questionnaire, and requesting

them to name, after five or ten minutes' reflection, the advertisements which they remember having read in the newspapers or magazines, and to state the specific or general point or feature responsible for the impression each advertisement had made—just *what* made it "sink in"?

Obviously such a test would have widely varying results, according to the intellect, inclinations or interests of each reader, even assuming that they all read the same publications. But it might at least give us a more definite basis of discussion as to what percentage of published advertising is as successful in carving grooves into the sub-conscious mind as it is in jarring the conscious mind.

IF this suggestion should "start something" in the direction of such an investigation or research, this article will have served its purpose, as the writer does not pretend to undertake, in this limited space, to offer rules and regulations for writing copy that will "sink in." Of such rules there must be not only almost as many in existence as there are advertisable products, but they must also be inevitably affected by so many specific factors and circumstances in each instance that even the vaguest generalization of the subject could not be wisely attempted here. We will, therefore, leave only one friendly reminder: Don't forget your "sinker" when you go fishing on the seas of Advertising; for, no matter how colorful or inviting your bait may be, you will not land your fish unless your hook is at a proper depth!

One-third of all American Manufacturing is embraced in what is termed the Metal Working Industries—the country's greatest industrial classification.

This field is composed of three interdependent groups,—

1 Manufacturers who machine, form, cast, fabricate or otherwise work metals. Their factory, plant or shop requirements are obvious.

2 Distributors of machinery, tools, mill and factory supplies, hardware products and metals. Their store or office requirements are obvious.

3 Producers of metals, whether they be ferrous, non-ferrous or alloys. Their mill or furnace requirements are obvious.

For 73 years The Iron Age has been the journal of these three factors of the Metal Working Industry. Your advertising dollar on any products germane to this field is well invested in The Iron Age.

"Back Seat" Copy

A Man Must Sit in the Front Seat If He Is to Point His Selling Messages Straight Up the Road

WALTER H. GARDNER

Advertising Manager, Caterpillar Tractor Co.

THE man who writes advertisements for farm papers of state or district circulation must learn that it is "ranch" in the Northwest, "farm" in the Mid-west, and "plantation" in Louisiana. To the westerner he must say "bucket"; to the easterner, "pail." Wheat is measured by the "sack" in the West; in the East the term is "bushel." It is "path" in Massachusetts; "trail" in Nevada.

Many are the pitfalls in selling idea and terminology that spitefully trip the man who does not travel far afield. The confines of an office shut out the distinctions of phrase and word that are demanded by different localities. An advertisement that is not brought into sharp focus by a close knowledge of the habits and terms of a class and a district is only a blurred mass of words.

Hundreds of copy writers must learn a jargon beyond their natural vocabularies, beyond the words to which the limited routine of office and social contacts expose them—the lingo of "hard-rock men," the language of the lumber man who speaks of "bummers," "high-lines," "skidding," "chokers" and what not; the idioms of the railroad man; the argot of the road builder; the vernacular of the sea.

A technical subject must be presented to technical men in their own terminology—and even the semi-technical sales talk had best be colored with the words that are most familiar to the man who is to be "sold."

The mere man who tries to describe a bit of Easter millinery in terms intelligible to his wife is no further afield than the skilled copy writer who sits at his desk and tries to sell a tractor to a farmer.

Here are difficulties—no single, definite piece of copy can carry a real appeal to all the readers of a national magazine. Here they plow in the spring—there in the fall. Here they pull disks—elsewhere mold board plows. Deep plowing is desirable in one place—fatal in another. And in some places they don't use plows; they use "chisels." Copy that leaves out all reference to these distinctions is emasculated; it lacks the vigor of direct selling, and is drab and colorless with generalities about "dependability" and "ample power."

A *Saturday Evening Post* advertisement writer who attempts to sell a tractor to the farmers of the nation must skim over a lot of thin ice. He must at once dodge the specific and avoid the temptation to sink into a

safe and colorless institutional message, or a mechanical description of his own machine that results in talking merely the language of his own engineering department. He can best appeal to the "angle of convenience"; he can arouse the desire to possess, not by talking of the farmer's work, but by picturing the attractive results that come from shortening working hours, from side-stepping drudgery and adding to profits. And even then his message will more nearly sell "tractors" than the particular machine of his product.

An ideal advertising presentation would be a series in a score of the farmer papers local to as many states. For in each state the crop would vary, or the season, or the method of work, or the terminology. And that is a big order for any one copy department in any one locality.

The copy writer who has not traveled will perhaps be tempted to write "back seat copy." The experienced man will as surely try to shoulder the task on a score of individuals in different communities. In the case of the Caterpillar Tractor Company the local dealer (his territory averages more than half a state) is encouraged to write his (*Continued on page 56*)



Which Cleveland Newspaper is read by Men?

A survey just completed by a large Cleveland retailer of men's clothing once again confirms the outstanding supremacy of The Press as a medium for advertising to men.

More than 2,000 men were interviewed in every section of the city,

among all races, creeds, classes and colors. Men who bought tailored clothes, medium-priced clothes, low-priced clothes. Among no group did The Press fail to hold its place as the *First* newspaper of Cleveland. Below is the condensed result of three of the 14 questions asked.

Question: "WHICH NEWSPAPER DO YOU READ?"

NOTE: Each newspaper is allowed 5 points for exclusive readers; 5/2 points for readers voting for 1 other newspaper; 5/3 points for readers voting for 2 other newspapers; 5/4 points for readers voting for 3 other newspapers; 1 point for readers voting for 4 other newspapers.

	Number	Points
PRESS	1766	2970.9
Daily Plain Dealer.....	1526	2239.9
Sunday Plain Dealer.....	1526	2228.7
Daily News	1267	1759.3
Sunday News	938	1087.7

Question: "WHAT NEWSPAPER DO YOU PREFER?"

	Number
PRESS	525
Daily Plain Dealer.....	176
Sunday Plain Dealer.....	152
Daily News	86
Sunday News	17

Question: "IN WHICH DO YOU LOOK FOR ADVERTISING?"

	Number
PRESS exclusive	426
Daily Plain Dealer exclusive.....	86
Sunday Plain Dealer exclusive.....	89
Daily News exclusive.....	38
Sunday News exclusive.....	9

AT least a half dozen large, comprehensive and important surveys of the reading habits of Cleveland people have been made by The Press and outside companies during the past two years. *In every instance* The Press shows what its

A.B.C. statement and its independently audited line-age reports show—*First* in circulation, *First* in advertising, *First* in everything that makes a newspaper *First*—the *First* Advertising Buy in Cleveland. Write for complete details.

The Cleveland Press

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



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

FIRST IN CLEVELAND

LARGEST IN OHIO

The 8pt. Page by Odds Bodkins



ON January 23-24 the Outdoor Advertising Association of Pennsylvania is to hold its 35th annual meeting at New Castle, Pa.

I am intrigued by the program as outlined by Tom Nokes, secretary of the association, in a general letter to the membership.

"There will be," he says, "demonstrations of non-wrinkle posting by both short-handle and long-handle brush experts. John Paver, the new head of the Plant and Service Department of the National Association is coming from Chicago to supervise the clinic."

Now I should really like to attend this clinic and watch these short and long-handle experts do some fancy non-wrinkle posting. I admire skill in any craft, and I like men who take their work so seriously as to hold a clinic on wrinkles. My best wishes to the Outdoor Advertising Association of Pennsylvania in convention assembled.

—8-pt.—

Commenting on the recent paragraph on this page in which I expressed wonder as to how Lawton Campbell of the advertising department of Postum got his inspiration for writing the play, "Immoral Isabella," C. C. Jackson of *Farm Life* writes, "Perhaps he got his inspiration from, not Postum but Sanka."

I think it more likely that Immoral Isabella is a Kaffee Hag.

—8-pt.—

Irvin Paschall, of Chicago, writes the Editor as follows:

Did you ever hear of "instinction"? If you never did, I want to be first to tell you.

By "instinction" I mean to define the mental impression produced by advertising. As I see it, advertising creates in the minds of consumers, salesmen, retailers, wholesalers, jobbers, manufacturers' representatives and the manufacturers' employees an "instinction" (or instinctive desire) for the goods advertised.

Consumer demand is a wonderful thing. Consumer acceptance is equally desirable and necessary, but for the last couple of years I have begun to feel that advertising went further than consumer demand and consumer acceptance, and that it actually created in the minds of all peoples in all levels of purchase and distribution this

"instinction" for the particular brand so advertised.

Did you ever hear of it before, and if you didn't, what do you think of it now?

To which the Editor replied that he was not very keen about coined phrases; that he thought they should grow.

"What do you think of it, Odds?" he asked, tossing me the letter.

"Doesn't count what I think about it," replied I. "The question is, what do readers of the 8-pt. Page think of it?"

What do they?

—8-pt.—

No; this is not reduced from a full-page advertisement. It is an actual-size reproduction of one of a series of little single-column advertisements running currently in New York papers.

Surely it is an object lesson to the man who thinks that much cannot be said—and skillfully illustrated—in small space. Much information and atmosphere is crowded into this tiny space.

Do you know rugs? If so, the Ghiordes knot is your standard of weaving integrity. That ancient carpet-knot is now tied in America—tied more evenly and snugly. The quality of these American-made rugs surpasses those woven in the orient. Prices are lower than equal qualities of imported rugs—designs and colors more in keeping with American home decoration. Visit the Whittall Salon at 5 East 57th Street, and see these splendid rugs.

—8-pt.—

Would that I might personally write to all those who so thoughtfully sent me

Christmas and New Year cards. The world is a fine place, after all, full of kindly and thoughtful people. My thanks to all my rememberers.

—8-pt.—

I salute Gladwin Bouton.

Gladwin Bouton gets out what appears to be a business card, but would serve equally well as a card to clip to letters. This card says:

EXTRAORDINARY PROFIT OPPORTUNITY

My Purpose: To make profits for you as a client of Campbell, Stenzel & Peterson, Inc., who can properly invest in diversified enterprises of outstanding character and management. My Definite Aim: To gain every day at least three clients who will so invest \$1,000 or more.

Gladwin Bouton
74 Trinity Place, New York
Telephone Whitehall 2449

Why should we all not advise the world more definitely of our aims and desires?

(I began myself last week by telling the world of my craving for an old Tibetan prayer-wheel!)

—8-pt.—

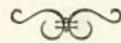
While walking Bagley Avenue in Detroit I noticed a very interesting display room with a sign on their window reading "The Electrical Exhibit—no merchandise is sold here."

My curiosity was aroused and I walked in to see just what the idea was. Mr. F. K. Tompkins, the manager, explained that about a year ago, the Detroit Edison Company, the Electrical Extension Bureau, the Electric Appliance Manufacturers, formed a corporation for the purpose of maintaining a display room in Detroit where electrical and other home appliances can be exhibited, tested, and demonstrated without any selling effort of any character, being made on those who come in to secure accurate and dependable information about the various makes of appliances.

These people run classes two or three days a week to which the public is invited and various desserts and other dishes are prepared with the equipment. The recipes for the food prepared on any given day are mimeographed and copies are given out.

This looks like an excellent selling idea to me and an idea that is applicable in many lines of businesses and in most of the shopping centers of the country. Many people are interested in various appliances but hesitate either to write for information or to call at show rooms because of the pressure put upon them by the salesmen that they come in contact with. This exhibit gives them the opportunity of making just that character of inquiry, of looking into the products of various manufacturers, of getting the printed matter that they desire, the prices, selling terms, etc., and of then going to the dealer or dealers in the city selling the appliances and making their purchases direct.

Declared in 1857 Reaffirmed in 1928



“In politics The Atlantic will be the organ of no party or clique...will honestly...be the exponent of...the American idea...to keep in view that moral element which alone makes the basis of true and lasting NATIONAL PROSPERITY”

*From the first issue of
The Atlantic Monthly,
November, 1857*

As true today as when first declared by its distinguished founders, the prestige accruing to The Atlantic through 71 years of consistent adherence to this credo has placed the publication in a position of commanding leadership in moulding the opinion of America's substantial citizenship.

The Atlantic Monthly

A QUALITY GROUP MAGAZINE
Eight Arlington St. Boston, Mass.

Circulation 120,000 Net Paid (A. B. C.)

How Wise Is a Banker?

(Continued from page 21)

products must be carefully scanned. A special survey must be made of its present sales relations with the buying public. For us advertising men to realize this doesn't help much. Will the bankers consent to profit by our knowledge?

A few years ago this question would be of less importance. Until 1920, say, the banker was the Little Father of business. The stock market was a trade barometer. Quotations fell with steel's unfilled orders. Business everywhere shivered when Wall Street went weak. Those days are gone; maybe forever! Industrially, we are in the midst of a "misses' size" depression. Factories hesitate; less merchandise is shipped than in the four years past; insurance sales slow up for the first time in five years; employment is least since 1921; railroads are lowest in six years.

Yet stocks go tearing up into the highest prices in world history. With industry considerably slower than in 1926 the past year saw 127,000,000 more shares of stock change hands at very much higher prices! The paradox is not hard to explain. The Stock Market, once a place primarily to buy shares in industrial concerns, is today primarily a place to exercise capital. Next month's money counts more than next year's wheat.

MONEY has gone into business for itself. Capital threatens today to become as real a competitor with business as "capital" in our fathers' day was a traditional foe to labor. I met one banker in a remote Illinois manufacturing town with a population of thirty thousand who has \$1,500,000 in call loans here in New York. New York's bank clearings are 26.2% above last year. The rest of the country averages only 2.2% above. Loans to Wall Street brokers are \$3,700,000,000; a billion over last year. Keen judges say that the Stock Market has absorbed very nearly as much idle money as it can safely swallow.

Bankers must live. A million slow moving dollars are of no more comfort to a great financial institution than a thousand cans of unpopular sardines to a corner grocery. Bank and grocery alike must promote prof-

itable activity. With loans towering over Wall Street like the Woolworth building, and favorite common stocks selling at bond yields, bankers must smother in accumulating funds; or issue new securities. 1928, therefore, will be a year of mergers; horizontal, vertical and zigzag. Industry will see a succession of strange Irish stews. Any combination of companies that can be held together for a time long enough to get out a new set of securities will find itself a bigger corporation; and, now and then, a better one.

ALL of which promises to be a rare joke on business. For eight years American manufacturers and storekeepers have been training down like prizefighters. By marvelous mechanical improvements, by simplification of manufactured lines, by swift transportation, by hand-to-mouth buying, by quick turnovers and scientific retailing—by ingenuity, resourcefulness and hard work, many men have squeezed out hundreds of millions of unnecessary capital that used to weigh down business like water in a sponge. Those millions, unfortunately, have flowed into the banks, and, one suspects—at the beginning of 1928, a temptation in high financial circles to pour back into business—at the top—the very excess capital that business has so long and painfully squeezed out at the bottom.

Capital formerly was cautious. Of all business men—bankers were the most conservative. Today bankers force expansion. In 1927, while industry rested at the 1925-26 mark, some \$6,800,000,000 of new stocks and bonds were issued, which, in itself, at 5%, will mean, maybe, \$300,000,000 of additional interest and dividends. The monthly dividends paid through 1927 probably did not average much over \$300,000,000. So, very roughly speaking, the New Year starts off with an extra month's business to be picked up somewhere. These figures are by no means meticulous, but they are exact enough to indicate that if this flood flotation continues through 1928, as seems not impossible, our financial *entrepreneurs* must eventually face:

(A) *Repudiation* by failure to pay interest and dividends; or they must call together their manufacturers, merchants, and advertising men and vigorously cooperate to secure:

(B) *Confirmation* by

1—An unmistakable business boom or (and)

2—Vastly more efficient methods of doing business

or (and)

3—A more courageous and liberal policy of distributing current earnings in wages and dividends.

The "business cycle" myth is about exploded. Not the fact—for it has been a fact—but the necessity for it. Civilization throws its discomforts—business cycles as well as yellow fever—overboard as fast as scientists discover their causes. Now that we realize that all trade takes place entirely within the human mind; and realize that the mass mind moves with childlike simplicity, we can view the business cycle as calmly as we view a child's Christmas stomach-ache cycle. Rid of all superstition, and discovered to be simply a reciprocal series of mental excesses and painful recoveries, the dreaded industrial "depression" will yield rapidly to intelligent treatment. Tempered by measured production and by advertising quite different from our present usage, peaks and valleys will gradually smooth out into a permanent prosperity.

PROSPERITY, however, cannot be poured in at the top. It must be pumped in at the bottom!

There are four ways to do this pumping—four ways to increase the buying power so vital to the nation in the next few years. They are, of course: (1) More dividends; (2) higher wages; (3) lower prices; (4) lower taxes.

No miracle could happen to American business. I imagine, that would do more general good than to have some omniscient, omnipotent power squeeze out of the cautious coffers of every corporation every dollar not actually needed for real working reserves. Scattered far and wide, in dividends and wages, these millions

Interest prospective home buyers—create the desire to see—with Photographs.



© M. A. C.

Photographs of tile installation aid in selling more tile.



Photographs tell the switch-the-switch story!



Banish Indecision ...illustrate with Photographs!

PHOTOGRAPHS—properly made and reproduced—can be relied upon to favorably influence buying verdicts. They quicken thinking—because they leave less to think about. They clarify doubt and lull suspicion—because everyone, everywhere, instinctively believes the rapid picture-story that the camera tells. There is a “weight of evidence” to Photographs that argues sincerity to even the most skeptical-minded. Photographs, skillfully coupled to your selling story, give it the extra conviction that banishes indecision and paves the way for greater sales. Use Photographs freely in your advertising—because where words fail, Photographs will always convince!



Plumbing fixtures are hard-to-carry samples that can easily be shown by photographs.

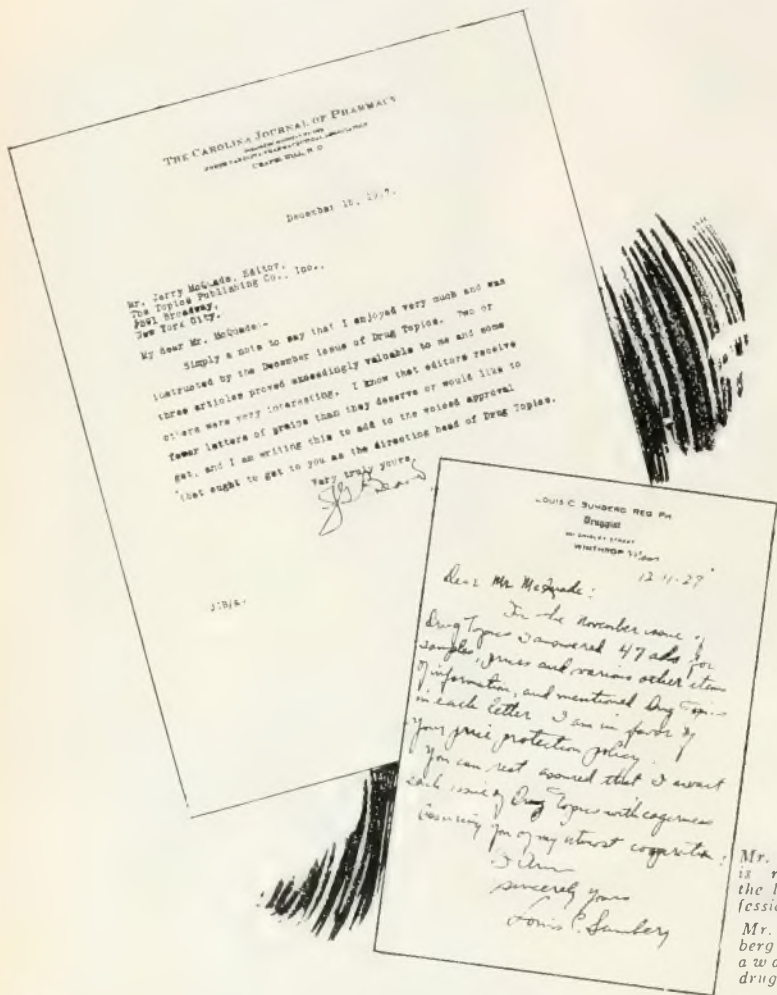
PHOTOGRAPHS

Tell the Story



In Editorial Interest and Advertising Responsiveness Drug Topics

Leads All Other National Drug Papers



would, as buying power *pulling* business at the bottom, do infinitely more for commercial security than they ever can as surpluses in the banks, *pushing* business from the top.

