

# Advertising & Selling

PUBLISHED FORTNIGHTLY



Drawn by Lucian Bernhard for the Pepperell Manufacturing Company

SEPTEMBER 21, 1927

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### *In this issue:*

"Every Smokestack a Potential Advertiser" By H. A. HARING; "Some of the Fundamentals of Headline Writing" By RALPH MCKINLEY; "Personal Letters" By FRANK L. SCOTT; "Applying the Scientific Test to Advertising Returns" By ROY QUINLAN; "The News Digest" on Page 90

# Circulation in Chicago's Better Homes Gives The Daily News Educational Advertising Leadership

THE family that believes in higher education, that can afford to send the boy to college, the sub-deb to boarding school, is representative of that solid, financially responsible citizenry to which the most effective advertising is directed.

This class is predominant in the more than 400,000 Chicago families reached by the circulation of The Daily News. Educational advertisers, accordingly, choose The Chicago Daily News above every other Chicago week-day newspaper. During the first six months of 1927 The Daily News carried 24,143 agate lines of educational advertising . . . 2,775 lines more than the highest week-day morning newspaper . . . 18,266 lines more than the next evening newspaper.

Leadership in educational advertising is indicative of "character," that important factor of circulation which, linked with concentration, produces the effectiveness in advertising for which The Daily News is notable.



September's here, bringing oysters, radio, the early frost, grid practice and

## College Days

Thousands of young members of The Daily News family are leaving this month for college, boarding and prep schools and the first great adventure of youth.

In this, as in many other activities of the Chicago home, The Daily News is glad to serve as an adviser and a friend. Its educational advertising pages offer each week-day the most comprehensive index to educational opportunities published by any Chicago newspaper. Its Personal Service Bureau furnishes literature and advice on educational subjects. In addition it issues "What School and Why," a yearly guide to the leading schools and colleges of the United States.

The Daily News performs these services because it believes in the value of college training—because it is eager to maintain as a predominant factor in its circulation the alert, progressive young men and women that higher education develops.

## THE CHICAGO DAILY NEWS

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

Average Daily Net Paid Circulation of The Daily News for the first Six Months of 1927—441,414

THE Pittsburgh PRESS covers the Pittsburgh market thoroughly and completely. In advertising lineage, too, the PRESS has overwhelming leadership. The PRESS, alone, puts the advertiser in contact with the huge buying power of America's fifth largest market.

198,046 Daily  
259,155 Sunday



SCRIPPS - HOWARD

# Pittsburgh Press

A Scripps-Howard Newspaper

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

Chicago    Detroit    Atlanta    San Francisco    Los Angeles    Seattle    Portland



## Talking in Terms that Dealers Value

**W**HEN a salesman calls on any Indianapolis retailer, explains the merits of his product, and then shows a portfolio of advertising definitely scheduled to appear in The INDIANAPOLIS NEWS, he is talking in terms that the dealer understands and values.

The day has passed when a salesman can talk glibly and vaguely about "our advertising program."

The dealer wants to know what kind of advertising—where it will appear—how long it will continue.

To the dealer, a definite advertising campaign scheduled in The NEWS means: (1) that the product is meritorious or The NEWS would have rejected it; (2) that the usual prompt response from NEWS advertising justifies an initial order.



# The INDIANAPOLIS NEWS

*sells The Indianapolis Radius*

DON BRIDGE, *Advertising Manager*

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

CHICAGO: J. E. LUTZ  
The Tower Building

# Everybody's Business

By Floyd W. Parsons

## Some Essentials of Business Success

**I**NDUSTRY is cursed with executive loafers drawing large salaries. The fellow who comes to his office early and stays late has become a business novelty. Work has become a painful necessity instead of a sacred duty. Corporation officials once died in their office chairs—now the popular place for cashing in is the golf course or the verandah of a resort hotel.

Labor-saving devices have revolutionized not only our methods but our ideas. The greater part of the time released by improved machines is being devoted to pleasure instead of being utilized to take care of additional work. About the only person who does any real labor is the private secretary of the boss. If the secretaries had a union and went on strike, a lot of businesses would go to pot in short order. The time of many managers today is devoted almost entirely to attending endless conventions, conferences, luncheons and dinners.

Noon-hour lunch clubs are now numbered in the thousands, and this means hundreds of thousands of man-hours given over to listening to many speeches that represent a complete waste of time. Also many bosses appropriate far more hours to trudging over the links of five thousand American golf clubs than are necessitated for the requirements of health. The short summer vacation that was once the vogue is no longer considered sufficient. Months of absence from the office are now as common as weeks were a generation ago.

Take a walk through any large office and inquire for the whereabouts of the different heads of departments. It is a two-to-one bet that the sales manager, the purchasing agent or the fellow who handles the advertising is away at some trade or association meeting. It is also conservative to say that while frank exchanges of opinion today are necessary in industry, we have carried the conference idea to such an extreme that hardly one man in three returns from these pow-wows with value received for money and time expended.

Profits have come so easily in recent times that many businesses have gone on making profits through accumulated momentum without having received anything more than routine attention from the men occupying the positions of authority. A lot of foolish execu-

tives believe this condition will continue, and have kidded themselves into accepting the idea that success is due to the exercise of their own genius. As a result of this condition, human effort has been reduced as fast as mechanical effort has been increased. This spirit has extended on down from the big bosses to the members of skilled trades and as a result we must now spend \$50,000 to build a \$20,000 house.



© Kulerbocker Photo Service

The modern lunch counter

Before long there will be a show-down and it will be disclosed to modern business executives that instead of being easier, the task set for them today is far more difficult than in the past. Years ago it was only necessary to keep sales stimulated and watch costs in order to insure continued success. Now a change in thought or custom on the part of a fickle public may darken the whole outlook for the best organized corporation in less than a week's time. An upset in one industry spreads rapidly to a dozen other lines of business.

The wide use of the automobile has been largely responsible for a material drop in the consumption of men's shoes. The vogue of short skirts has helped to balance this loss by increasing the footwear purchases of the ladies. The growth of the big baking companies has almost put an end to the making of bread in the home and has changed the entire market outlook for the milling companies that produce and sell flour. Instead of millions of householders, a few score agents now purchase more than half of the flour produced in the United States.

A short time ago chief emphasis was placed on thrift and economy. Today the note sounded loudest by the advertiser has to do with comfort, convenience and the gratification of human desires. The old arguments concerning the advantages of low first costs have been relegated to the rear by the present plethora of money. Each passing day is now likely to disclose some new change that is needed in the selling appeal of a product, and all of this indicates that disaster lies ahead for managements that insist on traveling a beaten road.

Of course it is true that changes have always been taking place in our industrial life. But those of yesterday took place so slowly that business had plenty of time and notice to bring about the needed modifications of policy or practice. Now there is small opportunity to exercise deliberation in the interpretation of market signs. The modern executive must literally sleep with his hat on in order to be ready to meet the effects of an unexpected discovery. Markets now dry

[CONTINUED ON PAGE 50]



Focusing attention on the name, in an environment that reflects true quality, has been the underlying theme in the preparation of General Tire art work for national magazines. The art of photo-engraving makes possible a fidelity to detail in reproduction so essential in tire advertising today.

*Ab Staller*

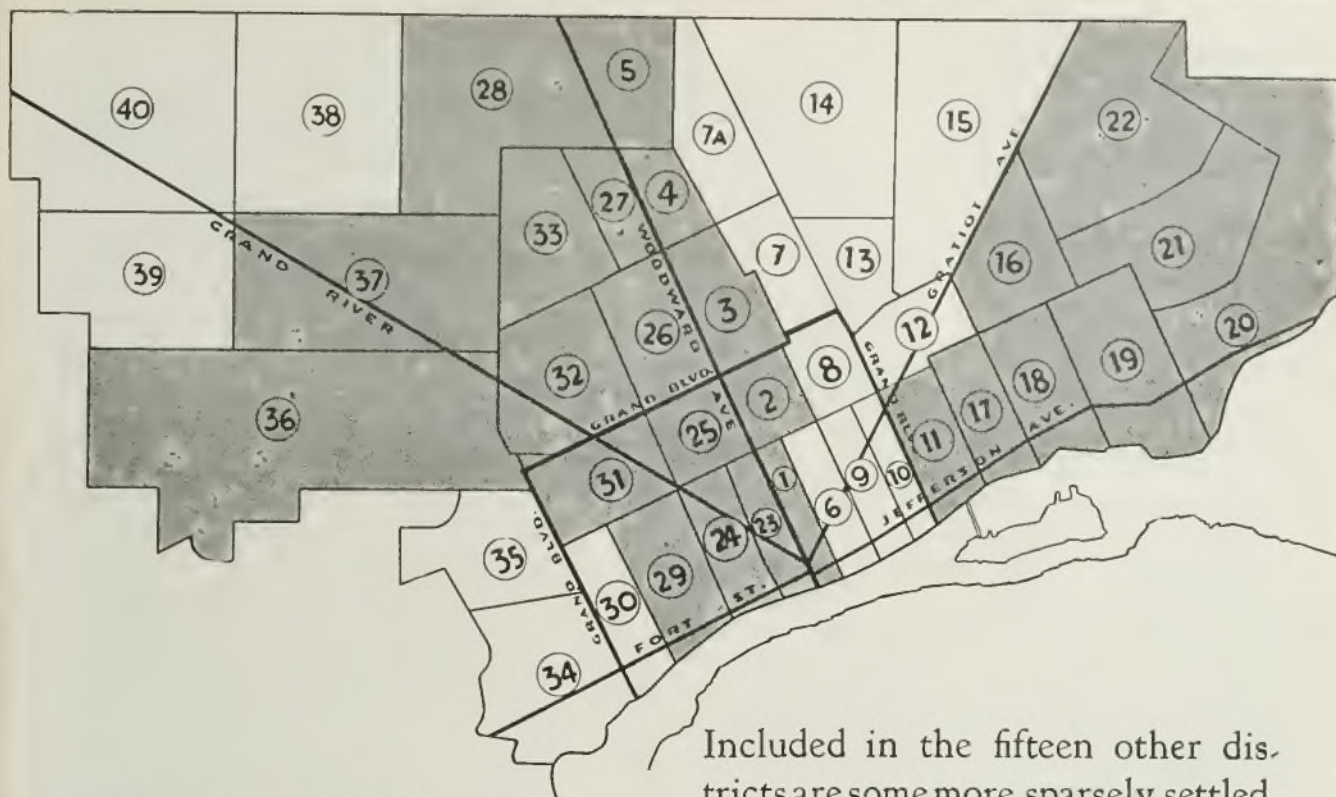
Advertising Manager  
THE GENERAL TIRE AND RUBBER CO.  
AKRON, OHIO



*Your Story in Picture Leaves Nothing Untold*

# AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES ♦ 863 MONADNOCK BLOCK ♦ CHICAGO



**T**O the uninitiated may we say that the map above is an outline of America's Fourth City—Detroit—divided into forty districts.

You will observe that there are twenty-five shaded districts. In these particular districts live the greatest number of English speaking people, including the wealthy, the average well-to-do, and the thrifty mechanic for which Detroit has gained distinction.

In these districts lies the greatest concentration of the city circulation of The Free Press. As near as can be accurately determined there are 164,249 homes in the twenty-five districts indicated, and 125,425 copies of The Free Press are sold or delivered to those homes, being equivalent to a coverage of 76% or **BETTER THAN THREE OUT OF EVERY FOUR.**

Included in the fifteen other districts are some more sparsely settled, in which The Free Press has a very complete home coverage; also the foreign and colored settlements, which comprise 52% of the total population of the city.

This coverage offered by The Free Press goes to the Detroit communities where the merchant or the manufacturer will secure more than 80% of his Detroit city business by volume. It eliminates a mass of non-productive, non-English speaking homes. It concentrates selling ammunition where *sales are made* . . . where dollars flow fastest from pockets to cash registers.

This is the very best *productive* circulation available in Detroit today.

## The Detroit Free Press

VERREE &  
National



CONKLIN, Inc.  
Representatives

New York

Chicago

Detroit

San Francisco



A CHATEAU IN THE LOIRE VALLEY

## A FEW WEEKS IN FRANCE

*Instead of summering in the sloughs of business*

France of a thousand years meets you at the gangplank . . . 3,000 miles of it straight across the gray-green Atlantic . . . from Sandy Hook to Le Havre de Paris! For France . . . its glorious history . . . is the French people . . . human, vivid and unconquerably joyous . . . fashioning life to a gayer pattern . . . with a laugh and a dream thrown in. And every French liner is France afloat. You feel it in the richer rhythm . . . the brighter sparkle of days . . . and nights aboard. You respond to it . . . the thoughtful, attent service . . . the Parisian cuisine that so bewitches the appetite. You revel in it . . . the carefree frolicking of games, parties,

dances. Then . . . at the other end of "the longest gangplank in the world" . . . France ashore . . . with all her treasures of soul and sense!

Weekly de luxe express service by the Ile de France, Paris and France . . . at Le Havre de Paris no long spun train ride . . . just a flashing glimpse of Rouen's historic towers . . . a swift pageant of radiant Normandy . . . three hours . . . and Paris . . . to beguile you with her limitless charm.

Four One-Class Cabin liners direct to Le Havre de Paris . . . The New York-Vigo-Bordeaux Service, three liners . . . to Southern France and Spain.

# French Line





# This *wasn't* Luck



*L*AST month a large manufacturer completed a countrywide investigation among representative department stores. His objective, primarily, was to determine which of two magazines — Good Housekeeping and another of still larger circulation — would reach the customers of his dealers more effectively.

500 merchandise buyers in as many stores were asked to give their opinion — and to base it on experience. 208, or 41.6% replied, of whom 109 gave first preference to Good Housekeeping. 89 favored the second magazine. The remainder were non-committal.

Retailers, you know, are not given to theory when the cash register is concerned. Expressions such as this are directly traceable to the knowledge prevalent among first line merchants that Good Housekeeping is read mostly by women of higher purchasing power. And that it is most influential in selling goods to them.

You can check this yourself by conducting a similar investigation in your market. But it's not really necessary unless you feel that the keenest judges of space — advertising agents and successful manufacturers both — are wrong in their almost unanimous use of Good Housekeeping.\*

\* See the advertising index of the October issue (page 6).

## GOOD HOUSEKEEPING

CHICAGO

BOSTON

NEW YORK

SAN FRANCISCO

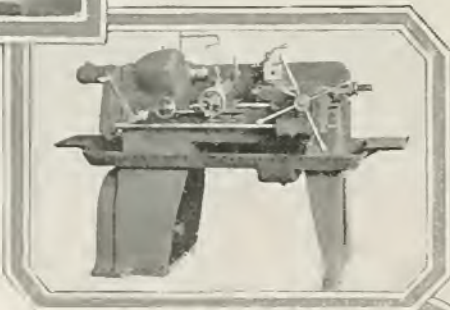


Watch his interest quicken—  
his attention concentrate—when  
you back up sales talk with the  
convincing evidence of  
photographs.



"How can I use it in my  
plant?" asks the prospect—  
and thousands of salesmen  
give effective answer with  
photographs.

© M. A. C.



Outstanding differ-  
ences between your  
machinery and com-  
petitive lines can be  
clearly displayed in  
photographs, the  
modern barometer  
of accuracy.



Points in tapestry  
design and wood  
finish can be most  
effectively put be-  
fore the prospective  
furniture buyer with  
photographs.

# Inaccuracies Jeopardize Sales

.... illustrate with Photographs

WHERE verbal or  
written descriptions  
often fail, Photographs  
always convince. Properly  
made and reproduced,  
Photographs bring quick  
and easy understanding.  
For after all, the camera  
tells the *truth*—shows pro-  
ducts, with their parts and  
features, as they *really* are!

PHOTOGRAPHS  
*Tell the Story*

How Much  
is  
**175,000?**



**TIME** guarantees 175,000 circulation in 1928. That much circulation is . . .

NINETEEN TIMES the circulation of the first issue in March, 1923 . . .

NINE TIMES the average circulation for all of 1923 . . .

MORE CIRCULATION than is guaranteed for next year by any one general magazine claiming quality of readership!

Do advertisers feel that true quality circulation comes only in lots of 100,000 or less? TIME is proving otherwise . . . just as it is proving that high quality circulation does not always mean high cost per page.

**TIME'S Milestones:**

- In 1923 · 18,500 ave. net paid
- In 1924 · 43,465 ave. net paid
- In 1925 · 75,228 ave. net paid
- In 1926 · 110,522 ave. net paid
- In 1927 · 140,000 estimated net
- In 1928 · 175,000 guaranteed net
- In 1929 · 200,000 plus!

**TIME**  
The Weekly Newsmagazine

⌋ Compiled, written, edited in New York. Printed and distributed in Cleveland. ⌋  
⌋ Copy transmitted by air mail and telegraph. To press Tuesday, to readers Friday. ⌋

12 AN ADVERTISEMENT BY  
WILLARD G. MYERS, MYERS AND GOLDEN, INC.

# Lindy saw Icebergs—

ON that world-stirring flight of May 21st, Lindbergh says, dramatically, "I saw icebergs—"

Now here's the question for psychologists: What were the thoughts aroused in Lindy's mind by the sight of these pale ghosts on the gray monotone beneath him? Did he think, "Ah, what I see is only one-seventh of that entire mass of ice. Below the surface is the most important part of that berg."

He did not!

He probably thought (all-in-a-flash), "dangerous to fly too low—might hit one in the fog—how low is safe?—what is the average height of an iceberg?—must be terrible strain for steamship pilots—glad I'm up here."

When Mr. Average Consumer leisurely flies across the pages of his newspaper or magazine, does he say, "Ah, think of the tremendous amount of work that is hidden below the production of this page of advertising—the people who investigated my likes and dislikes, the interviews with my garage man or my corner grocer or my drug store to find out why I buy, the work of the man who first thought of the single idea back of this page—the man who wrote this—what he thought of me when he wrote it—the artist who painted this lovely girl who looks so happy and carefree—just like my own girl—what sort of a model did he have—what did she really look like—did the art director like the painting the first time—what changes were made so that I would like it better—what about the typographer who set this ad—bet he used to be just a printer who got tired of setting type the regular way and tried to do it a little better—and a little better—well he does it fine now—what about that engraving in color—think of the photographer who made the color negatives and the printer, the

etcher, the proofer—the number of times they compared it with the painting, cursed the artist for the unusual colors he used, tried again, final proofs, more corrections, more final proofs, the assembled ad, the complete proof, the conference with the advertiser, the drastic changes, ad all pulled to pieces, put together again, changed here, altered there—all with the idea of making a deeper impression on me. All this excitement about me! Well, there's the ad printed in this magazine at last."

No, he does NOT think that.

He thinks (all-in-a-flash) "Hum, another car ad. Wonder if those Hoosis cars are any good. Jim Barnes has one. That argument sounds good. That girl looks like Jane. Pretty. Those kids have a good time. Jane's been kicking about that bus of ours. Maybe I ought to get a new one. Perhaps—"

He turns to the next page.

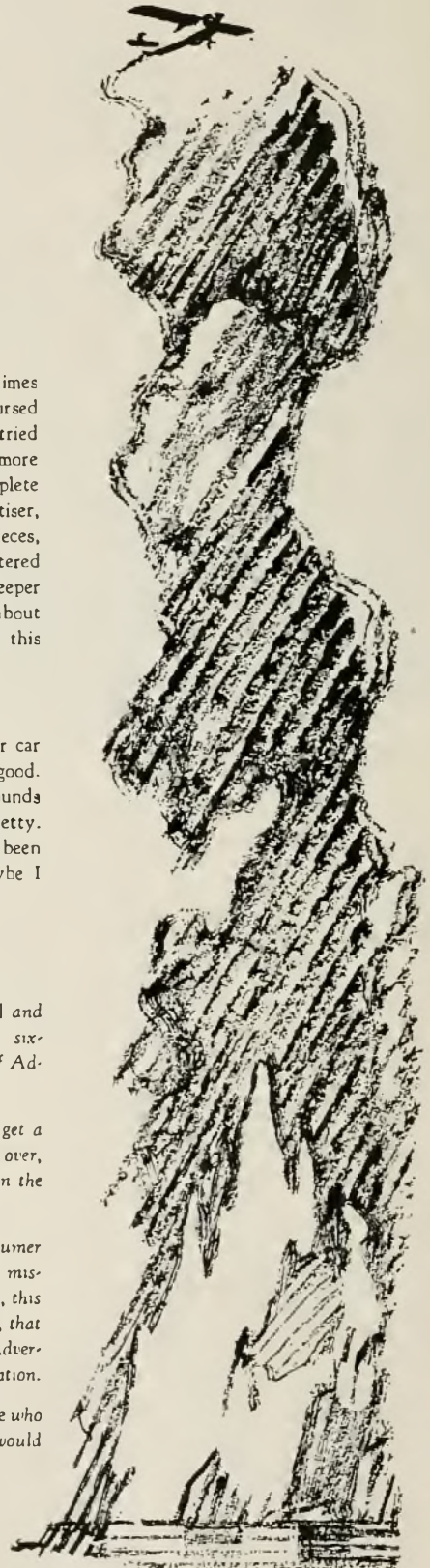
\* \* \*

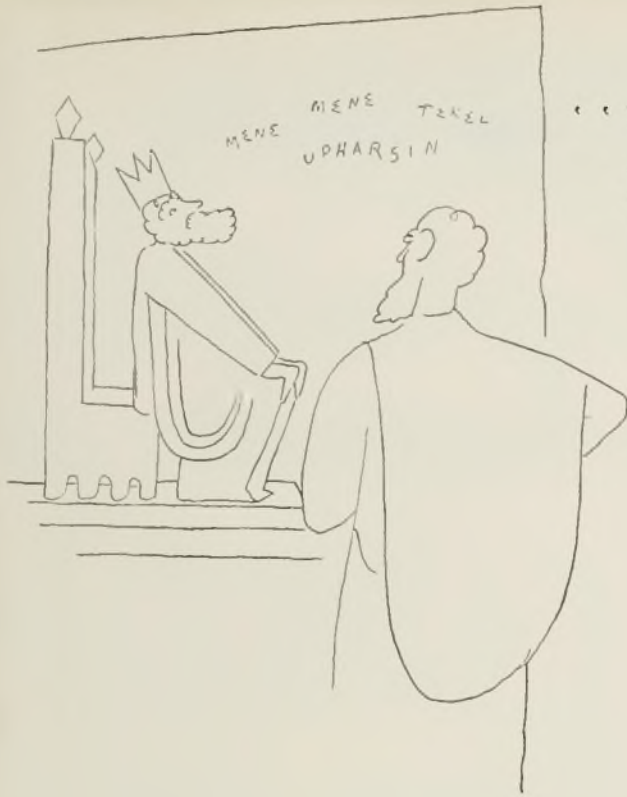
*Now, the people who do weep and wail and gnash their teeth over the submerged six-sevenths of advertising are the readers of Advertising and Selling.*

*Mr. Average Consumer would have to get a new-size hat if he knew how he is wept over, prayed over, cursed over and discussed in the pages of this magazine.*

*Nobody agrees about Mr. Average Consumer (and his own testimony on the subject is misleading), but it is this constant discussion, this fresh presentation of evidence about him, that is adding constantly and steadily to Advertising and Selling's "buying-power" circulation.*

*If you have anything to sell to these people who are worried about Mr. Consumer, this would seem to be the place to sell it.*





‘ ‘ WHAT DOES IT SAY,  
DANIEL? ’ ’

To the ordinary man-sized job of selling an established product in an established market advertising now is shouldering two other problems:

What to do with an established product when its established market dries up.

How to present to the public a new idea when acceptance of that idea demands sloughing off old habits and acquiring a new set in their stead.

It is like going from simple arithmetic to differential calculus. Instead of dealing with tangible digits, we must reckon with  $x$ , an unknown quantity raised to the  $n$ th power.

The advertising man is expected to find the answer. More and more in this complicated modern business world the manufacturer is turning to him for advice; for prophecy almost, as Belshazzar turned to Daniel.

The advertising man must interpret what the hand is writing on the wall, or be thrown to the lions. The manufacturer must have reasonable faith in advertising or in he goes too.

# Another Milestone in 37 years of Advertising Progress

Andrew Cone Advertising Agency  
*Frederick H. Cone, President*

## ANNOUNCES

the following additions to the staff:

*George F. Nolan* Executive Vice-President—formerly of the United States Advertising Corporation, New York, and the Charles F. W. Nichols Company of Chicago.

*Gerald C. Smith* Vice-President in charge of National Accounts—formerly Account Executive Frank Seaman, Inc., and the Dorland Advertising Agency, New York.

*W. E. Simler* Vice-President in charge of Trade Promotional Division—formerly Vice-President of the Philip Kobbe Co., Inc., and recently Merchandising Counsel of James F. Newcomb & Co., Inc., New York.

*Charles C. Baldwin* Director of Copy—formerly of Albert Frank & Co., New York, Joseph Katz, Baltimore, Md., and Eastman Scott & Co., Atlanta, Ga.

For 37 years this Agency has maintained complete advertising service. With these appointments to its already strong staff, the organization is in a better position than ever to serve its present clients and to handle a limited number of additional national accounts.

ANDREW CONE ADVERTISING AGENCY

*Established 1890*

18 East Forty-First Street . New York

*Member: American Association of Advertising Agencies*  
*International Advertising Association . . . . . Audit Bureau of Circulations*



# Do You Carefully Analyse the Medium and Its Market?

## THE MEDIUM

**G** RIT—a unique combination of Weekly Illustrated Newspaper, Family Magazine and Story Section—is made especially for its own readers in 12,000 small towns and villages throughout the United States. It is delivered each week by its own 15,000 agents into more than 350,000 homes—reaching over 1,620,500 people.

Grit is more than an informant. It is a trusted and looked-for friend, welcomed by every member of the family, encompassing, as it does, news and editorials which instruct, fiction and features which entertain and magazine and miscellany articles which enlighten.

And Grit is read and remains in many of these homes until the succeeding issue arrives. It is truly—  
AMERICA'S GREATEST FAMILY NEWSPAPER

## THE MARKET

**B** ETWEEN the congested cities and the isolated rural homes are a great group of small towns and villages of from 100 to 5,000 population comprising SMALL TOWN AMERICA. Years ago these were commonly known as the hick towns of America.

With the advent of automobiles, concrete roads, movies, radio and the World War, new interest was aroused in these communities. Homes and business places were spruced up. The missing necessities were provided and today the luxuries of life are being added to an amazing extent.

SMALL TOWN AMERICA today cannot be neglected from any merchandising plan. It is a live, awake, buying market.

## GRIT Readers in SMALL TOWN AMERICA

**I** N these small towns and villages, wherein lies 77 per cent of Grit's circulation, lives, perhaps, the most happy, prosperous and progressive group of people in our country. Possessing most of the conveniences of the large cities, yet enjoying a spirit of neighborliness, friendliness and home pride unknown to the city dweller, these home-loving folks still form, as they always have, the backbone and stability of our nation.

Unaffected by big industrial shut-downs—not seriously influenced by less than bumper crops, 75 per cent of the heads of Grit's 350,000 SMALL TOWN AMERICA families are steadily engaged in work which pays them larger than average income; 69 per cent own their homes; nearly as many own automobiles, while 79 per cent of these families have bank accounts.

Grit families are large families, too. They average 4.63 persons. And 70 per cent of the heads of these families are under 50 years of age—still in the active buying period; planning, creating, building up higher living standards.

*These GRIT readers in SMALL TOWN AMERICA present an almost unexcelled market for any advertiser. And this market can be reached, persuasively through GRIT.*

GRIT PUBLISHING COMPANY . . . WILLIAMSPORT, PA.

THE JOHN BUDD COMPANY . . . National Advertising Representatives  
NEW YORK CHICAGO ST. LOUIS ATLANTA SAN FRANCISCO LOS ANGELES PORTLAND

# SMALL TOWN AMERICA

# 44%

*The October*  
Delineator closed  
with an increase in  
advertising lineage  
of 44% compared  
with the October  
issue of last year.



Another spectacular gain  
for Delineator in a year  
of consistent progress



# Advertising & Selling

VOLUME NINE—NUMBER ELEVEN

September 21, 1927

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"EVERY Smokestack a Potential Advertiser," the lead article in this issue, studies the marketing problem of the small manufacturer who often fails to realize the sales possibilities of his own local territory. Seldom does the small manufacturer succeed brilliantly; more often he fails as the business mortality tables indicate. Mr. Haring analyzes this situation and in this and succeeding articles suggests a basis for examining the smaller manufacturer's business objective.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

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

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

NEW ORLEANS:  
H. H. MARSH  
Mandeville, Louisiana

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

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

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Through purchase of *Advertising and Selling*, this publication absorbed *Profitable Advertising*, *Advertising News*, *Selling Magazine*, *The Business World*, *Trade Journal Advertiser* and *The Publishers Guide*. *Industrial Selling* absorbed 1925.

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



# What's become of the old Movie "Palace"?

*ALONG* with a lot of other good things of yesterday, the old movie "palace" is fast becoming a mere memory—passed on to make way for something better.

The past decade has deluged the market with hundreds of new luxuries. At the same time it has deluged the country with a prosperity that has put those luxuries within the reach of hundreds of thousands of folks who never dreamt of such things a few years ago.

The luxuries then were for a favored few. Today they are for a favored million and a half.

There may be more, but we know of a million and a half families, prosperous, educated in the ways of pleasant living, with their homes in the better sections of 2787 towns and cities and wealthy suburbs where over 80% of the Nation's business is concentrated.

These folks make up the great expanded class market of America.

They buy the smartest clothes, the most improved household equipment, and the highest priced foods. Their children go to expensive private schools. They travel

more than any similar group of people in the world. In fact, they have become accustomed to demand the best of everything that this age in which we are living has to offer. And they no longer count such things luxuries. They rate them common, everyday necessities.

As it is with everything else, so it is with what they read.

From the grab bag of newsstand publications, nearly a million of these people month after month select their favorite magazine and pay 35c for it. Over a half million more have *Cosmopolitan* sent to them through the mails.

*Cosmopolitan* is their favorite magazine because it caters to their more sophisticated tastes for the best and smartest in contemporary literature.

And it is just because *Cosmopolitan* is the choice of this great expanded class market that it is the logical medium for talking to them about any quality brand of goods.

*Let one of our representatives tell you more fully of Cosmopolitan's interesting story.*

### Advertising Offices

119 West 40th Street, New York City

326 W. Madison St.  
Chicago, Illinois

General Motors Bldg.  
Detroit, Michigan

5 Winthrop Square  
Boston, Mass.

625 Market Street  
San Francisco, Cal.



SEPTEMBER 21, 1927

# Advertising & Selling

FREDERICK C. KENDALL, *Editor*

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

## Every Smokestack a Potential Advertiser

A Study of the Marketing Problems of the Local Manufacturer Who Is "Too Small to Advertise"

By *H. A. Haring*

"OF course we don't advertise," was the half-indignant retort of an Indiana manufacturer of tools. "We've run the plant two shifts every month for three years, we're turning out \$80,000 a month of tools at a nice profit and they all go to seven accounts, with two of them swallowing up 72 per cent of the total. We don't need to advertise. If we did, it would just add to our costs. I've built up this business from scratch since I came home from France and I'm sitting pretty without squandering all I make in ads."

Those words were spoken in October of 1926. Six months slipped by, when, in the month of May of the present year, the factory was sold at receivers' sale after being boarded up for ten weeks. When next encountered, the former owner, now working in



© Ewing Galloway

A MULTITUDE of American smokestacks are producing goods for other concerns to brand, trade mark and market. Even in this age of seeming prosperity, however, their story is full of woe. Factories operate to capacity but the owners are unable to set up reserves for depreciation or to reduce their debt. What is the cause of this situation and what is its remedy? Mr. Haring has studied the problem and in this and following articles lays the groundwork for more prosperous distribution methods

manufacturer, poured out this tale:

"Both the big accounts quit us cold. One bought a factory and started to make its own tools and the other found someone else who underbid me. The big fellows are like wild beasts. They live on us small fry who haven't wits enough to keep from walking into their jaws. The one-fourth of my business that was left sucked me dry in two months. I owed the banks a lot of money, and it just wasn't possible to find other customers for the tools. I'm busted; sold my home. We're living in a flat and I'm working for \$400 per."