THIS idea of circulating the money from the bottom up may make some appeal to untutored common sense. But it is patently a bit too radical to count on emphatic indorsement by, say, Secretary Mellon. Would business men be asking too much, however, in suggesting that when these wage surpluses are thrust into circulation, the utmost care be taken that they increase rather than *tax* the spending power of the nation?

Those \$14,655,000 Amoskeag bonds, for example—rescue work in an evaporating industry—were unquestionably a notable emergency operation; expensive but inevitable. But any less urgent financing that resulted in curtailing equally the buying of an entire community might easily be viewed as a calamity.

The one great false step in present conditions would seem to be a cut in wages, or a step to pile up surpluses, or reduce national debts. The only real problem before us is how to sustain—and increase—widespread buying; not averaging out theoretical or statistical buying “power,” but by building prosperity, from the bottom up, by deliberately putting more goods at lower prices into the hands of those 20,000,000 American families now within a few hundred dollars—one way or the other—of the minimum health-and-decency budget. This suggestion, one is aware, would sound insufferably Salvation-Armyish were it not so obviously the safe and profitable thing to do. Were our bankers all as wise as we like to believe they are, none would in 1928 lend authority to any considerable commercial move without fairly positive assurances that it would increase dividends, raise wages, or lower prices.

Theoretically, of course, every merger promises such improvement. Administration economies, elimination of duplicate effort and the like are always expected to produce lower prices for the consumer, better wages for the worker, and additional profits for stockholders. Three times out of five it is a toss-up whether any of these benefits will result.

“Quantity production” itself is a good deal of a joker. Because quan-

IT is this reader interest and advertising responsiveness that has enabled DRUG TOPICS to consistently maintain its high record of trade paper performance that has never been equalled by any other drug trade journal.

This editorial interest and advertising responsiveness has made it possible for drug trade manufacturers to create “retail awareness” of their product—to secure distribution—to increase sales and reduce sales expenditures.

And here we offer convincing proof. In one day’s mail these two letters were received. South—North—East—West, city druggist and his country colleague—ethical pharmacist and live-wire druggist, all *receive and read and like* DRUG TOPICS.

Drug Topics

The National Magazine of the Drug Trade
TOPICS PUBLISHING COMPANY, INC.

Also Publishers of Wholesale Druggist, Display Topics, Drug Trade News
291 BROADWAY, NEW YORK

Atlanta Boston Chicago Cleveland St. Louis San Francisco

THERE IS NO SUBSTITUTE FOR CIRCULATION

All-Fiction Field

16
MAGAZINES
of
CLEAN
FICTION



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

BUTTERICK PUBLISHING Co.—DOUBLEDAY, DORAN & Co.

FRANK A. MUNSEY COMPANY—STREET & SMITH CORPORATION

"We have been receiving some very interesting monthly calendars from you, and we congratulate you on the originality shown in your workshop, as it is hard to believe that some of the work was done entirely by type."

From a letter received December 30th.

MUCH OF THE PRINT today has a stale, flat look. In this printing office we put a quality in the work for our customers that makes their printing look like their printing and that of no one else.

THE MARCHBANKS PRESS
114 EAST 13TH STREET, NEW YORK

tity production *can* lower the price to the consumer, we assume that it does. Sometimes it cuts prices materially, as in the case of Ford cars. Oftener its economies are absorbed elsewhere. In an astonishingly large number of cases the cost of selling the last twenty-five per cent of goods, containing the quantity profit, eats up the whole saving in its manufacture. And in astonishingly few cases, everything considered, is there any tremendous benefit passed on to the public in lower prices.

NOT everybody, to be sure, favors lower prices. A great body of American business men still struggles against them, just as it fought for years against hand-to-mouth buying and installment selling. Thousands of excellent minds see prosperity only in rising commodity prices. They may be losing time. "Organized intelligence" will tend to stabilize prices. But the price trend seems to be definitely down.

Any step toward higher prices will, in fact, automatically set in motion forces for its own disintegration. Ten Sherman Laws, ideally administered, would be less effective today than our always overhanging threat of unlimited capital, idle factories and synthetic substitutes. Take entirely off the market any commodity that you can name—and within three months one of America's research laboratories will have found you something better and cheaper.

Which, some of us venture to maintain, is just as it should be. Although American factories already turn out sixty per cent *more* goods than they did before the war, the American dollar is still buying about sixty per cent *less* than it did then.

Considering our 76,000,000 American wage-earners with only six dollars a day to spend, this is poor patriotism. And considering our 200,000 American manufacturers struggling daily for a share of those six dollars, it is worse business!

Those Fords, A. & P.'s, Montgomery Wards, able to steer a shrewd course toward the future, are already reaping rich rewards as post-war non-profiteers. Woolworth did a December business of \$44,000,000.

The banker not too haughty to absorb the fundamentals behind this success will, no doubt, prosper proportionately from the same forces.

"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 convenience of our guests.

TWO RESTAURANTS

Open from 6:30 A. M. until midnight. 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. \$4.00 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"

NO SELLING TALK Just Lots of Space for Your Signature

ADVERTISING AND SELLING

9 East 38th Street, New York

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

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

Company.....

Address.....

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

1-11-28

18 AN ADVERTISEMENT
 BY JOHN M. HAZEN, THE IRON AGE



Adam Likes a Good Clean Breeze

Not for him the lackadaisical airs that leave him stewing in his own problems. Rather the gusts that tangle his hair but clear his head; that leave him aware of things beyond his horizon.

The versatile pages of Advertising and Selling blow fresh and clean, but impartially, across the field of advertising. Purifying gusts sweep through controversies, refreshing viewpoints enliven old subjects. There is exhilaration in their frankness, fascination in their variety.

Its advertising pages partake the same characteristics, suggesting pleasant objectives just within grasp. Their value is augmented by the atmosphere around them. Adam likes a good clean breeze. That's why he anticipates, as I do, opening the pages of Advertising and Selling.

FOR THOSE WHO WANT DETAILS: *Founded as Advertising Fortnightly in May, 1923, the name was changed to Advertising and Selling upon purchase of that publication in 1924. In four and a half years its circulation has grown to 10,004. Its volume of business has grown to an average of 62½ pages per issue in 1927.*

My Life in Advertising

(Continued from page 34)

nothing to me. Their ups and downs did not affect me in the least. My wife collects all my revenues and pays all the bills. I never sign a check. I have not the slightest idea of the money invested in my country place or the cost of any item. Knowing these costs would make me unhappy, because of something mother bred in me. But the general realization that these things cost much money does not affect me at all.

IN my personal expenses I am very economical. I have always dressed rather shabbily. Until my wife rebelled I wore ready-made clothes. Now I dodge expensive tailors. At the present writing I have not had a new suit in two years. My limit on shoes is \$6.50. When I go to a hotel I order in a modest way.

This is all recited to indicate that my incentive for work was not money. Nor was it fame or position. I care nothing for either out here in the woods, among simple people, where I have built my home. All things are handicaps which in any way seem to place me above my fellows. Here in the country we all meet on terms of equality.

I have worked for the fun of working and because work became a habit with me; then later in business because I realized that somebody had to do a great deal of hard work to get advertising out of its swaddling clothes.

Lord & Thomas first offered me a position when I was twenty-five, living in Grand Rapids. I went to Chicago to discuss the opportunity with the founders of the business. The agency had no copywriters then. It was largely a brokerage business, bidding against other agencies on a fixed amount of space. The advertisers prepared their own advertisements and sent electrotypes. The profitable part of the business was in developing schemes to get advertisers to spend money. The offer was made to me because I had proved myself to be a scheme man in the Bissell Carpet Sweeper Company. There was no thought of profit to the advertiser.

I was young and inexperienced, but

I had sense enough to realize that such ideas of advertising could not go far. My training had already taught me the necessity for traceable results. So I declined the offer of Lord & Thomas, with its sixty per cent increase in salary, and continued my struggles to sell products at a profit. It was sixteen years thereafter when Lord & Thomas, under different auspices, again invited me to join them.

What have I gained by these many years of exceptional application? I have gained what others gain by medical research, by spending their lives in a laboratory. My life work has been research in advertising. Now I have the privilege of setting down my findings for the men who follow me. I have the hope that the record will save many from the mistakes of the pioneers, and the years that I spent to correct them. I have gained what Thomas A. Edison has gained by his twenty hours a day—the satisfaction of knowing that I have discovered some enduring principles.

Many argue that advertising is changing, that the times call for something new. Certainly the tempo of life in America is changing. Fads, fancies and desires change like a kaleidoscope. Certain styles in advertising are changing. It is and always has been necessary to give to every campaign a different keynote. Imitators never succeed. But human nature does not change. The principles set down in this series are as enduring as the Alps.

ADVERTISING is far more difficult than it used to be because the cost is higher and there is so much able competition. But every new difficulty increases the necessity for scientific advertising.

As I write this I look down a beautiful lake to which I first came as a boy of six. At the end is a village, once a lumbering town, where my grandfather was a Baptist minister. Within my view are the hills which I plowed as a boy, still clothed with the vineyards which I picked. Here my uncle had a fruit farm which became my home. Here I worked every summer and some winters until I went

into business. Here reside still some of my boyhood playmates.

Down there is a point which used to have a dock. From that dock I used to load as much as 1800 baskets of peaches a day. From that dock I took the boat one night at the age of eighteen, tears streaming down my cheeks, to enter the world of business. Many hard years went by before I saw this boyhood home again.

WHEN the homing instinct brought me back. I bought a bluff of virgin forest which I had always loved as a boy, and named it Pineycrest. There I built my home, which for seventeen years I have enlarged and developed into a paradise. A half-mile of flower gardens extend into the lake. The lawns are always alive with delightful friends, relatives and grandchildren.

Here I do what I love to do in beautiful surroundings. Here a mile apart are the contrasts to show what I have gained by my efforts. Here remain some who never dared, to show me what might have been. Here is my motherland, here my tabernacle, here my home.

I am sure that no man has gained more from life than I have—more of true happiness and content. I trace that to the love of simple things, of common people, which made my success in advertising.

Here at our week-end parties I meet many successful men in a most intimate way. I envy none of them. The happiest are those who live closest to Nature, an essential to advertising success. So I conclude that this vocation, depending as it does on love and knowledge of the masses, offers many rewards beyond money.

But there is another aspect of far greater importance. The world little regards what we gain for ourselves. All that really counts is our contribution to the common good.

Just before writing this final chapter I received an invitation to speak in Akron, Ohio. I had no intimation of its import. But the mayor of the city came to introduce me as a factor in Akron's progress. The population has multiplied, the industrial growth has been marvelous. The national ad-

vertising going out of Akron has increased from little to \$17,000,000 yearly.

Nothing else in my life in advertising compares with these generous tributes.

They over-emphasize my contribution. The men on the ground did most. But it is fine to feel, when the twilight comes, that some people are glad that you have lived.

This is the sixteenth and final installment of Mr. Hopkins' autobiography, which commenced in ADVERTISING & SELLING for June 1, 1927.

Poster Awards Made

The Art Alliance of America held a Poster Design Competition to announce the International Press Exhibition, to be held in Cologne, Germany, from May to October, 1928.

INTERNATIONAL PRESS+EXHIBITION



COLOGNE+GERMANY
MAY TO OCTOBER+1928

The prizes awarded were as follows:

First Prize of \$250.00 to Hans Holsing, New York City.

Second Prize of \$100.00 to J. M. Mitchell, New York City.

Third Prize of \$50.00 to Antonio Petrucelli, New York City.

Five Honorable Mentions were also awarded as follows: Hans Holsing, Gustav B. Jensen, John Frew, Antonio Petrucelli and Robert Foster, all of New York City.

The Jury of Awards consisted of the following persons: Earnest Elmo Calkins, Heyworth Campbell, Richard Walsh, C. Matlack Price, Thomas M. Cleland, Paul Hollister, William Henry Fox and Alon Bement.

'Tis hard to be human in a HIGH HAT!"

said Big Tim of "de
Tent'" Ward—

"**B**UT it can be done," explained Tim, "if ye keep the hat *on* yer head—and *off* yer mind.

"When ye are talkin' from the tail end of a truck the plain folks is tickled, if ye dress up for them, but God save yer high hat and yer head inside av it, if ye talk **DOWN** to them!"

This is the shrewd politician's way of saying that the American people have no inferiority complex.

They are well aware that the basis and substance of progress and culture is broader and deeper, higher and stronger, right here in America than it ever has been in any other country under the sun.

They are complimented by copy which assumes their understanding of Art and the Mode. They appreciate sincere and helpful suggestions which promote such understanding. But God help the client of the "copy expert" who talks to Americans with a broad **A** in his mind.

WALTER CHESTER, 220 W. 42nd St., New York
Writer and Counsellor to Sophisticated Agents and Advertisers

THERMOMETERS



An effective tie-up between your advertising and the dealers' that costs little.

Dealers will pay the cost of this dealer help with a 365 day-a year effectiveness.

Every thermometer is manufactured in our factory and carries our guarantee.

Hundreds of national advertisers are now using them. Write us for samples and plan showing effective tie-up between your advertising and that of the dealer.

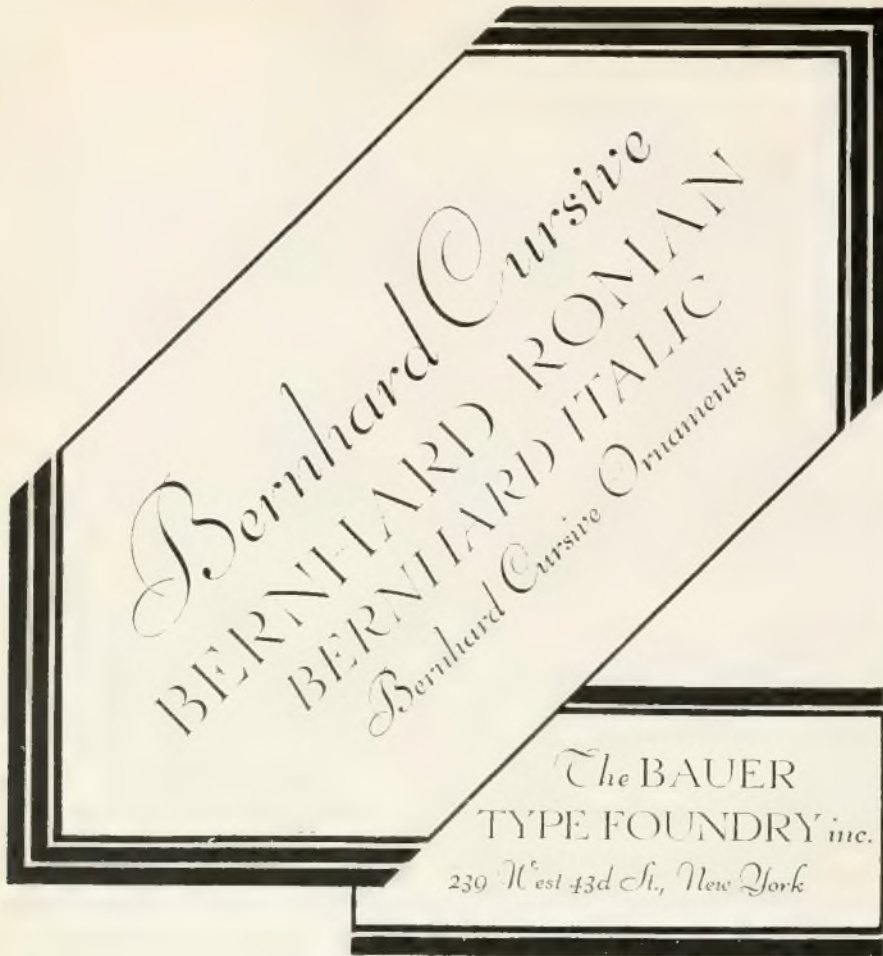
**THE CHANEY
MANUFACTURING CO.**
900 East Pleasant St.,
Springfield, Ohio



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



Are We Debauched by Salesmanship?

"Yes," says Mr. Stuart Chase in the January issue of the *Forum*, and states it with no small emphasis. Mr. Chase, one of the writers of the much-discussed "Your Money's Worth," seems to have serious doubts as to advertising and selling ethics, if any. But Mr. Roy Durstine, who is not addicted to generalities, answers Mr. Chase very sensibly and in a way to be applauded by sane advertisers.

All of which shows how the *Forum* likes arguments. Readers like these arguments, too, or they wouldn't have jumped the circulation from 41,936 to 90,000 in two years. The *Forum* likes to challenge, it likes advertisements that challenge. Advertisers find it pays to talk through *Forum* columns.

A reprint of this debate will be sent free upon request.

F O R U M

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

Foreign Fairs

(Continued from page 32)

their exhibits concentrated in collective pavilions and correspondingly well represented, while American exhibits were few and scattered.

The Ljubljana International Sample Fair, while of comparatively less importance than the Zagreb fair, has also shown steady progress during the past several years and promises to become of considerable interest to foreign exhibitors in the near future.

The expenditures connected with the arrangement of exhibits and personal attendance at the fairs, which no doubt are a weighty factor for American exhibitors, can be reduced to a minimum by organizing collective exhibits. An American pavilion, established by the American commercial attaché at the Prague (Czechoslovakia) Sample Fair two years ago as a collective exhibition, proved very successful; and there is hardly any reason why this example should not be emulated at other European fairs. On the contrary the fact that several eastern European fairs are held in the interim between the well-known Leipzig fair and the Prague fair rather facilitates the reduction of the expenditures, as exhibits may be conveniently and at a relatively small cost moved from one fair to another.

The administrations of most of the eastern European fairs are extending every possible inducement to foreign exhibitors, especially for collective exhibits. In some cases the fair administration is permanently organized in the capacity of a chamber of commerce, and renders general trade promotion service.

The advantage of exhibiting goods in preference to any other form of advertising in certain European countries can hardly be overestimated, as the people prefer "to be shown" and are not readily appealed to by advertising in printed form, especially in a foreign language. In this time of intense competition, and while the smaller European nations are rapidly emerging from the economic depression and their consuming requirements and purchasing power are correspondingly rising, no means or efforts should be spared and no opportunity neglected to advance American goods in such potential markets as eastern Europe, the Balkans and the Near East.

{ 33 million display lines lead }

1908

20

1927

Years of Leadership

33 Million Lines Lead in Practically Every Classification

TWENTY years of leadership! And 19 years of substantial gains.

Since 1908, the Times-Star has printed 156,386,096 display lines of advertising. During this time, the Times-Star has printed 33,000,000 display lines more advertising in six days a week than the second paper has in seven! An astounding record! And the lead for the same period over the other afternoon paper has been more than 56,000,000 lines! Still, these totals do not fairly estimate the *velocity* of the Times-Star advance. The lead is *accelerating*. Advertisers in this newspaper buy on an advancing market.

And the very fact that

Note Times-Star's Accelerating Lead Every Year for 20 Years:

	Total Times-Star Display Advertising Lines	Lead Over Daily & Sunday Enquirer Lines	Lead Over Cincinnati Post Lines
1908	3,157,791	395,787	647,465
1909	3,766,252	458,269	628,152
1910	3,952,739	385,700	847,539
1911	4,228,028	986,538	1,522,690
1912	4,595,339	782,558	1,213,142
1913	4,673,760	754,796	1,690,052
1914	4,854,836	909,434	2,156,428
1915	5,570,726	1,797,726	1,967,784
1916	6,280,533	1,814,547	2,009,070
1917	6,422,857	1,956,747	2,189,558
1918	6,516,111	2,217,313	2,072,473
1919	9,325,197	2,254,182	2,715,160
1920	9,651,817	1,073,233	1,713,761
1921	10,641,904	2,731,536	3,795,063
1922	10,459,407	1,921,031	3,949,463
1923	11,710,139	2,192,708	4,481,358
1924	12,026,469	2,406,201	5,503,785
1925	12,150,586	2,269,904	5,702,809
1926	12,979,281	2,505,475	5,578,090
1927	13,427,324	3,130,964	5,779,205

every year but one, the Times-Star showed a substantial gain in display lineage indicates the solid and stable character of the Cincinnati market.