He was, in due course, reminded of his indignation when queried as to advertising less than a year ago. To this came the explanation:

"The company I'm with now soaks away 3 per cent of their sales for advertising. I didn't spend

ness, even when I was doing nearly a million a year. And that's where I hung myself, for, when the crash came, my tools hadn't a friend in the world. I didn't even have a name for them. I discovered that half the men in our country club didn't so much as know what came out of my plant except the smoke from the stacks."

Out of this incident grew the comment of a banker in the Indiana city:

"A retailer would not dare try to do without advertising. He knows his market is local and he must build a reputation. But not one in five of our local manufacturers think of it. They fall for the lure of the distant. They think their market is in New

England or Chicago or somewhere far off where they do everything by telegraph and long distance."

In order to check this banker's summary, a trained investigator was employed to make inquiries. The city is of the 25,000 class. Of 84 local merchants interviewed only 15 did no advertising during 1926, and

[CONTINUED ON PAGE 44]

# Stuart Chase's King Charles' Head

By Earnest Elmo Calkins

EVER since Chase and Schlink's book, "Your Money's Worth," came from the press commentators have been discussing it, and its errors have by now been pointed out by more competent hands than mine. Note particularly Harford Powel's all too short review in the September *Atlantic*, Tom Masson's entertaining satire in *Printers' Ink*, and the pertinent comments of Kenneth Goode and Robert Updegraff in *ADVERTISING AND SELLING*. I also commend Roy Durstine's review in the September *Review of Reviews*, though I have not yet seen it, to any business or advertising man who is disturbed by the reasoning of this entertaining and readable book. Little remains to be said about it, and I will proceed to say that.

Mr. Dick, you will remember, never succeeded in bringing off any of his literary undertakings because he could not keep King Charles' head out of them. Hatred of advertising is Stuart Chase's King Charles' head. His premise is always that advertising is economic waste, and whenever he needs a villain for his plot he pins the crime on advertising. This obsession of his has spoiled two good books, which were otherwise worth the serious attention of the business world. With the rest of his findings most advertising men are in agreement.

The thesis of "Your Money's Worth" is that there is something wrong with our distribution system. There is too much spread between manufacturing cost and the retail price. We pay too much for everything because we do not know any better. If some benevolent agency, government or private, would test and analyze the things we buy and tell what was what, we could buy with our eyes open, and advertising would no longer be needed.

The first thing an advertising man asks is, how are these findings going to become known? Who is going to tell us which is the best carburetor, floor wax, sheeting, or breakfast food? The authors say the government already knows these facts. So do many corporations which maintain laboratories. But they do not share that knowledge with us. The significant thing is that Stuart Chase also knows them, or some of them, apparently, and he won't tell us either. He describes a test of thirty-four carburetors, of which only four were found good, but he

does not give us the names of the four. Why not? He mentions tests made of sheetings, in which the first in the advertising was last in the test, but he does not say what sheetings. Here was an opportunity to put his Utopian idea into effect on a small scale by giving us information we could use in our buying, a demonstration in short, and the authors' neglect to take advantage of it. Why? Probably because they hesitate to incur risk of libel suits, even when backed up by the findings of physicists. If this suggestion is so practicable, why doesn't this book inaugurate it? If it shrinks at the outset from the responsibility, it but emphasizes the need of some machinery to get all this new information about.

If this method of helping the consumer is workable, it will not do away with advertising. It will need it more than ever. Advertising is an elastic and adaptable means of spreading information about goods. It makes no difference whether this information consists of the belief of the manufacturer or the findings of a laboratory. It still must be made known. And the machinery for making it known will be very much like the present advertising machinery. Advertising is not wedded to any system. It is prepared to disseminate whatever information it has to the best interests of everybody concerned.

The authors' bias against advertising is shown in many places, as one instance will show. They praise the progress made in stamping out the false names and labels for dyed furs and veneered furniture, but nowhere state that the money to finance the Better Business Bureau, which is responsible for this reform, is furnished by advertising men. If they had devoted to the part advertising is now playing in bettering conditions as much research as they have to digging up devastating facts about goods and selling, they would know that most of their objectives are also the objectives of advertising, and that they will be reached, if they are reached, only by the aid of advertising.

Later.—I have just read Roy Durstine's article, and commend it more highly than ever. It puts the theories of Chase and Schlink in the proper perspective.



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# More Net Profit in Spite of Lower Gross Profit on Sales

By J. George Frederick

EVERY business man in the United States should closely scan the change that is occurring to American business both in manufacturing and distribution.

I refer to the remarkable decline in gross profits on sales while net profits have been increased. This has been going on for the last three or four years. One hears much general talk and sees many general "trend" statistics about business, but in my opinion nothing has the authority and the finality that the Federal corporation tax figures offer. Business men have been missing the significance of these figures, buried deep as they are in the dull official reports of the Treasury Department. It is true that tax figures are always about a year and a half behind and as the figures for 1925 have just been issued, it seems to me important to examine them.

The facts are that gross profit on sales in 1923 for all types of business was 23.7 per cent of receipts. In 1924 it sank to 17.8 per cent and in 1925 dropped to 16.1 per cent.

Thus, in three years' time there has been a 7.6 per cent decline in gross profit on sales in business in the United States. But equal in importance and more spectacular still, is the tale of how our business men have met this situation.

American business, in spite of its large gross profit percentage in 1923, showed only 5.6 per cent of net profit after taxes; and in 1924 it sank to 4.9 per cent. It however rose to 5.9 per cent in 1925. This is a high mark in net profit for all American business despite the low mark in gross profit from sales. As these figures are for 1925 and this is 1927, it becomes an interesting speculation as to whether this process has been continuing its trend.

Before we proceed to study the meaning of this phenomenon in American business, let us examine how the thing stands when you separate manufacturing only and distribution only. In 1923, the gross profit from sales in all manufacturing lines was 26.1 per cent; in 1924 it was 22.4 per cent, and in 1925 it

sank to 20.6 per cent. It will be seen here that the decline in gross profit from sales was less for the manufacturing field than for the complete range of American business. Now as to profits (after taxes) in the manufacturing field. In 1923, they were 6 per cent; in 1924, 4.9 per cent, and in 1925, 5.8 per cent. And so manufacturing has not, like American business in general, been able to outdo the 1923 record for profit even though the drop in gross profit from sales was less.

Now taking the retail and wholesale trade, including department stores, we find that in 1923 the gross profit from sales was 19.3 per cent. In 1924 this gross profit had shrunk to 18 per cent, and in 1925 it was 16.4 per cent. This decline in gross profit was smaller than that of business in general, and that of manufacturers slightly less than 3 per cent. The net profit after taxes was 2.6 per cent in 1923, which declined to 2 per cent in 1924 and rose to 2.2 per cent in 1925.

The striking thing to note in all

[CONTINUED ON PAGE 62]

## My Life in Advertising—IX

# Early History of Palmolive

By Claude C. Hopkins

WE organized in our agency an "Advisory Board" over which I presided. We announced that anyone could bring his advertising problems, in person or by letter, and receive without obligation the advice of the best men in our agency. Some sixteen able advertising men sat around the table. They offered an inviting opportunity to advertisers, existing or prospective. Some hundreds of men with dubious prospects came there and we advised nineteen in twenty of them not to proceed. The men who hesitated were large advertisers who had most at stake. That is generally so.

Our object in these meetings was to foster good advertising, to warn men against mistakes and to try to discover in the mass of suggestions some jewels of advertising opportunities. Under the same policy we published numerous books offering advice based on our many experiences. We felt that our own interests depended on the prosperity of advertising as a whole. Mistakes and disasters hurt advertising. One conspicuous success may encourage many ventures. No doubt our helpful and unselfish policy was a large factor in the growth of advertising during the past twenty years.

One morning there appeared at our meeting Mr. B. J. Johnson of the B. J. Johnson Soap Company of Milwaukee. With him came Mr. Charles Pearce, a newly-appointed sales manager who was seeking a way to make good. They came to discuss Galvanic Soap, a laundry soap. After due consideration we advised them against entering that advertising field. It was too difficult, too hard-fought to offer encouragement to a new advertiser. On the facts we cited the owners soon came to agree with us.

Then we asked if they had anything else. They said that they had a toilet soap called Palmolive, made with palm and olive oils. It had slight distribution; they had not considered it as an advertising possibility.

At that time the men around the

table only dimly recognized the strength of the beauty appeal, though later we were destined to develop on that line some of the greatest advertising successes. One man suggested that Cleopatra used palm and olive oils. Another reminded us that Roman beauties did likewise. Gradually we came to recognize the germ of an advertising opportunity, and we asked the soap makers to let us make an experiment. We suggested a trial in Grand Rapids, Michigan, and we estimated that it could be made for about \$1,000. But that was too much money to stake on so uncertain a venture, so we were forced to compromise on Benton Harbor, Michigan, where the cost was \$700. In that little city appeared the first ads on Palmolive Soap.

WE evolved a plan of introduction which I have used in many of my best campaigns. I originated that plan, so far as I know, and it has been one of the chief factors in my success. We ran two or three ads telling the story of Palmolive Soap, bringing out the beauty appeal. Above the ads in a box we announced that in a few days we would buy a cake of Palmolive for every woman who applied. That offer multiplied the readers of our ads. When you offer to buy something for a woman she wants to learn about it. Thus we interested most women readers in our complexion soap. When we felt that we had created a sufficient desire for it, we came out with a page ad with a coupon good at any store for a 10-cent cake. The coupon authorized the dealer to deliver one cake to the bearer and charge us ten cents for it.

This plan has many advantages over a "Free" offer. It is much more impressive, for one thing. There is considerable difference in the psychological effect when you offer to buy an article for a woman to try, and pay the dealer his price for it, as compared with offering that article free to all. The "Free" offer cheapens a product. There is a certain resistance when we ask people

afterward to pay for a product which came to them first as a gift. But when we ourselves buy the article, just as the consumer does, we show supreme confidence in the belief that the article will please. "Will Buy" is a much better headline than "10-Cent Cake Free."

Then the buying method forced dealers to stock the product you offer. No salesmen are needed. Simply mail a proof of the coupon ad to dealers. Point out the fact that practically every home will receive it; also that the coupon is as good as a dime. Women will not throw it away. If one dealer fails to redeem it, another dealer will. We gain by this plan universal distribution immediately at moderate cost. That is of course the first essential in advertising.

I have never found that it paid to give either a sample or a full-size package to people who do not request it. We must arouse interest in our product before it has value to anybody. I consider promiscuous sampling a very bad plan indeed. Products handed out without asking or thrown on the doorstep lose respect. It is different when you force people to make an effort or when you buy the product at retail price on request.

SUCH was the plan we used in Benton Harbor on the initial Palmolive ads. The cost, including the redemption of coupons, was \$700, I believe. As a result several thousand women were started on this soap with full knowledge of its qualities and purpose. Then we waited to see the effect. What would users do when they tried the soap? The answer to that question is the most vital factor in advertising.

Now I come to some figures which may not be exact. This campaign was started in 1911. My memory may be somewhat but not seriously at fault. The repeat sales in Benton Harbor paid the advertising before the bills were due. We knew then we had struck a responsive chord. We knew we had a winner.

We tried the same test ads in

[CONTINUED ON PAGE 74]

# Personal Letters

## An Undervalued Tool for the Salesman

By Frank L. Scott

THREE traveling salesmen were scratching away in the writing room of the Essex Hotel in Boston. As I was signing a letter to my wife, one of the salesmen called out to his neighbor, "Say, how do you spell Margery?" And then the fun began.

"M-a-r-j-e-r-y," said the tall lad in a brown suit.

"M-a-r-g-e-r-i-e," submitted the other.

The questioner himself held the opinion that it was "M-a-r-g-a-r-e-y," on the basis that the girl's name was Margaret, and when put in pet form, it ought to correspond with the name as it was used at her christening. There is a particular point to this amusing incident except that it reminded me that salesmen are not always at home when it comes to writing letters. And more's the pity, because

personal letters to dealers and jobs can be very valuable indeed to the man on the road. But the majority of traveling salesmen still seem to make but infrequent use of personal letters to their trade, and for any one or all of three reasons. First, their pride in their personal selling prowess makes them discredit the selling power of a hand-written letter. Second, their belief that the dealer is too busy to read letters makes them feel that he too discounts written sales talks. And third, the salesman says he can't find the time for letter writing.

The kind of letters I am talking about here are not the formal or routine letters which may wait until the salesman gets back to the home office. They are the letters which the salesman may write out in long-hand and mail while he is busy in his territory. They are courtesy notes, reminders, simple suggestions, written repetitions of a single sale, a report, and other shorter forms of letters which do not take too much time, but which may go a long way toward increasing sales and building up still



friendlier feelings between the salesman and his trade. The longer forms of letters are more likely to deal with important emergencies and should be turned over to a public stenographer if the matter cannot wait until the salesman gets back home.

One of the most successful salesmen I know once told me, "In many lines of business the personal letter may easily be one of the best tools in a salesman's kit." This salesman sold pianos. His trips over a territory were made only three or four times a year. But while on his trips he made it a point to send hand-written letters to many of the dealers in other towns with whom he was doing or wanted to do business. For example, he might open up a new account in Oswego. Two days later, from Buffalo, he would write the new Oswego dealer a note repeating his gratification at having that merchant actively handling his goods. At another time he might have come close to signing up a very desirable dealer in some other town. The next day he would sit down and write to the merchant, repeating in

varied form the arguments he had previously made in person. He thus reinforced his sales talk and planted it deeper in the dealer's mind than if he had waited until his next call, which might be four months later.

In my fifteen years of acquaintance with salesmen in many lines, I have found only a few salesmen who made much use of letters to dealers while they were on the road. But without exception these men were enthusiastic over this means of keeping old dealers interested and prospective dealers warmer. Obviously the value of or need for such letters diminishes with the frequency of the salesman's calls and increases with the infrequency. But even in the average case where the salesman may cover his trade every two weeks or so, an occasional hand-written

letter may go a long way toward getting more business.

Here are some of the definite values which the salesman may find in letter-writing:

(1) *Warmer personal feeling between dealer and salesman.* One salesman admitted to me, "Lots of salesmen make friends more easily than I do. Quite early in my selling experience I woke up to the fact that personal letters to my trade might go a long way toward warming up the feeling between my dealers and me. Since then I have made it a point to write short, friendly notes to my more important customers every now and then. For example, one of my best dealers has a passion for Scotch jokes. Sometimes if I hear an exceptionally good Scotch story that seems to be new, I will sit down in the evening and simply write that joke in a note. Its value to me is far beyond the value of the same joke if I had saved it for the next trip. At other times, I will run across a dealer who has solved some problem that has bothered another of my customers."

(2) *More effective selling.* In the selling of some products several important points may be involved. One salesman who uses letters rather freely has a definite purpose in mind. On his personal calls he may cover several or all of his selling points. In his letters he takes up one point at a time, thus centering the dealer's mind on that one factor longer than he could in a personal selling talk.

(3) *More effective advertising.* Very often the salesman is given an advertising or merchandising program to put before the dealer. Such a plan may contain many elements. To put them all before the dealer at one time may only confuse him. In those companies where an effective advertising department is maintained it may accept the responsibility of laying the various elements at the proper times before the individual dealer. But in many cases this work is delegated to the salesman. After he has covered the ground in a broad way with any given dealer, the salesman may follow up with his own letters on separate factors in the plan.

(4) *Nursing new accounts.* Where the account is a new one, special attention in the form of personal let-

ters from the salesman to the dealer is often worth the effort it takes.

(5) *Increased frequency of calls.* Finally, practically every salesman will agree that he has at least a few dealers on whom he would like to call more frequently. It is humanly impossible to get around oftener to these dealers in person but there is no limit to the number of letters the salesman can write to them. The letter won't do to sign up new accounts or settle big issues but it keeps the account sweetened up to some degree at least and on a better basis than where no such effort is made.

But there are other values to letter writing. One very obvious one is that so little of it is done that the salesman who writes letters to important dealers while in the field is pretty sure to stand out in the minds of his trade if his letters are any good at all. In spite of the disbelief of some salesmen, dealers *do* read letters of this kind. The handwritten note of thanks or suggestion for a promising store innovation stands out in the mail like a plain-clothes dancer at a masquerade ball. The dealer knows that it was more or less bother to write that letter and

he appreciates the trouble taken by the salesman.

The personal field letter has another value. Through it the salesman may deliver a sales talk without interruption, where the same talk in person might only start an argument. One salesman who writes a splendid letter tells me, "I have had great success with letters on such topics as bad credit situations, and other matters where personal discussion might easily result in argument, excitement and hard feelings. In some cases I have written ahead to the dealer that I would be in within a few days to discuss his credit problem with us. Ahead of my call I would ask him to listen to my story before he made any comments. In fact that particular sort of a letter has helped me in several cases to avoid what otherwise might have resulted in a lost account. When I got around to the actual call, I would smile and say, 'Remember, I warned you ahead that this call might not be a pleasant one. But there's no reason why we can't come to an understanding easily if you will only listen first to what I have to say, without letting yourself get excited.'"

[CONTINUED ON PAGE 88]

# The Hop Fiend

By Percival White

**A** MAIDEN lives demurely, shrinking from view. One day she is held up by customs officials for petty smuggling. She breaks into the headlines. From that time on she basks in publicity, bathes in publicity, and drinks publicity, all at once. She becomes a publicity-addict, a hopeless incurable—a hop fiend.

An industry, a tiny, puling, infant industry, yells for the light. Publicity this youngster must have, even if he cries his eyes out. He won't be happy till he gets it.

Aviation begs at the sanctum door. But the editor is out. He stays out, for years. Then the big story breaks. Aviation finds itself in the flood light. A million-milline-power ray is focused on it, a beam strong enough to illuminate an airway from Columbus Circle to Piccadilly Circus.

Aviation has received publicity enough this year to have made every press agent in the country a millionaire. Front page, every time. Two-

column cuts. Seven-column heads. Free, gratis, and for nothing.

That actresses, murderesses, and queens should smoke the opium pipe to its dregs is in their nature. But aviation, we suppose, is a business, and no business can afford narcotics.

Into the azure soars the ruler of the hive. Instantly every drone preens his wings, wings hitherto lazily folded. He gives chase. He will follow her flight, to Paris, Berlin, Rome, Hawaii, to any garden which drips with the honey he so loves. Indeed, the hop of the hop fiend is more like that of the grasshopper than that of the bee: he never knows when he takes off where he will land.

The oriental emperor dies. His consort kills herself. His delirious followers ape her example. Should the empire of aviation permit its subjects to commit *hari kari*? Has it no prime minister to point out the hideous folly of thus destroying

its leading men? Cannot this industry yet boast a man sufficiently versed in the lore of advertising to show its members their mistake? Is there no one to tell them that the American people is beginning to regard aviators as trapeze performers, as daredevils whose idea of achievement is to ride over Niagara in a barrel?

The publicity which it now courts will do more harm to aviation than it can live down in a decade.

If an enemy wished to build up a barrage of propaganda, to frighten us to the point of never daring to fly, if that enemy wished to intimidate our would-be aircraft-users (whose patronage alone can make this industry a success), he would be hard pressed to devise a more insidious campaign, a campaign better calculated to prevent us from building that tool, which ought to be one of the greatest factors in the growth of American industry and in the defense of the United States.





© Herbert Photos, Inc.

*A captured rum runner lying in dock*

# The Idle Sword

A Challenge to Advertising

By James F. Hayes

WITH rapidly increasing momentum the whole question of Prohibition is approaching a climax. After nearly a decade of constitutional inadequacy and prohibition jokes, the dry forces, dry agents, or call them what you will, are laying down a determined blockade on Rum Row. In Indiana a "bone-dry" law is chasing the literary center of the country southward. Elsewhere conditions are no better. The attempted blockade achieves a measure of success when the weather is fair and the shore demand is only fair. When the necessity arises, and a providential fog descends, cases of Scotch, real and German, and barrels of liquors are carried in like a tidal wave from our eastern shore line to sweep across the thirteen original states. From the south and west come other waves, and from the north a veritable ocean threatens.

The practice of making wine, manufacturing gin, and distilling

whiskey goes on unabated in our cities. Visitors to our shores are amazed at the flagrancy of our law-violators; they return home to scoff at the idea of America being "dry." Walk along any street in the "blind-pig" district and see the number of men under the influence of liquor; attend almost any social affair and see with what tolerance law violations are accepted; live in any section of our large and small cities for a time and discover the number of stores, restaurants, and soft-drink places where drinks can be obtained.

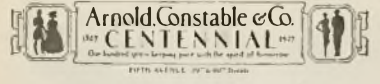
And why? Is prohibition a bad law? Is it a law or is it a joke? What is the reason for the disrespect so openly practiced? Is the narcotic law a bad one? Many will think so. Was the slave amendment unpopular? Millions in the South will answer yes. Was the suffrage amendment in disfavor? Millions still believe it is. And yet public opinion, generally, favored these

legislations. One great hindrance to the enforcement of prohibition is that the mighty force of public opinion is unfavorable to it.

But what has the United States done to create favorable public opinion on the side of law-observance and respect for the prohibition amendment? In this emergency, what has the government done to call forth support of law-respect and national pride? The only answer is, that the United States Government has done nothing to bring out the value of the prohibition law either to the country, state, or individual.

From reflection and discussion the good is apparent, but how many in America discuss prohibition fairly-mindedly? How many reflect on the intentions of those who created the law, and upon the results they were striving for? Few indeed. The United States Government has never, as a measure of enforcement, or as part of its gigantic plan to cram the law down the throats of Americans,

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This is No. 3 of a series reviewing the history of fashion in the century 1827 to 1927—the century of successful service which Arnold, Constable & Co. will celebrate in their Centennial this fall



### And now, in 1854, comes the wire hoop skirt

Queen Victoria introduced the hoop skirt in 1854. By 1858 it had become universal. It was a rather natural climacteric, increasing in length as it increased in width. The hoop skirt was immensely popular until 1869, in spite of the trouble it afforded its wearer when she wished to go through a doorway, go up or down stairs, or get into a carriage. Dresses of this period had a vast amount of ornamentation. Bounces were covered with rows upon rows of lace; skirts were flounced or corded and puffed in tiers. Each dress bounce was wired to the hem of the hoop skirt. By 1869 the hoop had run its course, and the skirt became flat in front and extended in back. This extension in the back was the predecessor of the bustle. As in the hoop skirt days, Arnold, Constable in 1927 is New York's store of fashion.

**The Arnold, Constable Centennial begins September 12th. It will set new selling records**



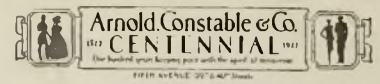
This is No. 1 of a series reviewing the history of women's fashions in the century 1827 to 1927—review looking forward to the coming Centennial celebration of Arnold, Constable & Co.



### What smart New Yorkers wore 100 years ago

This is the fashionable costume of 1827—the year the Arnold, Constable store was founded. The famous leg-o-mutton sleeve had just reached its full development, as you see. Near the other highlights of the mode—the enormous canehat, ornamented with ruffles of ribbon, flowers, or plumes—the two long ribbon streamers that hung from the hat—the "peler-mignonne" shoulder waf, with its long uole ends—the skirt one or two inches above the ground. These fashions, with slight changes, held sway until 1837, when the leg-o-mutton sleeve had become so grotesquely voluminous that its popularity faded. And in 1927—just as in all the years of the interesting 1827-1927 century—Arnold, Constable is the choice of those smart New Yorkers who are best judges of fashion, quality and service.

**The Arnold, Constable Centennial begins September 12th. It will set new selling records**



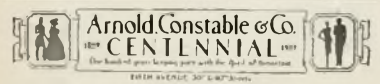
(This is No. 5 of a series reviewing the history of fashion in the century 1827 and 1927—the century of successful service which Arnold, Constable & Co. will celebrate in their Centennial this fall)



### In the '90's fashion revived the leg-o'mutton sleeve

The leg-o-mutton sleeve was the predominant fashion in 1827, the year Arnold, Constable was founded. In the '90's it came back with a vengeance. Above it a typical daytime and a typical evening costume of the "gay nineties". Note the high neck; the hat itself suggests nothing so much as a sening hen; the long, round skirt. Note the "Gibson girl" evening costume, whose ballroom-like leg-o-mutton puff flows from shoulder to elbow like a breadth that would put a variety full back to shame. Aren't they delicious? In 1927, as in the gay '90's and throughout the 1827-1927 century, New York women rightly look to Arnold, Constable for the first in fashion, quality, service.

**The Arnold, Constable Centennial begins September 12th. It will set new selling records**



(This is No. 4 of a series reviewing the history of fashion in the century 1827 to 1927—the century of successful service which Arnold, Constable will celebrate in their Centennial this fall)



### The bustle was the thing in the 70's and 80's

With the 70's came in the elaborately flounced underskirt, draped overskirt, "see back" and bustle effect. The fussier the fashion, the better. As you see in the figure at the left, the skirt was tied back at the knees. The overskirt and underskirt were ornate as a Christmas tree. In this period stockings with fringe running around the leg were considered very elegant. The figure at the right shows the enormous bustle fully developed. It stuck out at a sharp right angle. In the latter 80's it was also fashionable to exaggerate the bust by means of padding. The waist was merely concealed into a wasp-like circumference. By 1890, the bustle—one of the most bizarre and artificial fashions—had just about faded out of popularity. And today, as in the 70's and 80's—and in the full 100 years of the century—Arnold, Constable is chosen by those women interested in the best in fashion.

**The Arnold, Constable Centennial begins September 12th. It will set new selling records**



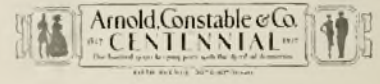
(This is No. 7 of a series reviewing the history of fashion in the century 1827 to 1927—the century of successful service which Arnold, Constable & Co. will celebrate in their Centennial this fall)



### From 1908 to 1912 the slim straight skirt comes in

As we have traced in this series reviewing the development of women's fashions in the past 100 years, skirts have been very full ever since 1827. In 1908 comes a revolutionary change. Gone is the fullness lent by crinolines, the hoop skirt, the bustle, the bell skirt, and all the rest. Skirts now become slim and straight—the first unmistakable indication of the movement toward modern natural figure fashions. This is shown in the 1912 fashion at the left. Note also the waistline, three or four inches above normal position, and the can-wheel hat. In 1914 (see right figure) skirts were still long and slim, but panniers were often added. The "harem skirt" is another phase of the mode of this period. The completely natural figure is coming. It won't be long now! And now in 1927—as in 1914 and in the whole century of Arnold, Constable store life—women alert in fashion find Arnold, Constable alert with fashions.

**The Arnold, Constable Centennial begins September 12th. It will set new selling records**



(This is No. 6 of a series reviewing the history of fashion in the century 1827 to 1927—the century of successful service which Arnold, Constable & Co. will celebrate in their Centennial this fall)



### With 1925 comes the bustless, waistless, and hipless figure

The two figures at the left illustrate the swing of the mode in 1925, away from the strictly natural figure fashions introduced in 1914. Frocks are long, slim, tubular, and finished at a low waist-line. Exaggerate for sport, skirts are long. Hair bands are bobbed. In 1926, in the right figure shown, the waistline has slipped some low. Skirts are much higher. The cloche hat is well launched on its long voyage. In 1925, as previous eras, women grew shorter than ever and the figure is bustless, waistless and hipless. And as we come to the fashion of today. In the next and final number of the review of women's fashions in the century, 1827 to 1927, Arnold, Constable's will present the important indications of the current fall season. Now as throughout the century, Arnold, Constable is alertly ready with the newest of fashions.

**The Arnold, Constable Centennial begins September 12th. It will set new selling records**

**J**UST as politicians are prone to "view with alarm," business concerns are frequently too eager to "point with pride." Arnold, Constable & Company, however, now celebrating their Centennial, have adroitly avoided the banality usually attendant in registering the "success" theme. In comparatively small space this New York department store has put across an appealing series of institutional insertions. The keynote is a history of fashion, executed with accuracy and without a trace of the tempting flippancy offered by the subject

# Monosyllables, Etc.

Don't Be Afraid of Length If It's a Word  
the People Know

By Theodore Watson

A MAN representing one of the big insurance companies was speaking before the advertising club. He was telling about some of the principles that govern the preparation of his company's booklets and folders.

Among other things, he said in substance: "We never use words of more than two syllables." This insurance company considered simplicity of so much importance in writing to the masses, that iron-clad rules of composition were laid down to assure this end.

We hear and read a great deal about using short words. "Make it simple—make it easy to understand—don't use long words." Now simplicity in advertising is much to be desired, of course, and rules are sometimes in order. But what copy-writer is there who would not find his style fearfully cramped by such a formula? Most copy-writers would regard such a rule as a hindrance to free and forceful expression, even when selling to Sweeny.

So far so good. But what has been said is only personal opinion. What is the actual practice in word-selection of writers whose messages to Sweeny have got to get across? Do they use short words or long words, or mix 'em up, or what?

There is a group of writers whose jobs are dependent entirely upon having their writings clearly understood and appreciated. These are the editors of publications whose followers are strictly of the hoi-polloi. Therefore the practices of these men in word-selection should throw considerable light on what's what in word-use.

Following up this excellent suggestion, let's first look at the editorial columns of a leading Union labor publication. Our examination reveals some results that would doubtless startle our insurance friend. Here are a few of the words used by the editor in his own department:

spectacle  
contradiction  
deliberately  
effectually  
commencement  
straightforwardness  
document

None of these words can be said to be short. Now then, just read the following extracts from the editorial columns of the same publication:

"The spectacle presented by the Soviet representatives at the International Economic Conference, just concluded at Geneva, developed into no more than shoddy stage setting and bungling actors. Their entry to Geneva was intended to be spectacular.

"At the very beginning they compromised their position by expressing their willingness to enter into commercial treaties and understandings on an international scale endeavoring to prove their straightforwardness of purpose by referring to some such understandings entered into with capitalistic countries."

Sounds more like the *Atlantic Monthly* than a publication appealing to laboring men. Yet this particular publication is strong and has an enthusiastic following. Its articles are assuredly understood and appreciated.

Next let's turn to the editorial page of a metropolitan newspaper (a strong, popular newspaper) that has the distinction of practically a 100 per cent following among the "common people"—wage earners, clerks and small merchants—a simon-pure Sweeny audience if there ever was one.

Here is a list of words selected from five short editorials found in a single issue of this newspaper:

transportation	eminent
subsistence	optimistic
conservative	auspiciously
abhorrent	defective
individual	addled
initiative	authentic
adequate	conjunctural
interference	disarmament
phalanx	astounding
fearlessness	inaugurated
enthusiastically	interrelated
	distinguished

Extracts from the editorials of this newspaper reveal a high order

inspiration  
oppressed  
uninterrupted  
complacency  
paramount  
civilization  
international

of discrimination in word selection, force and expressiveness. Its editorials compare favorably to any writing to be found, devoted to current matters. Here are two examples:

"The criminal waste in production is such that before long transportation will starve for want of fuel and our country become the helpless victim of any enemy having petroleum.

"The prospect is enough to convert the most radical conservative to that most abhorrent species of socialism referred to as 'government in business,' such processes as 'private enterprise' and 'the individual initiative' threatening to put both business and the country on the road to ruin."

Nothing particularly "elementary" about this writing, is there?

One of the world's greatest columnists, a man who has probably the largest following in the country, though writing in a style remarkable for its simplicity, does not by any means confine his vocabulary to words of one and two syllables. In one day's column are to be found the following:

alludes	competition
combining	operating
institutions	comprising
prosperous	individual
	supervision

Evidently this man who can be credited with knowing his audience thoroughly and is not afraid to use polysyllabic words, if they are strongly expressive, and if they have a familiar look and sound to the reader.

Right there is the crux of the entire question of long and short words. If we want to be understood by the mass of the people, we must select words with which the people have an acquaintance, whether the words be long or short. The only worthwhile rule for word-selection is: does the word to be used have easy entrée into the consciousness of the masses?

The examples cited in previous paragraphs prove that many of our most easily comprehended and widely used words are long words. They have become familiar by repeated

[CONTINUED ON PAGE 89]

# Applying the Scientific Test to Advertising Returns

By Roy Quinlan

President, The Quinlan Company, Chicago

RECENTLY the advertising manager of a large department store in Detroit made an address before the Association of National Advertisers, wherein he made the interesting statement that, "I doubt if an advertisement ever sold anything to anybody."