The tendency of Cincinnati to be a consistently growing market in spite of depressions in other markets is of unusual interest to wise manufacturers at this time.

The High Spots in 1927—our 20th year of leadership—were the tremendous margin by which we increased our lead in RADIO—and sudden decisive swing of Automotive preference to the Times-Star.

Newspaper history is being made in Cincinnati. We commend the figures to your attention.

1928 Will Offer Still Greater Advantages to Advertisers!

THE CINCINNATI TIMES-STAR

MEMBER AUDIT BUREAU CIRCULATIONS

100,000 GROUP OF AMERICAN CITIES

CHAS P. TAFT, Publisher

C. H. REMBOLD, Manager

Eastern Representative:

Western Representative:

MARTIN L. MARSH

KELLOGG M. PATTERSON

Phone Pennsylvania 0408 24 West 40th St.
New York City, N. Y.

Phone Central 5065 904 Union Trust Bldg.
Chicago, Illinois



2 LINES THRU



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

INDUSTRY

IN May 1927, forty tired publishing executives returned from a survey that covered every industrial plant in each of ten typical cities.

This, the final step, in a study of changing industry, which extended over a period of years, revealed a demand for extension in publishing service on two lines thru industry.

These are the lines of *plant management* and of *service-to-production* throughout all industry.

The McGraw-Shaw Company has been formed to give the extended service for which industry has asked.

The new company, sponsored by the McGraw-Hill Publishing Company, Inc., and the A. W. Shaw Company, combines and publishes the following publications:

FACTORY and INDUSTRIAL MANAGEMENT—for the *plant executive* staffs of Industry.

INDUSTRIAL ENGINEERING with which is consolidated **INDUSTRY ILLUSTRATED**—for the *service-to-production* staffs.

The January issues of both publications are just out. Many of the new plans for giving both the reader and advertiser greater service have been started. Let us send you copies.

McGRAW-SHAW COMPANY

7 South Dearborn Street, Chicago
285 Madison Avenue, New York

*A subsidiary of McGraw-Hill Publishing Company and A. W. Shaw Company
Publishers of "Factory and Industrial Management" and
"Industrial Engineering with which is consolidated Industry Illustrated"*

The Christian Science Monitor

AN INTERNATIONAL DAILY NEWSPAPER

Advertisers

2,500 in 1922
18,200 in 1927

Advertising Linage

2,000,000 lines in 1922
7,000,000 lines in 1927



The Answer?
"Satisfied Advertisers"

The Christian Science Monitor

107 Falmouth Street
Boston, Massachusetts, U. S. A.

"A Quality Medium for Quality Products"

"Back Seat" Copy

(Continued from page 40)

own copy. The home office encourages him by paying one-half of the cost of space purchased by each dealer, by supplying a series of mats or electrotypes for suitable borders and illustrations, and by careful supervision.

The more advertising the dealer does, the more the appeal is localized; and the less is the likelihood that there will be a necessity for "pussy-footing" national copy.

SOME years ago a Southern California hotel asked an Eastern artist to design its letterhead, suggesting that the motif be the pepper-trees which dropped their graceful foliage around its walls. The design, when submitted, showed three red-peppers, spotted in brilliant color in a geometrical arrangement. The artist had cheerfully assumed that California "pepper-trees" were pepper bushes expanded to a blissful height by the balmy trade winds of the Pacific Coast. Readers of the California *Rural Press* were once thrilled by an advertisement for a cream separator that showed a milking scene in the snow.

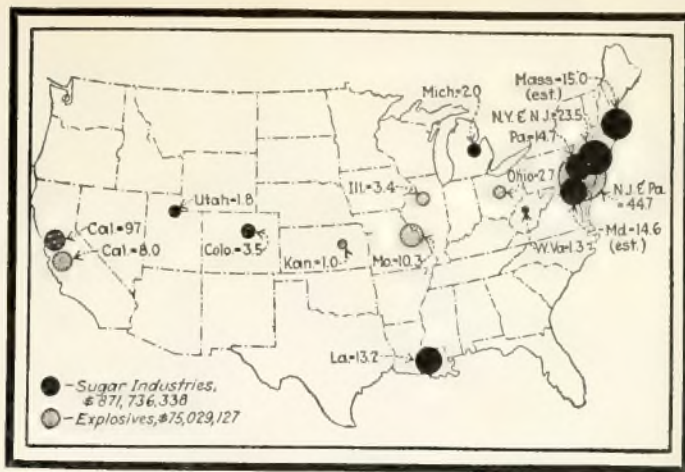
Many a farmer has been urged to take his vacation at the very season when the all important harvest was at its height.

Now long ago, while trying to learn how New Hampshire townships used tractors for snow removal, two of us dropped into a rural store for some noon crackers and cheese. "How about some tonic?" urged the store-keeper.

My friend looked around and guardedly whispered a sibilant, cautious, "Yes!"

"Ginger ale, root beer or Coca-Cola?" asked the store keeper of a suddenly disappointed customer. You see, it is "tonic" in New England, "sody water" in California, and "pop" in various other places. And, by the way, tractors are sold to "selectmen" in New Hampshire, to "county judges" in Texas, to "supervisors" in California, and to "commissioners" in some other States.

"Back seat copy" necessarily deals with generalities—a man must sit in the front seat if he is to point his selling messages straight up the road.



Bound together *thru mutual inter-dependence in* men - methods - materials

The PROCESS INDUSTRIES are bound together thru mutual problems in processes, in equipment and the interchange of raw and semi-finished materials.

The production men talk a common language for they are interested in processes that frequently use the same equipment though for different purposes... an evaporator used in sugar refining will not differ greatly from an evaporator used in fine chemical manufacture.



Evaporation

the PROCESS INDUSTRIES. Due to the severe and corrosive nature of the products handled, equipment is usually written off every ten years. This provides a huge market for equipment manufacturers.

To complete the tie-up—the production men (the real buying Power) in these industries look to “Chem. & Met.” for information on new processes, improved methods of production, prices on materials and economic conditions that influence their welfare.

That they respect and read the paper is readily proved by the fact that we get 73.3% subscription renewal by mail!

Give your story the benefit of a hearing in this market! Equipment, chemicals, plant locations, can be sold . . .



Centrifugal Separation

A crusher, a valve, or evaporator or any one of a thousand and one other pieces of equipment finds a varied and hard life in practically all of

Thru the pages of **CHEMICAL & METALLURGICAL ENGINEERING**
A McGraw-Hill Publication
Tenth Avenue at 36th Street, New York City

THE OPEN FORUM

INDIVIDUAL VIEWS FRANKLY EXPRESSED

Neon Signs

YOUR article on neon signs in the December 28 issue was very interesting. In view of the widespread and growing interest in neon lights, I would like to state some basic facts about which there seems to be a misconception.

To install an electric display, neon, one of the rare gases of the air, is pumped into a glass tube which has already been shaped to the desired wording or design, electrodes having been sealed in at each end of the tube.

The method of operation and the type of electrodes which do not cause occlusion of the gas are covered by patents of Georges Claude, under which this company manufactures its signs and displays.

An electric current is passed between the electrodes through the neon gas which itself is a conductor and requires no filament. It is the electric current passing through the neon gas that produces light.

In most cases the initial cost of a tube sign is higher than a bulb sign, but this is compensated for through a rental arrangement, which is offset by the saving in electric current consumed by the neon sign.

One of the reasons for this saving (in many cases as much as seventy per cent of the electric current) is that the neon light is a cold light, practically 100 per cent efficient.

There is no limit to the size of a neon electric display and the size of the display does not affect the voltage. High tension current of low amperage is used in the tubes but it is not a dangerous voltage.

As already pointed out the length of tube does not govern the amount of voltage. The shorter length of tube is used primarily for convenience of installing and maintaining the sign. The diameter of the tube, however, has some bearing on the voltage.

When tubes of neon gas are placed in a field of high frequency or radio frequency, they will glow, but the light flickers weakly and for display purposes, high tension, low frequency current is the most satisfactory.

Regarding leakage, as the neon is pumped in the tube at less than atmospheric pressure, a break causes an inflow of air which absorbs the neon gas. Such tubes must be repumped and resealed. This is not an especially expensive or difficult operation. Some neon signs have been in operation for 20,000 hours without requiring any especial attention.

The Packard sign on upper Broadway is a good example of their clear legibility. This sign with letters eight feet high is easily read a mile away.

J. H. O'Neil,
Claude Neon Lights, Inc.
New York

The Negative Appeal

THE greatest contribution ever made to advertising is the series of articles by Mr. Hopkins, now running in ADVERTISING & SELLING. Its real worth is due to its being based on "traced results."

I, however, hesitate to be a "David" to Mr. Hopkins's "Goliath," but when he says "Never advertise negatively," I think he should qualify his statement. Much progress in the "no man's land" of advertising is the demolition of the stretches of tangled wire meshes. For instance—when Graham Brothers advertise their service as "equipped to give immediate service at low cost"—"No long layups"—"No waiting for parts"—"No costly delays," I believe that this *negative* advertising is the most affirmative statement they can make. When the Upson Board folks say: "No sprawling cracks can ever mar the beauty of the attractive ceiling shown above"—"No need ever again to apologize for unsightly or unsafe plaster," don't you think that hundreds of women reading that advertisement will, inwardly at least, express a desire for that something which will relieve them of the chagrin they often have felt at the looks of their walls and plaster when strangers, or even friends, have come into their homes?

Gridley Adams,
New Rochelle, N. Y.

Centralized Purchasing

IN a recent issue you have said: "The purchasing agent is not so powerful as he once was. As a rule, buying power no longer originates with him.

Purchasing in the typical industrial corporation of today is highly developed, highly efficient. Materials and equipment are bought on the basis of performance instead of price and prejudice. Standards and specifications have supplanted rule-of-thumb selection. The time, the source, and the volume of purchases are determined by clear, economic analysis instead of haphazard judgment. "Executives and superintendents and officials of his company" do not usurp the function of the purchasing agent, because they realize that to do so would involve a return to the wasteful methods of decentralized purchasing which were in vogue a decade or more ago. The profits which well managed companies are making in these days of sharp and severe competition are largely due to competent buying.

So far as the ability and authority of the individual purchasing agent are concerned, your comparison of the past and present is contrary to the evidence. The old-time purchasing agent was anything but powerful except in the single characteristic of beating down prices. It is of passing interest that recently appointed presidents of some large corporations, of which the Victor Talking Machine Company and Richmond Radiator Company are outstanding examples, have attained to the highest executive position direct from the position of purchasing agent. A survey made by the Bureau of Research of New York University a few months ago shows that 17 of every 100 purchasing agents are officers of their concerns and that 57 of every 100 purchasing agents have graduated into purchasing after an average experience of 10 years in engineering or production.

L. E. Boffey
Editor

The Purchasing Agent
New York

2,700 Dealers said "NO"!

"Call in a specialist" said the manufacturer

A WATCH manufacturer of national prominence believed that the sale of his most expensive watches could be increased by the use of a specially designed window display.

A survey among his dealers regarding their attitude elicited an emphatic "No"!

Tooth paste, razors, automobiles, perfumes—all are sold thru window displays—"Why not watches?" reasoned the manufacturer. The problem was put up to the Einson-Freeman organization.

Based on previous experiences in the selling of high class products, two displays showing a variety of watches were designed and built.

An internationally famous artist was commissioned to execute the paintings. By special permission, these displays were placed and rotated in twelve of the leading jewelry stores in the country. Sales were carefully checked, with this definite result: sales not only showed a substantial increase in every instance when the dis-

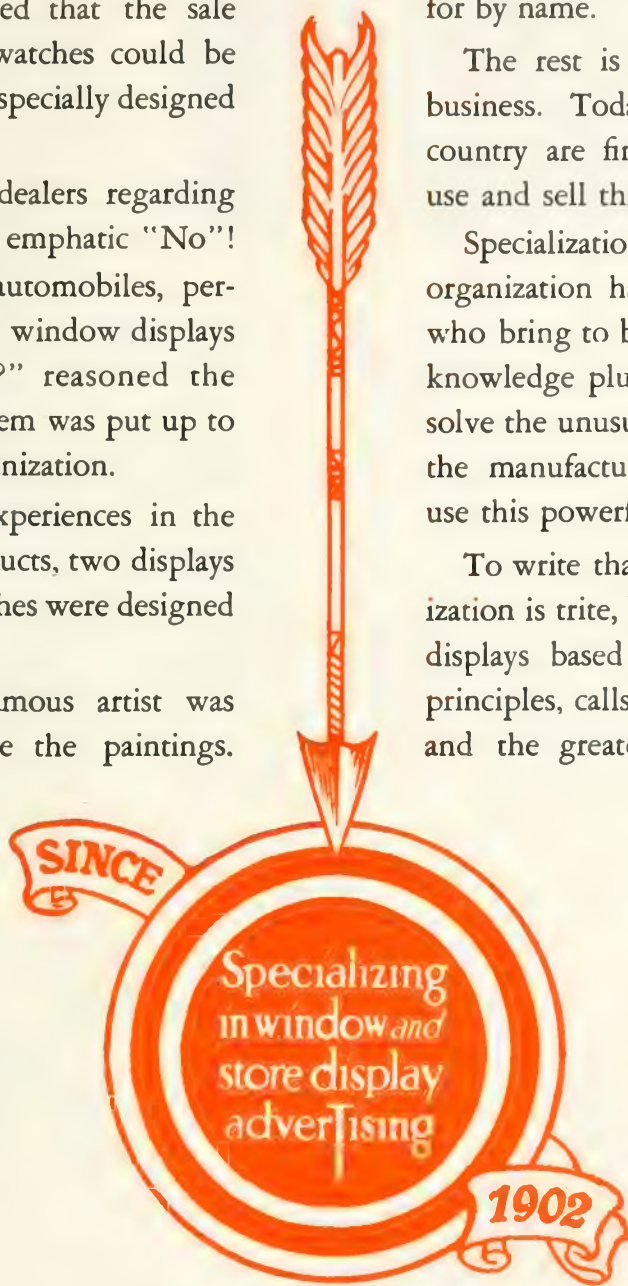
play was shown, but the watch was called for by name.

The rest is sales history in the watch business. Today, jewelers all over the country are finding it more profitable to use and sell thru window displays.

Specialization in the Einson-Freeman organization has developed creative men who bring to bear a sound merchandising knowledge plus the experienced ability to solve the unusual problems which confront the manufacturer who would profitably use this powerful sales medium.

To write that this is an age of specialization is trite, but the creation of window displays based on sound merchandising principles, calls particularly for experience, and the greatest experience in any endeavor is gained thru concentration and specialization.

The Einson-Freeman organization have specialized in the creation and manufacture of window displays for over twenty-five years and this knowledge is invaluable to the advertiser.



EINSON-FREEMAN CO. INC.

Lithographers

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



Who are these Investors?

*An Advertisement of the
American Telephone and Telegraph
Company*



TEN years ago fifteen of the largest corporations in the United States had a total of approximately 500,000 stockholders. Today the American Telephone and Telegraph Company alone has more than 420,000 stockholders.

This is an instance of the amazing growth of saving and investment that has taken place in this country. Who are these new investors?

American Telephone and Telegraph stockholders come from every rank and file in every state,

nearly every town and city, in the land.

Mechanics and merchants, teachers and bankers, laborers and lawyers—every station of life is represented in this investment democracy. And it is a democracy, for the average holding is only 26 shares. No one person owns as much as 1% of the total stock.

The American Telephone and Telegraph Company and its associated companies comprising the national Bell Telephone System are owned by the people they serve.

Writing Copy from the Inside Out

(Continued from page 38)

to look pretty that it has no time to get down to work and earn its pay.

That does not mean that good looks do not count. But a salesman must present more than a good appearance; he must present a good selling story.

Nor does this brief review of some of these past "high spots" in advertising mean that the advertising man must live altogether in the past. He must, on the contrary, strive constantly to clothe his message anew in the more modern, brighter raiment of art and story.

But he must never forget this, that since Adam and Eve human tendencies have been the same. Fashions may change, and always will, but the need for clothing will never change.

So the advertising man can well look ahead and upward for the modern touches that will add new interest to his message; but he will never be any the worse for an occasional glance over his shoulder at those outstanding milestones which have led to that point where advertising stands today, and by which advertising can proceed more certainly toward the new successes of tomorrow.

Harry Dwight Smith Withdraws from Fuller & Smith

HARRY DWIGHT SMITH, founder and president of Fuller & Smith, advertising agents, Cleveland, Ohio, has withdrawn from the company. Mr. Smith has disposed of his interest to his associates, who will continue the business.

Fuller & Smith was established in Cleveland in 1907. In the two decades of its business growth, the agency has gained a wide reputation in the service of many important national advertisers. With the withdrawal of Mr. Smith an association of twenty years is ended, although the organization will otherwise remain unchanged. Mr. Smith has not announced his plans for the future.

The members of the firm are: Allen L. Billingsley, Walter W. Fawcett, Walter S. Goodnow, Clyde E. Horton, Arthur Judson, Clarence Madden, Patrick Walter Murphy, Charles H. Seaver, Edward S. Swazey and Richard Ziesing, Jr.

Shoe and Leather Reporter

Boston

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

PHOTOGRAPHS
ANY SIZE—ANY QUANTITY
Schaefer-Ross Company, Inc.
ROCHESTER, N. Y.

The Leader Among Typographic Periodicals



The American Printer

A Robbins Periodical
Edited by
Edmund G. Gress

The American Printer
should head all
advertising campaigns
intended to reach
the printing trade.

9 East 38th Street
New York

“Uplifting” “Inspiring” “Refreshing”

“Not a more uplifting trade journal in existence.”

—Norman T. A. Munder, Baltimore

“Continually refreshes my mind.”

—Elbert Hubbard II, Roycrofters, East Aurora, N. Y.

“Has been a great inspiration in the progress of
the Government Printing Office.”

—George H. Carter, Public Printer, Washington, D. C.

NO ordinary comments, these, for a trade paper. They definitely indicate a quality of *The American Printer* that cannot be measured in figures, charts and maps. Yet it is the most valuable quality of all to the advertiser.

For, when a publication is uplifting, inspiring and refreshing to such important printers as Norman T. A. Munder, Elbert Hubbard II and George H. Carter, it is bound to have sharp reader interest. It is the kind of publication that executives read.

And, obviously, unless a trade paper is read by executives it is of small use to the advertiser.

It can reach thousands of readers, but if only a few of these readers have a say in the purchase of his product the advertiser is dissipating his appropriation.

Hence, investigate the A. B. C. report. See how many executive-readers a publication has.

Then investigate the reader interest of these executives. Find out if they have confidence in the judgment of the editor, as well as enthusiasm for his constructive alertness.

That is the basis on which we solicit your advertising for *The American Printer*. It will reach a maximum of printer executives in a publication they eagerly anticipate—a publication they find uplifting, inspiring, refreshing.

Note.—The circulation of *The American Printer* is showing a decided monthly upward trend.

100% Controlled Distribution

—to engineers and other officials whose authority to specify or buy is a matter of definite record in our research files ~ ~ ~

70% Concentration

—of total purchasing power for industrial and power plant materials and equipment

Constant Contact

—with this market can be maintained through representation in the 1928 Edition of Sweet's Engineering Catalogue and use of its distribution list (furnished free to clients) for follow-up and direct sales work ~ ~ ~

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.

OFFICES IN

Boston	Cleveland
Philadelphia	Chicago
Pittsburgh	Los Angeles

Two Cents Plain; Twenty-Five Fancy

(Continued from page 22)

in the examples cited. Even the book itself ("Your Money's Worth," by Chase and Schlink) is a case in point, as I took occasion to remark to Mr. Chase at a recent meeting of the Association of National Advertisers. There are many good things in that book. I paid two dollars for my copy. I have never begrudged the price I paid, though I know that it probably could have been sold at seventy-five cents a copy with a profit to the publisher and the authors—if by some mysterious telepathy several hundred thousand people could have become aware of the book's existence and would have thronged to the publisher's press room, without further urging, to purchase copies.

BUT if none but a few of the publisher's and the author's friends knew about it, of what avail would have been the low price of seventy-five cents, so far as the thousands are concerned who would have greatly benefited by the reading of the book, but never would have known of it?

The same principle underlies another phase of this question of trade-marks and advertising; namely, the justification, from the consumer's standpoint, of a higher price on a trade-marked commodity than that asked for a commodity of similar quality not trade-marked. Mr. Chase admitted the force of my argument within the field of commodities new or unknown, but questioned the justification of adding an advertising cost to the price of well known commodities for the sake of competitive advantage.

Here again there are some considerations which are overlooked, it seems to me, by the critics of branded merchandise and the advertising by which alone they can become known.

Some years ago a friend of mine showed me a certain article which he had purchased at a price lower than that of a well known trade-marked line of the same commodity. He condemned the manufacturer of the trade-marked line as a profiteer.

"I know this material" he said, "and

I assure you the quality of the article I bought is equal to the other."

"All right," I replied, "you are an expert on this material. I am not. I never expect to be. It is much cheaper for me to pay the slightly higher price for the trade-marked article than to spend the time and money which would be necessary for me to acquire your expertness. It is even cheaper than to hire you or some other expert to make the selection for me. And when you go to buy some other line of merchandise on which you never have acquired special knowledge you can well afford to do the same—rely on a well known brand, even if it is a little higher. There are very few of us who can be expert buyers of everything we need."

There is one more point to be made on this question of the higher cost of trade-marked goods. While it is true enough that commodities of a quality equal to that of the better known trade-marked commodity may frequently be had at a lower price, that in itself does not prove that the manufacturer of the well known advertised brand has perpetrated an outrage upon the public.

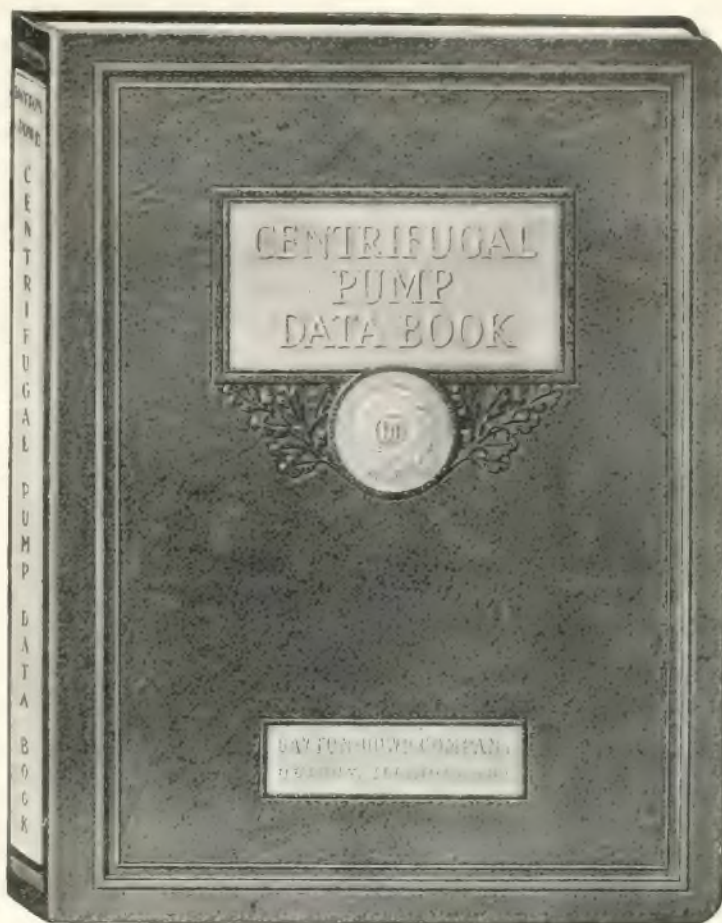
On the contrary, it is by the grace of his advertising itself that the public is able to buy both the advertised and the unadvertised article for as low a price as it can.

I BELIEVE that it may be possible to buy a snapshot camera a little cheaper than a similar model of Eastman Kodak. But Eastman is directly responsible for the very low price of each. If it had not been for the extensive and persistent advertising of kodaks during all of these years there never would have been the world demand for such cameras that has made the enormous production possible. Without the enormous production the exceeding low prices on kodaks would have been out of the question.

So the man who buys a competing camera at a slightly lower price is indebted to Eastman for the favor of that very welcome lower price.

The WAY of the ADVERTISING MANAGER

This Molloy Made ring binder, created for the Dayton-Dowd Company of Quincy, Illinois, measures 8 1/2 by 11 inches. Its semi-flexible covers of dark green Levant-grained artificial leather carry title, trademark, and signature in gold on the front, with gold title panel on the backbone. Distinctive—especially designed—powerful selling force! It costs but little more than an ordinary stock ring binder!



ADVERTISING managers carry a man-sized load of responsibility. To herald the value of any product or service so convincingly that Industry will turn its ear from the dizzying hum of competition to read, to want, to order—it's a real job! And the creed of the craft is to overlook no bet which will help focus attention on the all-important sales message.

Probably that's why so many leaders in the field of industrial advertising have invoked the powerful selling influence of Molloy Made Covers—an influence which makes itself felt wherever prestige is recognized.

Molloy Made Covers are individually designed and deeply embossed on leather-cloth of the highest quality. They can be furnished in any grain and any color combination; in stiff, semi-flexible, or full flexible styles; in any size or quantity, for case binding, or as loose-leaf binders. Executives are urged to write for our new booklet, which gives full particulars.



MOCOTAN

A New Full-Flexible Cover

Looks, feels, and wears like leather—delightfully flexible, and available in the same wide variety of grains and color combinations as Molloy Made Covers.

Mocotan is entirely new and different in construction. Waterproof, tough, durable, and flexible. Used without a board backing. Will not fray or ravel at the edges, and can be wire stitched on the book.

Designed for small books, presentations, and other material where full flexibility is desired. Made either loose-leaf or for bound books.

Write for samples and a suggestion for the cover of that booklet you are planning.

THE DAVID J. MOLLOY COMPANY

2863 N. Western Ave.
CHICAGO



Branch Offices in All
Principal Cities

Commercial Covers for Every Purpose

The Art and Practice of Typography

By EDMUND G. GRESS

Editor of *The American Printer*

THE second edition, improved, revised and enlarged. A big, practical book on types and type arrangement, usable a lifetime. Twenty-eight chapters—615 high-class type arrangements, of permanent goodness and mostly in color. Forty full-page inserts. Nearly 100,000 words of text, directly relating to examples shown. A remarkable collection of the best work of many of America's best typographers, with practical analyses and applications.

An entirely new chapter on type-faces in this second edition discusses standard representative type-faces, development of the roman type-face, the serif, thick-and-thin strokes, ascenders and descenders, proportion of letters, legibility, space between words and lines, length of lines, Italic, text, block, bold and ornamental types. Every statement is illustrated. This chapter is a book in itself.

New chapters are on the typography of Newspapers, Periodicals, House-Organs, Blotters and Package Labels. These chapters have been greatly altered: Booklets, Catalogs, Announcements, Letterheads, Billheads, Business Cards, Posters, Advertisements, Imprints. Other chapters are entitled: The Layout Man, Harmony and Appropriateness, Tone and Contrast, Proportion, Balance and Spacing, Ornamentation, The Typography of Books, Programs, Tickets.

The chapters on the history of typography, well illustrated with type arrangements, and especially valuable, include *When Books Were Written*, *The Origin of Typography*, *The Spread of Typography*, *Typography in Colonial Days*. *Typography in the 19th Century*. Interestingly written and illustrated. Necessary information for the typographer.

There are shown in an appendix, printed in brown halftone, more than one hundred attractive holiday greetings.

300 pages, 41 inserts, 615 illustrations, size 9½x12¼ inches, strongly bound in cloth, \$10.00; 45 cents extra for postage and packing.

THE AMERICAN PRINTER

9 East 38th Street, New York

A Quarter of a Century's Progress

(Continued from page 24)

The issue of November, 1900, had 49 pages in all, of which 16¾ pages were devoted to advertising. The issue for November, 1927, had 236 pages in all, of which 128¾ pages were devoted to advertising; although the number of advertisers increased only from 223 in November, 1900, to 252 in November, 1927. The number of small advertisements (below ¼ page) was 213 in the November, 1900, issue as against 53 in the issue for November, 1927.

IN the toilet goods and cosmetic field in 1900 the only items advertised in the *Ladies Home Journal* were soaps, face powders and talcums. The current advertising in this field is much more complicated in scope.

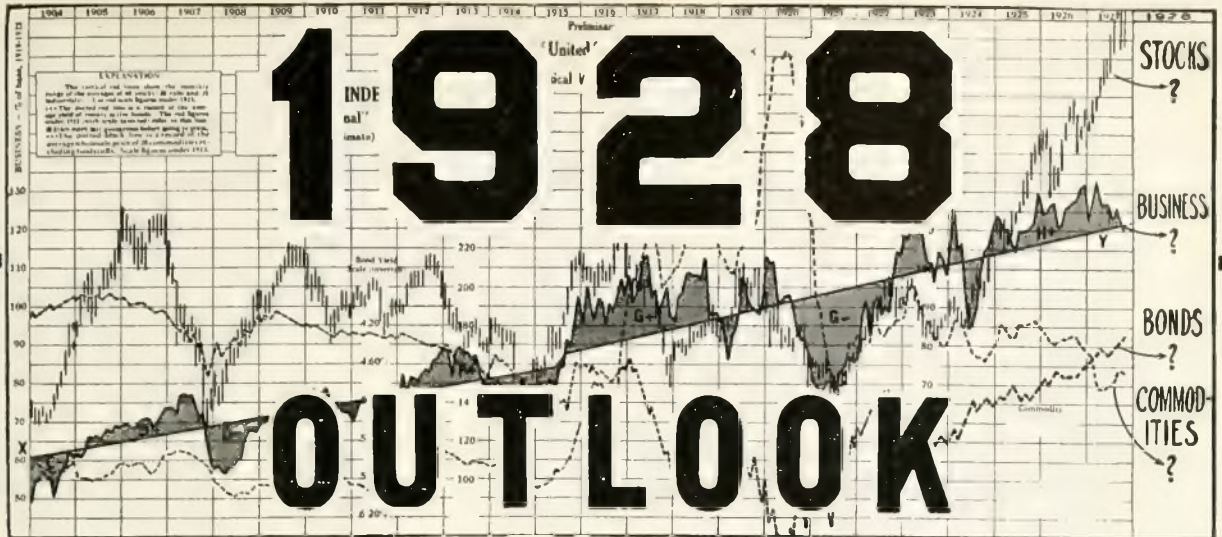
It is perhaps noteworthy that the very last issue of *The Saturday Evening Post* for 1910 (Dec. 31, 1910), contained three full page automobile advertisements, the forerunners of this great field of advertising.

Notwithstanding these great changes in advertising's external features the advances in the business made in what may be called the invisible phases are much more impressive, although perhaps less picturesque.

The Audit Bureau of Circulations (founded in 1914) has put circulation statements on an entirely new footing. Comparable figures sworn to and presented in a form suited to the needs of the advertiser were substituted for the intangible and glowing generalities of many of the earlier publishers. This advance alone would have made the quarter century a notable one in the advertising business.

The American Association of Advertising Agencies (1917) has standardized rate cards and has established and upheld standards of practice in the agency business and in recent years has made valuable contributions to the field of firm knowledge about magazine circulations.

The Association of National Advertisers (1910) has done similar work for the buyers of advertising space. The International Advertising Association and its predecessors have helped the work of local advertising clubs; have developed and carried out the



Our forecast of the probable trend of General Business, Stocks and Bonds, Sales, Commodities, and Labor will be of inestimable value to you in determining your business and financial policies for 1928.

With a few fundamental facts settled in your mind, the problem of knowing what to do with your investment capital—your sales, purchasing, advertising, and management policies—will not be nearly so difficult.

In order to increase and protect your business and investment capital to the highest degree of efficiency, it is necessary to determine, from careful study,

the probable trend of business and securities—months in advance. This study must be based on sound principles that are aged by experience and backed by the knowledge of what to do at the right time.

Established twenty-five years ago—honest unbiased principles—a staff of experienced workers—makes Babson's Reports well worth your serious consideration.

If you would like our information about 1928, together with complete data on our Business and Financial Service, fill in and return the coupon below and it will be sent to you without cost or obligation.

Babson's Reports

Babson Park, Mass.

The Largest Statistical Community in America

The Babson Statistical Organization,
 Div. 18-94, Babson Park, Mass.

Send me, gratis, your information about 1928, together with complete details of your Business and Financial Service.

**1
9
2
8**

Name

Street

City State

LA PRENSA

of Buenos Aires

PULLING POWER

American advertisers are really interested in only one thing when they buy space in Argentina—present and future sales.

A critical study of any copy of LA PRENSA furnishes all the evidence needed to prove its pulling power.

Proof of the intelligence and buying power of the readers is self-evident from the quality of the editorial and news text.

Proof of their responsiveness is found by examining the advertising published. In Argentina, there are, among others, two kinds of advertising that could not appear if they failed to produce immediate sales, classified and real estate auctions. The leadership of LA PRENSA in both these classifications has been unchallenged for a generation.

Write for a detailed circulation statement.

Exclusive Advertising Representative

JOSHUA B. POWERS

14, Cockspur St., LONDON, S. W. 1

250 Park Ave., NEW YORK

SOMETHING

DIFFERENT

▪ **FOR A** ▪

CHANGE

For a few manufacturers, in 1928, we will produce booklets of a special and distinctly different nature. Only such firms as have ideals, organizations and records which are a matter of pride will be interested. Particulars on request.

The
Cargill Company
Grand Rapids

**A New 300 Room Hotel
and a
22 Story Skyscraper**

Two of the many evidences
of Unusual Prosperity in

**ALLENTOWN
PA.**

75% of its 250,000
Trading Area
Read The

**Allentown Morning
Call**

Story, Brooks & Finley
National Representatives

*"Ask Us About
Advertisers Cooperation"*

Better Business movement and have offered an opportunity for federating organizations working in various advertising fields. The various media also have made great progress individually and in associated work; magazines, newspapers, out-door advertising media, direct mail business papers are among the groups whose achievements in improving technique, in toning up standards, in making the media reliable and effective could each be made the subject of a story worth telling.

BUT perhaps the greatest advance of all has come as a result of a deeper appreciation of what advertising is and may become as a factor in the life of the people. This quickened sense of the power of this element in daily life has in many quarters led to a sober and painstaking effort to get the whole business on as sound a basis as possible.

The chief concrete expression of this is the heightened respect for facts as a basis for operation.

Operating on the scale necessary for effectiveness, advertising as practiced in this country involves heavy responsibilities. There are annual appropriations in the millions of dollars. No advertising on a nation-wide scale can be effective for much less than \$100,000, and \$500,000 is not an uncommon amount to be spent by a national advertiser in a single year.

To build a manufacturing plant costing \$500,000 is an engineering problem calling for the elimination of all possible risks and the minimizing of uncertainties. But after the plant is built, the evidences of ownership can be taken to the bank and they will serve as collateral for a substantial loan even though mistakes have been made in design or in construction. But a similar amount of money spent on advertising must be spent with full knowledge that if it is not effective in sales or in some other desirable result it is a loss. The outlay, or what it bought, has no collateral value; it must show increased sales or profits, otherwise the expenditure is difficult or impossible to defend.

This fact weighs heavily on those who assume responsibility for directing advertising expenditure. Human frailties cannot wholly be eliminated, market changes cannot be forecast with certainty; but all elements of risk

which can be got rid of must be taken out.

And nothing can be left to conjecture which can be established as being indisputably facts.

And all of this must be done before the money is spent, or even appropriated.

THE intricacies of the implications of this idea are too complex to trace, but some of the substantial advances made by more progressive concerns in the advertising business embrace such things as: (1) the careful gathering (in advance of any advertising expenditure) of the essential facts likely to affect the results hoped for. (2) an intelligent and common-sense use of these facts when they have been obtained, (3) a wider and firmer first hand knowledge of markets, and of distribution channels, (4) the close correlation of the advertising plans to the selling activities and, (5) the wisest and most discriminating selection of media to perform the advertising task in hand.

These activities all pre-suppose the ability to tell the advertising message with a maximum of effectiveness and with full use of all those betterments in the arts of expression which these fruitful years of study and practise have developed.

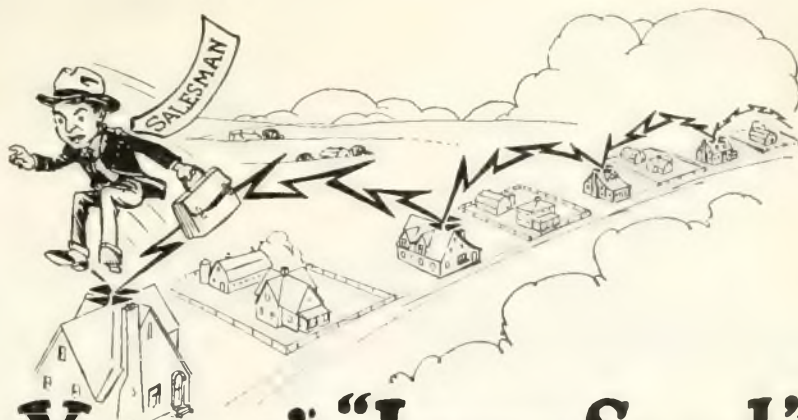
This brief summary of some of the outstanding changes in advertising makes it clear that while this business has been learning about the better and more intensive sale of goods it has uncovered a force with unexpected possibilities for future developments.

If habits of millions of people can be changed as to their food or drink or clothing, and if results can be counted on with enough security to justify these large outlays, why cannot peoples' habits of thought and their attitude be changed on other matters as well?

Why should we be so slow in the application of known facts about daily life?

If automobiles can be so widely introduced in twenty-five years, why should we still be medieval in so many of our ideas of sanitation? Why should we have so much distrust of the law and all its works?

Why should great economic and social advances still plod their way over public inertia and ingrained bad habits?



You can't "Jump-Spark" Northwest Customers

FARM families in the Northwest are 51.2% of the total population. Of every hundred sales the dealer makes, fifty are to farmers.

To the dealer they are not farmers or townsmen. They are *customers*. An attempt to cover the market without including both classes is as impossible as to put a polkadot dress in the laundry and wash only the dots.

Make your demand as unified as the market itself. Sell the farmers as hard as you sell the town dweller. Give your dealers complete support.

There is only one weekly farm paper in the Northwest. It has been a factor in farm progress for 46 years.

THE FARMER
Webb Publishing Co. Saint Paul, Minnesota
The Northwest's Only Weekly Farm Paper

Wallace C. Richardson, Inc.,
 250 Park Avenue,
 New York



Standard Farm Papers, Inc.,
 307 No. Michigan Ave.,
 Chicago, Ill.

Northwestern Member Standard Farm Paper Unit



Are You getting your Share ?

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

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

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

For complete coverage at one cost, the

Bridgeport Connecticut Post Telegram

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

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

How Shall We Make Up Our Salesman's Sample Case?

(Continued from page 26)

through variety. One sales manager says that dissimilar sizes help orderliness. How? The compartments for the different samples are naturally different in size; only the right compartment will accommodate each sample; and the case cannot be packed in the wrong way.

(3) *Cleanliness.* Plush catches dust; as do other rough surfaces also. Avoid too many corners or other dust catching features. The whole case should be easy to clean—perhaps with a damp cloth. Machine shop operatives or others who examine the samples may have dirty hands which smudge the paper labels on bottles. Shellac such surfaces. Then they can be cleaned easily. It should be possible to lift out with ease parts and exhibits for cleaning.

Finally, don't trust the salesman too much. Examine the sample case after every trip or two. (That shows the salesman that *you* think the case is important—but that's a secondary point.) At examination time, clean the case, check for order, replace any broken or otherwise defective samples.

(4) *Quick Action.* The ideal sample case is opened quickly. Opening one latch is quicker than opening two latches and unlocking a lock. The first, quick view the dealer gets should be interesting. Salesman should be able to take out the desired samples quickly. The first lot exhibited should summarize the story quickly and whet the dealer's appetite for more.

(5) *The showman's touch.* It is good to have an arouser of curiosity. A watch salesman carried three antique watches; the dealer was interested in spite of himself.

Color may play an important part. Brightly-colored samples will catch the eye quicker than drab ones. Shiny metal surfaces are better than dull ones. That may be why so many automobile manufacturers show nickel-plated chassis at show time.