This statement is, of course, rather ridiculous in the face of the fact that there are hundreds of advertisers today spending millions annually on advertising who know to a penny the relative pulling power of various headlines—the comparative cost of buying new customers by one appeal versus another—and whose coupon returns furnish a definite measuring stick of the selling force of every advertisement they run.

There is, admittedly, a large volume of advertising appearing in national publications today which is so utterly lacking in any power of persuasion, so lacking in even the elements of good salesmanship, that it is doubtful if these particular advertisements will ever sell "anything to anybody."

On the other hand, there is an increasing host of advertisers who test their advertising as carefully, as scientifically as their product is tested in the chemical or engineering laboratories; advertisers who test one appeal against another, who check the effectiveness of one headline against another, who know definitely which mediums are paying them and which are not, and by means of continuous tests in small circulation before releasing copy on an extensive scale, eliminate the non-productive ads and multiply the circulation of the "haymakers."

Personally, I want to register the belief that there are still too many people in the advertising business thinking soulfully of the aesthetic value of an advertisement, instead of its supply of two-fisted salesman-



ship-in-print. Too many advertising men put the "cart before the horse" by fitting copy to a beautiful scheme of layout, rather than vice-versa.

Perhaps the trouble is that there are more people with a "literary bent" writing advertising than there are practical salesmen-in-print; too few men who have received their advertising education from the hard school of mail order and medical advertising where copy is measured by the cold standard of direct sales, rather than some mysterious, esoteric impression it may have made.

LET me illustrate by one or two instances.

As I write this I have in front of me a single advertisement, run once in a national weekly, that created direct sales amounting to over \$1,000,000.

The interesting point to me about this particular advertisement is not alone the unusual returns that it brought, but the fact that the pulling power was carefully *pre-tested* at low cost before it was run nation-

ally at a single insertion cost of \$15,000.

This advertiser recently embarked in a new field with a specialty which could not be sold effectively through his existing dealer organization. The problem was to sell one or two men in each principal city or town on the idea of starting a new business, a business requiring a working capital of \$5,000 to \$50,000, depending on the size of the community served.

Due to anticipated competition, the advertiser decided that it was wise to secure a large organization of dealers, scattered from one end of the country to the other in as short a period of time as possible. Instead of turning his sales force of forty men loose to dig up prospects, this manufacturer hoped through the right type of advertising to attract a

large volume of interested inquiries from men so equipped from the standpoint of experience, ability and capital as to be considered logical prospects, worthy of the time and expense required for a salesman's personal presentation. Three full-page newspaper advertisements were prepared, identical in general text and differing only in the fact that each had a different approach in the major headline and sub-head. Each of these advertisements had a separate key number in the address.

These three pieces of copy were inserted in three Sunday newspapers, each with approximately the same circulation. The test cities selected were all of medium size, where the cost of newspaper space was low, and where the general economic conditions were similar. The cost of the test was approximately \$3,300.

One of the pages with a headline which the advertiser liked least, produced over four times the number of live inquiries that the next page (in order to cost per inquiry) brought in.

[CONTINUED ON PAGE 52]

# THE · EDITORIAL · PAGE

## Behind a Grocery Trade Statistic

THE 1927 Hawaiian pineapple pack will total approximately 216,000,000 cans, according to reliable reports. The value of this crop will be more than \$35,000,000.

Looked at as a grocery trade statistic, this may not seem very significant. But looked at as an advertising accomplishment, it furnishes remarkably clean-cut proof of the power of advertising.

Twenty years ago Hawaiian pineapple was practically unknown in the continental United States. An association of pineapple growers was formed and they launched a modest advertising campaign. They had a good product. They advertised it intelligently and backed their advertising with effective sales work. And they made a place for themselves on the pantry shelf of America alongside of Royal Baking Powder, Heinz Baked Beans, H-O, and many other old standbys.

Today more pineapples are produced in Hawaii than in all the rest of the world together. Most of the canned portion of the crop is consumed in the United States and Canada, though the trade is now being extended to other countries. Without advertising, the conquering of this great American market and the spreading out of this crop so that its cultivation now requires nearly fifty thousand acres, would not have been possible in fifty years.

Even a moderate advertising expenditure, skilfully used, not only buys a market but it buys time as well.

## Why Architects Don't Advertise

THE American Institute of Architects has drafted a new code of ethics, one of the nine "canons" of which reads in part:

"An architect will not advertise for the purpose of self-laudatory publicity, but publicity of the standards, aims and progress of the profession is to be commended."

So far as we know, no advertiser in any line advertises "for the purpose of self-laudatory publicity." Advertising is generally done for the honest purpose of selling the goods or service one has to offer.

This architectural "canon" throws an interesting light on this whole question of professional advertising in its confusion of publicity with advertising. The real trouble is that, failing to differentiate between straightforward advertising of a character that any professional man or firm could do in the best of taste and with all proper modesty, and laudatory "publicity," professional men are prone to assume a holier-than-thou attitude toward legitimate paid advertising while pulling all the wires they can to secure "laudatory publicity" free and without the "self" showing through.

To be more specific, an architect might with perfect propriety publish in paid advertising space a page showing the residence of Mrs. B. Stuyvesant Cabot, or a picture of the Village Hall at Greenfield, and under it a simple description of the building and his name as

architect. That would be a perfectly proper and a rather effective advertisement—a sample of his professional skill. But it is more professional, seemingly, to get this same picture and information (though more laudatory if possible) into the same publication in a roundabout way (over the editor's desk) without paying for it.

## The Auto Again Shows the Way

IT is now part of our industrial history that the automobile industry set a great example, followed by striking results, in making all automobile improvements open to all makers. It has put the automobile so far ahead of other industries that most of them look like backnumbers. The aeroplane has now also adopted the automobile scheme of cross-licensing, thus insuring the rapid development of the aeroplane industry.

But the automobile has now taken a new step of great significance. The largest market development for American cars is now in foreign countries; but being faced with violent opposition from foreign automobile makers, the American Automobile Chamber of Commerce has just concluded an agreement on policy with motor manufacturers of Britain, France, and Scandinavian countries. They will unitedly develop the roads of the respective countries and also exchange information. The car makers will cooperate to put motor transport within reach of more people, and make it more useful and usable. Thus both will grow rich. This policy is not to be for Europe alone, but for backward countries also, where cars are exported.

Certainly the new policy is wise for the foreign makers, for while American car sales to England doubled in the first half of 1927—despite a 33 1/3 per cent tariff—British-made car sales shrank considerably.

American cars are now sold in ninety-three countries of the world, and if the foreign car makers will heartily espouse this far-sighted new policy, the motorization of the world will proceed apace, and reduce the enormous difference now existing, with America owning 88 per cent of the world's cars.

## Social Prestige for the Hot Dog

WHEN Mrs. John D. Rockefeller, Jr., donated \$5,000 as a prize for the most artistically designed hot dog stand, the cynic may well smile at the bountiful lady's sense of humor. But when the president of Alfred Gobel, Inc., one of the largest of the wurst manufacturers, offers an additional \$10,000 for the same purpose, one sees in the action the well-considered step of a forward-looking business man. The small stand, particularly the roadside stand, is assuming increasing importance in modern distribution. It stands sorely in need of any cooperation the large manufacturer can give and should eventually repay such aid most generously. Some interesting sidelights on the situation are presented in a series of articles by H. A. Haring (ADVERTISING & SELLING, April 21, May 5, August 11, 1926).

# The Long Wait for Sales

## Why the Advertiser of Package Goods Should Not Expect Immediate Results

By S. H. Giellerup

IF you insert a "Help Wanted" advertisement in the paper Sunday, you will receive scores of replies on Monday, more on Tuesday, and one or two stragglers on Wednesday.

That, however, will be all. Three days after that ad appears its potency will have been spent. In three days you can count up the number of worth while applicants and know with mathematical exactness your advertisement's effect.

When effect follows cause with such rapidity, there is little chance of the effort being misjudged; no likelihood of merit going unnoticed, of error remaining undetected. Your department store advertises today, and tomorrow figures profit or loss. Your brush manufacturer sends out a canvasser on Monday and by Saturday enters the trip either in red figures or in black. Each proceeds with celerity and assurance in the direction indicated by the results, because those results are immediate and unmistakable.

Contrast the foregoing examples with that of a certain manufacturer of package goods who advertised once a week for twenty-five weeks. He thereupon decided that the twenty-fifth advertisement must be better than any of the others because sales during the twenty-fifth week were greater than during any of the other weeks.

This actual but rather ridiculous incident is not to be taken as any reflection on package goods manufacturers. The only reason they are likely to be wrong more frequently than other advertisers is because

NUMBER of packages purchased during the year by customers gained in successive months:

Assuming that a customer buys several packages every twelve months, her purchases for the year will vary according to how early or late in the year she became a customer. In this example the purchaser buys one package a month.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
JAN	11½	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗
FEB	10½		⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗
MAR	9½			⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗
APR	8½				⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗
MAY	7½					⊗	⊗	⊗	⊗	⊗	⊗	⊗
JUN	6½						⊗	⊗	⊗	⊗	⊗	⊗
JUL	5½							⊗	⊗	⊗	⊗	⊗
AUG	4½								⊗	⊗	⊗	⊗
SEP	3½									⊗	⊗	⊗
OCT	2½										⊗	⊗
NOV	1½											⊗
DEC	½											
	72											

A FULL YEAR'S PURCHASES BY 12 CUSTOMERS WOULD BE 144

The final month is credited with only ½ a sale as the chances are even that the customer makes her purchases during the first or second half of the month. A purchase is not complete until the package has been consumed, hence only half the December purchases will be completed before January.

their problem is more difficult, principally for the reason that the gap between advertising and sales is so extraordinarily long. This one condition multiplies the hazards in the way of properly judging campaigns. It leads the manufacturer to praise advertising that robs his profits, to condemn advertising that fattens profits. It tricks him into all sorts of fallacious opinions, and hides from him frequently the vastly important fact that his advertising is so profitable he ought to borrow the money to increase it.

But how, you ask, could anyone be mistaken about the progress of his own business? If the advertising is good, sales will increase; if bad, they will decrease—and where is the manufacturer so stupid as not to know? Why aren't my year's sales an infallible gauge of my year's advertising?

It is quite easy to be mistaken about the progress of a package business, because when you examine the underlying conditions you will see that usually your current year's advertising has little to do with current year's sales.

In this and succeeding articles, I shall attempt to bring to your attention the causes for this; to explain why money spent to advertise a small-unit, frequent-purchase package does not bear fruit immediately; to point out, if I can, the circumstances to be considered before dubbing a campaign a winner or a loser.

Twenty-five years ago two makers of dentifrice each inserted an advertisement. Today some of those who read the advertisements are still buying the dentifrices. There, in

that instance, was a spread of a quarter century between cause and effect, between advertising and sales.

That is the spectacular side of the situation. There are other aspects not so romantic but quite as important, circumstances which also widen the gap. There are four of these of major consequence. First is the loss of time while publications are in process of being read. Second is the time lost by the trade in getting itself accustomed to changes in the rate of sale. Third is the delay caused by dividing the year's adver-

BRUCE BARTON

ROY S. DURSTINE



ALEX F. OSBORN

# BARTON, DURSTINE & OSBORN

INCORPORATED

## AN ADVERTISING AGENCY

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

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

*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*

J F M A M J J A S O N D J F M A M J J A S O N D

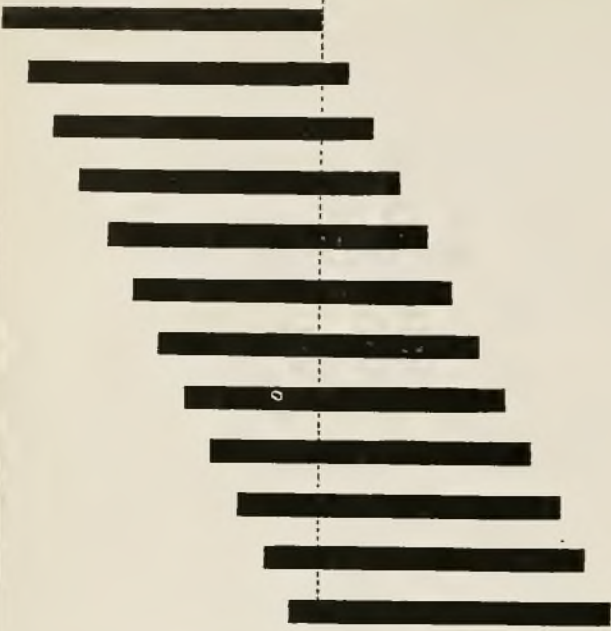


Chart B

J F M A M J J A S O N D J F M A M J J A S O N D

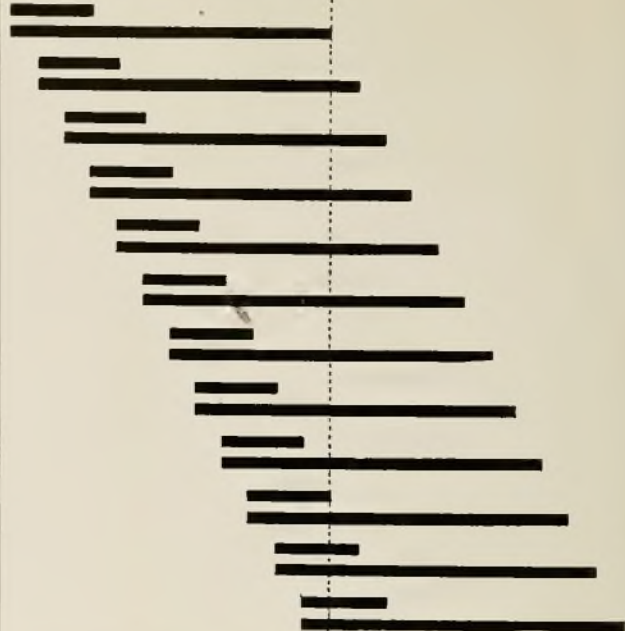


Chart C

tising into monthly installments, and fourth is the long period while the customers created live out their span of preference for your brand.

You know, for instance, that magazines are not bought the day they appear on the newsstand. Some remain there for a month. And your advertisement can't be seen until the magazine is bought. Even after it is bought, the ad may not be seen for some time. Few people read a magazine from cover to cover in one evening. Months may pass before the eyes of many readers fall on the page where your message is printed.

**H**AVE you ever reflected on the extent to which this condition delays action? Do you realize how long it will be before your July advertisements, let us say, will appear before the eyes of all the people who will eventually read them?

There is much statistical evidence to show the extent of the delay. Refer to page 27 of the September 9, 1925, issue of ADVERTISING & SELLING, upon which appears a table showing the period over which reading occurs as indicated by the receipt of inquiries.

Thirty days after a monthly magazine has been issued, your advertisement is only half read. Just as many people will act on it after that period as during it. I remember one magazine page that produced inquiries steadily for over a year. For six months there wasn't a day when somebody's response did not come in. The analysis of inquiries by several authorities, analysis that is

easily checked up, shows that a monthly produces half its returns the first month and half the remainder each month for the next four or five. This is how that condition postpones your results:

	Jan.	Feb.	Mar.	Apr.	May
Jan.	-50J	-25J	-12J	-6J	-3J
Feb.		-50F	-25F	-12F	-6F
Mar.			-50M	-25M	-12M
April				-50A	-25A
May					-50M

In January only fifty per cent of a month's reading is due in the future, but by the time May is reached approximately one hundred per cent of a month's reading is in Results Receivable. Of course, if you advertise in weeklies, the initial delay won't be so long, and if in newspapers, very much shorter. But many package manufacturers favor monthly magazines, and to these comes the first of a series of postponements which throw the year's advertising all out of mesh with the year's sales.

The second delay is due to the advertiser's separation from the ultimate consumer. Increased consumer buying, unless it be phenomenal, does not usually show up in the advertiser's sales as soon as it occurs. There is an interval while retailers become aware of the increased demand. Perhaps two or three weeks pass before they notice that the number of packages they have been in the habit of ordering are not enough to maintain their stock.

Your average storekeeper, let us say, is in the habit of buying about a dozen packages of your brand a

month. He doesn't wait until he is all out of stock before ordering; he keeps half a dozen always on hand. A fifteen per cent increase in demand will reduce that surplus to four packages by the end of the month, and your storekeeper, even if he notices the difference, is likely to ignore it.

Something of the same sort happens with wholesalers. The increase in retailer buying is usually so gradual that several weeks pass before they realize that they too will have to boost their periodic purchases.

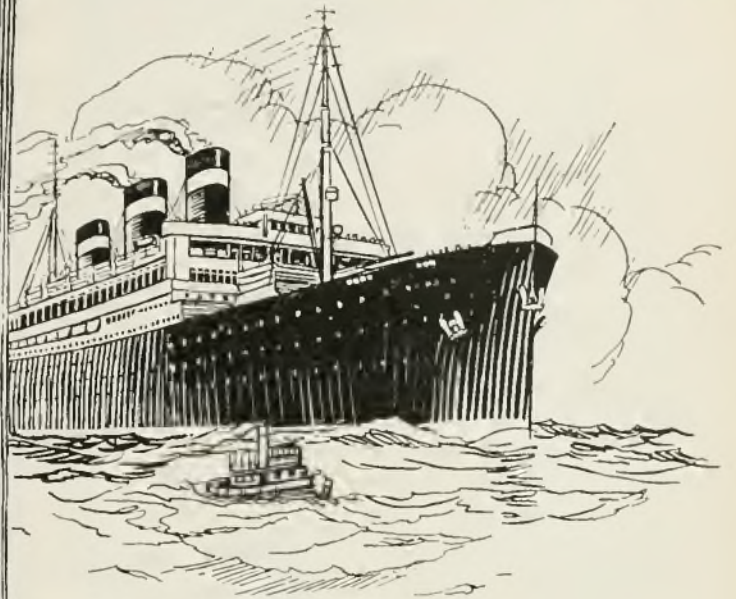
**O**F course, quite frequently the advertiser does something just prior to this which befores results considerably more. He makes a drive on the trade, urging them to stock up preparatory to the increased demand. Most of the time the trade stocks up quite heavily. Then it takes longer for retailers and wholesalers to reflect the public's action in their orders to the advertiser.

So far, then, we have one month lost while magazines are being read, and four to six weeks probably while the trade adjusts itself to the change in consumer demand.

An even greater delay, however, comes from a third cause and postpones the effect of your intensified efforts several months more.

This third postponement is the result of the manner in which men and women buy most packaged goods. Having decided on a brand, they keep on buying it for comparatively long periods. Of course, I am





# The Subscribers Who Count Are Those Who Represent Buying Power

**T**HE leadership of *Marine Engineering and Shipping Age* stands pre-eminent in the marine industry regardless of the yardstick used. This publication comes closer to 100% coverage of the buying power of the marine industry than is shown by the published circulation statement of any other marine publication in this country.

Your 1928 sales program should include an adequate advertising campaign in *Marine Engineering*

and *Shipping Age*, thus placing your message each month before the men who are the buying power in the three branches of the marine industry—ship operation, shipbuilding and ship repair.

And your sales staff should have the benefit of the timely information regarding bids, contracts awarded and marine projects planned, contained in the Bulletin of Advance Information, published weekly and mailed each Friday to advertisers only.

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.  
New Orleans, Mandeville, La. San Francisco: 74 New Montgomery Street London: 31 Victoria Street, S.W.1

# Marine Engineering and Shipping Age

*A Member of the Audit Bureau of Circulations and the Associated Business Papers, Inc.*

# "Ten Cents Worth of Cigarettes, Please"

By Dwight Power

**D**ID you ever hear a man go into a tobacco shop and ask for "a package of cigarettes"?

Did you ever ask a man what cigarette he smoked and have him answer, "I don't really know. I'll look at the package and see."

And yet that is the way women buy food today in spite of the huge volume of money spent every year to make them behave themselves and say "Zu Zu" to the grocer.

Each month I am fascinated by the beautiful ham advertising but I listen in vain to hear a woman ask my butcher for ham by brand name.

Occasionally I do hear one say: "What kind of hams do you carry?" But then my hopes are dashed when I see her accept willingly an unadvertised ham. A smile and a word from the grocer and hundreds of dollars of advertising are thrown out of the door.

I have waited a long time in a grocery store before I heard a woman ask for bread by brand name. An investigation made in Baltimore and Chicago about two years ago showed that somewhat less than twenty per cent of the women asked for bread by brand. The proportion has probably increased since then. But the average housewife is spending from fifty to one hundred dollars a year on bread. She eats it three times a day. Doesn't she care what she gets?

Copy writers say that the trouble is standardization. Among the big competitive products there is so little difference in production methods and ingredients that it is impossible to dramatize any point of differentia-



tion and make a convincing story.

Each month the magazines are filled with strangely similar exclamations of joy over the flavor of sun-ripened fruits and vegetables and crisp golden grains and pure delicious jellies and cooking fats—all of which are not only good but good for you. And the blithely unconscious housewife walks unscathed through this bombardment of millions of dollars to take whatever that smiling grocer hands her. Or she chooses the brand that will save her a few cents.

**C**AN we hope for more? Can we make women find a difference in brands if the difference is not apparent?

Well, how about the cigarettes? Is there such a whale of a difference there? If you are looking for a new parlor game, try this. See if your friends can pick their favorite cigarette from five or six kinds, smoking them all blindfolded. One out of ten, maybe.\*

Nevertheless, cigarette advertising has succeeded in convincing 100 per cent of the men that the difference is there. And food advertising has failed in attempting the same thing. Is there an obvious reason? We are going to make some wild guesses.

Perhaps men are more easily influenced than women. But women can be reached. They buy face powder and soap and cold cream by name. Perhaps men can be influenced by cold type, and women respond better to suggestions combined with personality. That may be the reason testimonial advertising is

so successful with women.

When Dorothy Parker was asked the age of Ernest Hemingway, the author of "The Sun Also Rises," she answered, "But all novelists are either 27 or Thomas Hardy. A similar indictment could be made against advertising writers—they are all men or Sarah Field Splint.

This, then, is my last and best guess. Food advertising fails because it is based on the assumption that housewives feel the same joy in food that men (including women copy writers) or domestic science experts feel. And as a housewife I protest. The life-like chocolate cake with the frosting ready to run right down over the headline makes the advertiser and the advertising manager and the account executive and the copy chief all exclaim, "Great stuff!" and run and get their hats and go to lunch. But what does it do to mama?

\*This test was originated by John B. Watson, of the J. Walter Thompson Co. A report of it was given in the J. Walter Thompson News Bulletin, July, 1922.

# WHY

*asked the account executive*

# change horses

in the middle  
of the stream?



WE'VE used the same list for several years on this account," said the agency executive. "It seems to do the work. The advertiser shows a small gain each year in new business in the New York market. I don't see why we shouldn't stick to this list. Why change horses in the middle of the stream?"

Success is conservative, and rightly so. Proven methods and proven media should not be abandoned unless obviously better are available.

Why change horses in the middle of the stream? As far as the use of New York newspapers is concerned, this question has two answers:

### I—The stream is not what it was!

The strongest media of a few years ago are not the strongest media of today. Life has changed. Times have changed. Manners, customs and values have changed. The new prosperity of the mass population has created immense new markets for every sort of commodity. Price barriers are down. More leisure with more money makes different interests, different habits.

There is no longer a middle to the stream for any business. The stream flows on unendingly, swifter, deeper, more capricious than ever before.

Present day marketing has new requirements, as has present day adver-

tising. Change is the rule rather than the exception. And present day advertising, particularly in New York, must meet changed conditions and changed audiences with media that meets the changes and the audience.

### II—There is a better horse available

The eight year old News is today a giant among New York media. With two or more times the circulation of any New York paper except one, it more nearly covers the New York market than the next two largest papers combined. Its circulation of more than 1,200,000 copies daily—(94% concentrated in city and suburbs) is the largest single advertising force in the market, reaching approximately 70% of the families. It is a big medium that does the work of several smaller media—more comprehensively, more thoroughly, more economically. It reaches more kinds of people than any other newspaper, and more of each kind.

And it works more efficiently. It not only reaches more people, but more eyes and minds. The small page gives visibility to even small advertisements. And the small paper that can be thoroughly read within the limits of the reader's time insures the advertisement's getting to readers. It cuts down advertising waste, increases advertising's productivity.

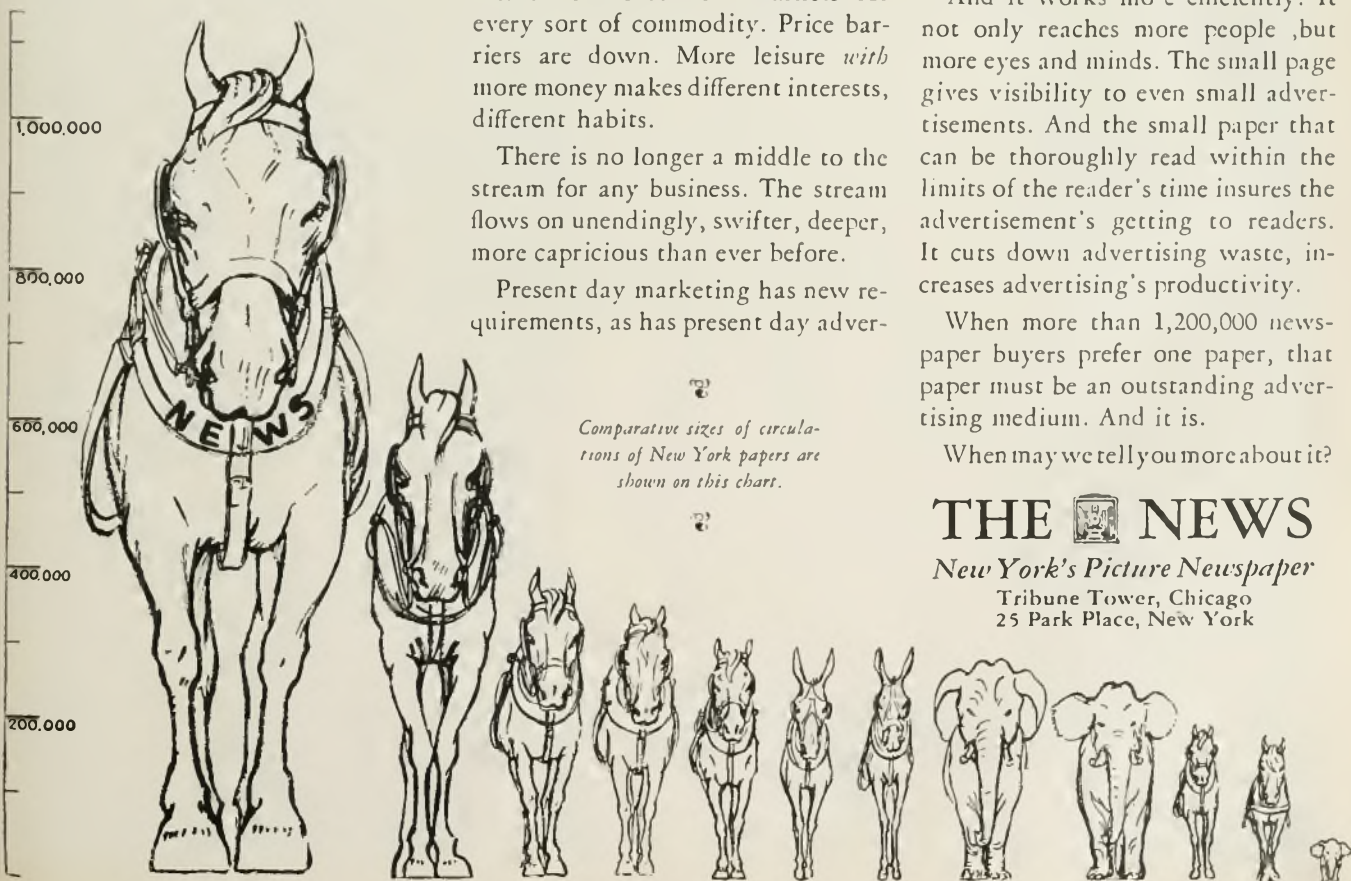
When more than 1,200,000 newspaper buyers prefer one paper, that paper must be an outstanding advertising medium. And it is.

When may we tell you more about it?

## THE NEWS

*New York's Picture Newspaper*

Tribune Tower, Chicago  
25 Park Place, New York



# Who Pays for the Advertising?

*Rhey T. Snodgrass*

Advertising Manager, *Minneapolis Journal*

A TRAVELING salesman covers forty towns within his territory and out of them gets a volume of \$100,000 in a year. On this business his house makes a profit of \$10,000. For the following year the house furnishes him an automobile. In this car he keeps within the same territorial limits but is able to make eighty towns and obtain a volume of \$150,000 within the year. On this business the house makes a profit of \$17,000. Who pays for the car?

In Pittsburgh a man named Heinz had a little pickle shop. He made good pickles and a poor living. Believing that his goods were worthy of a wider market, he advertised them. In a few years he had a large trade. In a few more years he had an enormous worldwide trade. He died a millionaire and one of the country's greatest manufacturers. His goods were in daily competition with those of other manufacturers who did not advertise. Who paid for Heinz's advertising?

Down in North Carolina there is a town called Winston-Salem. Never heard of it. In that town was a tobacco manufacturer named R. J. Reynolds. Never heard of him either. Among his various lines was a brand of smoking tobacco which just happened to be called Prince Albert. It was good tobacco. Mr. Reynolds thought it was good enough to sell everywhere in the open market against the brands of the tobacco giants. And so he advertised and told the world about it. Prince Albert tobacco, advertised, was fully as good as the former obscure product. The price remained the same. A worldwide trade was built up. In fact, when Uncle Sam in wartime called for the records of tobacco production, Prince Albert tonnage exceeded all other brands of smoking tobaccos packed in tin combined. Who paid for the advertising?

About fifteen years ago, the American Telephone & Telegraph Company, which is the parent com-

pany of the Bell system, entered into a campaign of advertising which is commonly regarded as the pioneer of so-called institutional campaigns. One purpose of this campaign was to develop more traffic over the long distance lines, which had always been operated at a heavy loss. In less than two years of advertising, these lines were showing a substantial operating profit. There were other objects, and other benefits of this campaign, which, by the way, is still running. But if the total cost of the campaign were assessed against the long distance lines, without any reference to the other benefits, the enterprise would have proved more than profitable. Who paid for the advertising?

SUPPOSE the consumer pays for the advertising. If this be true, then the price which he pays for a given value in merchandise must be higher than he would pay if that merchandise were not advertised. If the price were just the same, then the unadvertised value must be greater than the advertised value. Is this the case? You remember the celebrated Ingersoll dollar watch, of which some thirty or forty million had been sold at the time the war jostled the manufacturing cost of all of our goods. Where could you get a better watch for a dollar? Where could you get as good a watch for less than a dollar?

You may consider as many advertised brands of goods as you will take time to consider. You might find here and there an apparent or temporary contradiction; but in almost all cases, certainly enough to thoroughly establish the rule, you will find in the advertised goods better service for the same money or the same service for less money than you will find among the non-advertisers.

Certainly, therefore, the advertising does not cost the consumer money. Now suppose it costs the advertiser money. If this were true, then the prosperous business would be the non-advertiser—the one whose resources were saved instead of spent. And the more money

a business put into advertising, the poorer it would become. This, of course, is too ridiculous for serious contemplation, because it is contrary to all the history of American business, whether manufacturing, wholesaling, or retailing. Since, therefore, both of these suppositions are clearly contrary to fact, then the money for advertising must have some original source other than from the pocketbook of the advertiser or the consumer.

Here are two shoe stores on the same street, side by side. They are alike in size, general appearance, general character of stock, and general conduct of business. They give equal values to their customers per dollar of sales. Both are doing a fair business, but neither one has been advertising. After a while, one of these shoe merchants enters upon a regular, consistent campaign of advertising in his daily newspaper. You know exactly what happens. The advertised store not only develops trade from customers who have not been patronizing either store, but also absorbs a considerable share of the volume from the non-advertised store. The one becomes a fine, growing, profitable business. The other loses ground, loses money and probably ultimately fails. Who pays for the advertising?

FROM these several questions, asked in reference to several commonly observed business experiences, it is clear that the real and original source from which money for advertising is derived is not the purse of either party to the transaction of buying and selling. The money comes from volume. This is a very definite and tangible source. As long as a merchant or manufacturer can keep increasing his volume without a proportionate increase in his fixed expenses, he is not only adding profits, but increasing his percentage of profit. This is common economic law.