(6) *Sequence of displays.* Arrange to show important displays first in order to get interest. Then show the less interesting ones; and then more

of the interesting ones for a strong climax.

(7) *Following up the sample talk.* Some sample cases also carry booklets which go over the same ground that was covered by the salesman. When the salesman finishes his talk he hands out a booklet which the dealer may read later to refresh his memory and "resell" himself on the goods.

How shall we get our salesman to use the sample case?

(1) Invite the salesmen to collaborate in making it. Have it meet their actual needs. Invite them to criticize and perfect the case as it approaches what seems to be its ultimate form.

(2) Advertise the sample case. Let dealers know, through business paper advertisements or direct, personal letter, that the salesman now has a real sample story along lines that will interest him. Or send post cards to dealers telling them to ask the salesman some question which can be answered best by opening the case.

(3) Make salesman report on what use he has made of the sample case. Perhaps he may be asked to tell in each report call whether he showed the sample case and what effect it had.

(4) Change samples from time to time. After a few rounds with the sample case, it may become a bore to both salesman and dealer. Periodical changes should be provided to keep interest alive. One company has three different kinds of sample cases. These are rotated among different groups of salesmen. During the year each salesman has three different sample cases to exhibit.

(5) Be sure to circulate among the salesmen any instances of particularly effective use made of the sample case by their fellows.

(6) First and last make the sample case obviously useful. It ought to be a self-seller as far as the salesman is concerned. The man who gets it up should himself go out on the road and test it against several types of dealers. He ought to know from field experience that it will work before he orders one of the cases for every salesman.

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



Courtesy Metropolitan Museum of Art.

GOTHAM uniformity of workmanship will win your approval even as it has won that of hundreds of other publishers and advertisers. They have discovered that the resources of Gotham are never taxed to the point where quality is sacrificed to meet the requirements of time. Gotham craftsmen are rapid and skillful, their working facilities extensive. Together with associated companies, located in the same establishment, Gotham service is inclusive of every branch of engraving and its allied arts of electrotyping, stereotyping, typography, printing, etc. Such an arrangement presents unusual opportunities for convenience, co-operation and uniformity of workmanship.

GOTHAM PHOTO-ENGRAVING CO.

229 West 28th Street

Telephone Longacre 3595

New York, N. Y.

"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

Free Examination Coupon

ADVERTISING & SELLING,
9 East 38th St., 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

1-11-28



I've Only Begun to Know Him

Two or three years ago one of the most virile and colorful figures in the advertising world decided that he had had enough. He turned his business over to his staff, left New York and made a new home for himself upstate—sixteen miles from anywhere." to use his own words.

He is too active a man to loaf, and so he amuses himself—and makes an honest dollar occasionally—by lecturing. I had the pleasure, recently, of hearing him. After he had finished. I waylaid him and took him home with me. There, for an hour or more, we foregathered.

The funny thing is this: I have known this man—quite well. I thought—for twenty-five years. But in that hour and a quarter spent under my roof I learned more about him than in all the years we had rubbed shoulders. Always, in previous contacts, the possibility of conflict, based on a difference of opinion, was in our minds. But now—we found that we had a dozen interests in common. We found, too, that we had a philosophy of life that was almost identical. After twenty-five years, I've only begun to know him.

Eight Hours of Grandeur

I dropped in, the other day, to see a man whom I "used to know when—"

He wasn't in, but his secretary made it plain that Mr. What's-his-name really wanted to see me, and would have waited for me if I had let him know when I would call. But that is neither here nor there. What I wanted to say is that the aforesaid secretary was, as far as I could judge, the sole occupant of a room which is a good deal bigger than the average New York

apartment. It should rent, I figure, for about \$6,000 a year.

If Mr. What's-his-name's secretary is housed as are most business women, she has a nice little 8 by 10 room in a tiny apartment somewhere uptown. But for eight hours a day she certainly has a grand time of it. She certainly has.

He Just Goes

Recently I interviewed a man for whose ability as a salesman I have a profound respect. I put my problem before him.

"What would you do?" I asked.

"Go and see him," he answered.

"Without telephoning him or writing him a letter?"

"Certainly," he said. "I never write letters or telephone people I want to see. I just go."

Nick Is Coming Back

One of the most eminent of the many pants-pressers on Sixth Avenue told his brother, who was also his boss, that he was sick and tired of the work he was doing. "I quitta da job," he said. "I go back to Italia and I never return. Never! I have press my last pant."

He went to Italy, all right. His first letter was full of enthusiasm. Wine, he wrote, was cheap and plentiful. The food was good. Such spaghetti! U-gh! His old friends were delighted to have him with them. He was having all kinds of fun. Italy was a great country and Mussolini was a great man. America had no one like him. Yes, he was quite happy and never, NEVER, would he go back to the accursed United States and pressa da pant.

Another letter came. It was not quite so enthusiastic. Times weren't very good in Italia. There was no work—not even for a pant-presser. But he was not discouraged. Not he. He would show these damned Italians what an Italian-American could do.

Silence—for a month. Then, out of the clear sky, this cable: "Send me two hundred dollars. Quick. Do not fail. I come back. Nick."

JAMOC.

The HIGH *The* LOW *and the* MIDDLE ~

There are the rich, the poor, and the folks in between.

The rich are few. The poor have no money.

Remains the great middle class. It is your market. Its whims control your business.

In Chicago 558,138 of the folks in between read the Evening American — over 100,000 more than read its nearest competitor. Until recently they paid 3 cents for the Evening American — 2 cents for the competitor.

Our moral should be obvious.

CHICAGO AMERICAN

a good newspaper

RODNEY E. BOONE

General Manager National Advertising

9 East 40th Street, New York City



Books of Business

Merchandise not in stock but "carried" in catalogs and other books of business is sold in tremendous volume each year.

The better the book the easier it is to sell the merchandise. And the quality of a business book begins with the cover.

Hundreds of orders for men's made-to-measure clothes are written up each day from the contents of this catalog and style book of The Richman Brothers Co., Cleveland. The economical Burk-Art process cover of the book is as durable as it is good looking.

THE BURKHARDT COMPANY, INC.

Larned at Second Burkhardt Building Detroit, Mich.

BURKHARDT VISUAL SELLING HELPS

The NEIL HOUSE

The newest and now the Leading Hotel in COLUMBUS, OHIO
Opposite the State Capital
655 ROOMS—655 BATHS
RATES FROM \$2.50—\$10.00
EUROPEAN PLAN

The facilities for dances, luncheon, dinner and card parties large or small are so unusually good that Sorority and Fraternity functions are always enjoyed.

Headquarters OLD COLONY CLUB
also Republican & Democratic Committees
GUSTAVE W. DRACH, President and Architect
FREDERICK W. BERGMAN, Managing Director

Don't miss an issue of Advertising & Selling
Send in your old and new address one week before the change is to take effect.

MOVING



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.

A Plea for Us Oldsters

(Continued from page 28)

number of mature men, and women, too, who are quite content with their own station in life . . . who regard it, in fact, as quite the happiest, and richest, and altogether most desirable station that human beings can aspire to—these mellow, middle years. And, so far as the youngsters dictating what the oldsters shall buy, or wear, or the car they shall ride in, or the house they shall live in, or the books they shall read, the average boy or girl of nine to fifteen doesn't today have any more influence than he or she had ten years ago.

MOST of my friends have growing children; some of them are approaching the flaming youth age and are beginning to essay a bit of dictation. They are not doing so well; they would do better, I believe, if youth did not flame so flamboyantly. Some of these oldsters can be pushed just so far.

Anyway, a smattering of us oldsters, with fairly fine specimens of youth in our own families, are beginning to wonder whether this wise-cracking youth of the stage and screen, and press and advertising page, is the real thing, after all. In boys and girls, that we know we surprise an astounding amount of sound common sense. They are more sophisticated than we were at their age, it is true, but in the real sense of the term, and not in the debased coinage of the current advertising vocabulary.

Youth is an insurgent, an explorer, an originator, an inventor . . . never an imitator. Yet this youth cult that we are asked to accept as the official interpreter of modern youth makes imitation a religion.

Let one wisecracking, cheaply clever (often slightly crooked) piece of copy register a hit today, tomorrow there will be a dozen cast in the same mold.

Youth is impetuous, unstudied, enthusiastic, unafraid. Its rarest charm is the attitude of discovery with which it proclaims even ancient truth. Do we find this charm in the "youth-calling-to-youth" advertising and literature of today? We do not. Instead,



CHARLES M. SCHWAB

“Makers of Business Prosperity”

“BUSINESS journalism has established a great clearing house of information,” says Mr. Schwab, probably as widely recognized for his human understanding of selling as for his capacity as a great manufacturer.

“You cannot have prosperity,” says Mr. Schwab, “without confidence, and you cannot have confidence without a free and honest exchange of information.”

* * * * *

That is the platform this publication stands on. Business publications which succeed are more than a collection of editorial and advertising pages.

* * * * *

Every publication has its specialized field of service and plays its part intimately in the interchange of information and opinion, which is the basis of prosperity to which the captain of steel refers.

* * * * *

Both editorial and advertising pages are made to fulfill this great responsibility. The men and methods the editors select for their pages and the advertising which the clients of this paper buy to inform its readers of their products, are brought together between the covers of a business journal for intimate help and service.

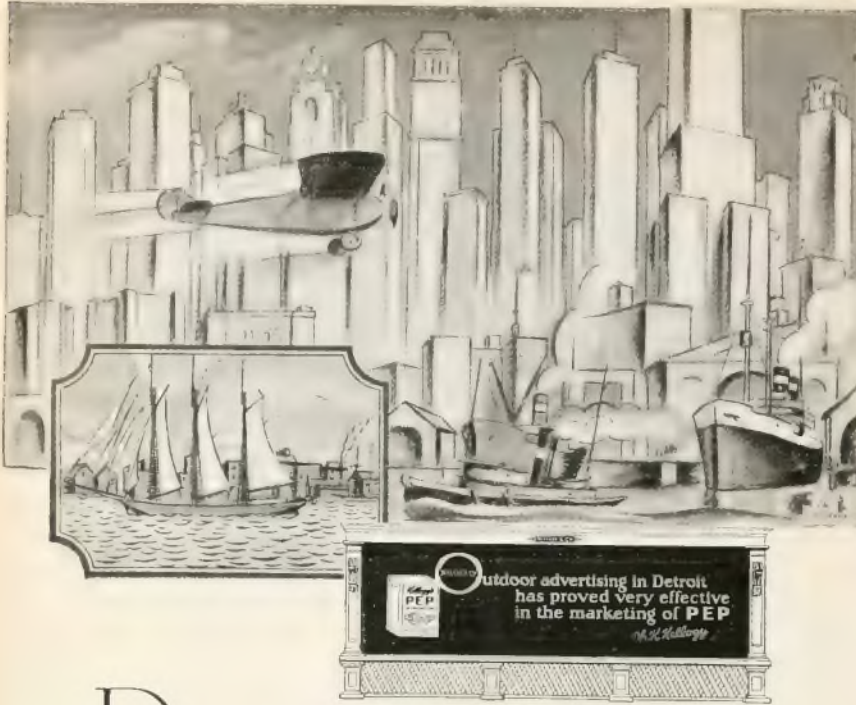
When you have read both editorial and advertising sections and you have a complete knowledge of the service the publisher of this journal has prepared for you; then you, like Mr. Schwab, will see it—a Maker of Prosperity.



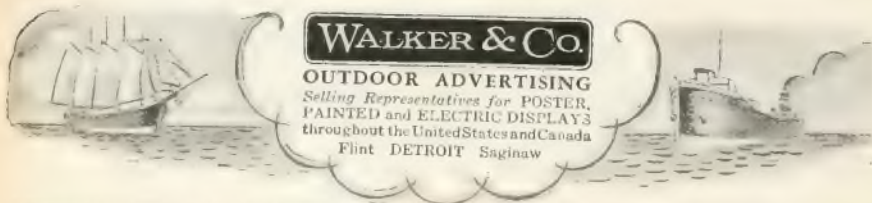
The A. B. P. is a non-profit organization whose members have pledged themselves to a working code of practice in which the interests of the men of American industry, trade and professions are placed first—a code demanding unbiased editorial pages, classified and verified paid subscribers, and honest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

This publication is a member of

THE ASSOCIATED BUSINESS PAPERS, INC.



DETROIT'S population has doubled every ten years for the last hundred years. And Detroit continues to grow by leaps and bounds. It's a big market now, a bigger market tomorrow. This major city must be included in your selling plans. Figuratively speaking, there is still time to get in on the ground floor, still time to attain and maintain leadership in this great buying center. Then remember that Outdoor Advertising, alone, delivers blanket coverage here and reaches *all* the people, *all* the time.



This Beautiful Hotel Invites You!

.....those who like nice things

choose....

Colton Manor

One of Atlantic City's finest Hotels
Reduced Winter Rates
American and European Plans
Charles D. Boughton, Manager

with more and greater truths to proclaim than youth ever has had before in any age, we have a stupid affectation of boredom, studied "sophistication," insipid insolence that has nothing of the buoyancy, the freshness, the defiant daring of youth.

It doesn't make sense.

EVEN if this flaming youth type of advertising did sell to all the real youth of the country, would it be worth while, at the expense of alienating the oldsters? Is it necessary to say: "Come, you who have youth, and buy; all others keep out"?

I wonder if more of our manufacturers and our merchandisers, and some of our advertising agencies, are not about due for the discovery, already made by Edgar J. Kaufmann, president of Kaufmann's department store in Pittsburgh, who has found that in the wild chase for new customers and young customers, he was losing the business of old, established customers who had much more money to spend. Women in middle life, well-to-do, with educated tastes and the means to gratify them, were drifting away to the small shops. They drifted, Mr. Kaufmann contends in his article in Burroughs' *Business* on "The Retailing Renaissance," because they missed the old contacts, the old standards and values, the spirit of personal service.

They resented the bustle and buncombe, the glib patter that is strange to their ears. They are out of sympathy with modern merchandise and modern merchandising methods.

Isn't the same thing, to some degree, taking place in advertising?

The writer admits a bias. His arteries are fairly young; his insurance friends tell him that he has a splendid "expectancy"; he is enjoying life more than ever before, and has more with which to enjoy it. *But he is old!*

Yet I wonder if there are not millions of other men here in America, and women, too, some older and some not so old, who cannot be altogether persuaded that they no longer count, and who will join with me in saying:

Please, won't more men who make things make more of the kind of things we want to buy, and talk more to us about them in our own language. Our aged ears are so woefully weary of telling and yelling; we'd love, just once again, to see some real, old-fashioned selling.

**Showing the
NEW in
Contrast to
the OLD**



Unsightly, old-fashioned stoves and the unbeautiful scuttle of coal in contrast to a modern Heatrola are pictured to advantage in rotogravure. A sales message told in pictures is grasped by the reader at a glance and ALL readers get the same impression. PHOTOS BY JOEL FEDER



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-News |
| *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 | | |

Rotoplate is a perfect paper for rotogravure printing,
and 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

Write for our new book, the A B C of Rotogravure, showing many interesting specimens printed by this modern process. It will be sent to you without charge. Address Kimberly-Clark Company, Rotogravure Development Department, 208 S. LaSalle St. Chicago

Everybody's Business

(Continued from page 5)

nessing the passing of our exclusive aristocracy as is evidenced by the fact that the Social Register Association has discontinued the publication of its volumes for eleven cities because the people of these communities were not interested in being listed.

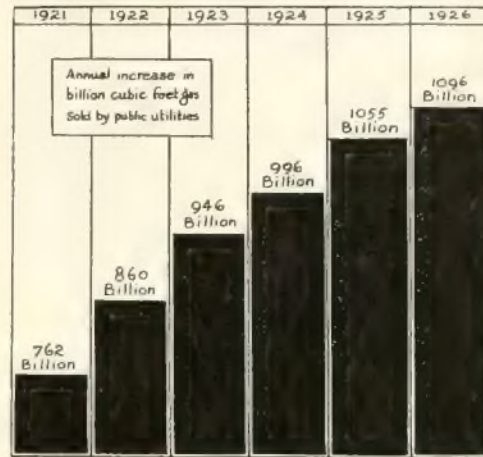
We are doing more than all others to shake the world out of its long slumber. Of necessity, our policy has become imperialistic instead of parochial. We have cast off our inferiority complex and aspire to be first not only in finance, commerce and industry, but in art, fashion, literature, sports, science and philanthropy. We give much time to peace propaganda, but continue the precaution of fostering a martial spirit among our younger generation.

UNCLE SAM does not propose to be merely a debt collector. Having entered into international transactions on a large scale, he has wisely recognized that there is no way for him to avoid international responsibility.

The statesman in his high hat and frock coat—the orator with flowing locks and lurid adjectives—is fading out of the picture. Judging from the lessons of history we have made no mistake in placing our national destiny in the hands of the business executive, the financier, the scientist and the statistician. More important decisions are now made in the executive offices of great corporations than in the legislative halls and committee rooms of Congress. Even that Europe which ridiculed our methods is hastening to imitate them. The business man supported by able accountants armed with facts and figures is making royalty useful only for ceremonial occasions.

When we look ahead there is no end to the picture that spreads before us. Modern research declares there is nothing unsolvable if the need of solving it is great enough. The trend of invention will be determined by the urgent requirements of busy people. When the desire to travel through the air becomes widespread, science will quickly eliminate the present risks of flying. A sudden decline in the production of petroleum will bring about a speedy increase of

A Fast Growing Market!



Hence: Increasing demand on part of public utilities for equipment, distribution supplies, and appliances.

PLAN now to use the 1928 edition of the Gas Engineering & Appliance Catalogue. It reaches this expanding market at an amazing low unit cost. Write Gas Engineering & Appliance Catalogue, 9 East 38th Street, New York City.

Published by publishers of GAS AGE-RECORD

A Salesman Available—

A clean cut American of acceptable appearance (36) with a background of 15 years experience selling advertising.

Has managed the advertising department of magazines and holds such a position at present.

Although acquainted with practically all the agencies in the east, he asks nothing more of friendship than an attentive ear.

He knows that a chairman of a board has more influence in making decisions than an advertising department, and the chairman frequently is more attentive.

If the idea behind the sales plan is sound there is no excuse for not selling it right down the line.

Experience has also taught him that the man to whom it is hardest to say "no" hears it the least.

If this type is needed in your organization he would willingly leave his present position.

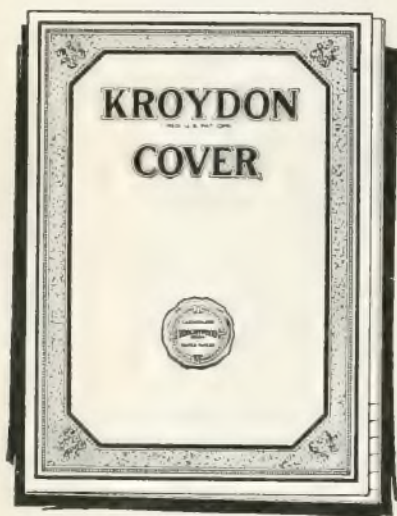
Perhaps a fifteen minute chat might make us both happier.

Address Box 505 Advertising & Selling, 9 E. 38th St., New York City.

KROYDON COVER

NON-SOILING

A gentle stroke with a damp cloth and it's clean. For sales manuals, parts books, price lists, things carried in pockets, brief cases or kits, Kroydon Cover covers well.



An ideal catalog cover, versatile: Prints halftones exceptionally well; it's a coated cover paper. And it is self-recoloring; in hot embossing it changes to a darker hue at the point of contact with the die, giving a rich two-tone effect without a second printing.

You may know all about other cover papers, but Kroydon Cover is the only member of its own class. Write for the Kroydon Cover book; on your business letterhead, please.

HOLYOKE CARD & PAPER COMPANY

61 Fiske Avenue, Springfield, Massachusetts

Makers of Cover Papers, Cardboards, Coated Papers and Specialties

at least fifty per cent in the efficiency of all types of internal-combustion engines.

Traffic congestion and a public recognition of the necessity of getting sunlight to city people will force the abandonment of smoke-producing solid fuels and cause the development of super-gas systems that will distribute heat units through pipes. The coal bin will be as rare a sight to the average householder as is the backyard pump today.