Well, where does the increased volume come from? It may come from one or more of many sources, but there are four principal ones.

1. Direct Competitors. By this is

[CONTINUED ON PAGE 84]

Portions of an address delivered before the Twelfth Annual Convention of the Financial Advertisers Association, West Baden, Ind.



*A Barometer  
of Buying  
Power*

One reader spends only a few cents per copy a day, but all our Iowa subscribers pay \$2,100,000.00 a year so that they may have The Des Moines Register and Tribune in their homes.

Circulation now exceeds two hundred and twenty thousand copies daily. Most thorough trade territory coverage of any middle western newspaper.

# No Need to Apologize For Alliteration's Odor, Mr. Heywood!

By Warren E. Kraft

Vice-President, Honig-Cooper Company, Seattle, Wash.

"ALLITERATION," says Johnson Heywood in an otherwise outstanding article on "Figures of Speech" in *ADVERTISING AND SELLING*, "seems to be in bad odor, perhaps because used so generously in circus advertising."

True enough, as far as text-book traditions are concerned. But is it the whole truth, in view of the best current practice? Let us see!

Please understand me. I have no brief to present for such phrases as "Mamie the Marvelous Maid Who Amazes With Her Magic, Mystical Mind." Granted—the halitosis that Mr. Heywood imputes to circus blazonry is deep-seated there, and not so insidious, either. Nor do I rise to champion even such a lesser-offending mouthful as "Love's Labor Lost," although something might be said in its favor.

Now, in spite of this confession, I maintain, and hereby publicly propound, that one of the copy-writer's most effective tools is alliteration. IF . . . If . . . used subtly.

Furthermore, a little later in this article I am going to explain a very definite principle of making alliteration effective and subtle. It is a principle I have used in copy work for fourteen years, have observed in the writing of many others engaged in our craft, and yet have never seen sponsored in text book or business paper article.

Before we get to that point, however, let us examine the works of leading copy-writers, and see if alliteration as we commonly understand it, is not in more widespread use than Mr. Heywood prefers to admit. Book titles, captions, epigrams, headings, memorable phrases, forceful text, slogans—these are the haunts of the effective copy device; for they are the handles by which the public is able to grasp and retain the distilled essence of thought. And when copy is credited with building cash good will assets, look to the handle—the title, the slogan. This is the part that has come to stand for

the whole in the eyes of the public.

Looking at best-selling books of this and previous years, written by men who are credited with a knowledge of copy, we find many examples of alliteration, among which are: "The Book Nobody Knows," "The Man Nobody Knows," "The Man From Maine," "Letters From a Self-Made Merchant to His Son," "From Immigrant to Inventor."

One of our best-selling automobiles uses the slogan, "When Better Cars Are Built, Buick Will Build Them." General Motors is not ashamed of alliteration—nor ashamed of its sales!

THE fact is, the human family instinctively rallies around the right kind of alliteration. Consider: "Remember the Maine!" "Fifty-Four Forty or Fight!" "World War," "Liberty Loan," "Watchful Waiting," "Taxation Without Representation Is Tyranny," "Far Beyond Our Poor Power To Add Or Subtract," "Save the Surface and You Save All," "When a Feller Needs a Friend," "Polly and Her Pals," "Dumb Dora," "Flying Fool," "Lucky Lindbergh," "Woodrow Wilson," "Calvin Coolidge," "Manassa Mauler," "It's the Cut of Your Clothes that Counts," "Shake Hands with Health," "Not a Cough in a Carload," "From Contented Cows," "That's the Insidious Thing About it," and "Paper Is Part of the Picture."

Let us suppose that you are writing an advertisement. You have learned through experience that copy should be a vehicle to impress the reader—not necessarily to express yourself. The skeleton must not stick through. You have been told that the test of a good sermon is not that the listeners go away saying, "What a fine sermon!" but that they individually feel, "I am going to lead a better life!" You have likewise been warned that an advertisement should leave no taste of technique, but that it should make the reader say, "I want that product!"

Mr. Heywood no doubt would point out that old-time circus alliteration, typographically and vocally obvious to the point of being offensive, simply called attention to itself as a technique, and detracted attention from the thought, if any, that was meant to be conveyed. Granted!

Modern, skillful use of alliteration, however, does nothing of the kind. It speeds the message, the thought, because it makes it easier to read and to remember. And anything that speeds thought must be given proper recognition by the advertising profession.

Thought can never be divorced from technique. The bridge on which you enter the reader's heart is built on technique, or surely one advertisement would be as appealing as another.

The test of alliteration, then, as a copy tool, should be: "Can it be used to make thought more compelling, and can it be used without the layman being conscious of its use?" Emphatically, yes. The answer to both questions is, restraint.

You ask, "What is effective copy?" One answer is, "Copy that is easily read and copy that creates a definite picture—a vivid picture—in the reader's mind." The vivid picture is obtained by use of several rhetorical devices: the specific example, the metaphor (without doubt the most valuable tool in copy-writing), the simile, onomatopoeia, use of numerical figures and proper nouns. There are also many devices to help bring about ease of reading: sentence arrangement, reasoning from the known to the unknown, typographical display . . . and alliteration.

ALLITERATION gives the depth of an echo to copy. Alliteration lends to mere words that touch of genius marked by the "refrain" in music. Alliteration is like the marked measure of dancing. Alliteration is rhythm. And rhythm is the basis of every art.

[CONTINUED ON PAGE 57]



Great Central System  
The Niagara Limited leaves from Toronto Chicago and  
St. Paul



The New York, New Haven and Hartford Railroad Co.  
New York, Conn. and Hartford, Conn.



New York Central Lines  
The High Country Limited leaves Detroit for New  
York and Buffalo at 4:00 P.M. New York  
October 1925 N.Y. Central R.R. Co.



Chicago, Burlington & Quincy Railroad Company  
Chicago, Burlington and Quincy Railroad Co.  
Chicago, Ill.



Chicago, Milwaukee & St. Paul Railway  
Chicago, Milwaukee and St. Paul Railway  
Chicago, Ill.



Wabash Railway Company  
New 6000 dollar locomotive ready for delivery  
Chicago



Canadian Pacific Railway Company  
High, concrete bridge, on the side



The Chesapeake and Ohio Railway Company  
The Fast Flyer Virginia leaves just out of Weston  
W. Va.



Southern Railway System  
The Capital Limited, east from Detroit for New  
York



Northern Pacific Railway Company  
New yards and shops built at St. Paul, Minn.



Atlantic Coast Line Railroad Company  
Crosses River for 1/2 mile around St.  
Paul, N. Carolina, Long Line N.C.



Union Pacific System Oregon Short Line  
New yards and shops built at St. Paul, Minn.



Southern Railway System  
New York, Conn. and Hartford, Conn.

**9** These illustrations represent just a few of the important railroads of the United States which are subscribers to The Iron Age. The complete list includes practically every road op-

erating 500 or more miles of track. Which simply shows that this big industry also finds an authoritative and dependable metal trades paper of value in the conduct of its business.

# "We See the Blotters Everywhere"

By Frederick C. Heitkamp

**W**HENEVER we send out a major piece of direct mail advertising, a blotter is inclosed with it. At our periodic sales meetings our field men bring up for discussion the questions of direct mail advertising, and many ideas are presented which are helpful in improving this phase of sales promotion work. The question is invariably put to them: "Do you believe that the right prospects are receiving our direct mail advertising?" Sometimes the answer is favorable and sometimes there is room for distinct improvement. When the blotter question is brought up, the answer usually is, "We see the blotters everywhere."

We are sold on the use of blotters for direct mail advertising. After attending direct mail advertising conventions and listening to arguments pro and con with regard to the use of blotters, we confess that we were still somewhat at a loss as to know what to do. However, the best way to test out a particular method or scheme of work in your own field is to try it, and this we did. We heard that everyone sent out blotters, that it was not dignified, that it cheapened the company, that blotters looked gaudy, that there was only one right size which could be used, and that, in short, money spent on blotters was money wasted.

On the other hand, we were seeking some particular method whereby our name and our products could remain permanently in front of the prospect. We had thought about the souvenir idea, paper weights, calendars, desk pads, and the thousand and one other schemes that come up and are to a certain extent used successfully. But we fell back to our blotters.

We adopted the size  $5\frac{1}{2} \times 3\frac{1}{4}$  chiefly because blotters of this size had appealed to us, both from their makeup and convenience. Much has been said about the use of the blotter about twice this size, or one

*Centerless Dividends*

SEWING MACHINE PARTS FORMER COST \$2.12 - PRESENT COST \$1.14

PISTONS - DOES WORK OF SIX MACHINES

INCREASES VALVE PRODUCTION 600%

RING BOLTS - SPOILAGE 10% NOW 1%

CINCINNATI GRINDERS INCORPORATED

*The field of Centerless Grinding*

From watch staffs to ten-foot rollers, the Centerless method covers the field. Because a part has not been Centerless ground before is no reason we cannot grind it. When you have Grinding Problems, send for Our Specialist.

CINCINNATI GRINDERS INCORPORATED  
CINCINNATI, O. DANBURY, CONN.

*Accuracy*

CENTERLESS Grinding pays Tremendous Dividends! For repeated fast production, with accuracy unthought of use this NEW method of grinding your parts.

which fit a No. 10 envelope, but so far, we are satisfied with the size which has been adopted.

The illustration which accompanies this article shows three examples of the numerous blotters which we have prepared. Of course, the color does not stand out here, but in each case the color has been varied from a brilliant pleasing scarlet, down to a pale blue, with orange, green, yellow and dark blue between.

Each particular piece carries a special message; one single central idea. For instance, on one of the blotters we have emphasized the dividends which can be paid by a very productive machine, and give a few examples, or suggestions as to what type of work can be put on the machine with profit.

Another deals with the accuracy of the product, and a third takes up

the question of service. This one presents some new ideas and also features the working capacity of our plant. And so, from blotter to blotter a brief message is presented. Care has been taken to have the art work and layout attractive. The copy has been written with the distinct purpose of securing a favorable reaction. The quality of the blotter is the best that can be obtained.

The distribution of these blotters, it might be said, costs nothing, for we found that our first class direct mail advertising material did not quite consume the 2c. rate, and by sending a blotter along we really mail it free.

Do blotters have real value? It is always hard to put an accurate measure on any sort of advertising, but we have made it a practice to keep a record of comments on our direct mail advertising in what we call our "comment record book." Taking a few of these comments at random, I quote here some of the statements from our men in the field, giving their point of view on the value of these blotters to them.

This one comes from the Pacific Coast:

Just a note to tell you that the writer notices a great many of the little Milling Machine Company blotters that go out with your direct mail advertising on the desks of the various executives. It is certain that your material is reaching the right people you are after.

From New York and from the plant of a customer to whom we have been trying to sell our products for a long time, comes this report:

When we were at the — Company, Mr. — picked up from his desk one of your blotters showing the plant. During a discussion of details in which I was trying to impress upon him that we always assume the responsibility for successful operations of our product, Mr. — stated he could believe that any company that had a plant like that (referring to the blotter) could not have grown to that size, had they not continued their interest in the equipment which they sold, after delivering it to the customer. In this case the blotter carried over the main idea that we wanted to put over, and at the crucial time in the sale helped turn the tide in our favor.

Another report from one of the field men says:

[CONTINUED ON PAGE 68]



# First in Food Lineage

~and One Reason Why

**T**HE daily "Home Page" pictured below is one reason for The Press' dominance in food and grocery lineage. More women read this page than any other published in Cleveland.



**P**RACTICALLY every food product sold in Cleveland was advertised in The Press in the first seven months of 1927. No other Cleveland daily and Sunday newspaper published in seven days as much food lineage for local advertisers, or for national advertisers, as The Press did in its six week-day issues.

Here are the figures, expressed in lines, for the first seven months of 1927:

	Local	National
PRESS .....	234,505	416,453
D. PLAIN DEALER.....	123,454	211,988
S. PLAIN DEALER.....	19,327	66,714
D. & S. P. D.....	142,781	278,702
Daily NEWS .....	147,662	279,422
Sunday NEWS .....	10,732	22,182
D. & S. NEWS.....	158,394	301,604

Figures compiled by The Advertising Record Co., Chicago, Ill.

The Press published 32% (76,111 lines) more LOCAL grocery advertising in six days than its nearest competitor published in seven days.

The Press published 27% (114,849 lines) more NATIONAL grocery advertising in six days than its nearest competitor published in seven days.

The Press published 29% (190,948 lines) more TOTAL grocery advertising in six days than its nearest competitor published in seven days.

The Press is Cleveland's FIRST Advertising Buy. For every product.

# 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 8 pt. Page

by

## Odds Bodkins

THE Century has earned its letters! This afternoon when I entered the train gate at Grand Central and walked down the carpet toward the third section of this national-institution-on-wheels, I became aware instantly of something new. On the rear rail of the observation car hung a sign spelling out in burning letters:

20TH  
CENTURY  
LIMITED

"How long," said I, addressing the rear-end trainman, and pointing to the electric sign, "how long has the Century been carrying this?"

"This is the first trip," he replied, surveying the glowing letters with what seemed to me a reflecting glow of pride.

I glanced at the rear platforms of the other two sections. All proudly bore their new electric name plates.

"Very good," said I. "The Century has served faithfully for a quarter century; it has earned its letters of light."

This evening for several hours I sat out on the observation platform and watched hundreds of miles of people salute the train's new signs as we sped through upper New York State.

Farmers and farmers' wives, tramps and track-walkers, towermen and station agents, automobilists at grade crossings—all followed the receding train with their eyes, many of them plucking their companions by the sleeve and pointing to the Century's proud new signs, glowing cheerfully in the dusk.

When we stopped at Syracuse, and I could see clearly the features of the New York Central men who handle the Century at that point, switching off its diner and grooming it for the next leg of its journey, it seemed to me that I noticed just a little more pride in their faces. Their train had suddenly been honored by having its name put in electric lights, and they approved.

And as I write this, sitting up in Lower 10, Car 162, I like to think of the people in the little dark houses we are flashing past, looking out of their windows at the Century passing, and reading its name in burning letters for the first time. It is their train, too. It passes their houses every night

with a friendly rush. I wonder if from now on it will not seem just a little more friendly?

—8-pt—

Perhaps other New Yorkers have shared my curiosity as to the results from the full-page advertisement, "A Taxicab Locarno," published last month in the New York papers by the *Taxi Weekly*, which contained a coupon reading:

WILL YOU AS A PUBLIC-SPIRITED CITIZEN EXPRESS YOUR OPINION? Are you willing to pay a just rate of fare for a taxicab ride and secure:

(a) Greater safety and efficiency?  
(b) More comfortable cabs and better upkeep?  
(c) A decent living wage for the driver?  
Yes..... No.....

I took the trouble to chase the thing down, and found that within a week 18,381 people had sent in coupons, postals or letters as a result of this advertisement pointing out the chaos in the New York taxicab situation resulting from the rate war. Of this number, only 171 were unfavorable.

The letter of my informant goes on to say, "The amazing thing is the secondary reaction in improving the volume of taxicab riding and in the public reaction in giving more substantial tips, etc."

The results from this advertisement just go to show that advertising has many possibilities that we are not using to the full. We will take up many of our problems with the public in the advertising columns of our newspapers and weekly and monthly publications when we acquire a little more faith.

—8-pt—

Fred Dibble brought a scrap-book of old advertisements to the office the other day and we all gathered around and studied it with interest, punctuated with loud guffaws. How funny advertising was only twenty-five years back!



For instance, here is how the makers of Ayers Hair Vigor sought to influence the feminine mind. It might be termed the Shipwreck School of advertising. Contrast this with toilet goods copy of the J. Walter Thompson or Listerine Schools of today!

It might still be very popular, though, for poster copy, with some such legend as, "Keep that school-girl simplicity."

—8-pt—

Now that I have taken my fling at "Your Money's Worth" (and I couldn't resist that 3lc. crack!), I arise to state that I am reading the book through a second time in a more judicial frame of mind. And I find myself coming to the conclusion that it warrants a second reading by every advertising man and sales executive. If they will read it through glasses that filter out all the red rays, they may find in it, mistaken as it is in some of its premises, considerable food for earnest thought.

As a matter of fact, "Your Money's Worth" may be more than a book; it may be a symptom of an awakening public interest in the cost of those operations which are added to raw materials to make them useful and available. And until the public does become interested, to the extent of understanding and cooperating, there is not much hope of cutting distribution costs, which form a large part of the margin about which Messrs. Chase and Schlink are so worried.

—8-pt—

When I went through the Ford plant at River Rouge and saw the way they used tractors, I thought to myself, "They ought to get this over to American industry, in some way. This is important to industry."

Imagine, then, my pleasure when I came upon one of the recent Ford advertisements showing various ways the Fordson tractor is used by the Ford industries, and bearing the heading, "A challenge to the imagination of American industry." This should attract attention, and it should sell tractor-power to industry.



Only  
77c  
Per  
Inquiry

Lowest Cost Per Inquiry  
Won by  
**THE HOUSE BEAUTIFUL**

In the record of advertising returns to June 30th, 1927, of the California Redwood Association.

Just another demonstration of THE HOUSE BEAUTIFUL'S dominance in the advertising field of

Building

Furnishing

Decorating

*Buy On A Rising Tide*



**THE HOUSE BEAUTIFUL  
PUBLISHING CORP.**

8 ARLINGTON STREET

BOSTON, MASS.

*A Member of the Class Group*

RATES BASED ON NET PAID CIRCULATION OF 80,000 (ABC) WITH BONUS OF OVER 10,000 MORE

# Every Smokestack an Advertiser

[CONTINUED FROM PAGE 20]

of these 15 an even dozen were fruit and vegetable dealers, two were confectionery store keepers and one a garage man. Of local manufacturing plants all the 18 were interviewed: five are local branch plants of larger corporations; 13 were "local," but of them just four expended as much as \$5,000 during 1926 for advertising, three spent between \$1,000 and \$5,000, while six spent nothing. The tool maker, who failed early in 1927, fell within the last grouping of six.

SO disconcerting was this quick survey that the same investigator was brought into New York State to project a similar coverage over a New York City of the same size. A similar result followed. Out of 107 local merchants, all did newspaper advertising except 27; again with fruit and vegetable dealers leading the "do not's" with a role of 18, the balance of the 27 being four notion stores, two candy stores, one all-night restaurant and two bicycle-and-lock repair shops. Even the peanut-popcorn man with a portable outfit that stands on a bank corner reports: "I pay \$2.10 a week for a tiny ad in the papers that go out into the country."

Local manufacturing plants number 34. All were interviewed. Of them, four are plants of larger corporations elsewhere controlled. The 30 "local" plants make a sad showing as advertisers: 22 spent nothing (or less than \$1,000) last year; seven paid out between \$1,000 and \$5,000; one advertised to the extent of \$11,000. Of the 29 which thus invested less than \$5,000 in advertising, 12 sell their output to a limited group of customers numbering in no instance more than 10—merchandise made up on a mass-production without makers' brand, to be sold either unbranded or with others' brands upon it. The goods, for this group of 12 with limited customer list, are: hosiery, shirts, overalls, cigars, brooms, piston rings and similar parts, refrigerators, men's belts and other leather goods.

Of illuminating comments from the merchants in these two cities there are none. They advertise as a matter of course. Many of them reported interesting examples of the drawing power of copy, a few of them exhibited cost sheets of absorbing interest—all of which relates not at all to advertising of smokestacks.

But when manufacturers are interviewed, the story changes.

It is, possibly, pertinent to run over some of the comments of the non-advertising manufacturers. Selected from them are these:

"Advertising's too risky. \$5,000 wouldn't do any good, when the big refrigerator fellows are spending millions."

"My business doesn't allow a margin for advertising. Sears-Roebuck take most of it and a Baltimore concern the rest, and anyone that sells them can't hold out any money for advertising." [Maker of brass fixtures.]

"I'm too small to advertise [but he does a business of \$2,500 a week]. It's all right for Fuller and some of the others. My brooms all go to three jobbing houses anyway—all they want is my lowest price and carload maximums."

"I make a specialty. It all goes out of

town to be assembled into bigger units. What could I advertise? now tell me that, will you?"

"The advertising men talk too big for me. [Doing an annual volume of \$450,000.] Yes, they call on me, but when they spiel about thousands of dollars for one page, I'm swamped. Maybe it would bring me all the business they talk about; then, maybe, it wouldn't. How's a man to know? No, I'll stand pat with my eighth-of-a-page in the two trade papers. That's enough to keep my name in the 'Index' and give me a free copy of the paper."

"A manufacturer doesn't have to advertise. It's the thing for the cut-raters and the department stores. They sell the women. I make overalls and ship them in carloads. If there's work for men in the U. S. A., I'm busy; if men are idle, so'm I. I'm ahead what the others pay for ads. If they'd cut the ads out of all the papers, there'd be time to read the news."

"I have no selling expense because everything is gobbled up by three or four companies. They fight for my stuff [leather goods]. I can't even sell the stores right here at home because I never can catch up with the big orders."

"It's all I can do now to come out even [stove manufacturer] without spending a lot for ads. The big trouble now is to get dealers to shove my stoves. They say it's easier to sell the makes with big names, and the only way mine go at all is by cutting my profit down to nothing. I have to sell close to home on account of the freight to far-away places; my stoves are guaranteed and all the dealers know I make good if anything's wrong; but I have to cut the gizzard out of the price. If the fellows with the big names would quit spending so much for ads they could reduce the price, but it stands to reason, doesn't it, that the goods have got to stand the ads."

NUMEROUS variations crept into the interviews, but the quoted sentences fairly well represent the angles of belief on the part of these 38 non-advertising manufacturers. One is almost shocked when faced with such sentiments, for it is apparent that these manufacturers look upon advertising as they do on private yachts: utterly beyond their reach. Advertising—and this means *any* advertising—to their thinking is wedded to huge expenditures. More significant yet is the conviction that an annual advertising budget of \$5,000 can not possibly produce results, nor be the start of merchandising and advertising growth.

Said one of these non-advertisers:

"I spent \$16,000 last year for machine equipment. What I tore out of the plant I sold for scrap. This year my payroll costs are less by \$300 a week. That's an investment. It pays its way. Now if you can show me where another \$16,000 for ads will pay its way, I'll give you half a day of my time, just as I did those machinery salesmen, but—I want figures that'll stand alone after you've gone home. Hot air won't do the trick."

Possibly it is not amiss to add that this interview fell in the first week of June of the current year. Through friendly connections an appointment was made for "half a day of my time," as the manufacturer phrased it, with tising for the balance of 1927, on a the result that before the end of July he had contracted for \$7,100 of advertising schedule with a large element of test copy. It is a certain prediction that the relation of cost to results will be closely watched by this advertiser!

An unexpected bit of information

that grew from the interviews in these two cities was the high ratio of factories that sell their entire output through one, or a handful, of outlets. The product may be manufactured primarily for mail-order houses, for the five-and-ten stores, for a single jobbing concern, for a "parent" corporation or for assembly by another manufacturer into a complicated unit. Factories of this type live in constant terror for their very existence.

"Every time one of our big contracts expires," confesses one such owner, "we hang in the air. If it's renewed for less quotas, our overhead ratio is shot to pieces; if they want bigger quantities, we'll have to expand the plant and that only means that we'll be worse off when we do lose the contract."

Friction with the single outlet may be disastrous for the local concern; a rival plant may underbid; the "outlet" may decide to go into manufacturing for itself. The threat, moreover, of any one of these events is continually used, in the bargaining, to club down the prices nearer and nearer to the point of no profit. Situations of this general sort exist far more commonly than one would expect, until he investigates. Smokestacks have, unthinkingly, been accepted as evidence of comfortable prosperity, whereas the facts are that manufacturers, in untold numbers, are worrying themselves to death not so much over problems of production as over methods of marketing. They are dying under the mental load during the years that should be the prime of life, and are leaving to widows and under-age sons factories that drain, rather than maintain, the family's income.

A MULTITUDE of American smokestacks—and this word "multitude" is used advisedly—are producing goods for other concerns to brand and trademark and market. A week's time spent among them will uncover as many sob stories as "the hundred neediest cases" of a New York charity organization—the pitiful side of the story being that as a going concern the factory earns a fair living for the owner but is unable to set up reserves for depreciation or reduce its borrowed money. The owner "hasn't had a week's vacation at one time in five years" or, as another puts it, "it's not the farmer that needs government help; it's the manufacturer who employs a hundred men with a hundred families on his pillow every night. The farmer gets his five months of rest when there's no overhead to prevent his going to St. Petersburg. With me, it takes all night to plan how to 'make good' before three o'clock shuts the bank's door tomorrow."

Far from truth would it be to aver that "the answer is: advertise!" No simple remedy will cure all the ailments of competitive manufacturing. At the same time, no doubt can exist but that effective advertising, built up solidly and painstakingly, offers a method for "painless extraction" of many of these smokestacks from their perils.





## Retail Awareness! Has your Product "IT"?

**WHAT** happens when your consumer advertising sends people into drug stores to ask for your product?

Does the customer's request for your product—the mere mention of its name—flash into the mind of the druggist or his clerk—INSTANTLY—a mental picture of your product, its sizes, its prices, the purpose it is designed for, its exact location in the store—and your method of making customers for it? If so, your product *has* "retail awareness."

The customer then receives the kind of quick and willing service that creates confidence and makes for repeat purchases of your product. Or does this happen?

"Sorry, we don't stock it."

"How do you spell it?"

"What is it like?"

"What is it for?"

"Never heard of it."

—then you lose both the confidence of the customer in your product and his business.

Scores of leading drug trade advertisers are promoting "retail awareness" of their product through DRUG TOPICS.

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

This is proven by the fact that more advertising of drug store products appears in DRUG TOPICS than in any other magazine in the world.

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

## DRUG TOPICS

The National Magazine of the Drug Trade

TOPICS PUBLISHING COMPANY, Inc.

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

291 Broadway, New York

Atlanta Boston Chicago Cleveland St. Louis San Francisco

To one of these manufacturers the effort was being made to show how he might expand his market, without jeopardizing present outlets. He jolted the explanation by interrupting: "They expect too quick results. All the advertising men are dreamers. If a few ads'll do all they say, what'll happen when I quit?"

**O**VERLY enthusiastic advertising solicitors have killed much potential advertising. The man who worries how to keep the smoke curling from his stacks has attained ownership of his factory by dogged plugging. He knows that attempts of rivals to substitute brilliance for the slower workings of time have produced sky-rocket effects, with the sheriff next year and boarded-up windows for all the years to follow.

Yet factories of this kind, existing as they do in dread of extinction, are a fair field for the business publications, the newspaper and the agency. Every such smokestack is a potential advertiser for the man who can demonstrate to them how to develop or extend their markets; how to intrench themselves locally so as to be safe from disaster from afar. Locally in this instance means in their home radius for certain products, and in their natural trade outlets for other commodities.

Every such manufacturer, even though he does not know the phrase "advertising appropriation," offers opportunity. It is, however, the opportunity of small beginnings. Reluctant moods must be overcome in the initial solicitation; hard-headed and narrow-view objections will emerge with every consultation; the plan must be concrete to the last detail. The greatest difficulty, for the man who undertakes to develop such accounts, is accurately to determine objectives for the advertising and definitely to demark reasonable markets for expansion. It will be found often that the obvious has been overlooked, merely for the reason that smokestacks are owned, and operated, by men more skilled in making than in selling.

In Ohio there is a maker of bathtubs. Three times in twenty years the concern has been reorganized. Some \$600,000 of losses have been, through these disruptions, passed on to stockholders and bankers. With each new beginning, the horizon was rosy with hopes for a market, the expectation being fortified by encouraging testimonials from users and from dealers. Disappointment regularly came until, of recent years, common-sense entered the marketing. The management quit all effort to rival Kohler and Standard for national distribution, and, for that attenuated marketing, they substituted an ambition to "push ourselves into the dominant place for a restricted area." Today, after four years of marketing that parallels certain newspaper circulations, their product, as they report to their stockholders, "outsells all other makes." A greater volume has been attained, in a circumscribed territory than previously had been possible in all the United States.

The change of policy, strange to relate, originated in the sales talk of an advertising solicitor who was fighting for \$100 a week of their "appropriation." Today he is salesmanager for the factory.

Examples of the same character are without number. Canneries, as an-

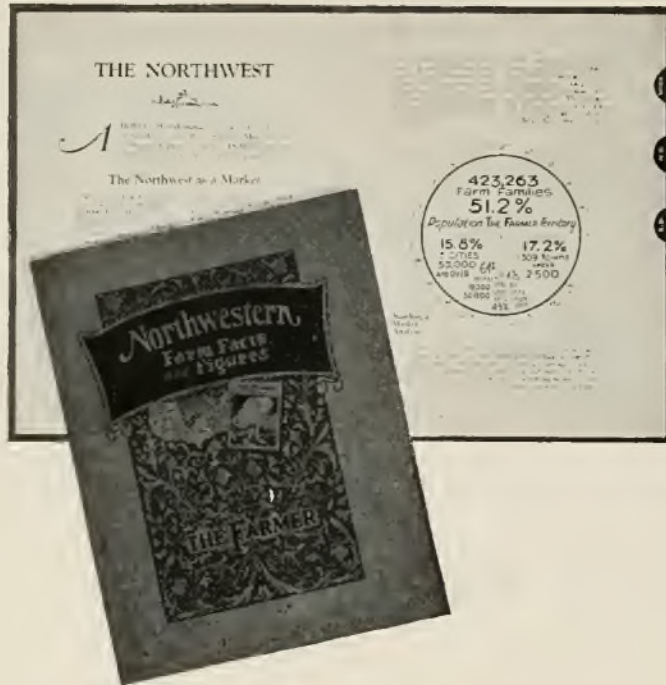
K N O W N M E R I T



JOSEPH  
HERGESHEIMER

*Fiction*





## Upsetting Pet Views of the Northwest

Tradition, handed down from pioneer days, has made advertising men think of the Northwest as a wheat country. This new book upsets old ideas; it gives a true picture of the modern Northwest.

*Minnesota is first in creamery butter production and makes nearly five times as much from dairy products as it does from wheat.*

*North Dakota is first in rye and gets 11.2% of its income from dairy products.*

*Sixty-five per cent of South Dakota's income is from hogs, cattle and dairy products. Less than 7 cents out of every dollar comes from wheat.*

These and other facts give you a clear picture of this territory where 68.4% of the population lives on farms and in towns under 2,500. Farm paper advertising decisively influences trade trends here, and you can cover the territory through the only weekly farm paper.

Ask for a copy of "Northwestern Farm Facts and Figures". Make it a part of your data files.

**THE FARMER**  
With 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

other example, are found in all States. They number upward of 3,000. Yet few of them dare claim their own souls—compelled as they are, to sell in a highly competitive market where supply exceeds demand year after year and where the buyer brands the goods with his own name. The opportunity for achieving independence through zone advertising is wonderful, with the purpose of establishing a local market for a quality product under a distinguishing name.

This is one of several articles by Mr. Har- ing analyzing the marketing problem of the manufacturer who must necessarily confine his distribution within local limita- tions.

## "Ten Cents Worth of Cigarettes"

[CONTINUED FROM PAGE 34]

To men food is a three times a day pleasure. To the housewife it is a three times a day nuisance. To men food is something to eat. To women it is something to get. It is duty and drudgery and dirty dishes.

Some time ago a toothpaste was advertised by showing a sialometer, an instrument which measured the flow of saliva before and after using the paste. If the toothpaste makers are finished, I would like to borrow this. I should put it in operation, first on a group of men and then on a group of housewives, while I went through the pictures of the chocolate cakes and the cherry pie in the current *Ladies' Home Journal* and read aloud the adjectives. I cannot but believe that the men's response would ring the bell. At the same time I would have the women hitched up to the fatigue measuring machine, used, I believe, by a rubber heel company. By the time I finished reading of the cakes to be baked, the pies to be made, the deep frying and the mayonnaise making, I fear I would have on my hands a crowd of dry-mouthed, exhausted housewives, begging for mercy.

Do we suggest then, that food advertising should be addressed to men? That men are more responsive gustatorily? That it is the men's tastes that are followed in the home? "Tell your wife to give you Bosting's Baked Beans." "Ask the Madame if she realizes that Blank's Chili Sauce is made of pedigreed seeds from tested soil." I am not sure that this is as foolish as it sounds.

If food advertisers are not prepared to spend their appropriations in men's magazines, let them admit at least, that their market is women. Not their own wives, but women who do their own housework, care for their own children, probably make their own clothes.

Once I asked a man to let me do some free lance copy writing for him.

I knew his agency had two large food accounts and no women copy writers. He answered that in his agency the writers must be on hand to study the accounts, they must fairly live with a product before they write about it, and know it backward and forward. Later I heard this same man read a copy plan on a food account, and in a half-hour discussion women were not once mentioned. When I questioned this, the



# The Story of the "Cartoon Strip" in National Advertising

**THE COST OF A YEAR'S CIGAR TIPS WOULD PAY PATAGONIA'S NATIONAL DEBT**

**EVERY INCH A CIGAR**

**Old Virginia Cheroots**  
4 Good Cigars (4x10) for 10¢

1924

**Oh, Man!** By BRIGGS

**OLD GOLD**  
The Smoother and Better Cigarette  
... not a cough in a carload

15¢

1927



If you'll take the time to question any veteran cigarette jobber or dealer these days, he'll tell you that no cigarette advertising in his memory ever produced quicker or more widespread consumer-response than has the present "cartoon-strip" series for OLD GOLD cigarettes.

And thereby lurks an interesting advertising story.

The "cartoon-strip" idea was first tested by Lorillard in a campaign for Old Virginia Cheroots—prepared by the undersigned advertising agency in the summer of 1924.

Clothed in droll and whimsical pictures by Rea Irvin, was a hard-hitting selling message for these famously good little cigars. And results were rapid and remarkable.

So when Lorillard launched its new cigarette, OLD GOLD, the "cartoon-strip" idea was logically adopted as the fastest copy-vehicle for flashing to the multitude the biggest cigarette story of all time—"not a cough in a carload."

The unexampled success of the OLD GOLD cartoon advertising proves, once more, that *Readability* . . . easy and assured readability . . . is the first and foremost essential in an effective advertisement.

**CLIENTS:** INTERNATIONAL SILVER COMPANY (1847 ROGERS BROS. Silverplate); BAUER & BLACK; ELGIN NATIONAL WATCH COMPANY; P. LORILLARD COMPANY; THE HOUSE OF KUPPENHEIMER; SCRIPPS-HOWARD NEWSPAPERS; REID, MURDOCH & COMPANY (for 1928)

**LENNEN & MITCHELL, INC.,** 17 EAST 45TH STREET, NEW YORK CITY

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



**S**EVEN counties border on Marion County (Indianapolis).

In all save one of these counties, The Indianapolis Star is the favorite Indianapolis newspaper.

And Indiana has good roads, Hoosiers have automobiles, and can easily reach Indianapolis.

By using The Indianapolis Star, The Muncie Star and The Terre Haute Star, the advertiser saves four cents.

Special Representatives

**KELLY-SMITH CO.**

New York Chicago Boston Philadelphia

answer was, "Women? This client doesn't know they exist."

Surely half of salesmanship is to know the people you are selling. Not to memorize the income tax payments per county in Missouri, but to know and sympathize with these women to whom you are talking. What do they think about, what do they wish they had, what makes them laugh, what makes them cry? What is on their minds after they finish the supper dishes, tuck the children into bed, set the table for breakfast and sit down, dog-tired, to look at the new *Ladies' Home Journal*? What in your advertisement is going to stop them and make them feel something about your product?

Men can go very far in *not* considering the feelings of women readers. One of the best known food advertisers ran a campaign last year, attempting to sell soup and beans to women by showing realistic close-ups of men eating soup and beans. Not John Barrymores and Colonel Lindberghs, but *husbands*. It was rather terrible. It must have given mother an acute shock to turn the page and see pa at it again just when she had finished washing up the dishes. We have learned to idealize our pies, and our cellars and our kitchens; why not our husbands? I doubt if anyone would ever think of appealing to men with a picture of a middle-aged woman eating soup.

## Everybody's Business

[CONTINUED FROM PAGE 5]

up over night and the accepted method of one week is obsolete the next. Hand-me-out lunch counters at soda fountains have nearly ruined the restaurants, while selling on the part-payment plan has played havoc with many of the sellers for cash.

Never has business required so much attention from the men higher up, and never has it received so little. Nor has there ever been a time when such a premium was placed on originality of thought and action. A thousand sellers now surround each consumer and battle fiercely for the largest share of his dollar. The fellow with a little business which he has nursed and watched for years wakes up to find himself crowded out by a big consolidation that makes it impossible for him to compete.

The only way to beat the game in business today is for management to produce an unending variety of fresh ideas. Although competition is bitter, the opportunities to improve practices were never greater. The manager of a department store announced a "night telephone sale" comprising twelve articles. This innovation caused a rush which kept ten telephone operators busy from six to nine o'clock in the evening, the hours of the sale.

An aggressive store manager in an establishment located at a busy transfer corner required one of his clerks to memorize the street-car schedule and make announcements of the expected arrival and departure of cars. This permits customers to shop up to the last moment. A bulletin board is provided to record telephone calls and messages for patrons, and there is a free bus service for customers who find

ELECTRICAL  
ANIMATED  
AND  
STILL

**DISPLAYS** for  
WINDOW,  
COUNTER,  
and EXHIBITS

Effective - Dignified  
Planned Inexpensively

CONSULT WITH EXPERTS

ANIMATED PRODUCTS CORP.  
19 WEST 27<sup>th</sup> ST. NEW YORK

**THERMOMETERS**  
Your Local Dealers Will  
Pay for and Use  
Thermometers

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

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

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

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

CALL FOR  
CALUMET  
BEST TEST  
TRADE  
HERE  
SAVE

it impossible to park their automobiles in the immediate neighborhood. The bus travels over a route covering sections of the city where unlimited parking is permitted.

ANYONE who will investigate carefully will find that successful management is due nearly always to the observance of a multitude of little things that are so simple and obvious one wonders how they could be overlooked by any watchful executive. In one store customers discontinue their patronage and the boss goes around wondering why. Next door, or across the street, when the same thing happens, the manager starts an investigation and finds that 20 per cent of the discontinuances were due to errors in delivery, and he takes steps immediately to remedy the trouble. The first manager is a sort of fatalist and assumes that nothing can be done. The second manager corrects all possible deficiencies and even goes so far as to send a letter expressing regret and signed personally by himself to each customer who has not made a purchase within recent months.

I know of an auto-accessory dealer who got the jump on his competitors by merely introducing a self-service system. The different automobile parts were arranged on long stands and customers picked out what they needed. With this plan three clerks were able to take care of 60 customers. I also know a restaurant manager who experienced difficulty in taking care of his trade because so many patrons lingered to chat or smoke. He was the sort of fellow who always searches for an answer to every question, so he got an idea one day and immediately set the big clock in his restaurant ten minutes fast. This scheme not only speeded up his regular patrons, but proved to be a permanent incentive to quick motion on the part of transients.

A store manager in New England arranged a prize contest for useful suggestions from employees and secured 21 practical ideas out of 83 plans submitted. Among the schemes were proposals for the appointment of a public style adviser, lectures on styles in local newspapers, a mailing list of students about to enter college, a searchlight on the roof, free telephone service to customers, electric directories over the elevators and a cage of monkeys to serve as a display attraction.

A retailer of hardware has a clerk tie a tag on every battered ashcan that is found along the street. The card reads, "You can get a new can at moderate prices from Smith, 84 Main Street." Another dealer succeeded in developing a feeling of business reciprocity by having a slip printed and attached to all checks that he sent out in payment of bills. The slip is printed on red paper and suggests to the person receiving it that if he believes in reciprocal trade, some of his business will find its way to the store of the dealer whose check is inclosed. An automobile agency, helped sales by establishing a school for the owners of its make of cars, and for all prospective buyers.

No matter in what realm of business it may be, the opportunity to show originality and exercise ingenuity always exists. A company standardized its samples of automobile tires by sub-



## picture readers ~ all!

WATCH the youngsters at a pile of magazines. Invariably they pore over the illustrations. It's been so from the beginning. The very letters of our alphabet are simplified symbol pictures.

This is so obvious it hardly seems worth repeating. But there *is* one thing we don't always remember.

Whether it's a simple line drawing, a photograph or an elaborate color illustration—the *photo engraving perfects or ruins* your printed picture. And you pay no more for a perfect plate than for the one that spoils your story.

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

### Gatchel & Manning, INC.

C. A. STINSON, *President*

[Member of the American Photo Engravers Association]

### Photo Engravers

West Washington Square ~ 230 South 7th St.

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

# Bernhard Cursive

*This beautiful new type face is designed by  
Lucian Bernhard to express Charm,  
Grace, Elegance and Delicacy.*

H A R P E R ' S B A Z A R

*selected it for their new layout as  
the leading Display type for  
Headings and Captions*

*Ask for our Portfolio of Inspirational Prints*  
The BAUER TYPE FOUNDRY inc  
*New York · 239 W 43<sup>d</sup> Street*

## To Users, Producers, Installers of window display advertising!

**H**ERE'S the one big chance of the year to get the latest information on what is being done in window display advertising—the 1927 Convention of the Window Display Advertising Association.

*Remember*—you can't buy books or get elaborate statistics on window display advertising. And knowledge gained from experience is often mighty expensive!

But experience will be free at this Convention—lots of it! You can get the benefit of what others have learned—some of them at no little cost—by just attending.

Here is only a small part of some of the interesting discussions planned:

*Advertisers* whose problem is to get the dealers to use their display material will be able to hear how

some large concerns distribute theirs—by crews, by salesmen, by installers, by mail.

*The Agency Viewpoint* on window display will be the subject of a special talk by the representative of a large advertising agency.

*Producers* will get some really definite information from "Applying the Principles of Retail Window Display to the Problems of the National Advertiser."

There will also be an exhibit of everything new—different—novel, from which to draw inspiration for your program for coming campaigns. Reserve October 4th, 5th and 6th NOW. Place: Hotel Pennsylvania, New York City. Everyone interested—whether member or not—is cordially invited. Write at once for complimentary tickets.

WINDOW DISPLAY ADVERTISING ASSOCIATION

National Headquarters: 8 West 47th Street, New York City

stituting one-inch samples for the five-inch variety and the resultant saving was \$5,000 the first year. Another concern came to the conclusion that we have entered a picture age and in accordance with this thought it substituted the colored photograph for the sample case and has effected a material economy in transportation charges and sample-room rentals as a result of this departure. The boss of a big corporation started nosing around and discovered that as many as 50 of his workers were absent from their posts in the main office at one time, delivering messages or interviewing people in other departments. He quickly issued the dictum: "Say it, but write it," and then took steps to install an efficient system of distributing inter-departmental mail.

What we are going to need before long in many companies is a return to work. Thousands of managers are going to be busy effecting reduction in the volume of credit business handled. Others will be giving attention to shortening the time on charge accounts, working out budget systems and finding ways and means to substitute automatic devices for hand labor. The executives who will safely weather the next period of readjustment will be those who have not departed too far from the old idea that eight hours a day and eternal vigilance are still the two chief essentials of business success.

## Testing Advertising

[CONTINUED FROM PAGE 28]

It is interesting to note in this connection that both the advertiser and his advertising agent initially picked as being best the two headlines that actually brought the smallest number of inquiries, again substantiating the fact that the only way to test a play or an advertisement is to "take it to the public."

The "haymaker" — the copy that brought the greatest response in the newspaper test—was now set up for a double spread to run in a national weekly, at a cost of \$15,000 for a single insertion.

Please note you who think of advertising primarily from the standpoint of beauty and also you who oppose "long copy," that the spread that ran contained approximately 2600 words, set solid in 8-point type. The headlines were given bold display, but no illustrations were used. It resembled in appearance a rather ugly giant "want ad."

To shut off inquiries from the idly curious this statement was prominently displayed: "unless you have the qualifications cited—and at least \$5,000 in capital—please do not answer this advertisement."

Here is the summary of the returns from this advertisement that was built on mail order principles:

Cost of space .....	\$15,000
Total inquiries .....	4,231
Number prospects interviewed by salesmen .....	1,109
Number closed .....	306
Amount of sales .....	\$1,026,000

This particular advertiser simply applied principles that have long been

## OF, BY AND FOR— MEN

Just as the great majority of those who write stories of the West, of adventure, mystery and romance, for the magazines of the All-Fiction Field, are men, so, too, the far-flung audience which they command is predominantly male.

Here are no boudoir broncho busters, no tea room pirates, but, rather, the sort of upstanding men of action about whose adventures every man with blood that is red loves to read.

\$3,100 a page

# All-Fiction Field

*Magazines of Clean Fiction*

NEW YORK    CHICAGO    BOSTON    SAN FRANCISCO



## Picture a Busy Industrial City

With Its People  
Employed in  
Skilled Industries

- who earn good incomes
- who live in their own homes or in two-family homes
- who are busy all year 'round
- who are seldom unemployed
- who spend freely and who patronize their neighborhood stores.

and you have  
a Picture

of  
**Bridgeport**  
Connecticut  
Trading  
Market

Merchants will tell you that the POST-TELEGRAM reaches a buying class whose 64,000 wage earners alone have an \$84,000,000 payroll to spend annually.

The POST-TELEGRAM with its 44,446 daily circulation represents quality, quantity and volume. Manufacturers of luxuries or necessities can obtain quick and economical distribution in Bridgeport, and the entire trading area can be merchandised as one unit with one cost, because 98% of the POST-TELEGRAM circulation is concentrated in this territory.



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

fundamental with mail order advertisers, i.e.:

1. Test your copy in limited circulation before running it in extensive circulation.

2. Compare the relative pulling power of various headlines, abandoning the "high cost" headlines and multiplying the circulation of the "haymakers."

These are lessons that every successful mail order advertiser has had to learn, but which are applied by only a small percentage of general advertisers.

I HAVE in front of me another piece of copy for another advertiser selling an electrical product retailing for \$12.50. This particular copy—only 56 lines single column—pulls far more inquiries and orders at a lower cost per order than any other advertisement he has used. It is the result of comparative testing of over eighteen pieces of copy in various mediums. This best pulling ad produces inquiries at an average cost of 33 cents, whereas other pieces of copy, that on the surface appeared equally good, ranged in inquiry cost from \$1.20 to \$5.00. This advertiser knows exactly what he can afford to spend to buy a new customer; he knows further exactly what his advertising is buying those customers for, which appeals pay best, what size units of space are most profitable, and he has steadily increased his advertising expenditure with the sales curve proportionately mounting.

Take one final instance of a company which looks upon advertising as a practical science rather than a theoretical art; a company which has applied the mail order method of "testing" to general advertising.

This advertiser sells through drug and department store channels, investing about \$1,500,000 annually in a list of 600 daily newspapers throughout the United States. They manufacture cosmetics and proprietary remedies.

WHEN they launch a national newspaper campaign on a product, each advertisement cost upward from \$20,000 per insertion. So they use "tests," first, to find out the fundamental facts upon which to base their policies, and second, to test each advertisement to make sure it will bring a profitable volume of business.

Their plan is to select three groups of eight cities each; small groups of papers typical of the entire United States. Before any advertisement is inserted in their complete list, it is carefully tested in the eight papers of one group. These people know—from experience—that if a single piece of copy is inserted in all of the eight papers of one group and sells, say, \$5 worth of merchandise (at wholesale cost) for every dollar's worth of advertising, then the same advertisement, multiplied in their entire list of 600 papers, will produce pro ratio returns. Never have the results of a nation wide insertion been more than three per cent off the figures given by the test.

These people can tell you in connection with each product they advertise the following basic facts about their advertising:

1. What size of space is most effective for each product.
2. How often it pays to repeat an advertisement.
3. What the cumulative effect of their advertising is.



# Yes Sir!

ROOMS ARE  
LARGER AT THE  
DETROIT-LELAND

Where Luxury  
is Homelike

It is truly amazing how swift and far this news has traveled —that rooms are larger at the new Detroit-Leland. On every train someone is telling others the good news.

Important for sales travelers, too, are the really finer, and far larger sample rooms, with bath and in-a-door bed. All are outside rooms so that goods may be shown under natural light. Outstanding advantages in all rates and prices will gratify you.

**700** Large Rooms  
with Bath  
85% are priced from \$3.00 to \$5.00

**DETROIT-LELAND  
HOTEL**

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

WM. J. CHITTENDEN, Jr., Manager  
Direction Continental-Leland Corporation

Larger Sample Rooms  
from \$5.00 to \$8.00 per day

# The Lillibridge Viewpoint

Number Sixteen

Issued by Ray D. Lillibridge Incorporated

New York

## Russell Sage's Test Questions

A STORY is told of the late Russell Sage that he was once riding with a railroad president in his private car. The railroad president showed Mr. Sage a device which indicated the speed at which the train was traveling.

"Does it earn anything?" asked Sage.

"Why, no, it doesn't earn anything."

"Does it save anything?"

"Why, no, it doesn't save anything; it's intended just to tell how fast the train is traveling."

"Well, if it doesn't earn anything, and doesn't save anything," remarked Mr. Sage, "I would not have it on my car."

§ § §

Russell Sage's fortune was built on the principle of eliminating the non-essentials from everything. We lay no claim to possessing the business sagacity of Russell Sage—nor is it necessary for us to agree with him that a speedometer does not serve a useful purpose. But we do plead guilty to sharing his antipathy for non-essentials.

We can recall several instances in our quarter century of experience in advertising and sales promotion where whittling off the non-essentials and planning for careful "follow-through" reduced the required marketing appropriation by half, and that half accomplished more than the client had expected to accomplish with the appropriation as originally conceived, because it was applied in unconventional ways with a complete disregard of precedent. Appropriations so worked out and applied meet both Russell Sage's test words: they *save* and they *earn*.

It may be very gratifying to know how fast a business is going, but to our way of thinking its earnings form a better and safer speed indicator than its advertising appropriation.

## Birth of Advertising—1441

IN 1441 printing was discovered, wrote Robert G. Ingersoll. At that time the past was a cemetery with hardly an epitaph. The ideas of men had mostly perished in the brains that produced them. The lips of the human race had been sealed. Printing gave pinions to thought. It preserved ideas. It made possible for man to bequeath to the future the riches of his brain, and the wealth of his soul.

§ § §

Also, Mr. Ingersoll might have added that it made possible for men to influence their fellow men by means of advertisements. Indeed, it is probable that the first things that were printed were advertisements. Not that they were set in borders and bore headings and urged somebody's wares. But they did offer ideas for sale, and ideas offered for sale are advertisements. So after all, can we not date the birth of printed advertising from 1441?

## Before and After

MARKET research in advance of advertising, and painstaking follow-through in continuation of advertising involve a great deal of work not contemplated by commissions on space.

That is why we work on a fee-and-budget basis.

## Follow-the-Leader

SOME concerns could pay their dividends out of the money they now spend thoughtlessly in playing the conventional advertising game of follow-the-leader.

Convention is the line of least resistance; it saves everybody concerned "from mental stress of conflict and decision," as Burnham expresses it. But convention is lazy and

wasteful. It does not earn the largest dividends.

Unconventional methods are difficult to work out, often laborious. Independent action and a disregard of precedent require courage and conviction. Stripping off the non-essentials of a sales promotion program and reducing it to a sound basis, so that every dollar will do the biggest job that dollar can be made to do for the business, requires a fixed determination to hew to the sales line, regardless.

But stripping off the non-essentials is profitable, and worth all the courage and labor required. For it leaves a business in a healthy condition as to working capital and funds for meeting dividend dates, without robbing it of the benefit of aggressive sales promotion.

### Curiosity

**I**F you have a curiosity to know about the Lillibridge "Fee-and-Budget" system of advertising compensation, write for a copy of our bulletin explaining it.

### "For My Dignity"

"**I**N FRANCE," writes Eugene Brieux, the French dramatist, "the workman likes to understand what he is doing. When his job is done he likes to look at it, pass his hand over it, as if caressing it, and to think, 'It is done. It is not for the boss that I do this, it is for myself, for my contentment, for my pleasure, for my dignity.'"

Could there be a finer spirit to bring to any task? And could it fail to improve our work and develop our characters, to do things "for our dignity"?

**I**F the *Viewpoint* has interested you and you would like to talk about our service or see samples of our work, we'll promise not to make it embarrassing for you.



### Products Made to Sell

**S**IR JOHNSTON Forbes Robertson tells of an unbroken Highland pony which his family owned during his childhood, attempts at the breaking in of which were peculiar and not highly successful.

A pair of old trousers were stuffed with hay, and a brick or two included to add weight, and this figure was gently placed on the Highland pony's back.

The pony promptly threw his strange rider and then proceeded in a businesslike way to eat the hay from the seat thereof!

§ § §

Reminds us of the way the public sometimes throws a stuffed dummy in the form of a product that is put out to sell, not really to serve.

Straw claims, weighted with bricks of bunk.

The public detects. Over goes the product.

The only difference is, the public sniffs at the straw stuffing and leaves it severely alone!

We want no advertising accounts of products that are made merely to sell.

### No Scattering

**W**E have only one office. It is conveniently located at No. 8 West 40th Street, New York. Here all of our principals are working together. We serve clients as far away as St. Louis without difficulty.

RAY D. LILLIBRIDGE INCORPORATED

*Advertising*

NO. 8 WEST 40TH STREET · NEW YORK

Telephone: Longacre 4000

*Established in 1899*



4. How long a single insertion continues to pull.
5. What position on the page is best—and which page is best.
6. What appeal is most resultful for each product.

To test a single piece of copy in this way costs only 1 per cent of the cost of a broadcast insertion. When two are tested to determine which is best the cost is 2 per cent. A low insurance premium to pay against possible losses of \$20,000 or more.

The sheer volume of advertising today, the intense competition for attention in our advertising pages calls for the same scientific approach that is spreading to all other branches of industry. I believe that it is not too broad a statement to make that the future of this billion dollar industry of advertising will depend to a large extent upon the further development of methods of pretesting advertising, with the same skill and care shown in the testing of the more material products of engineering and chemistry. And that this must start with the elementary principles of advertising long since discovered by the mail order and patent medicine man.

## No Need to Apologize, Mr. Heywood!

[CONTINUED FROM PAGE 38]

Mr. Heywood's first example is fully as much a testimonial to effective use of alliteration as to mastery of metaphor. Easily read? Read it: "tiled temple of cleanliness." An epigrammatic swing that is almost classical! "Not pure alliteration," you say? Alliteration of the first order, as I shall show a little later.


His second example consists of only one word, but his third, illustrating onomatopoeia, also is alliterative: "ding dong."

Next, his quotation from Arnold Bennett is a gem of alliteration, "The trains start with the imperceptible stealthiness of a bad habit, and come to rest with the softness of doves settling on the shoulders of a young girl." Again, Mr. Heywood yields, and labels Irvin Cobb's vivid picture, "re-spectable alliteration."

Going on to Oliver Wendell Holmes' quotation, "The world has a million roosts for a man, but only one nest," we find more masterly alliteration. And the two Ivory Soap quotations are more than similes; they are alliterative epigrams: "Ivory lather develops as quickly as pride after a twelve foot putt," (notice the echo of the v's and the p's) and "There may be men who enjoy diving for soap, like pickaninnies after an elusive penny," (alliteration of sound more than letter, as we shall presently see.

The fact is that the word "alliteration" is a misnomer. It is not so much the repetition of the letter itself with which the writer is concerned. It is the repetition of sound. And therein, of course, lies the difference between the blatant barrage of "The big black bug bit a big black bear," and Washington Irving's subtle "Conquest of Granada." (Study that one; there is more to it than at first appears!)

I promised to tell of a definite prin-



# Give those feeble, overworked words a rest!

Use this "sales manual" to send out "go-getters" in place of those weak, old "order-takers."

There is too much good advertising being written today for had or "just ordinary" copy to get across.

Competition is too keen to expect the poorly-written sales letter or booklet to bring home the orders which make it pay. It is necessary today to present your facts in a striking way—scrap the trite, old, vapid words and phrases that have lost their selling punch and arouse an active interest with "words that fit like gloves."

Whatever you are describing, whatever your argument, there is always one best word which fires your prospect's imagination to the point of creating the sale. Find these words and your success as an advertising man or salesman is assured.

And here is the sales manual which finds them for you instantly—the new Amplified Edition of

## MARCH'S THESAURUS DICTIONARY

No other book in the English language is like it—no other approaches its usefulness in aiding you to create advertising that sells. By means of its patented arrangement you are enabled to use the best word in the language for your every purpose—and you can stick to words which won't be misunderstood.

Without this "sales manual" to guide you it is very easy to overlook the value of the common word used in an uncommon way to emphasize some important fact.

No wading through a hundred pages of definitions to find your word either—just a flip of the pages in this sales manual and it is before you defined so that you know you are using it correctly, and with it all other words related to the same idea. Adjoining columns contain those opposed in meaning.

In addition, this new Amplified Edition is full of facts that give you new copy ideas or supply added force to your present arguments.

Biblical facts, historic facts, geographic and scientific facts; and a complete concise text book on English and composition which will help you with your writing.

Its list of all the important words and definitions used in the arts and sciences—no need to tell you its value when talking to technical or professional men. Leading magazines in every field are praising it.

- "The copy writer's first aid," says *Motomag*.
- "The Book we have wanted for twenty-five years," says John Howle Wright in *Postage*.
- "A real treasure chest of English undefiled. We commend it unreservedly," says *Review of Reviews*.
- "Will be of constant use on the writing desk," says *American Mercury*.
- "The greatest single-volume reference work in the world," says *Writer's Monthly*.

### TRY IT OUT AT OUR RISK!

Send in the coupon at the right. Keep the book on your desk where it is handy. Try it out for ten days whenever you need a word or fact to snap up your copy. See for yourself if it does not make you 100% more efficient by placing the entire English language at your instant command. Then if you don't think it is the very "sales manual" you need to equip your advertising with words that bring back the orders, you simply need return it and it has not cost you a cent.

HISTORICAL PUBLISHING CO.  
Dept. AS-9, 1334 Cherry St., Philadelphia, Pa.

Please send me (postpaid in U. S. and Canada) a copy of the new Amplified Edition of March's Thesaurus Dictionary. I will pay the postman \$3.00, plus 12 cents postage, and if I keep the book will pay you \$2.00 per month for three months. If for any reason I do not wish to keep it I will return it in good condition within 10 days and you are to refund my \$3.12, which includes postage I have paid.

Name .....

Address .....



A thesaurus, plus a dictionary, with encyclopedic information. 1462 pages, 7 1/4 x 10, on thin opaque paper. Bound in handsome buckram.

## —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 .....



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



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

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

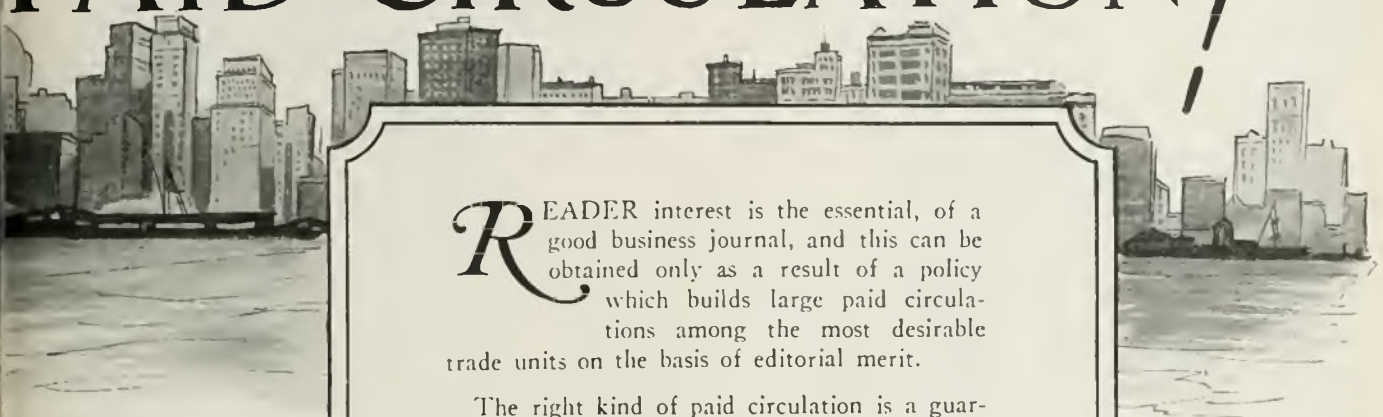
**C. A. MUSSELMAN**  
Vice-President of the  
U. P. C.  
President of the Chilton  
Class Journal Co., Phila.

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



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

# PURCHASING POWER / PAID CIRCULATION!



**R**EADER interest is the essential, of a good business journal, and this can be obtained only as a result of a policy which builds large paid circulations among the most desirable trade units on the basis of editorial merit.

The right kind of paid circulation is a guarantee of purchasing power and U. P. C. publications represent the maximum of that kind of circulation in the fields covered.

Upon request we will furnish detailed proof.



# UNITED PUBLISHERS CORPORATION

## A distinctive list of leading manufacturers\*

contributed to making THE SHRINE  
MAGAZINE for October the largest in  
advertising lineage and revenue to date.

### \*INCLUDING:

Listerine  
Plastic-Wood  
Mohawk Rugs  
Bayer's Aspirin  
Boston Garters  
Foot-Joy Shoes  
Camel Cigarettes  
McCoy's Tablets  
Murad Cigarettes  
Fatima Cigarettes  
Karpen Furniture  
Hupmobile - Eight  
Old Briar Tobacco  
Vertex File Pockets  
Allen-Spiegel Shoes  
Molle Shaving Cream  
Champion Spark Plugs  
Nelson's Encyclopedia  
Lucky Strike Cigarettes  
King Band Instruments  
Ingram's Shaving Cream  
Barbasol Shaving Cream  
Fidelity Mortgage Bonds  
Yale & Towne Hardware  
Palmolive Shaving Cream  
Holton Band Instruments  
Johnnie Walker Cigarettes  
LaSalle Extension University  
Alexander Hamilton Institute  
Kellogg's Tasteless Castor Oil  
Brunswick-Balke Billiard Tables  
National Union Mortgage Bonds  
International Correspondence Schools  
National Lumber Manufacturers Association

## THE SHRINE MAGAZINE

1440 Broadway - New York

Phone: Pennsylvania 7827

Tribune Tower  
CHICAGO

Little Building  
BOSTON



## 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

## Shoe and Leather Reporter Boston

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

## Topeka Daily Capital

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

Topeka, Kansas

ciple for making alliteration subtle and effective. Here it is: There are "half-steps" in alliteration, as in music. I first ran across the principle when studying shorthand fifteen years ago. I have used it, and have checked its importance by observing the works of others. As those of you know who have studied shorthand, certain sounds are grouped together because of their phonetic similarity. These sounds are made with practically the same effort of the vocal muscles. They constitute definite half-steps in alliteration.

The sounds that are related are:

"t" and "d"  
"l" and "r"  
"k" and hard "g"  
"f" and "v"  
"m" and "n"  
"p" and "b"  
"j" and "sh" and "ch"  
"z" and "s"

Thus, "t" is a "half-sister" to "d" insofar as alliteration is concerned. "l" is related to "r" and so on.

I will not attempt to go into a technical explanation of gutturals, dentals, labials, labiodentals, etc., such as a phonetician would delight in developing. Consult the front part of your dictionary, however, and you will find that the shorthand classifications are based on pure science.

KNOWING the half-steps, it is easy to apply them. Notice, for instance, in the title, "The Conquest of Granada," how the hard "g" echoes the "c" and the "qu" which are, of course, the sound of "k." Observe the same subtle repetition in the slogan, "Keep That Schoolgirl Complexion." Watch the half-steps in "Only Packard Can Build a Packard," (the "b" echoes the "p's"). Notice how the "f's" and "v's" complement each other in "Fifty-Seven Varieties." And the slogan, "Such Popularity Must Be Deserved," embodies a real subtle handling of alliteration. Going back to the Bible, itself, notice the pleasing half-steps in alliteration afforded by the association of "l's" and "r's" in the Twenty-Third Psalm!

A recent advertisement for Wesson Oil is headed, "She Prefers to Be Observed." Don't you feel a thrill in the rhythmical way in which the "v" reinforces the "f," the "b's" echo the "p" and the "d" rounds out the "t"? That is perfect alliteration under the "half-step" plan; yet what printer could complain of running short of sorts in setting it?