The need for conserving electrical energy will compel the solution of the problem of "cold light," and as a result we will get twenty-five times as much illumination for each dollar we spend. At present ninety-six per cent of the energy sent through the filaments of our best lamps is lost in the form of heat.

A scarcity of food accompanied by a rise in prices will force the chemist to perfect a means whereby carbon dioxide and water will be made to combine in a way that will permit a material increase in the efficiency of absorption of sunlight. The result will be a practical method of producing as much starch in a few hours of sunlight on a small area as nature now produces on a large area during a period of months. Regions of perennial sunshine, such as the Sahara Desert, will then be converted into busy industrial communities made up of enormous food factories sending their products to all parts of the earth.

DISTANT vision by wire and radio will greatly benefit many lines of business. The "sound of a face" has already been sent thousands of miles a number of times. Recently living images starting from a laboratory near New York leaped across the ether and landed on a screen before an audience sitting in a room in Washington. In its final development, television will exercise a great influence over every branch of the amusement industry. It will become a commercial reality when 300,000 optical fragments can be transmitted every second instead of the 50,000 now possible.

The use of radio in the operation of trains is entirely feasible and will effect economies. Instant communication not only between different moving trains, but between the locomotive and the caboose of the same train, will bring about another useful application

—AND SO OUGHT YOU!

ADVERTISING AND SELLING

9 East 38th St., New York City

Please enter my subscription for one year at \$3.00.

Send bill.

Check attached.

Name Position.....

Company

Address City..... State.....

1-11-28



Morocco . . . The Garden of the East

Barbaric . . . voluptuous . . . mysterious! A thousand colours flashing in the dazzling sunlight. A thousand enchantments throbbing through the purpled nights. The sullen fitful flare of torches . . . the wild pulse beat of desert drums . . . ever to echo through the memory. Strange savage peoples in ceaseless pageant. The east . . . slumberous with dreams . . . aflame with life!

Just at the other end of "the longest gangplank in the world" . . . North Africa . . . its magic! And there . . . strung through all its wonders of exotic cities . . . of mirage-haunted desert and palm feathered oases . . . the forty-one famous Trans-atlantic hotels. De Luxe 57-

day itinerary . . . including Mediterranean crossing . . . hotel and other expenses . . . private automobiles to wend those splendid roads or ride the desert dunes . . . \$1750. Too, there are shorter trips . . . 10-day itinerary as low as \$200.

And the glorious adventure begins at the very moment you leave New York . . . on a French Liner . . . with all its radiant charm of atmosphere . . . the cuisine of Paris itself! At Le Havre de Paris no transferring to tenders . . . simply another gang-plank . . . a waiting boat train . . . Paris in three hours. Overnight . . . the Riviera. One day across the Mediterranean . . . North Africa!

French Line

Information from any French Line Agent or Tourist Office, or write direct to 19 State Street, New York City



And 16 more manufacturers are now having Child Life test their products

GELATINE, facial and laundry soaps, flakes — waterless cookers — shoes, clothing — cake flour — candy bars.

These are but a few of the many products manufacturers are submitting for Child Life's Seal of Approval here shown, actual size.

Any manufacturer or agency may submit samples to be tested. Advertising in Child Life is not a condition of receiving this merchandising aid.

To customers about to buy, Child Life's seal on any product is added assurance of quality and satisfaction — from a 200,000 quality circulation home magazine — from one of America's oldest publishing houses, established in 1856.

If you have a product that *families* buy, you will want to secure the complete details. Let us send you full information, without any obligation to you.

Tear out this advertisement as a memo. Write today. Just address The Merchandising Bureau of Child Life, 536 S. Clark Street, Chicago.

CHILD LIFE

Rand McNally & Company

Publishers

Chicago

The American Handbook of Printing

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

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

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

of "wired wireless." Radio very soon will be playing an important part in controlling and communicating with all sorts of moving objects.

Radio power is an accomplished fact in the laboratory.

When this feat becomes possible on a commercial scale, we will have airplanes, automobiles and trains driven by electric waves transmitted without wires.

Our coal will gravitate to enormous central stations that will generate practically all of the energy used by the industries of entire districts. Isolated homes, as well as factories, will be able to tap this mighty source of surging energy.

OUR ordinary broadcasting stations now project random waves in all directions.

The new method, called "beam radio," will bring the waves under control. A succeeding development will be the perfection of machines for projecting the waves in parallel beams.

From this accomplishment it is only a step to a system where the high-tension current will be brought down to a pressure sufficiently low for use by the householder. No one can say at present what the effect will be on our bodies when we commence to move about in a new world of wireless energy that will supply current for lamps, washing machines, vacuum cleaners, toasters and hundreds of other devices.

Since all of these things have a sufficiently satisfactory laboratory history to justify their being listed among coming probabilities, we may be sure that life tomorrow will be filled with interest and romance. American civilization as a whole is moving toward one great center—the power house.

In the new era the chief builder and the principal personality will be the engineer, rather than, as in the past, the statesman.

Politics will bow to science. Industry that once enslaved is now fighting on the side of humanity, for it is our new mechanical forces that are now doing more than all else not only to reduce drudgery, but to provide the present generation with grass, trees, flowers and fresh air—the very things that would seem to be out of keeping with a machine-made age.



You have exactly 493 preferred prospects in the city of Providence

INDUSTRIAL GAS

Commands Every Possibility for the Sale of Industrial Gas Equipment and Heat-Control Apparatus.

* * *

In 300 cities which are the great capitols of industry in this country, INDUSTRIAL GAS goes once a month to every plant that has a problem in heat-treating. More than that, it goes to every man in these plants who can authorize or influence the purchase of equipment. If you have some piece of gas equipment or heat-control apparatus that can be used to solve the problem of heat in manufacturing, these are the men you must reach—the key men in your primary market. And only through INDUSTRIAL GAS can you reach all of them.

Your market has been picked for you with care and precision. Your prospects in the city of Providence, Rhode Island, for instance, were singled out in this way: The Providence Gas Company found that there were 493 industrial concerns in the city with unsolved problems in heat-treating. These include both the plants that do not use gas and those that should increase their present use of it. These are the firms to which INDUSTRIAL GAS goes, and they represent the entire extent of your market in this particular city. Among them are such as the American Enamel Co., General Chain Co., Holden Glassware, Manchester Silver Co. and the Strathmore Co.

Such is the coverage you will get in each of these 300 industrial cities. Now add 100% reader-interest to this 100% coverage, and estimate the results for yourself.

[[This is the fifth advertisement of a series citing some of the industrial cities in which INDUSTRIAL GAS has 100% coverage of the market for gas equipment and heat-control apparatus.]]

INDUSTRIAL GAS

Cleveland
405 Sweetland Bldg.

Chicago
410 No. Michigan Ave.

New York
9 East 38th St.

San Francisco
320 Market St.

The Question Mark Arrives

(Continued from page 20)

ON the surface, the *Southern Planter* is simply a well-edited farm paper of 200,000 circulation with its circulation concentrated in Virginia, West Virginia, Maryland, the Carolinas, Kentucky and Tennessee.

But *beneath* the surface it is far more than that. It is a paper that has been subscribed to by some families for 87 years . . . a paper in which one firm has advertised continuously for 87 years . . . the paper upon which these farmers rely when they themselves advertise . . . a paper which in this year of 1927 is bringing inquiries at the lowest cost for many and many a business.

The *Southern Planter* is hospitably received and so are its advertisers. It has more than "reader interest" . . . it has real "reader friendship." The *Southern Planter*, Richmond, Va. Established 1840.



Home of the Southern Planter

now making as organizations is in the direction of undoing mischief wrought in part in years past by some of the individuals who have made up the membership of these same associations.

But to go back to the men who are jointly responsible for the recent advance toward a science of advertising:

Chase and Schlink made their contribution by putting a great question mark after sincerity. When their book, "Your Money's Worth," was first published, we did not like it. We do not like it yet. Parts of it are illogical and unfair; parts of it are probably inaccurate; other parts of it are ill-advised. But the net result of the publication of the book, now that we have a perspective on it, is this: *Sincerity*—?

WHEN the book came out we rushed to our own defense—and paused even as we were about to throw our lances.

Then, most hopeful of anything that has happened in years, and to the organization's everlasting credit, the Association of National Advertisers accepted the challenge of that question mark, not belligerently, but in a spirit of sincerity, and built the program for their 1927 annual meeting around it. More than that, they invited Mr. Chase to meet them; and they listened respectfully to what he had to say.

In doing that they started for bed-rock; they began the real probing which is science.

Meanwhile, such men as Ernest Elmo Calkins and John Benson had been preaching a constructive brand of sincerity—and practising what they preached. And the leaven of the spirit of this group was working.

Meanwhile, also in agency circles, a great questioning had developed as to the elemental effectiveness of the various factors of advertising. A progressive element had begun to raise searching questions (as represented, for example, by the circulation quality survey), not in any petty sense, but in a broad spirit of "Are we spending our clients' money wisely?" And at the Association's recent annual meeting this questioning, this movement in the direction of bed-rock, crystallized

in the election of John Benson to serve as its permanent president. This step, whether taken for that purpose consciously or unconsciously, is heading the agency field in the direction of doing a great deal of fundamental questioning in the interest of increasing the effectiveness of the work of agencies for their clients.

There are, of course, other organizations and other firms and individuals who are doing effective questioning (not overlooking the ambitious program recently launched by the International Advertising Association); and there are educational institutions in which advertising is being approached in the spirit of science. It is not my intention, nor is it possible within the available space limits, to try to fill in the details of this picture, but merely to sketch broadly the sudden big impulse that has come over advertising which gives promise of being a great step toward a science.

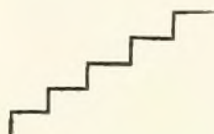
The hopeful thing about it is that this questioning is not being done in an academic way but in what might be described as almost a spirit of desperation—though perhaps irritation or impatience more aptly and accurately express it; impatience with how little we know; irritation at ourselves for being open to attack with no better defense than we have.

WE may well continue to experiment in a spirit of science with coupons and key numbers in our advertisements; to test space units and insertion frequencies; to make surveys of markets and media; to dissect copy and art in the psychological laboratory; to experiment with test mailings; to study the factors of location and visibility as applied to outdoor advertising, and so on. But in doing these things we should bear in mind that we are using merely calipers and scales—instruments to measure and weigh—such as are used in the laboratory to weigh or measure or check the factors concerned with a principle.

It is the principle that is important—the *great question*. In 1927 we faced advertising's question squarely and purposefully for the first time

the net paid circulation of the last issue of Advertising & Selling (founded as Advertising Fortnightly May 19, 1923) was 10,004.

December 19, 1923	- .	4824
December 31, 1924	- .	7357
December 30, 1925	- .	8246
December 29, 1926	- .	8567
December 28, 1927	-	10004



DISPLAY advertising forms of Advertising & 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 Jan. 25 issue must reach us not later than Jan. 18. Classified advertisements will be accepted up to Saturday, Jan. 21.

A Syndicated Service Idea

Made \$5000.00 for us in a year's time as a side-line to advertising business. We sincerely believe this plan could readily be used by any advertising man, agency or printing concern in any city of the country. Clean, legitimate and easy to start. Send \$3.00 for specimen, with all the facts and figures.

R. D. TRAUTMAN, Pres.
P. O. Box 648, Reading, Pa.

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

THE JOHN ISELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

New FORREST HOTEL

49th Street just West of Broadway
Adjoining the Forrest Theatre
NEW YORK

A recent addition to New York's new hotels in the heart of the theatre and business district and within easy access to all transportation lines. The Forrest offers beautifully furnished and sunny rooms. Circulating ice water. Restaurant at moderate prices . . .

300 ROOMS (EACH WITH BATH AND SHOWER) ³/_{UP}

Booklet with map sent upon request

WM. F. THOMANN
MANAGER



New York's newest and most
beautifully furnished hotel.
Accommodating 1034 guests

Equal Distance from Pennsylvania
and Grand Central Stations.
...Broadway at 63rd St...

ROOM WITH PRIVATE TOILET
\$ 2 50
ROOM WITH PRIVATE BATH
\$ 3 50
ALL OUTSIDE ROOMS

Selling Your Services?

10,004

POTENTIAL BUYERS

IN

The Market Place

when we recognized the question mark after sincerity.

Mind you, this sincerity we are dealing with now is not merely the sentimental sincerity of the moralist. It is the sincerity of a principle—the sincerity of the principle of gravitation, the sincerity of the principle of the operation of the solar system, the sincerity of the principle of the circulation of the blood—principles which underlie our very existence. The principle of sincerity in advertising is just as fundamental to industry and commerce. We are only beginning to discover it—to ask what it is and where it is. We are approaching it—moving on it—from a number of directions.

We took our first big step in 1927. Now to push on along this most unexpected road to a science of advertising; always questioning—questioning—questioning.

Livingston Taxi Service Formed

THE Livingston Taxi Service, 425 Fifth Avenue, New York, has been organized for the purpose of promoting the use of advertising in taxicabs. John H. Livingston, Jr., is president and treasurer of the new corporation.

The company plans to install equipment in groups of cabs under one control, in New York, Boston, Philadelphia, Baltimore, Washington and Newark.

It is expected that by the first of June 5000 machines will be installed, 1700 of which will be in the Yellow Cabs, in New York.

The machine, which is cylindrical and about twelve inches long, is electrically lighted by indirect lights and is operated by compression, like a windshield wiper.

The machine is placed in a metal case that is attached horizontally above the inside front window sill of the cab. The driver has nothing to do with its operation. Twenty-one changes of copy are permissible at present, a change of copy occurring every seven seconds, and the machine operating all the time that the motor is running.

The company is organized with a capital of \$200,000 and its preliminary plans call for a rental of two dollars per month per card for each of the twenty-one advertisers.

To Select the Proper Advertising Mediums—You Need

STANDARD RATE & DATA SERVICE

It gives up-to-the-minute information on rates, discounts, color and cover charges, special positions, classified advertising and reading notices, closing dates, page and column sizes—and circulations on publications in the United States and Canada.



magazines, business papers, religious and foreign language publications.

Confidence

Every great business enterprise, that has endured over a span of time, has been founded upon—and has prospered through—the confidence of those comprising the market to which it sought to sell its merchandise or service—confidence in honor, intelligence, appreciation and goodwill!

The rate-cards and circulation statements are practically duplicated and placed in one convenient volume.

During the short span of eight years STANDARD RATE & DATA SERVICE has done what it has taken other successful institutions many years to accomplish.

Published Monthly

—supplemented with bulletins—and covers daily newspapers, farm papers, general

(TEAR OFF ON THIS LINE)

Special 30-Day Approval Order

Standard Rate & Data Service,
536 Lake Shore Drive,
Chicago, Illinois.

..... 192..

You may send us—prepaid—the current number of Standard Rate & Data Service, together with all bulletins since it was issued, which we are to have the privilege of using 30 days.

If we are not convinced of the value of this Service at the end of that time, we shall return the issue and our obligation is ended. Otherwise, you may consider us subscribers and send a revised copy each month for one year. The Service is to be maintained by bulletins issued every other day.

Firm Name Street Address

City State

Individual Signing Order Official Position

Banks spend two hundred million dollars each year for themselves. We can show you how to get your share of this business.



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, 742 So. Hill St., Los Angeles

(MEMBER A.B.C.)

A Constant Reader Shies Off

(Continued from page 27)

is simple compared to ideas. Who can teach me, positively, to be a good idea builder; to plant an idea in the minds of millions of people that will make them do one certain thing? And after all, that's what advertising is.

Human nature is not scientific. It is opportunist. So business is opportunist. And advertising!

TODAY we worship science, even pseudo-science. (At one time people feared and distrusted it.) And we may be so easily and wholly misled.

Take aerodynamics, for instance, or what passes for it. Eleven years ago in Army flying schools they taught us aerodynamics, such as it was. The book said thus and so. Often the instructor warned us that if we did thus and so, we would break our precious necks and waste a lot of government money; but to get out of the cursed ground school, you had to answer examination questions as the book answered them. There were thousands of men killed in the earlier stages of flying because of the dependence placed on alleged aerodynamics. But after the war I heard an awful-accented Russian physicist demolish in thirty minutes the "principles" taught us. He explained, convincingly, that errors had come from adapting physical principles derived from fixed bodies to fluid bodies.

Public opinion is a fluid body. Individual opinion is largely fluid. Consequently advertising "principles" cannot be developed on such relatively limited (in the "scientific" sense) experience of even Mr. Hopkins. Neither does thirty-five years' experience, large though it is in the span of human life, entitle Mr. Hopkins to state truthfully "Thoroughly Tested."

In addition to the non-scientific aspect of the advertising audience, consider the originators of advertising. I mean the men who pay the bills, not the creative practitioners.

See the inside of many big and successful businesses, and notice the men at the head of them. These heads are not scientific. Often they think poorly, irregularly, not at all. They act on impulse; move on hunches. There is obvious mismanagement, in-

efficiency, waste. Yet the businesses prosper and grow amazingly.

A successful advertising agent once told me that he had formulated twenty-seven arguments to sell advertising. To increase the sale of goods was only one of the twenty-seven, and not the most successful. The most successful, he said, was that advertising establishes and extends a business beyond the life of its founder; keeps his name alive; adds to the heritage of his heirs. In other words, vanity!

Advertising is not simply an unnamed energy, or anonymous influence; not something that is used like electricity or gas or a towel service or auditing. It is personalized with the people who occasion it or are responsible for it. It is an evidence of bigness, of prosperity, a certificate of character and credit.

The man who spends the money for it wants some fun or satisfaction out of his expenditure. He wants to enjoy and appreciate his own advertising—because that advertising in a sense is a further expression of himself. It brings reputation and a vicarious fame.

From a scientific or economic angle, such purchase or use of advertising is all wrong. But when a man builds a business and makes money, who is to stop him from enjoying his success? Advertising is one of the privileges that comes with success. As long as such advertising does not injure the firm or hinder its progress materially, the stockholders and the directors will not interfere.

LET us get back to Mr. Hopkins' "principles" of advertising.

Many of them are based on mail order experience.

Now, mail order advertising is its own field. It is comparable to classified advertising. Both are addressed to an interested audience. If a mail order catalogue does not draw business from an address within a certain time, the address is dropped and the advertiser sends his catalogue elsewhere.

The mail order catalogue is the show-window of the "sticks." It takes the place of walking down Fifth Ave-

nue, prowling through department stores, or the volume of retail advertising in the big city newspapers. It got its start at a time when reading matter was scarce and precious. It still prospers because a catalogue can show more merchandise than the local store can stock, and because volume business can make better prices.

Such advertising is a specialized form of effort, and many of its working rules are not applicable outside that form.

Says Mr. Hopkins:

Remember that our ordinary reading is done in 8 point type. Most mail order advertisers, presenting something more interesting than ordinary reading matter, have adopted 6 point type. Despite these facts, countless advertisers present their story in larger type. I do not know the theory. Certainly the easiest type to read is the ordinary one. Anything unusual presents difficulties.

THIS is typical of Mr. Hopkins' "principles."

Most of our ordinary reading is in newspapers, and few newspapers use 8 point type. In these days of huge journals, readers welcome advertisements as a relief from gray and solid columns. Anybody who prefers agate or 7 point Century to 18 point Garamond, as far as legibility is concerned, should consult an oculist.

Consider these pearls:

Brilliant writing has no place in advertising. The unique style takes attention away from the subject.

Brilliant writing and the unique style need not at all take attention away from the subject. Ordinarily they attract attention to the advertiser, create a personality and character.

Frank Irving Fletcher, who is reputed to be the highest paid copywriter (not necessarily the highest paid advertising man) once said something as follows: "Most stores have too much blue serge and not enough blue sky in their advertising. You can buy the same merchandise in a number of places, but you go to the store that pleases you most." (Mr. Fletcher is reported to have filled contracts for more than a quarter of a million dollars for copy during the past year!)

Or again, quoting from Mr. Hopkins:

Frivoly has no place in advertising—nor has humor. Spending money is usually a serious business. . . . Money represents life and work. It is highly respected.

It has been my limited experience that spending money is taken most seriously by people who have a lot of

IT IS SIGNIFICANT
that in so many Shrine
families this publica-
tion is not referred to
as "dad's magazine" but
as "OUR magazine"

Every member of the Shrine is a reader of The Shrine Magazine. The circulation is in excess of 600,000 copies monthly. A distribution statement, by states, will be mailed upon request.

THE SHRINE MAGAZINE

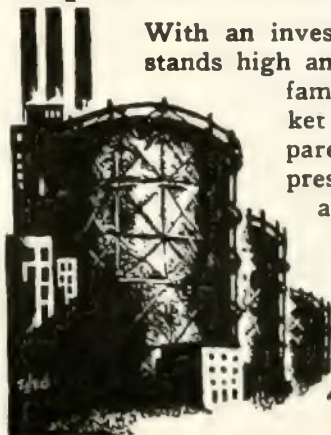
1440 Broadway • New York

Phone: Pennsylvania 7827

Tribune Tower
CHICAGO

Little Building
BOSTON

"Impressive Facts About the Gas Industry"



With an investment of \$4,000,000,000, the gas industry stands high among the country's leading industries. To familiarize advertisers with the enormous market which this business affords, we have prepared an attractive little booklet entitled "Impressive Facts about the Gas Industry." You are invited to send for a copy.

Robbins Publishing Co., Inc.
9 East 38th Street New York

**GAS ENGINEERING AND
APPLIANCE CATALOGUE**



“THE WORLD IS GOOD . . . THE PEOPLE ARE GOOD”

Jack, I'm here. And I'm certainly glad to be living. Got up this morning with the sun, did five miles (five was the word) and came back to breakfast. Man, that breakfast! You never produced anything like that at camp, even in your best moments. They tell us we're to eat at the same table every day. That pleases Margaret; I rather like it myself, because it makes things seem more like home. . . . This whole place gives you a satisfied feeling. It's our first time down, but they treat us like old friends. If I know anything, we'll be old friends—from now on.

We'd like to send you a booklet about Chalfonte-Haddon Hall. Will you write for a copy?

CHALFONTE-HADDON HALL ATLANTIC CITY.

AMERICAN PLAN

THE BIG BOOK ON GOOD
PRINTING

The Art and Practice of Typography

By Edmund G. Gress

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

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

THE AMERICAN ARCHITECT

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

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

239 West 39th St. New York

The Taxi Weekly

Covers the Whole
Cab Industry

NEW YORK EDITION goes to 10,000 taxicab individual, fleet and company operators. Issued Mondays.

NATIONAL EDITION, ready January 1, 1928, goes to 4,000 fleet and company operators throughout the U. S. Issued Wednesdays.

Published in its Own Printing Plant at
54 West 74th Street—New York City

it. All of us have to spend so much anyway. If I buy a package of cigarettes a day, I don't care who gets the money for them as long as the merchandise satisfies me. I don't demand that the manufacturers treat my fifteen cents expenditure with deadly seriousness. So, on a dark, dull and rainy morning, jammed in the subway car with 178 people, if Mr. Briggs' cartoon for Old Gold cigarettes makes me smile, the smile won't stop the advertisement from selling me something. Life, Mr. Hopkins, is damn full for most of us. We are inclined to be grateful to anybody who can relieve that dullness. We like to do business with people who make business pleasant.

Rogers Peet have run frivolous advertising for years—so long, in fact, that much of their trade is sedately middle-aged. But it still stays with them.

I ALSO commend *The New Yorker* to Mr. Hopkins' attention. It has carried more advertising in its brief life than any young publication of the sort ever did before. And it probably carries more frivolous advertising copy than any other publication. Somehow I just can't believe that all these advertisers would keep pouring their money into issue after issue if the book wasn't productive.

"Never seek to amuse" (says Mr. Hopkins). "That is not the purpose of advertising. People get their amusement in the reading-matter columns. The only interest you can offer profitably is something people want."

Why not seek to amuse? We remember amusing things and appreciate their creators. One good comic strip will sell thousands of additional copies of a newspaper. Any syndicate manager will tell you that humor always has the largest market. People never get enough of it, and furthermore aren't particular where or how they get it. No salesman was ever handicapped by a proper sense of humor. Why should an advertisement be spoiled by one?

Do not try to compete with the stories or with the news columns, with the pictures or with the cartoons. You may win attention, but not valuable attention. Most of the people you attract in this way have no interest in your subject.

If this admonition were valid, we would have no advertising but classified advertising, set in solid pages and tucked away in one section of a publication. The advertiser must com-

pete for interest and attention in any publication, or he won't get it. How much that attention is worth is questionable, but it is not worthless. Most people have no interest in a new product, anyway. It is the function of advertising to interest them in that product. On the other hand, it seems to me that advertising that appeals only to the interest of an immediate buyer is wasteful. I may not be an immediate buyer right now, but I am a potential buyer for anything. When the buying time comes, I am prejudiced in favor of the merchandise and firms I already know; and at that time a new advertiser hasn't much chance to get me when the old ones have been after me for years.

Mr. Hopkins attacks advertising art and the use of color, and says he knows of no single case where colored pictures paid better than black and white ones. He says that especially fine art work has not yet proved its advantage.

Usage and custom in advertising are much opposed to Mr. Hopkins. Even the mail order advertiser has taken to whole sections of four-color pages. Color contributes reality to pictured merchandise, and is an attention factor as well. And advertising art has done more to raise the standards of American taste and American life than any other single factor. In this day when there is so much to read, pictures get attention and convey a message where type doesn't get a chance.

LATER on in this chapter, Mr. Hopkins attributes to headlines and captions all of the functions and responsibilities for getting attention. There is no denying the importance and utility of headlines; but there is no reason, either, for not helping them out with color or art.

Mr. Hopkins condemns fear copy.

Never advertise negatively. Always present the attractive side, not the offensive side. . . . For instance—No tooth paste manufacturer has ever made an impression by picturing dingy teeth or by talking of decay.

Yet I know a comparatively young man who invested a relatively small amount of money in Forhan's stock a few years ago and is quite well off today. "Four out of five" has never cheered my reading hours. It has sold tooth paste, however. And the original advertising structure was built on patent medicines, which were largely sold by fear copy. Now some advertisers are going to the other ex-



Farmers in Big Business

FARMER members of the Dairymen's League Co-operative Association are accustomed to think and speak in terms of millions. The total yearly sales of the Association average around \$70,000,000. For 1926, the figure was \$71,910,098.47.

This vast business covers every step in distribution from hauling the milk from the farms to delivering it to city dealers both in New York and in other cities located in this milk-shed.

The books of the Association are audited by a committee of farmer-members. Its affairs are discussed at length at an annual meeting attended by representatives from the entire territory. Full reports are printed in the Dairymen's League News and studied in thousands of farm homes where the monthly milk check is the chief item of income.

These big-business farmers have buying power and the will to spend. Reach them through their own paper—the Dairymen's League News.

Sample Copy and Rate Card sent on request

The dairy farms of this territory are capable of supplying all fluid milk used in New York City.



DAIRYMEN'S NEWS

New York
120 West 42nd Street
W. A. Schreyer, Bus. Mgr.
Phone Wisconsin 6081

Chicago
10 S. La Salle Street
John D. Ross
Phone State 3652

MODERN BUSINESS ENGLISH

By
A. CHARLES BABENROTH, Ph.D.
Professor of English, Columbia University

Modern Business English is based on the actual practices of many of the progressive houses in America. It discusses practically every situation and problem which can be solved by writing. The book takes up each step used in properly handling inquiries, orders, adjustments, complaints, applications, reports, collections and sales.

466 pages 6x9 inches \$4

Sent on Approval

ADVERTISING & SELLING,
9 East 38th Street,
New York, N. Y.

You may send me a copy of Babenroth's "Modern Business English" for FREE EXAMINATION. After five days, I will either return the book or keep it and send \$4 in full payment.

Firm

Name

Address



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

CAN YOU USE THIS YOUNG MAN?

He has had seven years of varied experience in the Advertising Department of an established and progressive industrial publishing house in New York City. He is 29 years old, college educated, Christian, married, dependable.

During these seven years, he has supervised make-up, handled advertising and circulation promotion work, sold advertising space in person, and in general learned the ins and outs of the advertising phase of the publishing business. He realizes that he does not "know it all" but believes that his services, either as an outside or an inside man, or as a combination of both, would prove profitable to a publishing house.

He can furnish good reasons for wanting to make a change as well as excellent references as to his character and ability. His salary requirements are in the neighborhood of \$100.00 per week. He will be pleased to give further details in a personal interview. Address Box 504, Advertising and Selling, 9 East 38th Street, New York City.

ASSISTANT SALES MANAGER AVAILABLE

Young man with ten years experience in advertising and selling would like to connect with a New York concern where he could help to work out sales problems in conjunction with Advertising. Interview. Address Box 503, Advertising and Selling, 9 East 38th Street, New York City.

WANT A JOB—NOT A POSITION. with a national advertiser, manufacturer, distributor, or Advertising Agency right here in the home town (New York) or Westchester.

A place where hard work, plus original ideas, backed by practical experience will obtain real results.

Am 32 years young, American Christian and all those other nice things that one says about himself. Best fitted for a contact job, sales promotion or marketing.

Experience covers: Advertising and Selling plus Organization.

Automobile Sales—Automobile Accessory Mfg. (Every phase to Asst. Sales Mgr.)

Sales, Sales Promotion and Sales Management (Promotion of four different products—tangibles)

Advertising
(Space Solicitation, Market Analysis and Personnel Placement)

Have earned over \$7,500, would start for half if right but—let me demonstrate my worth to you. Address Box 502, Advertising and Selling, 9 East 38th Street, New York City.

Help Wanted

SALES CORRESPONDENTS WANTED

Two men, able to take full charge of dealer correspondence for large producing company in Pennsylvania. Must have ability to learn business rapidly, to interpret company policies, handle complaints diplomatically, and to represent management properly while making sales by mail. Make your first letter show your ability, stating age, education, experience, salary wanted, and all information which you feel worth our consideration. Our employees know of this advertisement. Address Box 500, Advertising and Selling, 9 East 38th Street, New York.

Salesman! If you know something about magazine advertising and can close prospects, write us fully about your experience. We have openings in New York, Chicago and other territories for producers. \$5,000 drawing account when you show results. Publishers Service, Room 703, 9 East 46th Street, New York

Advertising Service

QUEBEC MARKET

French Advertising Expert. Preparation of French copy and layouts, mats and stereos. Surveys and consultations. Inquiries invited. Quebec Advertising Service, 552-554 First Avenue, Quebec.

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.

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

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.

treme with sweetness and light. "Never" is somewhat extreme!

And Mr. Hopkins leaves himself open with this one:

There are many things in advertising too costly to attempt. One must avoid them; otherwise one will become disheartened—an ointment, for instance, or a germicide; a treatment for asthma, or hay fever, a rub for rheumatism.

If Mr. Hopkins were to ask a number of ordinary people what germicide they know or use, a large share of them would undoubtedly say Listerine. Consider also Vicks Vapo Rub, Musterole, Resinol, Omega Oil. I can't recall offhand any treatments for asthma or hay fever. Certainly remedies for the latter are advertised seasonally and sell.

THE other dicta of Mr. Hopkins may be classified as too numerous to mention.

Many of the things he says are wholly right and many more partly right, and some sometimes right. But the publication of such dicta is bound to be injurious to advertising to some extent.

Some men in high positions are going to read Mr. Hopkins' cautions, and new sets of shibboleths will start circulating. People who use them won't know how or when to use them, and the creative worker in advertising will be hampered with fixed rules, and advertising copy cluttered with more sacred cows.

Mr. Hopkins' recipes are like those of many a successful man. A successful man will tell the world that early rising, abstention from coffee and tobacco, discounting notes a day ahead of time, speeding up the rate of turnover and never employing red-headed stenographers—have made him what he is today. And his ardent admirers will get up earlier, cut out coffee and cigarettes, fuss about turnover, fire the carrot-topped office girl—and wait for success that never comes. Mr. Hopkins' success is not the product of what he says, but of what he does. He is a craftsman and artist whose accomplishments are appreciable, but whose technique is not transferable.

For a similar instance read Theodore MacManus' book—"The Sword Arm of Business." Mr. MacManus is intensely interesting when he tells how he did things; but the chart in the back of the book that depicts the outline of the MacManus Method will in-

"GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents

TORONTO

HAMILTON

MONTREAL

LONDON, ENG.

WINNIPEG

spire just as much dull and poor advertising as any other standard recipe.

Last and not least, I might also remark that much of Mr. Hopkins' experience on which he bases his "principles" occurred in a bygone day. The American scene is not what it was twenty years ago, nor is the American audience of advertising.

People make more money, spend more money; have more recreations, more to do with their time, and less time to read. Style has grown as a selling factor and price has lessened. Luxuries are commonplace. Habits have changed.

Moreover public opinion and the mass mind has changed. People do not think in the same terms as they used to, nor have the same values. They still respond to the same appeals, but the avenues of appeal are different.

Perhaps the best answer to Mr. Hopkins is to be found in ADVERTISING AND SELLING's own advertisement on page ninety-three in the same issue, written by Robert Smalley. Mark this memorable paragraph:

And in the meantime, long lads are clawing a way out of the swamps of Egypt (Illinois) or the salesrooms of jobbers, or the bedlam of a newspaper office. Some of them with ideas that will clot a crowd around a dealer's window. Some of them with simple little lines of talk that are destined to halt the biggest purchasing agents in their tracks. Some of them with crude, cock-eyed layouts, sprinkled with rough and burning words, that will eventually stop the creaking of every rocking chair in the Middle West for ten minutes on end.

Advertising goes on in infinite variety and affords opportunity for infinitely varied methods and modes. No one man may be its prophet.

Another Cooperative Campaign

In the list of cooperative advertising campaigns, which appears on page thirty-eight of ADVERTISING & SELLING for December 28, the name of the Armco Culvert & Flume Mfrs. Association was omitted. This association has been a consistent advertiser in national periodicals for a number of years.

Photography Display

The Graphic Arts Committee of the Advertising Club of New York will hold an exhibit of natural color photography from January 16-23.

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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, 9 East 38th Street, New York.

CHANGES IN PERSONNEL—(Advertisers, etc.)

Name	Former Company and Position	Now Associated With	Position
Edward Wade	Erwin, Wasey & Co., New York, Acc't Executive	Robert Reis & Co., New York	Vice-Pres. in Charge of Sales
Harry O. King	The Bassick Co., Bridgeport, Conn., Vice-Pres.	Magazine Repeating Razor Co., New York	Pres.
B. C. Ohlandt	R. B. Davis Co., Hoboken, N. J., District Mgr.	Same Company	Eastern Sales Mgr.
M. A. Holmes	Commerce Motor Truck Co., Ypsilanti, Mich., Dir. of Sales	Federal Motor Truck Co., Detroit, Mich.	Ass't Gen. Sales Work
A. C. McCracken, Jr.	Skiler's Laboratories, Inc., Philadelphia, Pa., Sales Mgr.	Double "A" Hair Waver Co., Philadelphia, Pa.	Gen. Mgr.
W. J. McChesney, Jr.	A. P. W. Paper Co., Albany, N. Y., Adv. and Export Mgr.	W. J. McChesney, Jr., New York	Manufacturers' Export Agent
F. W. Walton	Arnold, Constable & Co., New York, Sales Promotion Mgr.	Namm, Brooklyn, N. Y.	Publicity Dir. (Effective Feb. 1)
Earl Newson	The Literary Digest, New York, Adv. Promotion	Oil Heating Institute, New York	Dir. of Public Relations
P. C. Staib	Francis H. Leggett & Co., New York, Sales Mgr.	Resigned	
E. L. Turley	Marshall Field & Co., Chicago, Ill., Ass't Adv. Mgr.	Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.	Adv. Mgr.
W. P. Kirk	Pratt & Whitney Co., New York, Sales Mgr.	Niles-Bement-Pond Co., New York	Gen. Sales Mgr.
Robert S. Wilson	Goodyear Tire & Rubber Co., Inc., Akron, Ohio, Adv. Mgr.	Same Company	Sales Mgr.
C. E. Russey	American Ammonite Co., New York, Gen. Mgr.	Best Clymer Co., St. Louis, Mo.	Executive Capacity
Harry F. Dieter	Frigidaire Corp., Dayton, Ohio, Adv. Dept.	Same Company	European Adv. Mgr.
James R. White	Rickard & Co., Inc., New York, Vice-Pres.	Jenkins Bros., New York	Sec'y
James P. Duffy	Columbia Phonograph Co., Inc., New York, Adv. Mgr.	Hipp, Didisheim Co., Inc., Winton Watch Division, New York	Adv. & Sales Promotion Mgr.
Donald Jones	The Honeywell Heating Specialty Co., Wabash, Ind., Adv. Mgr.	Johnson Motor Co., Waukegan, Ill.	Ass't Adv. Mgr.
James F. Brownlee	American Sugar Refining Co., New York, Gen. Sales Mgr.	Postum Co., Inc., New York	Executive Capacity
Edward A. Collins	National Surety Co., New York, Adv. Mgr. & Ass't Su. of Agencies	Advertising Golf Ball Corp., New York	Pres.
L. E. Corcoran	Pierce-Arrow Motor Car Co., Buffalo, N. Y., Gen. Sales Mgr.	Stearns-Knight Sales Corp., Cleveland, Ohio	Gen. Sales Mgr.
J. B. Kleckner	Willis-Overland Co., Toledo, Ohio, Mgr. of N. Y. Whippet Div.	Valentine & Co., New York	Mgr. of Eastern Trade Sales Div.
R. E. Mitchell	Valentine & Co., New York, Ass't Mgr. of Trade Sales Div.	Same Company	Sales Promotion Mgr.
Lawrence L. Smith	Williams Oil-O-Matic Heating Corp., Bloomington, Ill., Vice-Pres. and Gen. Sales Mgr.	Kling-Gibson Co., Chicago, Ill.	Merchandising Counsellor
C. Coatesworth	Boyce & Veeder Co., Inc., Long Island City, N. Y., Sales & Adv. Mgr.	Continental Terminals, Inc., New York	Sales and Adv. Mgr.
E. V. Rickenbacker	Rickenbacker Motor Co., Detroit, Mich., Vice-Pres. & Dir. of Sales	Cadillac Motor Car Co., Detroit, Mich.	Gen. Sales Mgr.

CHANGES IN PERSONNEL—(Agencies, etc.)

Name	Former Company and Position	Now Associated With	Position
Radcliffe Romeyn	Eugene McGuckin Co., Philadelphia, Pa.	Erwin, Wasey & Co., New York	Member of Staff
Harry Sebree	Ruthrauff & Ryan, Inc., Chicago, Ill.	Brinckerhoff, Inc., Chicago, Ill.	Acc't Executive

PRODUCTS GAS COMPANIES BUY

(Partial List)

Accounting Machines
 Air Compressors and Tools
 Automobiles
 Barometers
 Blowers
 Boilers
 Burners
 Calorimeters
 Cement
 Chemical and Gas Testing Apparatus
 Coal
 Coal Handling and Storage Equipment
 Compressors
 Condensers
 Conveyors
 Cooling Systems
 Cranes, Hoists and Derricks
 Cutting and Welding Apparatus
 Domestic Science Equipment
 Engines
 Flashlights
 Fire Brick
 Fireplace Heaters
 Furnaces
 Gasoline
 Gauges
 Governors
 Holders
 Industrial Fuel Equipment
 Instruments (Recording, Indicating, Regulating)
 Lead
 Meters, Gas, Air, Oil
 Motors for every service
 Oil, Gas and Lubricating
 Paint
 Pipe, service and distribution
 Pipe fittings and tools
 Power Plant Equipment
 Pumps
 Pyrometers
 Quenching Systems
 Ranges
 Refractories
 Refrigerators (Gas)
 Scales
 Scrubbers
 Shovels
 Signs
 Steel
 Storage Tanks
 Sulphuric Acid
 Thermostats
 Trenching Machinery
 Trucks
 Turbines
 Valves
 Water Heaters
 Wheelbarrows

PRODUCTS YOU CAN SELL to the Gas Industry

CCAREFULLY scan the list of products at the left. Whether you are an agency or a manufacturer you may be concerned with the marketing of one of these products. If so, the gas industry offers a logical outlet.

The gas industry becomes more hungry each year for new manufacturing, office and distribution equipment and for more appliances. But few industries rank higher in purchasing. And very few are expanding more rapidly.