How can the alliterative principle be applied to strengthen writing? First of all, by setting the machinery of alliteration at work in the subconscious while the fine creative frenzy dominates. Develop the feeling, or the "hearing" for alliterative phrases. Second, and more important, by deliberately editing into "cold" copy, full and half steps of alliteration. Imagine, for instance, that you were creating a slogan for the Packard car. You have your basic thought: that no one else can make a Packard except the company, itself. You see a chance to get the trade-name, "Packard" into the slogan twice, thereby increasing its value. You say, "Only Packard can make a Packard," and it sounds good. Can the alliterative principle help it further? You seek the outstanding consonant sound in the phrase. It is "p." The half-step of "p" is "b." You look for a chance to get a "b" into the phrase. You think of a synonym for each word, looking for one that em-

# 40

## LEADERS &

### *Have Chosen* Collier's

Of the 427 advertisers who have placed orders for advertising in Collier's for the first six months of 1928, 40 are among the 75 largest magazine advertisers.

This represents the greatest volume of advertising that has ever run in Collier's in any one year.

•   •   •

A circulation now over 1,350,000  
with 450,000 on the newsstand!

---

---

When you  
and this  
book  
get to-  
gether

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

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



## LARNED'S Illustration in Advertising

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

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

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

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

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

### Some Special Topics

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

### Examine It for 10 Days

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

Examine this book  
for 10 days FREE

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

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

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

Name .....

Address .....

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

Position .....

Company .....

A. F. 9-21-27

bodies a strong "b" sound. You find it in the word "build." Immediately the slogan is strengthened with the staccato emphasis that only apt alliteration can give.

And if you had created the slogan, "Save the Outside and You Save All," you would have lost the echoing quality of the slogan, "Save the Surface and You Save All," for it is the "f" that echoes the "v's" and the "r" that clicks with "l" and the "ce" that swings into the sound of the "s's."

When you edit and revise, try injecting the "half-step" in alliteration. It may convert a mediocre phrase into a gripping epigram!

## More Net Profit

[CONTINUED FROM PAGE 21]

three instances above given, is that in 1925, despite markedly lower gross profits from sales, net profits were increased out of former ratio to gross profits. This is surely a remarkable demonstration on which to focus attention. It is obvious that the whole business fabric in America has suffered a general decline in gross profits; but it is also equally obvious that greater stress upon management has stimulated brains to stop the familiar action of economics and turn disadvantage into advantage.

It is certainly pertinent to inquire deeper as to how such an accomplishment has been brought about. Bear in mind that we are here discussing not from observation or generality, but from carefully audited corporation tax reports of the 430,000 odd corporations of the United States. This is what we find: First: that operating expense has been reduced. Operating expense was 64.1 per cent in 1923. It rose dangerously to 65.5 per cent in 1924 and then was brought down with vigor in 1925 to 63.3 per cent. It might be argued that the item of miscellaneous expense also rose, which is a fact, for it was 22.7 per cent in 1923 and rose to 24.7 per cent in 1925. If the government report for 1925, gave, as it did in 1923 and 1924, the salaries paid to officers, we would doubtless see an increase for 1925, because 1924 showed a slight increase over 1923. In this fact lies significance, for to accomplish greater profit under conditions of lower gross profit calls for more and better brains.

Another striking point is that "miscellaneous income" other than sales has increased. In 1923 this income included interest, rents and royalties, as well as profits from operations other than sales. This represented 17.6 per cent of the total receipts of business. In 1924 it shrank to 17.5 per cent, but in 1925 rose to the remarkable height of 19.2 per cent.

We have been talking so far of American business as a whole. Taking manufacturing alone, we find that the operating expense in 1923 was 72.3 per cent. This rose to 74.6 per cent in 1924 and dropped in 1925 to 73 per cent. In the distribution field, the operating expense in 1923 was 80 per cent, which rose in 1924 to 81.1 per cent and dropped in 1925 to 79.2 per cent.

It is impossible to read from the above figures any other story but that of a very vigorous and alert management struggling with might and main

# Sans Bunk

By every standard of market values the Magic Empire is the complete Tulsa market unit . . . and Oklahoma's richest market.

To cover this market your advertising must not only reach the big purchasing power of metropolitan Tulsa, but must also reach into the surrounding towns within an average radius of 70 miles.

Only one newspaper can give you this coverage: The Tulsa World.

In 98 thriving towns of the Magic Empire the Tulsa World is delivered by carrier as in the city proper. Sixty-one of these 98 communities had a population of 1,000 or over in 1920 and many have grown to much larger populations during the past few years.

Only 19 of these 98 towns have daily newspapers of their own, and only 8 of them have Sunday newspapers of their own.

88% of the World's total city circulation is home delivered by carrier and it is read by more than 30,000 families in the Magic Empire *outside of Tulsa*. Its supremacy is not even approximated.

Here is selling power. Selling power increased by an efficient coverage of the Magic Empire that no amount of money can buy in any other Oklahoma newspaper.

Detailed market information on request.

Sworn Average Net Paid  
Circulation, July, 1927

DAILY (M. & E.)	SUNDAY
79,358	64,198

### NATIONAL REPRESENTATIVES

THE FORD-PARSONS CO.

360 N. Michigan Ave., Chicago; 58 Sutter St., San Francisco

BRYANT, GRIFFITH & BRUNSON,

8 East 41st St., New York; 201 Devonshire St., Boston; Walton Bldg., Atlanta, Ga.

DAVIES, DILLON & KELLY,

707 Land Bank Bldg., Kansas City, Mo.

AN ALL DAY NEWSPAPER

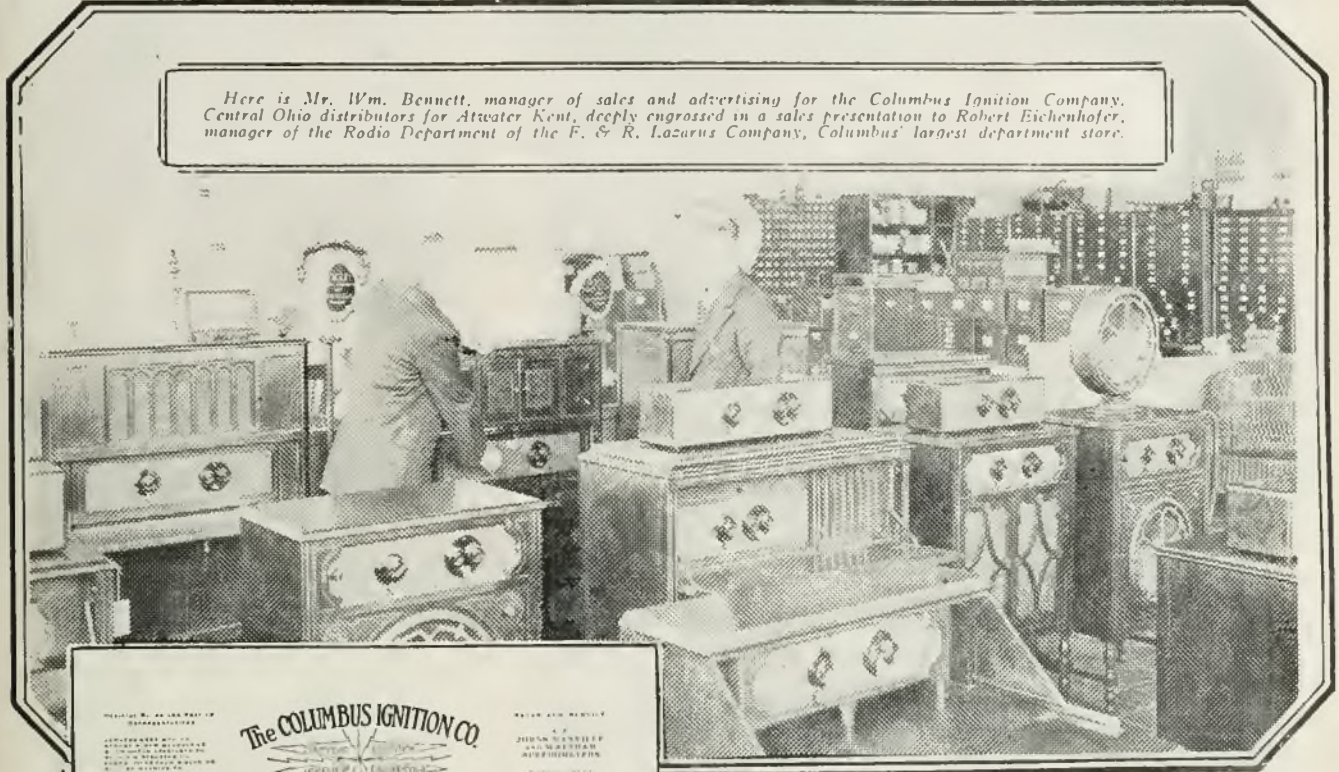
TULSA WORLD

Oklahoma's Greatest Newspaper

MORNING EVENING SUNDAY

# Our Atwater Kent Sales in Columbus have *TRIPLED* in three years *Bennett*

Here is Mr. Wm. Bennett, manager of sales and advertising for the Columbus Ignition Company, Central Ohio distributors for Atwater Kent, deeply engrossed in a sales presentation to Robert Eichenhofer, manager of the Radio Department of the F. & R. Lazarus Company, Columbus' largest department store.



**The COLUMBUS IGNITION CO.**

1000 N. 10th St.  
Columbus, Ohio  
Main 1821  
28 to 32 SOUTH PINE STREET

September 1, 1927.

The Columbus Dispatch,  
14 S. Third St.,  
Columbus, Ohio

Dear Sirs:

Our initial campaign placed with the Dispatch in 1924 gave Atwater Kent radio sales such momentum that our volume has tripled in the past three years. We really do consider your paper the backbone of our sales and merchandising program.

It is utterly impossible for us to enumerate the ways your merchandising department has assisted us from the position of the first schedule. No other newspaper has ever approached the consistent progress you have given our account.

It is a genuine pleasure to attach our general contract and enclose an outline of our fall campaign which you will find leaves them for previous years. Our sales staff regard the publishing power of your paper to such a degree that it would be foolish to look for any other than give you the major portion of our advertising.

The assistance of the Dispatch in circulation and advertising in Columbus warrants the careful consideration of every advertiser.

Yours very truly,

The Columbus Ignition Company.

*Wm. Bennett*  
Sales Manager.

## Columbus Dispatch Advertising did this

TAKE note of Atwater Kent success in Columbus and the Great Central Ohio market . . . a splendid story of intelligent merchandising . . . spirited salesmanship . . . and strong advertising reaching for and attaining ever increasing volume by placement in the Columbus Dispatch.

For the initial campaign in the Columbus Market, Atwater Kent selected the Dispatch and the dealers enjoyed sales in such unprecedented volume that the original selection was not only justified but demanded continued use of the Dispatch.

The New Radio Season finds the Columbus Dispatch again the main-stay of Atwater Kent sales and advertising effort in the Great Central Ohio Market —positive proof that the Dispatch is one of America's greatest result-producing newspapers.

# The Columbus Dispatch

First in news—in circulation—in advertising

General Representative: O'Mara & Ormsbee, Inc.

NEW YORK—CHICAGO—DETROIT—SAN FRANCISCO



Courtesy of  
B. Altman & Co., N. Y. C.

Some say  
"Tell your story!"

We say  
"Show it!"

Photographically

What do *you* say?

*Apeda Studio*  
INC.  
PHOTOGRAPHERS

212 West 48th Street,  
New York  
Chickering 3360

to meet the general business situation. It faces declining margins and rising costs, to say nothing of curtailed volume in some fields. No finer tribute could be found in a whole dictionary full of adjectives or chamber of commerce oratory than in the simple and unassuming figures given above. They demonstrate almost as though by magic the paradox of an increasing net profit in the face of declining gross profit. Particularly is the situation interesting in the field of distribution where cost of operation is relatively higher than in any other field of business, and the net profit lower than almost every other line of business. In fact, in 1925, the net profit in the distribution field was down in the same class with leather and mining—two fields known to have been thoroughly in the dumps in those years. Notwithstanding distribution has practically never known a much higher ratio of profit. Little wonder that distribution today occupies the center of the stage of business!

**I**N order to give a general background to the figures above, it may be well to indicate that of the total of 430,072 corporations, 177,736, or 41.3 per cent, showed a deficit in 1925. In 1924 the proportions had been 43.3 per cent. American business made a record profit in 1925, nevertheless, of \$7,621,000,000. And for every dollar successful American business made in profit some unsuccessful corporation lost twenty-three cents; \$5,189,000,000 were disbursed as cash dividends—68 per cent of the total net profit. In the manufacturing field 95 individual corporations made over \$5,000,000 profit each, which was 25.4 per cent more than in 1923—a total of 44.5 per cent of all the profit of all the other manufacturers. The rest of the manufacturers, comprising 98.8 per cent, instead of showing a profit, actually lost 11 per cent as compared with 1923. In these figures we have the most searching white-light of analysis of American business that will probably ever be possible, for there is not much "fooling" in corporation tax reports.

## Waiting for Sales

[CONTINUED FROM PAGE 32]

speaking of average buyers. There are some people, to be sure, so fickle in their tastes as to change brands two or three times a year. In contrast to them is a substantial number of others who having adopted a brand are only parted from it by death. The tendency of the average is to continue buying for several years, and this tendency has a profound effect upon the manufacturer's sales.

Because of it, the effect of his advertising is to create customers rather than to sell packages. In telling the story of Van Camp's Milk, Claude Hopkins says: "... milk is in daily consumption. There is hardly a limit to what one can pay to get a new user established."

Practically every advertiser of "repeat goods" will concede that it is not possible to advertise one month or two months in any given community and sell a sufficient number of packages *in that time* to make the advertising expenditure profitable. However, the average customer created by the adver-

### 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

### Bakers Weekly A.B.C.-A.B.P.

New York City

NEW YORK OFFICE—45 West 45th St.

CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

### The Standard Advertising Register

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

National Register Publishing Co.

Incorporated

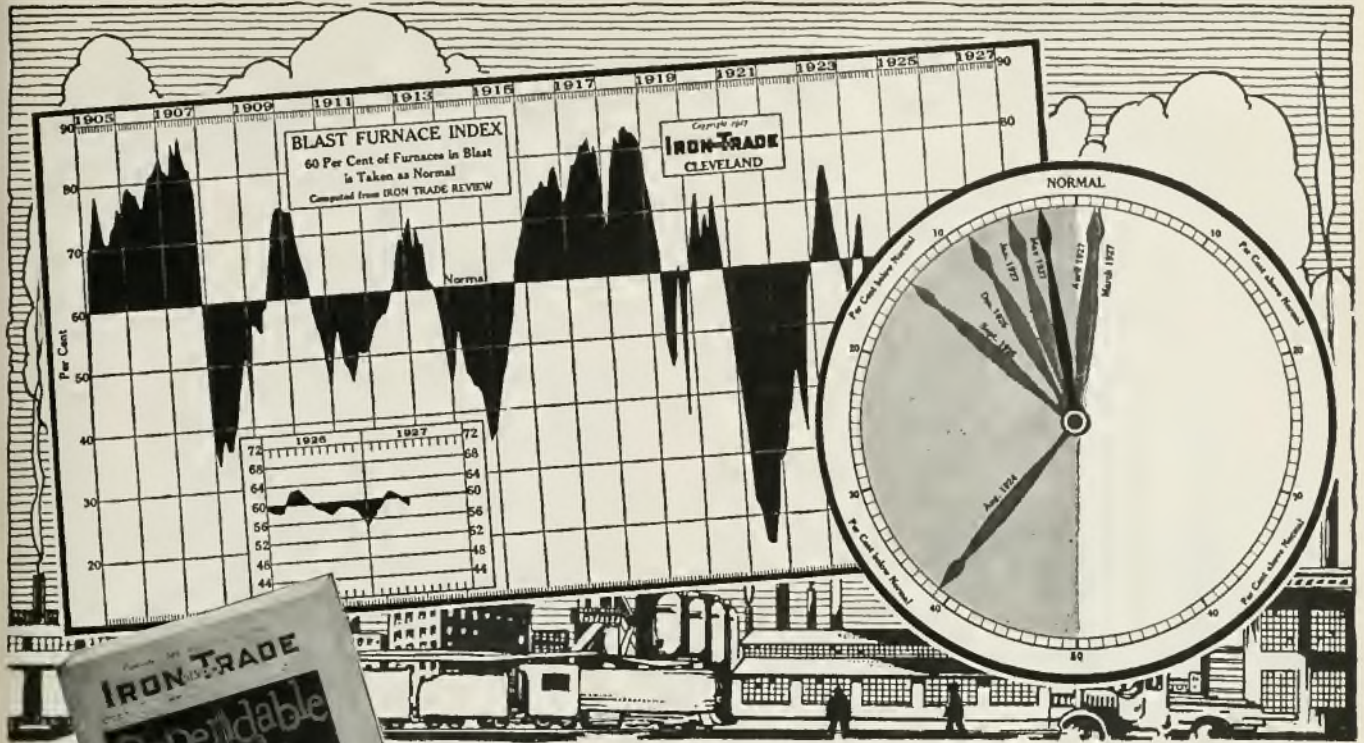
15 Moore St., New York City

R. W. Ferrel, Manager

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

THE JOHN IGELSTROEM COMPANY  
Mason, Ohio Good Salesmen Wanted





## How to Keep In Touch with the Business Trend

**N**OT only industrial executives throughout the country, but bankers, financiers, high government officials, and many others turn constantly to the business-trend service of the Penton Publications for definite answers to those all absorbing questions—"How's business? Is the tendency toward contraction or expansion?"

Every week in the editorial section of IRON TRADE REVIEW such questions are answered in a graphic form so condensed and yet so clearly and comprehensively presented that only a few minutes are required to absorb the vital facts on the trend and condition of American business.

Conducted by a staff of experts, this service is representative of the practical, vital way in which Penton Publications meet the needs of their readers. It serves to show why Penton Publications offer a channel of approach to manufacturers of industrial products leading right to the final buying authorities in the great iron, steel, metalworking, machinery, foundry, abrasive, and marine transportation activities of this country.

## The Penton Publishing Co

Penton Building

Cleveland, Ohio

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

Member, Audit Bureau of Circulations

Member, Associated Business Papers.



# tell

your public what kind of house you are and how you serve them. Do it with a book. We will write, design, illustrate and print one you will be proud to use.



CURRIER & HARFORD - LTD  
468 FOURTH AVENUE - NEW YORK

## 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"

tising will go on buying for years to come. (See "Uncapitalized Habits," page 19, Dec. 1, 1926, issue of ADVERTISING & SELLING.)

If the entire year's advertising appropriation were to be spent in the very first month of the advertising year, increased sales would be noticeable much sooner. But the whole appropriation never is spent during the first month. Most campaigns are distributed over the entire twelve months, and it is this circumstance which slows up results several months more.

If you examine the accompanying chart you will see that if January advertising starts a group of customers buying, many of them will continue to buy all through the year, some buying even in December. But the December advertising can have no effect on the buying of the previous January. This situation tends to postpone results because even though you do the same amount of advertising each month, the later months of the year get credit for the purchases made by many a housewife who became a customer during the earlier months.

**I**N the hypothetical situation forming the subject of the chart, the increased buying does not make itself felt completely for at least twelve months, although beginning with January it gradually rises to reach the high mark. The delay, therefore, amounts to about six months, if no other circumstance interferes. There is another, to be sure, and it does in effect *reducc* the delay. All customers do not continue buying for as long as twelve months. If they did, then their first twelve months' buying would occur as illustrated in Chart B.

Just half of the buying would occur in the year during which the customers were secured. Assuming that the less-than-twelve-month customers constitute one-half the total number (a purely arbitrary figure; the proportion varies with different products) and that the average buying of this one-half lasts three months, we have to amend our estimate of the amount of buying which occurs later than the current year. Instead of a 50-50 relationship, we have one of 60-40. We are considering, remember, only purchases made by those customers created during the current year and made by them within twelve months after they became customers. This situation is depicted graphically in Chart C.

So now we have three circumstances which delay results: the period while the publications are being read, the period while merchants adjust their buying to meet the increased demand, and the delay while the year's campaign swings into full operative effect. The total loss of time, I believe, will extend anywhere from three to eight months. The first-year purchases of the campaign's new customers will be retarded just that period in reaching the manufacturer's sales books.

It is not hard to see the significance of these delays. They have a vital bearing not only upon advertising and sales, but also upon manufacturing and financing. At least one of them can be somewhat reduced. If the actual rate by which demand increases can be ascertained approximately and in advance, the overstocking of retailers and wholesalers can be avoided.

On the other hand, there still re-

## If you are a "business climber"



I'd like to guide you in the systematic study of Advertising, Selling and Business Writing for the next twenty months.

I have combined several high-grade business courses in one broad treatment that aids the subscriber in qualifying for planning, preparing and managing both sales and advertising activities. The usual drudgery of correspondence courses has been reduced. The reading is of the live sort. Textbooks of college standard used. Loose-leaf Supplementary Helps. Tests are on major topics. Personal correspondence. Friendly editorial service by me. No cut-and-dried criticism.

The coaching reflects the varied practice of the modern advertising agent and my experience of more than twenty-five years in sales-planning, advertising, writing and teaching. My present group of keen men and women are doing fine work. I can help others of similar caliber and spirit.

S. Roland Hall Box 619, Easton, Pa.  
Member, American Association of Advertising Agencies, Authors' League of America.

# twice at least

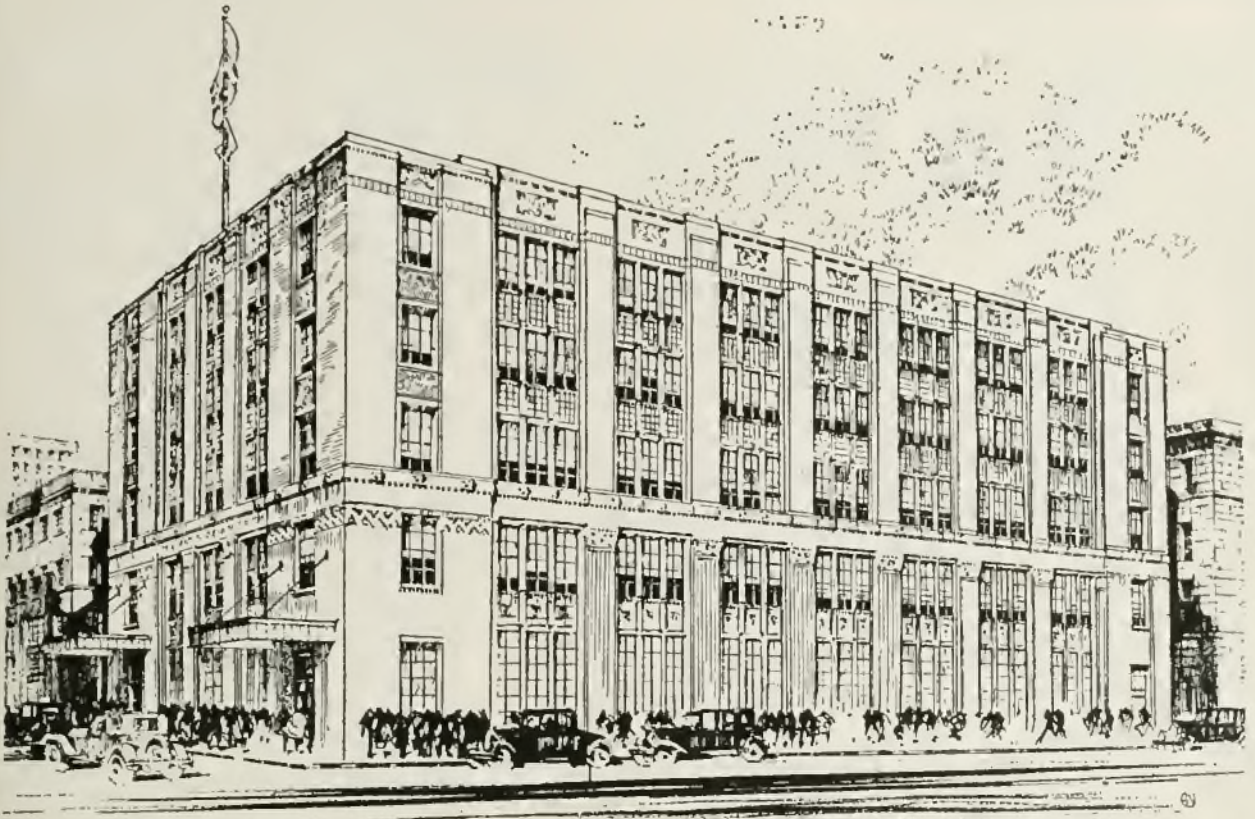
To every buyer of a Cargill printing job there come at least two pleasurable moments—one when he first sees the finished job, the other when the *Big Boss* passes judgment on it.

The  
**Cargill Company**  
Grand Rapids

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!





## You, too, Can Cash in—

—on the growth of the Akron Market which has made this—our new home, possible.

We have looked years into the future, altho basing our plans on past performances, and have seen a definite need for a home such as this one into which we will move this month.

Mechanical limitations have held down the size of our issues to the extent that we have often had to turn away advertising copy, to maintain the proper ratio between news matter and advertising copy, a ratio we have guarded jealously in the best interests of our readers.

In spite of our limitations, we have won the position of ranking first in Ohio and sixth in the U. S. in advertising lineage among six day newspapers.

The new building is designed for five stories, with utmost efficiency and speed the keynote. The press capacity is 112 pages at the rate of 72,000 per hour, fully adequate for the demands of this growing Akron Market.

# AKRON BEACON JOURNAL

*Member of The 100,000 Group of American Cities*

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

# “Salesman's Fright”

“Salesman's Fright” is an enlargement of an article which aroused so much interest that many of the leading manufacturers in the United States—and several in foreign countries—privately reprinted it for circulation among their salesmen.

by  
**Ray Giles**

The Blackman Co.

*Author: “500 Answers to Sales Objections,” “Breaking Through Competition,” and “Developing and Managing Salesmen.”*

“Salesman's Fright” is the first of the Kellogg Pocket-Profit Books. Constructive selling philosophy. Inspirational. Practical. Every salesman in your employ will appreciate a copy.

10 copies or more.....	25c per copy
50 copies or more.....	23c per copy
100 copies or more.....	22c per copy
500 copies or more.....	20c per copy
1000 copies or more.....	18c per copy

(Examination copy, 25c, postpaid)

**Kellogg Publishing Company**  
6 Lyman Street  
Springfield, Massachusetts

mains the greatest factor of all in preventing the advertiser from immediately making a profit on the money spent in space. That factor lies in the nature of the consumer's buying. Instead of spending *at once* all of the money he eventually *will* spend on the product, he spreads his purchases package by package, and from year to year. This common characteristic has so great and complicated an influence upon the relation between advertising and annual sales that the year's volume of business sheds practically no light on the effectiveness of the year's advertising.

## “We See Blotters Everywhere”

[CONTINUED FROM PAGE 40]

It is not unusual for the shop superintendent or foremen to comment on some special feature he has noticed in one of our circulars on Milling Machines or Grinders. When we call we are frequently surprised at the questions asked about something shown in the circular previously sent them. A considerable percentage of the inquiries which we receive in this territory were stimulated by direct mail advertising from the factory—and I see the blotters, which go out with our advertising, everywhere.

In many cases we have worked out a series of blotters to tie in with a particular campaign, extending over a period of from six to eight months. Sometimes these deal with particular machines, sometimes with a general idea that we want to put over, but at all times they are coordinated with and supplementary to the main pieces of direct mail advertising. Perhaps by changing the size, or otherwise conforming to standards, greater results might be obtained, but we doubt it.

The value of the use of blotters in direct mail advertising for our company, and for the purposes for which we expect to use them, has been established once for all and the returns are extremely satisfactory.

## New Color Service Announced

The Class Group Color Service, placing color pages and aquatone process inserts in a group of class periodicals, will be known hereafter as the National Shelter Group Color Service. The change has been brought about by the acquiring of several additional publications and the subdividing of the total number into three main divisions. The aim is to provide complete coverage of the “shelter” market—that is, the market for all materials for the construction or improvement of the home. The wide variety of products in this field and the many different promotional methods necessary to market them has led to the three divisions previously mentioned, which may be sold as three separate units. These are: The Class Group—Consumer Division, consists of *Arts & Decoration*, *Country Life*, *Garden & Home Builder*, and *House Beautiful*; Advisory—Investment Division, consisting of *Architecture*, *Bankers Monthly*, *Building Developer*, and *Building Investment*; Contractor-BUILDER Division, consisting of *American Builder* and *Building Age & National Builder*. This service is being placed through Walter C. McMillan, Inc., New York.

# Liberty

## Announces an Increase in Guaranteed Net Paid Circulation for 1928

1. FOR the issues of January 7, 1928, to March 17, 1928, inclusive (11 issues), LIBERTY guarantees an average net paid weekly circulation of 1,350,000.
2. FOR the issues of March 24, 1928 to December 29, 1928, inclusive (41 issues), LIBERTY guarantees an average net paid weekly circulation of 1,450,000.
3. LIBERTY'S *guarantee* for 1927 was 1,100,000 average net weekly. It *promised* 1,350,000. It is *exceeding* the promise with generous overage.

**LIBERTY Advertisers who Bought for 1927 are Getting 250,000 "Velvet"**

### LIBERTY Continued OVER-SOLD Through July & August

THERE is no let-up in LIBERTY'S over-sold condition. June demand rose over demand in May; July exceeded June; August showed no abatement in news-dealers' telegraphic pleas for *more* LIBERTYS.

"Sold out," is the cry from all over the country. LIBERTY'S rising favor keeps pace with rising Fahrenheit.

LIBERTY gives to advertisers *full reader-power* through the summer season, when such co-operation is an important contribution to the maintenance of advertisers' sales levels.

#### LIBERTY'S Circulation Is 100% Voluntary

LIBERTY is the *only* magazine of big circulation that has 99% news-dealer sales. Subscriptions are not solicited.

Every week, LIBERTY holds a *new* referendum on its popularity. Its vast army of buyers lay their nickels down and say "Give me LIBERTY!" because they want it. There is never any "dead timber" in LIBERTY'S circulation.

LIBERTY'S promised circulation of 1,350,000 for 1927 is maintained—and exceeded—without recourse to high-pressure sales schemes or special inducements of any character whatsoever.

LIBERTY sells "over the counter" solely on its merits as a magazine—*every buyer a reader.*

#### "Why Doesn't LIBERTY Increase its Print-Order to Meet Demand?"

SOME advertisers find it difficult to understand why LIBERTY restricts its sales. Here is the answer: Most LIBERTY advertisers, having contracted for the year of 1927 at rates based on the 1,100,000 guaranteed circulation, have been getting better than 250,000 average EXCESS weekly circulation.

This additional circulation has cost LIBERTY advertisers nothing at all. It is over and above the conservative *guaranteed circulation* on which advertising rates were based. For advertisers, it is "*velvet*"—for LIBERTY, a costly item unbalanced by revenue. Beyond a certain limit of excess circulation LIBERTY can not go, consistent with sound business principles. Thus, print-order is restricted and circulation held in check automatically by lagging advertising rates.

The insistent news-dealer demand for *more* LIBERTYS must eventually be met. To deny it deprives a numerous public of the magazine it wants to read, and the dealer of the additional profit he can make through additional sales.

**There is only one way to relieve the restriction on circulation—re-adjustment of advertising rates. It must come.**

A buy of space in LIBERTY is a buy on a rising market, no matter when bought.

*Advertisers who contract now will get the 1928 GUARANTEED CIRCULATIONS for that ENTIRE YEAR at the advertising rates listed in Rate Card dated February 15, 1927. Protect yourself by placing your order early.*

**Liberty**  
*A Weekly for Everybody*

NEW YORK: 247 Park Avenue. CHICAGO: Tribune Square. BOSTON: 10 High Street.  
DETROIT: General Motors Building. SAN FRANCISCO: 820 Kohl Building.

**LIBERTY'S Circulation is 99% News-Dealer Sales—Every Buyer a Reader**

# The OPEN FORUM

*Individual Views Frankly Expressed*

## Are Advertising Executives All "Yes Men"?

THE claim that training and experience as a newspaper writer is more of a hindrance than a help in the writing and preparation of advertising copy, seems to be a trifle out of cadence with the composition of the modern advertisement—especially the more conspicuous and most successful copy being used at the present time.