A few facts will help you visualize this expansion:

Approximately 1,096,000,000 cubic feet of gas (manufactured and natural) were sold in 1926—an increase of 46,000,000 over 1925.

Over 400,000 new customers were added in 1926—bringing the total to 11,000,000.

There are now 60,000 industrial uses for gas. A few years ago there were less than a thousand.

These facts will give you a partial idea of the expansion taking place in the gas industry. They should also interest you in the possibilities a market of this size and prosperity can offer for any of the products listed.

We suggest that before definitely scheduling your 1928 appropriation that you get in touch with us. We'll gladly supply practical facts and information about the gas industry market.

Note: GAS AGE-RECORD has 99.47% coverage . . . and 67 advertising agencies placed a total of nearly 1000 pages of space in it for 1926.

GAS AGE-RECORD

9 East 38th Street, New York

A. B. C.

A. B. P.

(We also publish GAS ENGINEERING & APPLIANCE CATALOG)

THE NEWS DIGEST

[CONTINUED]

CHANGES IN PERSONNEL—(Agencies, etc., continued)

Name	Former Company and Position	Now Associated With	Position
Harry Dwight Smith	Fuller & Smith, Cleveland, Ohio, Pres.	Resigned	
Ralph Foote	Foote & Morgan, Inc., New York, Pres.	Groesbeck-Hearn, Inc., New York	Executive Capacity
Edward H. Weiss	Pickus-Weiss, Inc., Chicago, Ill., Sec'y and Treas.	Same Company	Pres.
F. L. Belt	The Caples Co., New York and Chicago, Ill., Gen. Mgr.	Same Company	Vice-Pres., Dir. and Gen. Mgr.
Ralph B. Humphrey	Willard Storage Battery Co., Cleveland, Ohio	Humphrey-Meredith, Inc., Cleveland, Ohio	Partner
Ernest K. Meredith	Dorvola Silk Mills Co., Cleveland, Ohio, Sales Mgr.	Humphrey-Meredith, Inc., Cleveland, Ohio	Partner
Joseph C. Bowman	The Joseph C. Bowman Co., Cleveland, Ohio, Pres.	The John S. King Co., Inc., Cleveland, Ohio	Member of Staff
M. O. Terry	Advertisers Service Co., Cleveland, Ohio	The Carpenter Adv. Co., Cleveland, Ohio	Copy
Carl McQuinn	Henri, Hurst & McDonald, Chicago, Ill., Acc't Executive	McQuinn & Beach, Inc., Chicago, Ill.	Partner
George E. Land	Bissell & Land, Inc., Pittsburgh, Pa., Vice-Pres. and Gen. Mgr.	Resigned	
Leon D. Hansen	Bissell & Land, Inc., Pittsburgh, Pa., Vice-Pres.	Same Company	Vice-Pres. and Gen. Mgr.
H. James Rosier	Chicago Journal of Commerce, Chicago, Ill., Solicitor in Display Adv.	Albert Frank & Co., Chicago, Ill.	Contact
Walter C. Hellmann	A. B. Kirschbaum Co., Philadelphia, Pa., Adv. Dir. and Sales Promotion Mgr.	Walter C. Hellmann, Adv., Philadelphia, Pa.	Pres.
John G. Rayley	Call, San Francisco, Cal., Promotion Mgr.	James Houlihan, Inc., Oakland, Cal.	Plan and Copy Chief
William E. Kopplin	The Caples Co., Chicago, Ill., Service Mgr.	Albert Frank & Co., Chicago, Ill.	Member of Staff
Derby Snow	American Tar Products Co., Chicago, Ill., Mgr.	Brockland & Moore, Inc., St. Louis, Mo.	Sales Dir.
A. J. Rotty	Walton & Spencer, Chicago, Ill., Sales Rep. Mo. Territory	Brockland & Moore, Inc., St. Louis, Mo.	Copy and Service Contact
Lyman L. Weld	Mitchell-Faust Adv. Co., Chicago, Ill., Member of Staff	Same Company	Vice-Pres.
S. Towner Phelan	Phelan & Plante, St. Louis, Mo., Member of Firm	Fisher-Wilson Adv. Agcy., St. Louis, Mo.	Acc't Executive
J. P. Cochrane	Tablet & Ticket Co., Chicago, Ill.	Brinckerhoff, Inc., Chicago, Ill.	Copy & Plan Dept.
Elon C. Barrows	Rolfe C. Spinning, Inc., Detroit, Mich., Prod. Mgr. & Contact	Same Company	Sec'y
Kirt Chapman	Jensen Printing Co., Minneapolis, Minn.	Olmstead-Hewett, Inc., Minneapolis, Minn.	Member of Staff

CHANGES IN PERSONNEL—(Media, etc.)

Name	Former Company and Position	Now Associated With	Position
Thomas C. Greeley	American Druggist, New York, Adv. Sales Dept.	Same Company	Adv. Mgr.
Franklin C. Wheeler	American, Chicago, Ill., Adv. Staff	Same Company	In Charge of Automotive Adv.
Jay E. Kilpatrick	Corday & Gross, Cleveland, Ohio, N. Y. Mgr.	Publishers Printing Co., New York	Mgr. Dir. Adv. Division
Albert Leininger	Liberty, New York, Eastern Adv. Mgr.	Resigned	
Arthur J. Crockett	Modern Priscilla, Boston, Mass., Adv. Dir	Same Company	Vice-Pres. and Treas.
Earle R. MacAusland	Modern Priscilla, Boston, Mass., Ass't Adv. Dir	Same Company, New York	Adv. Dir.
Eugene H. Pike	National Program Publishers, Inc., New York, Adv. & Sales Mgr.	Evening Post, New York	Nat'l Adv. Dept.
M. S. Beggs	Hotel Management, New York	The Farm Journal, Philadelphia, Pa.	New York, Adv. and Sales Dept.
Harry A. Johnston	The Sacks Co., Inc., New York, Vice-Pres.	Cosmopolitan, New York	Eastern Sales Staff
C. L. Williams	F. W. Dodge Corp., New York, Sweet's Catalogues and The Architectural Record, in Charge of Cleveland, Ohio, Office	Same Company, New York	Vice-Pres. in Charge of Sweet's Division

LARGEST CIRCULATION

Daily and Sunday

in the Entire Pacific Northwest



Ask for your copy of "The Oregonian Market" Book. It gives accurate information concerning this rich territory.

NOW, as always, The Oregonian has the largest circulation of any newspaper in the entire Pacific Northwest: over 106,000 daily; over 158,000 Sunday.

The Oregonian is read in homes. Less than 6% of its circulation is street sales.

The Oregonian is a quality newspaper, selling at 5 cents a copy. All other Portland newspapers sell at 2 or 3 cents.

Because the people of Portland and the surrounding territory rely on The Oregonian for full and accurate news and advertising, it is by far the greatest influence in the Oregon Market.

The Oregonian

PORTLAND, OREGON

The Great Newspaper of the Pacific Northwest

Circulation over 106,000 daily, over 158,000 Sunday

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

Unbroken Dominance of the Oregon Market for 76 Years

THE NEWS DIGEST

[CONTINUED]

CHANGES IN PERSONNEL—(Media, etc., Continued)

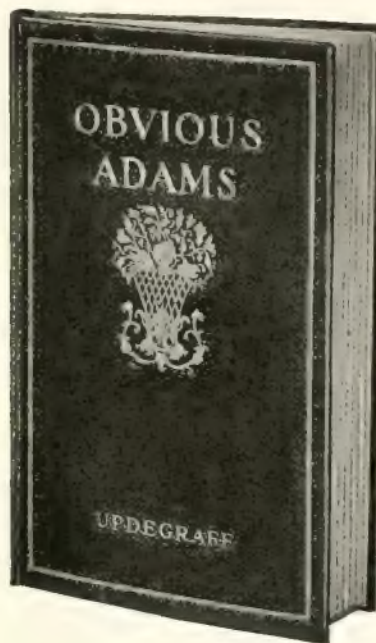
Name	Former Company and Position	Now Associated With	Position
John M. Williams	F. W. Dodge Corp., New York. Sweet's Catalogues and The Architectural Record, Cleveland, Ohio. Salesman	Same Company	In Charge of Cleveland, Ohio, Office
Don Curran	Woman's Home Companion, New York. Adv. Dept.	Harper's Bazar, New York	Adv. Staff
Vincent P. McHugh	Evening Leader, Corning, N. Y., Adv. Staff	Same Company	Adv. Mgr.
George E. Morton	Captain Kidd Products Co., Brooklyn, N. Y., District Sales Mgr.	C. J. Nuttall Associates, New York	Rep.
C. B. Blauvelt	Northern Mfg. Co., Newark, N. J., Sales and Adv. Mgr.	C. J. Nuttall Associates, New York	Rep.
Ralph Harris	Retail Research Association, New York. Dir. of Sales Promotion	Ralph Harris, Inc., Resident Publicity Reprs., New York	Pres.
Richard J. Ahrens	Management Magazines, Inc., Chicago, Ill., Sales Mgr	Same Company	Vice-Pres.
Roger E. Vernon	Judge, New York	E. R. Crowe & Co., Inc., New York	Member of Staff, Newsstand Group
L. B. Siegfried	Rogers & Company, New York. Merchandising Dept.	Advertising & Selling, New York	Associate Editor

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
The Rome Co., Inc.	Long Island City, N. Y.	Hammocks, Davenport, Couches and Day Beds	Griffin, Johnson & Mann, Inc., New York
Columbia Pictures Corp.	New York	Pictures and Films	Griffin, Johnson & Mann, Inc., New York
Lee Higginson Trust Co.	Boston, Mass.	Finance	H. B. Humphrey Co., Boston, Mass.
Standard Oil Co. of N. J.	New York	Mistol	George Batten Co., Inc., New York
Virginia Hot Springs Co.	Hot Springs, Va.	Homestead Hotel	Husband & Thomas, Inc., New York
D. & J. Anderson Co.	New York and Glasgow	Ginghams	Lyddon & Hanford Co., New York
Ditzler Color Co.	Detroit, Mich.	Automotive Finishes & Color Enamel	The Fred M. Randall Co., Detroit, Mich.
The Thatcher Co.	Newark, N. J.	Boilers, Furnaces and Radiators	Joseph E. Hanson Co., Newark, N. J.
Theodor Kundtz Co.	Cleveland, Ohio	Furniture and Woodwork	John S. King Co., Cleveland, Ohio
Security Mfg. Co.	Los Angeles, Cal.	Security Auto Theft Signal and Automobile Replacement Parts	Frank M. Comrie Co., Chicago, Ill.
Sauerkraut Juice Corp.	Clyde, Ohio	Sauerkraut Juice	The Quinlan Co., Chicago, Ill.
F. Hecht & Co., Inc.	New York and Paris	Reptile Leathers	The Arthur Hirshon Co., Inc., New York
Ajax Hosiery Mills	Philadelphia, Pa.	Hosiery	The Arthur Hirshon Co., New York
Produits Bertie	New York	Toilet Preparations	Michaels & Heath, Inc., New York
Rainbow Box Lunch	Chicago, Ill.	Lunches	Albert Frank & Co., Chicago, Ill.
E. & S. Lowenstein	Chicago, Ill.	Finance	Albert Frank & Co., Chicago, Ill.
The Wacker Wabash Garage	Chicago, Ill.	Garage	Frank M. Comrie Co., Chicago, Ill.
Bayer, Pretzfelder & Mills, Inc.	New York	Swiss Watches	The Paul Cornell Co., Inc., New York
Payson & Clark, Ltd.	New York	Publisher	The Paul Cornell Co., Inc., New York
Hardman, Peck & Co.	New York	Pianos	The Paul Cornell Co., Inc., New York
Mianus Diesel Engine Co.	Stamford, Conn.	Gasoline Marine Motors and Diesel Engines	Larcher-Horton Co., Providence, R. I.
Carnation Toilet Co.	St. Louis, Mo.	Toilet Preparations	Schaffer-Brennan Adv. Co., St. Louis, Mo.
Chandler-Cleveland Motors Corp.	Cleveland, Ohio	Automobiles	Dunlap-Ward Adv. Co., Inc., Cleveland, Ohio
The Stetson Shoe Co., Inc.	Boston, Mass.	Shoes	O'Connell-Ingalls Adv. Agcy., Boston, Mass.
St. Louis Seed Co.	St. Louis, Mo.	Seeds, Bulbs, Plants and Poultry Supplies	Fisher-Wilson Adv. Agcy., St. Louis, Mo.
St. Louis Technical School	St. Louis, Mo.	School	Fisher-Wilson Adv. Agcy., St. Louis, Mo.
St. Louis Union Trust Co.	St. Louis, Mo.	Finance	Fisher-Wilson Adv. Agcy., St. Louis, Mo.
Electric Refrigeration Corp.	Detroit, Mich.	Kelvinator, and Refrigeration Equipment	N. W. Ayer & Son, Philadelphia, Pa.
Literary Guild of America, Inc.	New York	Book Publisher	Mathewson & Sinclair, New York
General Baking Co. of Washington	Seattle, Wash.	Bread	The Condon Co., Tacoma, Wash.
Commercial Trust Co. of New Jersey	Jersey City, N. J.	Finance	Hazard Adv. Corp., New York

¹ Not to be confused with the other products of the Standard Oil Co. of N. J. which continue to be handled by The H. K. McCann Co., New York.

First published 12 years ago
and still going strong!



Obvious Adams

By Robert R. Updegraff

Author of *Captains in Conflict*

William D. McJunkin,
in Advertising & Selling

I wonder if you ever read the story entitled "Obvious Adams," which appeared in the *Saturday Evening Post* several years ago. It was the epic of the "straight-thinker"—the individual who did the obvious and evident thing and kept on doing it until he reached his goal.

Adams was the antithesis of the brilliant "go-getter"—that personality in sales work who is, I feel, comparable to

the "stunt man" in the movies. Adams used "no mechanical devices" in his operations. He pursued the straightforward and logical, if necessarily prosaic, line of action, and was invariably found cozily ensconced in an entrenched position after the smoke had cleared away.

Quantity Price List

500 copies or more, 40c per copy
100 copies or more, 44c per copy
50 copies or more, 46c per copy
25 copies or more, 48c per copy
10 copies or more, 50c per copy
Single copies, 75c postpaid

KELLOGG PUBLISHING COMPANY

39 Lyman St.

Springfield, Mass.

THE NEWS DIGEST

[CONTINUED]

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Product	Product	Now Advertising Through
Marathon Battery Co.	Wausau, Wis.	Radio and Flashlight Batteries	The Buchen Co., Chicago, Ill.
Indestructo Scarf Corp. and Apparel Ingenuities Corp.	New York	Men's Wear	Alfred J. Silberstein, Inc., New York
American Water Works & Electric Co., Inc.	New York	Institutional Campaign	Rudolph-Guenther-Russell Law, Inc., New York
Hercules Construction Co.	Milwaukee, Wis.	Building Materials	Olson & Enzinger, Inc., Milwaukee, Wis.
Nightingale Radios, Inc.	Salt Lake City, Utah	Radio Equipment	The Adcraftsmen, Salt Lake City, Utah
Palami Products Corp.	Brooklyn, N. Y.	Palami Cleansing Jelly	Henry Decker, Ltd., New York
Securograph Co.	Mt. Carmel, Ill.	Fountain Pen	The Marx-Flarsheim Co., Cincinnati, Ohio
Cleveland Life Underwriters Association	Cleveland, Ohio	Underwriters Association	The John S. King Co., Inc., Cleveland, Ohio
Chris Smith & Sons Boat Co.	Algonac, Mich.	Chris-Craft Boats	The Fred M. Randall Co., Detroit, Mich.
Fiske & Co., Inc.	Boston, Mass.	Face Brick	Wolcott & Holcomb, Inc., Boston, Mass.
Wenatchee Rex Spray Co.	Seattle & Wenatchee, Wash.	"Fly-Tox"	Western Adv. Agcy., Inc., Seattle, Wash.
Ansonia Electrical Co.	Ansonia, Conn.	Household Electrical Goods	The Steddiford Pitt Co., New Haven, Conn.
Siko-lite Corp.	Meriden, Conn.	Automobile Bulbs	The Steddiford Pitt Co., New Haven, Conn.
The Club Aluminum Co.	Chicago, Ill.	Aluminum	Brinckerhoff, Inc., Chicago, Ill.

PUBLICATION CHANGES AND APPOINTMENTS

Drygoodsman, St. Louis, Mo.	Has become a monthly, and will appear on the 25th of each month.
Giftwares, New York	Has changed its issuance to the 15th of each month. (Effective Feb.)
Luggage and Hand Bags, New York	Has changed its issuance to the 25th of each month. (Effective Feb.)
Modern Stationer, New York	Has changed its issuance to the 1st of each month. (Effective March)
The Wholesaler In Stationery and Drug Sundries, New York	Has changed its size to 6 x 9 inches, and its issuance to the 20th of each month.
Press, Carthage, Mo.	Has appointed George B. David Co., Chicago, Ill., as its national advertising representative.
Exhibitors Herald, Chicago, Ill.	Has consolidated with Moving Picture World, New York. The publication will be known as Exhibitors Herald and Moving Picture World, New York.
Boy Scout Publications, New York	Have appointed Dorr & Corbett, Boston, Mass., as their New England advertising representative.

MISCELLANEOUS

Game & Gossip, San Francisco, Cal.	Has consolidated with Sports and Vanities, Los Angeles, Cal. The magazine will be known as Game & Gossip.
Holeproof Hosiery Co., Milwaukee, Wis.	Is moving its sales and advertising offices to New York. James B. Melick, Vice-Pres. in charge of sales, and W. W. Freschl, Vice-Pres., will be in charge of the office.
The John S. King Co., Inc., Cleveland, Ohio	Has taken over The Joseph C. Bowman Co., Cleveland, Ohio.
Hamilton Watch Co., Lancaster, Pa.	Has purchased the Illinois Watch Co., Springfield, Ill.
Dominion Advertisers, Ltd., Montreal, Que.	Name changed to Stevenson & Scott, Ltd., Montreal, Que.
The Security Pen Corp., Chicago, Ill.	Name changed to Securograph Co., Mt. Carmel, Ill.

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

McQuinn & Beach, Inc.	Chicago, Ill.	Advertising	Carl McQuinn and R. W. Beach
Walter C. Hellmann, Adv.	1201 Chestnut St., Philadelphia, Pa.	Advertising	Walter C. Hellmann
Edward G. Boerger Co.	Logansport, Ind.	Advertising	Edward G. Boerger
Humphrey-Meredith, Inc.	Cleveland, Ohio	Advertising	Ralph B. Humphrey and Ernest K. Meredith

NEW PUBLICATIONS

Published by	Name	Address	First Issue	Issuance	Page	Type	Size
Airports	Harry Schwarzschild	Flushing National Bank Bldg., Flushing, L. I., N. Y.	February	Monthly	7		10
New York Printing News	New York Printing News Publishing Co.	20 W. 34th St., New York	January	Weekly	12½		18



Over 800 Industrial Advertisers Use Textile World

TEXTILE WORLD is the one paper in the industry which reaches all sections and all branches. National and international in its scope, the volume of its advertising returns unerringly reflect it.

If you are seriously interested in the cultivation of the huge market the textile industry affords—Textile World is inevitable. More than 800 advertisers use it on regular schedule. It affords a one-way route straight to the heart of the industry's buying power.

The Textile Industry is worthy of *intensive* sales effort. Anything short of that does not strike home as it should.

Textile World presents a national "hook-up"—a *whole* industry listens in.

Textile World

Largest net paid circulation and at the highest subscription price in the textile field

334 Fourth Ave.



New York

Member
Audit Bureau of
Circulations

Member
Associated Business
Papers, Inc.



FROM EWING GALLOWAY

LEADERSHIP BY 10,576,922 LINES

THE NEW YORK TIMES total volume of advertising, 29,710,606 agate lines in 1927 was 10,576,922 lines more than that of any other New York newspaper.

In national advertising The Times volume of 6,944,219 lines was 1,020,240 in excess of any other New York newspaper.

The Times strict censorship declines hundreds of thousands of lines of advertising annually.

The net paid sale of The Times weekdays is 400,000 copies. Sundays over 690,000.

The New York Times