To go further and state that the editorial and feature story writer is due for a sad awakening when he essays ad writing and attempts to inject "individuality" into paid for space, is an indirect reflection on the creative ability of all recognized advertising copy writers. To say that the average advertiser "knows what he wants" and that it is better to "give it to him, or some one else will," is somewhat of a puncture in the ego of advertising "experts" and, by implication at least, an indictment of all advertising agencies.

It places the executives of industrial and commercial organizations in the class of intolerant egotists and classifies the advertising profession as a collection of servile "yes men." These are designations which even the distorted perception of an "editorial" writer refuses to accept as just or proper.

Within the range of the "editorial" writer's vision, it is possible to perceive the existence of advertising writers who believe that a commission in sight is worth two in prospect, and that it should be hypnotized by "yeses" and captured by stereotyped copy. But under analysis it seems improbable that such methods will ever build up a client's business or increase an advertising appropriation.

It is true that the average advertiser "knows what he wants," but most, if not all of them, will admit their inability to convey their thoughts in the interesting style of the trained writer. They go to the advertising agency for this service. They want style and individuality—and that means "novelty" applied to their otherwise cold commercial facts.

The degree of novelty applied to commercial facts distinguishes one advertising agency from another; and it is the real secret of the progress of certain agencies and the dormancy of others.

Novelty, style, technique, or any other term, applied to advertising copy,

means nothing more than the dramatization of facts. And dramatization requires at least the instincts, if not the actual training, of the editorial and feature story writer.

CHARLES J. GIEGERICH,  
Bayside, N. Y.

## Advertising Courses in Advertising

I AM glad to see John Falkner Arndt take a shot at the school of advertising that is exploiting the business as being so profitable, so easy to learn—no difficult formulas, no brain-racking mathematics, no heart-breaking examinations, and so on.

This same school for a long time used, in its advertisements, the statement, "Tremendous demand for our graduates at big pay." On being sharply criticized, the school made the plea that it was revising its literature. Advertising men realize, of course, the enormous amount of work required to make a single sentence accurate. The sentence here quoted was finally changed to "Constant demand for our graduates at splendid pay," which is very little improvement over the original, yet a number of publishers are allowing it to be put before their readers.

It is probable that every patient, conscientious and persistent teacher of advertising can truthfully refer to pupils who have won good jobs. I wonder why all instructors are not satisfied to say "Many of our former pupils now hold good jobs."

All that any sensible man or woman has any right to expect is that a business affords good opportunity. No instructor has any right to assure a pupil of success.

When the school that Mr. Arndt refers to asked me about a year ago to consider a proposal for improving its course, I had the satisfaction of telling the proprietors that I lacked faith in their standards.

S. ROLAND HALL,  
Easton, Pa.

## More About Ghost Stories

I read with more than usual interest your two-page statement in the Sept. 7 issue of ADVERTISING AND SELLING to the effect that your policy is to refuse to publish "ghost stories." The definite knowledge that you are not publishing

them will be a strong element in maintaining my interest as a reader to your paper.

Other elements of the Sept. 7 issue which appealed to me as being worth the time were the following:

Is Newspaper Experience an Aid to Copywriters?

If You Have Tears, Prepare to Shed Them Now!

Everybody's Business.

And in an earlier issue Lynn Ellis' article on "Engineers in Advertising" was of decided interest. I am finding from personal experience that the conditions he cites are those I have met with and naturally do not agree with Mr. Louis Brewer.

H. F. MARSHALL, *Advertising Manager*,  
Warren Webster Company,  
Camden, N. J.

## Why Cows Are Discontented

AMONG the "Nine Influences" that have changed the status of the farmer, Mr. John Allen Murphy lists rural free delivery, the telephone, the motor car, good roads, concrete, water systems, moving pictures, radio and electric light and power.

I don't know which of these things is responsible—although the photograph would seem to indicate it was the radio—for modifying the farmer's status with regard to the common dairy cow.

When I was a young man on the farm, we did not have these modern inventions and it was then customary, when milking, to place the milk pail at the starboard or right-hand side of the bovine critter, just prior to the period of lactation.

The cow always cooperated most wholeheartedly in this arrangement, chiefly by kicking the whey out of any milker who attempted to sit on the port or larboard side.

The milker, who inadvertently strayed over to the left-hand side of Bossy's rear deck, was very likely to find first his pail over on yon side the barnyard, closely followed by his milking stool and—unless he was exceedingly active—shortly followed up by himself in a more or less well kicked condition.

Apparently the radio has altered all this. Science is doing wonderful things but then, as Mr. Murphy so ably says, times have changed on the farm.

G. W. FREEMAN,  
Griffin, Johnson & Mann, Inc.,  
New York.

# The first year may be the hardest, BUT—



THIS month CHILDREN, *The Magazine for Parents*, celebrates its first birthday. Editorially, CHILDREN is today recognized as the leader of the whole Parental Education Movement in this country. Sponsored as it is by 53 of the leading authorities in education, psychology, nutrition and child care, it presents each month the most authoritative data in popular, readable form. In literally thousands of Parent-Teacher Associations, Mothers' Clubs and Child Study Groups, its articles are regularly studied and discussed.

Its circulation has gone far beyond even the bounds of our expectations. Today we are guaranteeing 60,000 net paid, A.B.C., average 12 months.

Finally, CHILDREN has attracted a group of advertisers which we venture to say is almost unmatched, as a first-year showing, in the history of American magazine publishing.

*We have just prepared a folder called "Word-of-Mouth Advertising—Now it Can be Bought"—a copy of which we will be glad to send you upon request.*

## A Partial List of Advertisers (and their agencies) who have used space in CHILDREN

- |  |  |   |
|--|--|---|
| <p><b>FOOD</b><br/>                 Cream of Wheat <i>J. Walter Thompson Co.</i><br/>                 Wheatena Company <i>McKee &amp; Albright</i><br/>                 Royal Baking Powder Company <i>J. Walter Thompson Co.</i><br/>                 Jell-O <i>Dauchy Company</i><br/>                 Knox Gelatine Company <i>Federal Adv. Agency</i><br/>                 Hillis Brothers Company (Promedary Dates) <i>Barton, Durstine &amp; Osborn</i><br/>                 F. H. Bennett Biscuit Co. (Wheatworth) <i>Olmsted, Perrin-Leflingwell</i><br/>                 Joseph B. Burnett Company (Flavoring Extracts) <i>O'Connell-Ingalls</i><br/>                 Thompson's Malted Food Company <i>J. R. Hamilton Adv. Co.</i><br/>                 Horlick's Malted Milk Co. <i>J. Walter Thompson Co.</i><br/>                 Skonkum Fruit Exchange (Skonkum Apples) <i>Izard Company</i><br/>                 Vitamin Food Company (Vege) <i>Kluug-Gibson Company</i><br/>                 Kaffee-Hag Corporation</p> | <p><b>HOUSEHOLD</b><br/>                 Scott Paper Company (Scottissue) <i>L. Wallis Armstrong Co.</i><br/>                 Lever Brothers (Lifebuoy Soap) <i>Ruthrauff &amp; Ryan</i><br/>                 Vitaglass Corporation <i>N. W. Ayer &amp; Son</i><br/>                 Jacobs Seale Company <i>Lawrence Fertig Adv. Agency</i><br/>                 Kitchen Craft Co. (Cooking Utensils) <i>Cramer-Krasselt Co.</i><br/>                 Aeroshade Company (Porch Screens) <i>Klau Van Pietersom-Tunlop-Younggreen</i><br/>                 Standard Textile Products (Sanitas) <i>H. E. Lesan Adv. Agency</i></p>   | <p><b>Russell Mfg. Co. ("Ruseo Babegard")</b><br/> <i>Burnham &amp; Fishler, Inc.</i><br/>                 Child Welfare Guild (Jackson's Sanitary Thumb Guards) <i>Platt Forber Service</i><br/>                 Baby Pal Chair Company <i>Wm. Lewis Bl. Agency</i></p>  |
| <p><b>CLOTHING</b><br/>                 I. B. Kleinert Rubber Company <i>Federal Adv. Agency</i><br/>                 Cantilever Corp. (Cantilever Shoes) <i>Cutajar &amp; Provost</i><br/>                 Branigan, Green &amp; Co. (Man O'War Middies) <i>Cutajar &amp; Provost</i><br/>                 Nazareth Waist Company <i>H. F. Lesan Adv. Agency</i><br/>                 Ground Gripper Shoe Company <i>Frank Seaman, Inc.</i><br/>                 Howlett &amp; Haekmeyer (Zip-ons) <i>J. Walter Thompson Co.</i><br/>                 Capitol Silk Corporation <i>Wildman Adv. Agency</i><br/>                 A. DePinna <i>Geo. E. Dyer Company</i><br/>                 George Frost Company <i>H. B. Humphrey Co.</i><br/>                 F. Z. Waists <i>H. B. Humphrey Co.</i></p>   | <p><b>TOYS</b><br/>                 J. L. Wright (Lumen Logs) <i>John I. Sugden</i><br/>                 Merremaker Corporation (Playground Equipment) <i>Mitchell Ad. Agency</i><br/>                 Strombeck-Recker Company (Building Toys) <i>Mitchell-Foust Adv. Agency</i><br/>                 Standard Pressed Steel ("Busy Kiddie") <i>Ira F. Paschall, Inc.</i><br/>                 Playground Equipment Company (Jungle Gym)<br/>                 Kiddie Gsm Company <i>Addon Lewis &amp; Associates</i><br/>                 Wollensak Optical Company (Microscopes, etc.) <i>H. C. Goodwin, Inc.</i><br/>                 Victor Noveltys Mfg. Company <i>Brady Adv. Company</i><br/>                 Interstate School Service <i>Chambers Adv. Agency</i></p>   | <p><b>MISCELLANEOUS</b><br/>                 National Piano Mfgs. Ass'n <i>Frank Proctor, Inc.</i><br/>                 Entona Company (Suppositories) <i>The Kenyon Company</i><br/>                 Dennison Manufacturing Co. <i>Barton, Durstine &amp; Osborn</i></p> |
| <p><b>BABY SUPPLIES</b><br/>                 Juvenile Wood Products ("Little Toidey") <i>Ira F. Paschall, Inc.</i><br/>                 South Tamworth Industries (Nursery Aid) <i>A. W. Ellis &amp; Company</i><br/>                 Rockaway Manufacturing Company (Babywalker) <i>Proctor &amp; Collier</i></p>   | <p><b>PUBLISHERS</b><br/>                 W. F. Quarrie Company (World Book) <i>N. W. Ayer &amp; Son</i><br/>                 Grolier Society (Book of Knowledge) <i>H. H. Levey</i><br/>                 Doubleday, Page &amp; Company <i>Williams &amp; Saal</i><br/>                 E. P. Dutton Company <i>Churchill Hall, Inc.</i><br/>                 Houghton Mifflin Co. <i>Wood, Putnam &amp; Wood</i><br/>                 The Macmillan Company <i>C. J. Oliphant</i><br/>                 Charles Scribner's Sons <i>Albert Frank Co.</i><br/>                 The Century Company <i>Proctor with Goodwin</i><br/>                 Alfred A. Knopf Company <i>Charles H. Denhard</i><br/>                 Doid, Mead &amp; Company <i>Alfred Weinstein</i><br/>                 Ram &amp; Liveright <i>G. Howard Harmon</i><br/>                 Little, Brown &amp; Company <i>J. B. Lippincott, Smith, Sturges &amp; Moore</i><br/>                 D. Appleton Company <i>Charles H. Denhard</i><br/>                 G. P. Putnam's Sons <i>Charles H. Denhard</i><br/>                 F. A. Stokes Company <i>C. J. Oliphant</i><br/>                 P. E. Compton (Picture Encyclopedia) <i>F. R. Hamilton Adv. Co.</i></p> | <p><b>SCHOOLS AND CAMPS</b><br/>                 53 of leading ones throughout the country</p>  |

**CHILDREN, The Magazine for Parents**  
 353 Fourth Ave., New York  
 Chicago Representative: Straud B. Galey, 111 W. Monroe St.

## Agencies

IN advertising agencies, collectively, will be found all that has thus far been discovered about advertising and selling.

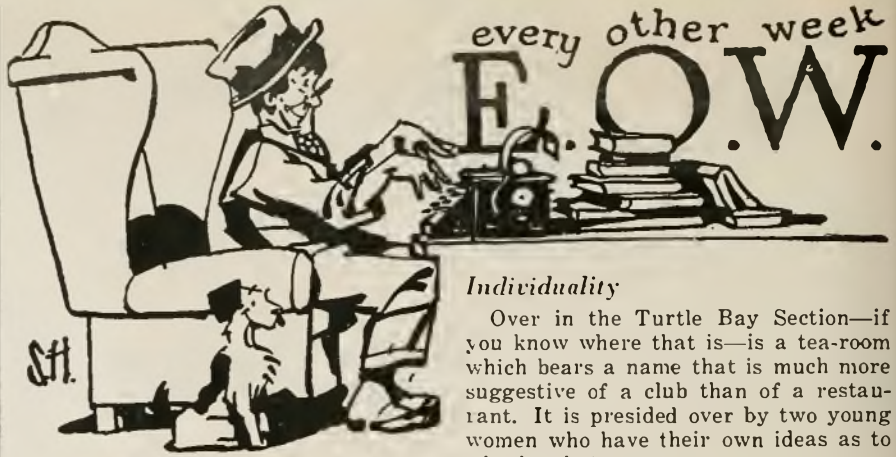
To use a current slang expression, "They know their groceries."

It would seem, then, logical to conclude that a publication frequently selected by advertising agencies—experts in sales promotion—had a considerable something of value as an advertising vehicle.

These representative and reputable advertising agencies are placing space in **INDUSTRIAL POWER** at this time.

Draw your own conclusions.

Advertisers Individual Service  
The Aitkin-Kynett Co.  
Aufenger Advertising Agency, Inc.  
Aubrey & Moore, Inc.  
T. H. Ball & Staff  
Barrett-Kneibler, Inc.  
Barton, Durstine & Osborn, Inc.  
G. M. Basford Co.  
Breeding, Murray & Salzer  
G. W. Brogan, Inc.  
Campbell-Ewald Co.  
David H. Colcord, Inc.  
E. C. DeWolfe  
Dorrance, Sullivan & Co., Inc.  
Doyle, Kitchen & McCormick, Inc.  
Eastman Advertising Service  
A. H. Fensholt  
Paul A. Florian  
Fonda-Haupt Co., Inc.  
Freystadt-Juraschek, Inc.  
Geo. H. Gibson Co.  
Russell T. Gray, Inc.  
Hauff-Metzger, Inc.  
Hannah-Crawford, Inc.  
C. A. Heinecken Co.  
Carl I. Henrikson  
Interstate Advertising Service Co.  
Robert June  
I. L. Kentish-Rankin  
George J. Kirkgasser & Co.  
Wm. G. Kreicker & Co.  
Londen Advertising Co.  
R. E. Lovekin Corp.  
F. J. Low Company, Inc.  
McJunkin Advertising Co.  
McLain-Simpers Organization  
Mace Advertising Agency  
MacManus, Inc.  
A. Eugene Michel & Staff  
The Morgan-Todd Co.  
Moser & Cotins  
The Mass-Chase Co., Inc.  
Newell-Emmett Co., Inc.  
John W. Odlin Co., Inc.  
P. F. O'Keefe Advertising Agency, Inc.  
C. J. Oliphant Advertising Agency, Inc.  
Irvin F. Paschall, Inc.  
Picard, Bradner & Brown, Inc.  
The Powers-House Co.  
Rickard and Co., Inc.  
Sando Advertising Co.  
Shankweiler Advertising Agency, Inc.  
Smith-Elliott Co.  
Smith Endicott Co.  
Walter B. Snow and Staff, Inc.  
Street & Finney, Inc.  
Paul Teas, Inc.  
Technic-Ad Service  
C. H. Trapp Advertising Agency  
O. S. Tyson & Co.  
R. E. Tweed Co.  
Walker & Downing  
Whipple & Black, Inc.  
Edmund S. Whitten, Inc.  
Wightman-Hicks, Inc.  
W. J. Williams Advertising Service  
H. C. Winchell Advertising Agency  
Yost Advertising Co.



### Individuality

Over in the Turtle Bay Section—is a tea-room which bears a name that is much more suggestive of a club than of a restaurant. It is presided over by two young women who have their own ideas as to what's what.

To mention one way in which their individuality expresses itself: At the cashier's desk—oh, yes, there is one—are half-a-dozen "membership cards," signed by the "President" of the "club." You are at liberty to take as many as you please. The cards are really business cards, showing the location of the tea-room and its prices. But, because they look as though they conferred something of value on the holder, patrons treasure them and carry them 'round with them. I've got one myself. If it were an out-and-out business card, it would have gone into the waste basket long ago. But a "membership card"—that's different.

### The Curse of Wealth

Among my intimates is a dear old lady who happens to have a much larger income than most of us are blessed with. Her favorite subject of conversation is the curse of wealth, and the blessings of poverty. To hear her talk, one would suppose that happiness and the possession of a comfortable income—like hers, for example—are an impossible combination. And she never tires of telling of friends of hers who are living in France or Italy on next to nothing. "Why," she says, "they pay only a dollar and a half a day for three good meals and a beautiful room."

Yet, when, as happens quite frequently, she proposes that Mrs. Jamoc and I spend an afternoon with her—"Dutch Treat, you know—and very inexpensive," I take pains to see that my pocketbook is well lined, for I have learned by experience that I'll need every cent I have. "We'll go to some quiet little restaurant for luncheon," she says. Do we? We do not. We go to a restaurant which is neither quiet nor little. Very much the contrary. And the matinee we attend later in the day is invariably the highest-priced attraction in town—the sort to which if you want to gain admission, you must seek a ticket-broker and pay and pay and pay.

In short, Miss Blank's interest in the blessings of poverty is wholly theoretical. She is quite willing to talk about them but not to enjoy them. She leaves that to others.

JAMOC.

### Too Much of a Muchness

I give the editors of New York's daily newspapers credit for having an uncanny understanding of what their publics want in the way of news. Just the same, those same editors are, I feel sure, 'way off when they devote as much space to aviation as they are now doing.

My own interest in flying was pretty thoroughly satisfied by the stories which were published when Lindbergh got back to America—so much so that I have read mighty little of the stuff which has been printed since. And I am not alone in this. I have taken the trouble to query several of my friends on the subject and they tell me they are quite "fed up" on aviation.

All of which reminds me that there is such a thing as working a "pay-streak" too deep.

### Plumbers and Paperhangers

I wish that some of the Europeans who have visited America in recent years for the purpose of "studying industrial conditions" in this country—I wish, I say, that some of these men had had a "look in" at my modest apartment last week. If they had, it is not likely that their impressions of American efficiency would have been so favorable as seems to be the rule.

For this is what happened.

The owners of the building in which I live had agreed to make certain improvements—to paint and repaper the foyer, a small bedroom and two halls. This, they and I figured, would take three days—possibly three and a half days. Actually, it took five and a half days; and it was not finished then. The men who were assigned to do the work went about it as though they had all eternity ahead of them. They discussed and conferred as if the fate of empires depended on their decisions. This might have been endurable if their work had been good. It was not good. It wasn't even passably good.

To add to our joy, a plumber was called in to make some minor adjustments in the bathroom. He—but, really, I decline to talk about him.



# "There is a Thief in That Crowd!"

## SQUABBLE Department

*Just another newspaper squabble. Don't waste your time on it!*

Six men were standing together in a crowded hotel lobby. A seventh man standing at a distance pointed his finger toward the group and

Even if nobody is interested, we can't help mentioning one Chicago newspaper's scheme to acquire some out-rate lineage.

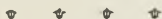
Here's the dirt. A number of retail dealers handling one nationally distributed product join with the manufacturer in advertising the product. The advertisements are similar to many in which a manufacturer lists his dealers in the city or in the territory. This is considered national advertising, taking the national rate. But our contemporary, with whom we have sparred in this corner from time to time, is offering it at a local rate.

We don't particularly like this bargain counter competition. It isn't pleasant, in selling Tribune space, to be

asked: "Why should we buy your paper at the national rate when the other paper gives us a local rate?" And to a manufacturer who doesn't consider circulation closely—this other paper is half The Tribune weekday and one-third The Tribune Sunday circulation—the bargain seems greater than it actually is.

And though we get excited for a while, and devote this department to our wrath, we know in our hearts that The Tribune policy of giving every advertiser fair and equal treatment is not going to hurt The Tribune's business. We can well afford to lose a little lineage for the present to maintain a policy that guarantees "no privileges to one advertiser not enjoyed by every other."

shouted so that all could hear: "There is a thief in that crowd!" To everyone else in the lobby, all six men were immediately under suspicion.



In its "Squabble Department," appearing in many advertising trade papers, the Chicago Tribune recently indicted five of its contemporaries by charging that ONE of them was not playing the game fairly in the matter of Local and National advertising rates.

The culprit was not named, so all the rest of us are naturally under suspicion, and the Tribune's skirts are clean.

Why not go the whole distance and name the newspaper? Surely the Tribune is not so timid as to let the innocent suffer with the guilty!

**CHICAGO AMERICAN**



*a good newspaper*

P. S.—*WE are not the newspaper!*

# DO YOU READ THE FORUM?

*We challenge you to read the October FORUM and not get some new ideas*

DISBAELI—biographical novel by André Maurois.

SHOULD THE NEGRO BE ENCOURAGED TO CULTURAL EQUALITY?—debate by Alain Locke and Lothrop Stoddard.

THE SENATE AS CENSOR—by Senator Thomas J. Walsh.

WIVES IN POLITICS—by Emily Newell Blair.

SCIENCE AND THE NEW ERA—by E. M. East.

CHICAGO, HANDS UP!—an investigation by Kate Sargent.

HOBGOBLINS OF THE FLESH—by John Hodgdon Bradley, Jr.

WHAT IS TRUTH?—*Forum* Definitions—Seventeenth Series.

MY GOLFING LUCK—by A. A. Milne.

A FUGITIVE SEEMS SANCTUARY—by Margaret Prescott Montague.

PESSIMISM AND DEBESSIMISM—by J. B. Priestley.

THE TAMING OF A WILD OAT—by Mella Russell McCallum.

ALL THE WORLD'S A CRUISE—by Henry Hubbard Kinyon.

The *Forum* clears away prejudices—opens the minds of its 77,000 readers every month to new thoughts and new products.

It is sound investment to advertise in the *Forum*.

# F O R U M

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

CONTINUED ON PAGE . . .

There you are reading an interesting article on distribution and you come to that inevitable "continued on" line. Expectantly you turn—only to find the page torn out. On the other side there was an illuminating article on Direct Mail, torn out by the Sales Promotion Manager for his special file.

Prevent a recurrence by having a personal copy. Mail the coupon back—but do it now!

ADVERTISING and SELLING  
9 East 38th St., New York

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

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

Company .....

Address .....

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

9/21/27

## History of Palmolive

[CONTINUED FROM PAGE 22]

numerous other cities, always with like results. I believe that they spent about \$50,000 in local advertising to prove that our appeal was effective. Always the advertising paid for itself as we went along. Then we went into magazines and gained national distribution and sales in ways I shall describe.

LET me pause for a few remarks. In the tales I recite in this history there is no desire to over-emphasize any parts I played. Our agency was an organization of experienced men who worked together. The head of the agency often said that we never succeeded for anybody who could not have succeeded without us. I do not agree with him. On most of our successes we were the ones to discover and develop the advertising opportunities. That was naturally so because that was our business. The plan, the theory and the strategy of the advertising all were our creations. But one necessity was an acceptable product. That depended on the makers. Another necessity was good business management. I consider the Palmolive success as particularly due to that after the route was discovered. The leading factor was the Charles Pearce who came to us that fateful morning in 1911.

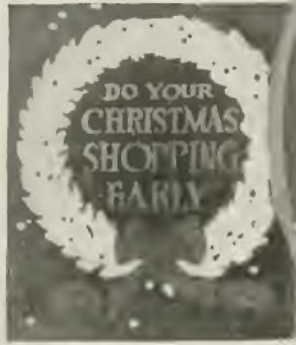
The purpose of this business biography is not to claim personal credit. It is to point out to those who follow me certain principles which I discovered by hard work. I have no wish to minimize any other person's part or hurt anybody's pride. No business is created by one man.

After those local newspaper tests on Palmolive it was decided to attain national distribution quickly. There we followed the same lines as in our local efforts. We contracted for a page in the *Saturday Evening Post* and one in *Ladies' Home Journal*. There we inserted a coupon good at any drugstore in the country for a 10-cent cake of Palmolive. We sent advance proofs of that page to druggists everywhere, giving figures on the circulation by localities, and pointing out that the coupon was as good as a dime to the woman and the druggist. As a result we received orders from everywhere for a soap which the dealers had never seen. As I remember, those advance orders exceeded \$100,000.

Jobbers were well stocked—on consignment, I think—so that dealers could quickly get new supplies. When the ads came out the coupon demand was tremendous. After a few days tens of thousands of women were using Palmolive Soap, seeking the virtues described in our advertising. And the drugstores of the country, almost to a store, were supplying it. The results in repeat sales were even better than in our local appeals.

Such were the ways in which Palmolive Soap was established, so far as advertising was concerned. Now the sales run to many millions yearly. Palmolive is the leading toilet soap of the world. The annual advertising expenditure runs into enormous figures. Makers, advertising agents and publishers have gained fortunes in the evolution of this \$700 test.

Some lessons I should like to draw are these: Human nature our country



**"The Real Christmas Spirit"**

Where will you find it more clearly defined or better expressed than in the strenuous life of the average boy? Christmas is the boys' biggest season, the time of year when parents' ears are especially alert. They are at wits' end what to buy for their boy until some chance remark or expression of enthusiasm show the way to his real desires.

BOYS' LIFE reaches that vast army of over half a million Boy Scouts, real boys in every way, with likes and dislikes, desires and yearnings just as strong as yours or mine. And they are influenced tremendously by the things they see advertised in BOYS' LIFE, their own magazine.

Your advertisement in BOYS' LIFE will reach the champion exponents of the Christmas spirit—the real, wide-awake, active, out-door boys in their teens. Use the big December Christmas issue, closing advertising forms October 25th and on sale about the 22nd of November

**BOYS' LIFE**  
THE BOY SCOUTS' MAGAZINE

37 So. Wabash Avenue  
Chicago, Ill.

200 Fifth Avenue  
New York City

Lincoln Building  
Los Angeles, Cal.

# Your hardware sells

Paint, oil stoves, locks, electric drills, vacuum cleaners, tires, sporting goods, scooters—his window displays represent a panorama of merchandise required for every day living.

The hardware merchant is an exceedingly busy man. He has little patience for selling appeals which are not planned to meet his specific requirements.

15,000 manufacturers industriously appeal to him to sell their products. To be successful he must be generally conversant with more than twenty basic lines.

He has found it unnecessary as well as impossible to read special publications devoted to each department of his merchandise stock. He has found it unessential to read a sporting goods paper, a paint publication, an electrical journal or any other specialty paper.

He demands a paper having a sympathetic understanding of his individual viewpoint and problems—a publication expressly designed to serve *hardware* merchants and no other trade.

The failure of specialty papers to develop any appreciable volume of paid circulation in the hardware field, conclusively indicates that these merchants regard them as a superfluous luxury.

To treat each basic line concisely and completely, to give this busy merchant an accurate report on market prices and conditions, to provide him with the current news when it is alive and valuable—to accomplish this task efficiently and keep each issue readable and easily digested, requires publication on a *weekly* basis.

*HARDWARE AGE* meets this opportunity. *It is the only weekly publication in the hardware trade.* It is accurately designed to meet all of the requirements of successful hardware merchants.

*HARDWARE AGE* has performed this task completely for more than 72 years. Hardware merchants gladly pay \$3.00 yearly for it, although they receive free and uninvited a deluge of hardware, electrical, sporting goods, automobile, paint papers—almost all mailed without the hardware dealer's desire, request or interest.

# merchant 6000 items . . . .

*HARDWARE AGE* has formulated its editorial policy exclusively for the hardware merchant. It has carefully departmentized each issue.

- [1] The first issue of each month features cutlery and tools.
- [2] The second issue of each month features sporting goods and toys.
- [3] The third issue of each month features automobile accessories.
- [4] The fourth issue of each month features paints.
- [5] Every fourth issue contains a complete section, "*ELECTRICAL GOODS*" devoted to the merchandising of electrical appliances, radio and equipment.

## "Electrical Goods" Offers Manufacturers a Unique Advertising Opportunity

This section is published every fourth week (13 times annually) as a part of *HARDWARE AGE* and the *DRY GOODS ECONOMIST*. It offers manufacturers a circulation of 36,000 paid readers covering two of the most important outlets for electrical merchandise—the hardware and department store field. \$400,000,000 worth of electrical merchandise pass over the counters of these two retail outlets during the year.

Almost without exception every leading manufacturer of electrical merchandise is realizing on the opportunity offered to him in these two great merchandising circulations.

# HARDWARE AGE

239 West 39th Street

New York City

Charter Member—A.B.C.  
Charter Member—A.B.P., Inc.

# 25,000 Letters make "Aunt Karrie" Happy



"AUNT KARRIE" is the capable conductor of the "Ko-op" Kiddie Korner" in the Dairymen's League News. Her mail is tremendous; more than 25,000 letters were received during 1926.

This enthusiastic juvenile response is but an indication of the real reader interest on the part of Dairymen's League News families. From earliest childhood the youngsters are taught that this is their paper.

Mother studies the Home Page where she finds the problems of the busy farm woman treated with insight and understanding. Dad himself pores over the market reports and the Savage Feed Service. When tired, he enjoys one of George Duff's droll stories.

Your advertisement will go before keen eyes and responsive hearts when published in the Dairymen's League News.

Dairy farmers in this territory enjoy assured incomes from milk sales.



## DAIRYMEN'S League NEWS

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

### 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.

over is about the same. The appeal which won in Benton Harbor won from coast to coast.

One does not need to sell a product twice. One can rarely afford to sell to both dealers and consumers. If you sell the consumer the dealer will supply the demand. That is more important today than in the old days. Both personal salesmanship and advertising are more costly than they were.

Quick volume is more profitable than slowly-developed volume. When one proves that a plan is right and safe, the great object is quick development. Attain the maximum as soon as you can.

The simple things, easily understood, striking a popular chord, are the appeals which succeed with the masses. They often sound to the intellectual like excerpts from Mother Goose. Dutch Cleanser chases dirt; Ivory Soap Floats; Gold Dust Twins Do Your Work; Children Cry for Castoria; Keep That Schoolgirl Complexion—such things win the nine-tenths.

I once knew a man who was advertising business books. They were instructive, based on exceptional experience; books that any business man should read. But the publisher could not sell them at a profit. He consulted an advertising expert in our office. About all the expert did was to suggest the announcement, "Your name will be printed in gilt on each book." We might naturally say that such an announcement to a business man would not prove important. But it made that set of books a success. It gave the books some distinction, some personality that won, beyond all the logical arguments.

A life insurance company solicits business by mail from men considered wise. The usual arguments would stir few men to action. But this company states that a leather-covered memorandum book with his name in gilt is waiting his acceptance. Simply tell them where to send it. At the same time tell them the date of your birth, etc.—facts on which to present an insurance proposition.

THIS offer, I believe, goes only to men of affairs; men who are supposed to be absorbed in large business problems. But it gains a reply from a very large percentage. Those men of affairs dislike to think that some little book which belongs to them—perhaps a ten-cent book—is being overlooked. Such is human nature.

Now back to the Palmolive Company. The success of Palmolive Soap led these good people into many advertising adventures. Some proved difficult, some impossible, though the same people were behind them. Which goes to show how essential is a popular appeal, the selection of which is a gamble.

One difficult one was Palmolive Shampoo. One would think that the millions of friends of Palmolive Soap would mean a wide welcome for this shampoo. But things seldom work out that way. Each item in advertising must depend on its own appeal. The world is not willing to concede that the man who can do one thing well can equally well do another. I have never found them willing to approve me as a singer.

Palmolive Soap had a beauty appeal; Palmolive Shampoo did not. So the products were wide apart, despite the

# MAKING SALES IN THE FALL OF 1927

**T**HE LITERARY DIGEST enters every week the homes of over a million alert, intelligent, thinking families. Further, it reaches them with the speed of a weekly newspaper. For The Digest, in spite of the increase in size and number of copies printed weekly, continues to adhere to the close schedule by which it reaches its readers everywhere *seven days after it goes to press*.

The Digest is an advertising medium that is quick and sure in its service. It is read the week it is received, and referred to again and again because it is a magazine of fact and authoritative news.

The readers' demand for news and the late editorial closing date necessitate speed. Advertising copy received in New York on Wednesday can be delivered eight days later to 1,400,000 homes in every state and every community.

Speed in editorial service makes The Digest the most necessary and informative of magazines.

Speed in advertising service has led it to adopt the slogan

*IMMEDIATE NATIONAL PUBLICITY*

## The Literary Digest

## No. VI

FROM OUR CODE OF ETHICS

*"Estimates given on new work shall be considered as approximate only."*

PROFESSIONAL typography, as practiced by the members of the Advertising Typographers of America, means economy for the producer and consumer. A good product, a good agency, and A. T. A. typography create that irresistible desire to buy.



NEW YORK GROUP OF

*Advertising Typographers of America**461 Eighth Avenue, New York*

## MEMBERS

Ad Service Co. / Advertising Agencies' Service Co. / The Advertype Co., Inc.  
 Associated Typographers / E. M. Diamant Typographic Service / Frost Brothers  
 David Gildea & Co., Inc. / Montague Lee Co., Inc. / Frederic Nelson Phillips, Inc.  
 Standard Ad Service / Supreme Ad Service / Tri-Arts Press, Inc.  
 Typographic Service Company of New York, Inc. / Kurt H. Volk, Inc.  
 The Woodrow Press, Inc.

SEND FIFTY CENTS FOR A COPY OF THE A. T. A. SERVICE BOOK

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

*The Market Place*

same famous name. They had no unique claims for the shampoo, nothing to win users from their favorite brands. So I asked to be excused from attempting that line until we had created an appeal as strong as the complexion appeal on the soap.

In time they presented several possibilities. The one I liked best was a fruit oil from an island near Japan. They brought me many photographs of Japanese women living on that island who had luxuriant hair. The pictures were taken with the women standing on chairs, their hair trailing to the floor. The story was that French hair tonic makers had for years monopolized that oil. The contract was about to expire, and because of the war it was not to be renewed. That was before the vogue of bobbed hair, and I felt that this fruit oil offered a strong appeal. I may have been right or wrong. We would have proved that by testing had the oil been obtainable. I wanted them to drop the name Palmolive and name this Itzu-Oil Shampoo, after the island which produced the oil. But the deal fell through for some reason, so I have no way of knowing what those claims might have done. My object in bringing the subject up is to contrast products with certain strong appeals and without them. Palmolive Shampoo proved exceedingly difficult.

ANOTHER product in the same line shows the contrast. That is Palmolive Shaving Cream. When the Palmolive people brought that to me I argued in the same manner as I had argued on Shampoo. The fact that Palmolive Soap had struck a popular chord was no evidence in favor of Palmolive Shaving Cream. But they asked me to try it out. The problem was hard. Every shaving cream customer must be won away from some other cream or soap. The fact that they buy the other cream indicates that they like it. Most men are wedded to some favorite brand. Investigation revealed no distinctive factor in Palmolive Shaving Cream effective enough for our purpose. It is one of the best creams made. But a claim of "the best" is too common to impress. So I did in that line what I have in done in numerous lines with success. I based the claims on factors which were not unique, but which rivals had never stated in a specific way.

I sent out some research men to interview men by the hundreds. I asked them what they most desired in a shaving cream. Then I took those answers to Milwaukee, then the home of Palmolive, and submitted them to V. C. Cassidy, chief chemist. I said, "These are the factors men want. They may get them in other shaving creams, but nobody yet has told them. Give me actual data on these results as applied to Palmolive Shaving Cream."

Men wanted abundant lather. The chemists proved that Palmolive Shaving Cream multiplied itself in lather 250 times. Men wanted quick action. The Palmolive chemists proved by tests that within one minute the beard absorbed 15 per cent of water, and that made the hairs wax-like for cutting.

Men wanted enduring lather. Chemists proved that Palmolive Shaving Cream retained its creaminess for ten minutes on the face.

Palm and olive oils were accepted as a lotion. But I asked Mr. Cassidy if there was anything else about shaving



# Are Readers of Industrial Advertising Below the Average in Intelligence?

## facts

The young fellow at the gasoline filling station said he didn't get time for much reading, but he certainly got a lot out of that "Story of Philosophy"	} He also reads <i>Petroleum Marketer</i>
The plumber thought Jack Dempsey would come back but we had interrupted him while deep in the Harvard Classics	} He also reads <i>Domestic Engineering</i>
The mining engineer was wild about Henry Raleigh's illustrations	} He also reads <i>Engineering &amp; Mining Journal</i>
The service manager had composed a fox trot although he was more interested in more serious work and was a devotee of Charles Gounod	} He also reads <i>National Petroleum News</i>
The works manager was sure Dean Cornwell was the American Frank Brangwyn	} He also reads <i>Automotive Industries</i>
The electrician had been a German aviator in the war. He knew Goethe and of course Shakespeare	} He also reads <i>Electrical Record</i>
The general manager had just finished "Revolt in the Desert." He went back to "Plutarch's Lives" which he had been reading from time to time	} He also reads <i>Iron Age</i>

**A** LARGE part of the advertising executed by this agency has been what is known as "industrial advertising", that is, of a technical or semi-technical nature, usually addressed to manufacturers or to wholesalers and retailers, though a great deal of our work continues on to the ultimate consumer.



\* \* \*

The consumer magazines are filled with advertisements designed to sell the great mass of American people who, as James Montgomery Flagg once said,

look, think and and act exactly like George Horace Lorimer. These advertisements are usually of a pretty high calibre as to general theme, language, art treatment and typography. They are an intelligent appeal to an average of intelligence that seems fairly high.

It must pay.

\* \* \*

But look at your business and trade magazines. Outside of a few shining examples, the average industrial advertisement usually overlooks the fact that the reader is a human being, interested in the human side even of engineering, that his education has



fitted him to understand the proper use of the English language, and that even a high school education develops an aesthetic sensibility to good art work and typography.

We believe that any advertiser who takes the pains and spends the money (regardless of its relation to the cost of the publication's page rate) to bring his story up to the level of the average industrial reader, will get a return for his money that will surprise him.

\* \* \*

... Oh yes, we believe in coupon advertising, too.

# Myers and Golden

GRAYBAR BUILDING  
NEW YORK



MYERS AND GOLDEN, INC.  
Graybar Bldg., New York City

We are spending \$ \_\_\_\_\_  
in the following magazines:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What should we spend to make that advertising of more value?

Name of Advertiser \_\_\_\_\_

Product \_\_\_\_\_

Address \_\_\_\_\_

Who wants to know \_\_\_\_\_





## ADVERTISING and SELLING

FOR some reason a certain percentage of people will not buy things they can easily afford and actually would like to have until they are forced into a purchase.

These people in the Small Towns and on the Farms are few, because

Retail distributors in the Small Towns strenuously follow-up the live leads created by national advertising in their Country newspaper.

That is another reason why national advertising in Country newspapers achieves its fullest possibilities.

6770 selected Country newspapers are represented by

# AMERICAN PRESS ASSOCIATION

225 West 39th Street  
New York City

122 So. Michigan Avenue  
CHICAGO

2111 Woodward Avenue  
DETROIT

Selling seasonal goods the year around is possible, if you sell to Argentina. Its winter is our summer, our summer its winter. Argentina is one of the richest per capita countries in the world, and U. S. exports in 1926 amounting to \$143,600,000 were bought at the rate of about fifteen dollars for every man, woman and child in the republic.

With 60% of the population in cities—2 million in Buenos Aires—marketing and distribution problems are simplified. A ready made market already sold on American goods, it will respond to carefully planned advertising in the same way that brings success in America.

LA PRENSA, the national newspaper, with a net circulation of 250,596 in July (330,783 Sunday) and more than 1,200,000 lines monthly in 1927 to date, is the one necessary medium to increase sales in this eager, growing market.

### JOSHUA B. POWERS

*Exclusive Advertising Representative*

250 Park Avenue

New York

## F. A. Parkhurst Gives Proved Methods for Cutting Costs



F. A. PARKHURST

IT IS with sincere gratification that we announce a series of eight articles by Frederic A. Parkhurst. "Applied Methods for Manufacturing Control" begins in September MANUFACTURING INDUSTRIES.

Mr. Parkhurst is one of the most eminent engineers in the country—a recognized authority on questions of management and organization. He is working with firms of national reputation like White Motor, Gilbert and Barker, Prophylactic Brush, Dayton Steel Castings, and the Fiberloid Company.

This series gives full details of methods which are proving extraordinarily successful in reducing costs and increasing profits under current conditions. No other articles of equal importance to all manufacturing executives from superintendents to presidents have been published in many years. They will be read and used in hundreds of leading plants throughout the country.

# MANUFACTURING INDUSTRIES

Publication of The Ronald Press Company, 15 E. 26th St., New York

Member A. B. C.—A. B. P.

There is no word here of educational publicity, no attempt to abolish the demand for liquor; simply a gigantic effort to control the supply—an effort which, so far, has failed. "Millions for enforcement, but not one cent for education," seems to be the slogan of the prohibitionists.

LET us "heckle" the government with a few questions, and let the government answer those questions in a nationwide campaign for law enforcement, and I believe with every question answered it would recruit thousands to the side of law-observance and prohibition.

Was the Prohibition law "slipped over" on the country during the war?

Would the votes of the men overseas have materially affected the passage of the law?

What was the need of prohibition in the United States?

How does it benefit the country?

Why believe that it helps me personally?

How can personal liberty be reconciled to prohibition?

Isn't prohibition doing as much harm as good in making drinking "fashionable"?

Won't the continually increasing costs of enforcement weary the taxpayer?

These are some of the questions asked in every prohibition discussion. These are the questions that remain, unasked, but they are present, nevertheless, in the minds of millions who realize there is a law, but who cannot understand the reason for it.

Why has the government left idle its most powerful sword?

A nationwide advertising campaign which would put the message of the government in editorial form in every newspaper, magazine, trade paper, farm paper, and, in fact, in every medium known to advertising, would not approach the expenditures now cast into secret service, rum blockades, and padlocking campaigns. A series of sincere, logical, convincing appeals in the pages of our great metropolitan dailies signed with all the dignity of the United States Government could do more to accomplish what our government is striving for with force and secrecy, than an army of agents and informers.

To cite only random examples of the possibilities of an advertising campaign of this nature, consider the success of the "Safety First" campaigns, the "Health Week," the flood and earthquake appeals, the Liberty Loan call, the 18 to 45 draft law, the Red Cross drives, all of which owe their successes to advertising and publicity.

## Who Pays for Advertising?

[CONTINUED FROM PAGE 36]

meant those dealing in the same general class of merchandise. This operation quite common occupies a great deal of the attention of business people and is often resolved into what may be called trade battles. It is what economists are apt to call the life of trade. It is the commonest and most devious manner of increasing business.

2. Other Kinds of Goods. Some

jewelers will tell you that their trade is suffering because of the automobile. Perhaps butchers and clothiers will say the same thing. Perhaps these merchants entirely overlook the fact that this same automobile also widens the possible area of their trade and may be made the means of increasing their volume, instead of lowering it. Perhaps people can be induced to buy chewing gum instead of cigarettes, or tea instead of coffee. Every dollar held by the consumer is the object of competition on the part of all classes of business. Volume in any line may be developed by diverting dollars from entirely different lines.

3. Increasing Wants. Before radio arrived, the consumer had no dollars of appropriation for radio equipment. Suddenly he had many such dollars. In just this manner, though not always with such dramatic suddenness, new wants are created and volume developed for many new things. This is the story of our rapidly advancing civilization. Through advertising we are taught new desires and needs. Our process of satisfying them is the process of building volume for new manufacturers. Most goods begin their history as novelties, then become luxuries, then staples. Some pass on into the field of necessities. All of which makes the possibility of volume. This volume is very apt to flow in the direction of the advertiser.

4. From Non-Advertisers. This is one of the most fruitful sources of volume. It may not occur to the non-advertiser that he is paying for advertising without enjoying its benefits, but such is certainly the case.

FROM these four sources and perhaps some others, volume may be and is increased through the process of sound advertising. The advertising not only develops volume, but also generally shortens the period required for such development. It has been truly said that advertising is to merchandising what the element of time is to banking. Just as interest accrues to invested capital so profit and good-will accrue to advertised merchandise. The more powerful the advertising, the greater the profits and the shorter time required to make a small business into a large one.

Since, therefore, the cost of advertising comes not as an extra price from the consumer, nor as a tax upon the manufacturer, but as an economic return upon the development of volume, it will not do to regard advertising as an expense item. We advertising men should not use the word "appropriation." When you put \$1,000 in the savings bank do you call it an appropriation? Advertising is an investment. It should always be so called, particularly by us advertising men. We should by our very terminology teach the business men of America to think of advertising in terms of investment.

Don't buy advertising—don't sell it—don't have anything to do with it unless you can regard it as an investment and a very sound investment.

If we will train ourselves, our customers, and our employers, to think along these lines, then their question will be not how little advertising they can get along with, nor how cheaply they can buy it but—how much can they invest in advertising—and how can it be most wisely invested.



# CHALFONTE~ HADDON HALL ATLANTIC CITY

*In the very center of things  
on the Beach  
and the Boardwalk.*

*"Dual Trio" Radio Concert  
every Tuesday evening—  
Tune in on WPG at 9*



FIFTY years of hospitable, homelike service, with ever-increasing material charm, have made Chalfonte-Haddon Hall more like personal friends than hotels to those who love to go down to the seashore for rest or recreation.

Fall and winter days are especially invigorating on the Boardwalk and the beaches—luxuriously comfortable in steamer chairs on the broad deck porches. Fascinating shops—theatres—music—and fine GOLF.

American Plan Only • Always Open

*Illustrated Folder on Request*

LEEDS AND LIPPINCOTT COMPANY

## The Art and Practice of Typography

EDMUND G. GRESS

615 high-class type arrangements of permanent applicability—the majority in color—with approximately 100,000 words of text relating directly to the examples shown, constitute this indispensable book written for the typographer.

Historical information combined with practical instructions make this an extremely interesting, as well as an instructive volume.

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

The American Printer, Inc. 9 East 38th St., New York, N. Y.

# Marketing from



## ... announcing a series of important articles by Professor Melvin T. Copeland of Harvard

Beginning with the next issue and continuing for twelve consecutive numbers, we shall publish a series of important articles on the marketing problems of the manufacturer selling from industry to industry — as differentiated from the problems of the manufacturer marketing a product for popular consumption.

For several years Professor of Marketing at the Harvard School of Business Administration, Dr. Copeland has made an intensive study of this subject. For the past six months he has visited the major executives of plants in “vertical” as well as “horizontal” lines of manufacture, discussed *current* marketing

# Industry to Industry . . . .

problems and the methods by which the most enterprising manufacturers are meeting them. His articles are neither "inspirational" nor theoretical. They are based on the well known case method of studying actual problems and their solutions.

We believe this series constitutes a new literature on the subject, since it comprehends the entire movement of merchandise from the shipping floor of one manufacturer to the receiving departments of other industrial organizations. Whatever articles have been published in the past have been in the nature of single incidents.

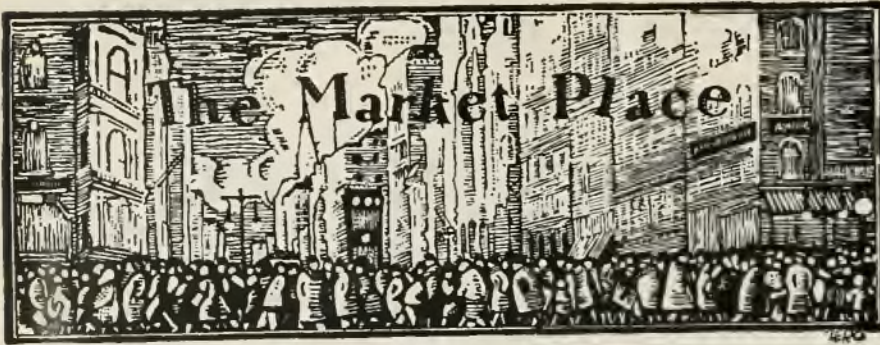
This series starts at the basis of determining a marketing program and logically develops every step of an analysis of industrial buying habits, market study, distribution, servicing, dealer relations, etc.

The articles have been read by leaders in industry as well as the most prominent industrial publishers who have generously opened their files and research records to Dr. Copeland. Not only will the articles serve as an admirable sales-method check for the alert industrial manufacturer, but will be helpful to advertising agents who ordinarily would have to dig out such material at their own time and expense. Moreover, they will give to the manufacturer of articles of popular consumption a clear picture of the commercial requirements of Industry, and suggest new markets that perhaps at present are being neglected.

People READ

Advertising & Selling

WHEN PEOPLE READ A MAGAZINE, IT'S A SAFE BET THAT THEY ALSO READ ITS ADVERTISING PAGES.



Rate for advertisements inserted in this department is \$3.00 per inch. Minimum charge \$1.50.  
Forms close Saturday noon before date of issue.

## Help Wanted

### ADVERTISING SALESMEN

The development of our business has made an opening for an able advertising salesman.

A record of initiative is of vital importance. A good knowledge of sales and marketing is necessary and such experience in grocery and hardware fields would be desirable.

Please give us a brief outline of your career. The information will be held strictly confidential. Trade Division, The Butterick Publishing Company, 79 Madison Avenue, New York City. Publishers of "Good Hardware" and "The Progressive Grocer."

## Position Wanted

### A MAN

A man whose work has attracted attention in his industry and who is now doing important work for a large corporation.

A man who can plan, write and layout your advertising the way you want it done.

A man who can put your ideas and your thoughts into result producing advertising campaigns.

A man whose experience will save your money on art work and production.

A man whose selling, engineering and advertising experience of fifteen years qualifies him for the position of advertising manager (probably for some industrial advertiser), or copy writer for some agency.

If this man interests you let him tell you his story. He is thirty-five years old, married, and his hobbies are gardening, birds and writing fiction.

Address Box 480, Advertising and Selling, 9 East 38th Street, New York City.

**ADVERTISING — MERCHANDISING  
SALES PROMOTION — SELLING**  
Advertising executive—age 29—experienced all phases advertising—merchandising—sales promotion—sales management—desires association with national advertiser.

Worked with retailer, jobber and their sales organizations. Now advertising and assistant sales manager of prominent manufacturer with factory chain stores and national distribution.

Has university education, fundamental business background, ability to produce results and sufficient energy and perspective to plan and completely execute successful retail and national sales and advertising campaigns.

Present earnings \$5,700.00.  
Address Box No. 481, Advertising and Selling,  
9 East 38th Street, New York City.

## Positions Wanted

### SALES AND ADV. EXECUTIVE WITH THE FOLLOWING EXPERIENCE IS AVAILABLE

10 years as advertising and sales promotion man with a large manufacturing company.

11 months in the Publicity Division of the U. S. Marine Corps.

7 years in newspaper editorial and advertising work.

This man has developed and conducted a successful statewide advertising and sales promotion campaign for an organization of retailers.

He has also taken over the salesmanship of a laundry which was losing money four years ago and which today is the best paying laundry property in its territory and one of the outstanding laundries in the country.

Box No. 482, Advertising and Selling, 9 East 38th Street, New York City.

## 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, Filling In, Folding, Etc.

DEHAN CIRCULAR LETTER CO., INC.  
120 W. 42nd St., New York City  
Telephone Wis. 5483

## Miscellaneous

### BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York City.

### BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 E. 38th St., New York City.

## Personal Letters

[CONTINUED FROM PAGE 24]

Another value of the selling type of letter lies in the fact that the dealer can put it aside and read it at the most convenient time. He may receive salesmen in person at inconvenient times but the experienced salesman always detects this and knows also that while the dealer may appear to be listening to him, he is paying only half attention. So one letter-writing salesman says, "When I have to tell my story to an obviously preoccupied dealer I always follow the call up with a personal letter covering the same ground. The dealer may be pre-occupied when he gets the letter, but the chances are that if he is he will put it aside until he can give it proper attention. If the letter is really good, he may even want to read it two or three times.

At this point any salesman who may be reading these words may object, "But I haven't time to write letters." The objection is valid up to a certain point, but no further. The suggestion here is not that the salesman should turn himself into a direct-mail artist, but merely that he may use an occasional letter in a very effective way. The chief time-taker in writing a good letter is the time required to think out what is to be said or to find some happy and striking way of putting it.

All through the salesman's day are time losses. He waits half an hour to see Mr. Blarney. Well, why not—during that waiting period—think up a good letter to write Mr. Blaine who has just taken on the line? All that is needed is a fountain pen and a pocket notebook. Mr. Blarney is furnishing the time!

During train rides also there is time to think out such letters. And there are lots of worse ways to spend an evening than writing letters which help to build up the salesman's volume.

Where only a limited number of dealers are in a town, and in the small towns and villages where only a single dealer may be called on, the salesman may have waits for trains which may be turned into opportunities to write effective letters.

Many salesmen will remain salesmen all their lives. But the ambitious salesman looks forward to winning an executive position. Here his effectiveness will depend in part on his ability to write a good letter. To write good letters requires practise. A salesman cannot go on for years without practising this art and then expect to be proficient just because he is plopped down into a sales executive's chair. So it is to his own best interest to cultivate the ability to write a good letter. Such a talent when developed may count heavily in his favor when promotion time comes round.

To sum up, then, the personal letter is a very effective tool which is too often missing from the average salesman's kit. It can be used in many ways to tie the dealer closer, to keep him warmed up, and to develop the salesman himself.



# Monosyllables

[CONTINUED FROM PAGE 27]

use, and register as quickly with the day laborer as with the most accomplished scholar. Also, it is very evident that practical writers who address the masses and who know what will be understood, select words by their degree of public-familiarity and not by dimension.

On the other hand, a great many of our least understood and seldom used words are monosyllables, and the copy-writer who is shackled by rules regarding word-length, might easily, just for spite, concoct some wonderful examples of incomprehensible English. He would be strictly in obedience to the rule, but few indeed could understand his writing.

How many of the brethren can give the meaning of the following words without looking them up in the dictionary?

aene	skirl	aine	tod
chyle	ilt	bere	tor
marl	noek	tret	tun
dibs	vriil	keck	

All good monosyllables, every one of them. The dictionary contains many more. So why not use them next time you wish to impress Sweeny? You can't find any *shorter* ones.

## Pittsburgh Press Re-organization

Harry C. Millholland, for many years an outstanding factor in the operation of the Pittsburgh Press, a Scripps-Howard newspaper, has been advanced from the office of vice-president and advertising manager to that of president of the Press Publishing Company. Owen M. Phillips, business manager, has been made vice-president. Frank T. Carroll, formerly with the Indianapolis News, comes to the Press as assistant business manager. Other changes in the reorganization include the appointment of C. A. Mewborn as national advertising manager and N. H. Tomlinson as local advertising manager.

Mr. Millholland succeeds William G. Chandler as president, Mr. Chandler now being general business manager of all the Scripps-Howard newspapers, with headquarters in New York.

His connection with the Pittsburgh Press dates from 1884.

Frank T. Carroll, who now leaves the post of advertising director of the Indianapolis News to become assistant business manager of the Press, will take up his new duties Sept. 20. Mr. Carroll began his career in Detroit with the Detroit News. He was later advertising manager of the Bay City Times and from 1911 to 1913 was associated with his brother, Dan A. Carroll, in New York. In 1914 he was appointed assistant to the business manager of the Indianapolis News, becoming advertising director in 1921. Mr. Carroll has taken an active interest in the advancement of advertising practice and for four years was president of the Association of Newspaper Advertising Executives, declining reelection at the Denver convention in June.

C. A. Mewborn, now national advertising manager of the Press, is a former New Yorker, having been associated with the Capper Publications, Wallace C. Richardson, Inc., and the W. D. Boyce Company.

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# The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference. The Editor will be glad to receive items of news for inclusion in this department. Address ADVERTISING AND SELLING, Number Nine East Thirty-eighth Street, New York City

## CHANGES IN PERSONNEL (*Advertisers, etc.*)

Name	Former Company and Position	Now Associated With	Position
P. J. Kelly	Mason Tire & Rubber Co., Kent, Ohio, Adv. Mgr.	The B. F. Goodrich Co., Akron, Ohio	Adv. Dept.
J. L. Marshall	Bryan, Koeltz & Marshall, Louisville, Ky., Gen. Mgr.	The Buda Co., Harvey, Ill.	Adv. Mgr.
F. H. Riegel	McGraw-Hill Publishing Co., New York, Adv. Service Dept.	Stevens, Walden-Worcester, Inc., Worcester, Mass.	Adv. Mgr.
H. W. Topley	Spicer Mfg. Corp., Plainfield, N. J., Western Sales Mgr.	Lord Mfg. Co., Erie, Pa.	In Charge of Sales, Detroit Office
J. A. Mitchell	McKesson & Robbins, Inc., Bridgeport, Conn., Gen. Sales Mgr.		Resigned
H. W. Wilcox	Gantner & Mattern Co., San Francisco, Cal., Adv. Mgr.	Caterpillar Tractor Co., San Leandro, Cal.	Adv. Staff
F. L. Pierce	Federal Motor Truck Co., Detroit, Vice-Pres. in Charge of Sales.	American La France Fire Engine Co., New York	In Charge of Truck Sales
Phyllis Beveridge	Russek's, New York, Stylist	Same Company	Adv. Mgr.

## CHANGES IN PERSONNEL—(*Agencies, etc.*)

Name	Former Company and Position	Now Associated With	Position
H. G. Foster	National Broadcasting Co., New York	Barton, Durstine & Osborn, Inc., New York	Mgr. Radio Bureau
S. E. Kiser	Frank Seaman, Inc., New York	Barton, Durstine & Osborn, Inc., New York	Executive
E. J. Ryan	(At one time) Lord & Taylor, New York, Adv. and Sales Mgr.	James E. Newcomb & Co., Inc., New York	Acc't Executive
H. A. Barton	Albert P. Hill Agcy., Pittsburgh, Pa., Vice-Pres.	The H. K. McCann Co.	New York Staff
C. L. Funnell	Graybar Electric Co., New York, Ass't Adv. Mgr.	The H. K. McCann Co.	New York Staff
B. W. Elliot	Moser & Cotins, Utica, N. Y.	Chappelow Adv. Co., St. Louis	Copy
J. H. S. Ellis	William H. Rankin Co., Chicago	Same Company	Vice-Pres., in Charge of Copy
Wm. S. Nordburg	William H. Rankin Co., Chicago	Same Company	Vice-Pres.
D. M. Stoneglass	Proctor & Collier Co., Cincinnati	C. C. Winningham, Inc., Detroit	Copy
H. H. Hawley	Chamber of Commerce, Detroit, Research	C. C. Winningham, Inc., Detroit	Research
G. S. Pattillo	Charles W. Hoyt Co., Boston, Sec'y.	Same Company	New York Office
W. E. Simler	James F. Newcomb Co., New York, Merchandising Counsel	Andrew Cone Adv. Agcy., New York	Vice-Pres.
G. C. Smith	Frank Seaman, Inc., New York, Acc't Executive	Andrew Cone Adv. Agcy., New York	Vice-Pres.
R. L. Burdick	American Gas Assn., New York, Secy. of Commercial Section	Marquis Regan, Inc., New York	Member of Staff
H. C. Sayre	Association of National Advertisers, Inc., New York, in Charge of Pub. Data Dept.	Percival K. Frowert Co., Inc., New York	Dir. of Research and Merchandising

# What to Shoot at This Fall-

OF NINE industries mentioned by a prominent statistical service as representing the best sales opportunities for the balance of 1927, three of them are textile industries, as follows:

- Cotton Manufacturing
- Rayon Manufacturing
- Wool Manufacturing

From your angle, this means that you can cover three of the nine through a single publication — Textile World. These three branches of the textile industry are decidedly on the "up." In other words, the advertiser who appeals to mills handling cotton, rayon or wool is truly justified for every ounce of energy he spends to put his story across. . . .

*Have you a copy of "How to Sell to Textile Mills"?*

## Textile World

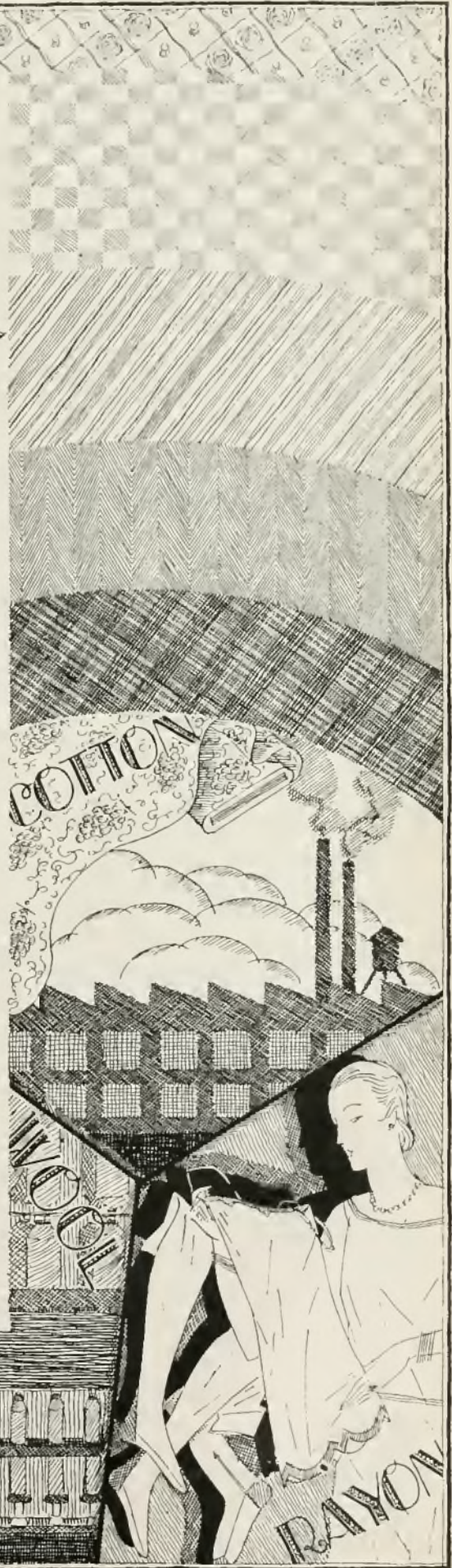
Largest net paid circulation and at the highest subscription price in the textile field

334 FOURTH AVE., NEW YORK

Member  
Audit Bureau of  
Circulation



Member  
Associated Business  
Papers, Inc.



Advertising  
& Selling

# The NEWS DIGEST

Issue of  
Sept. 21, 1927

## CHANGES IN PERSONNEL—(Agencies, etc., continued)

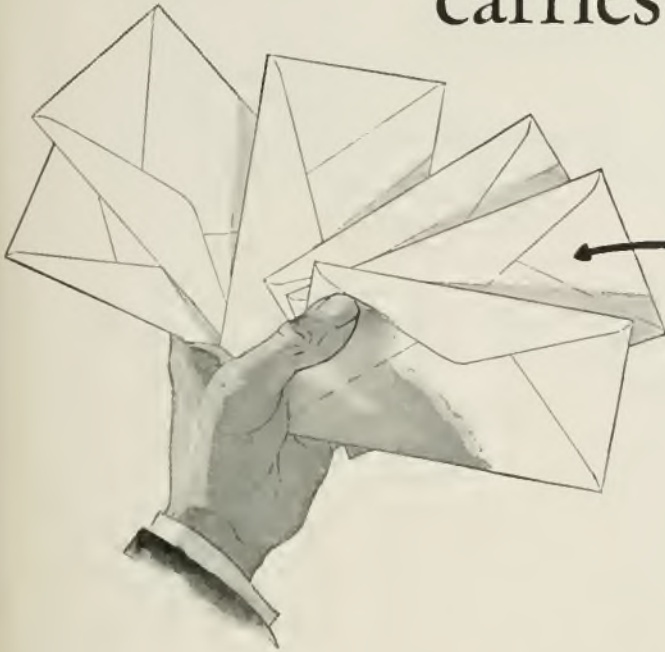
Name	Former Company and Position	Now Associated With	Position
Walter Mann	Z. L. Potter Co., Syracuse, N. Y., Head of Market Research Dept.	Association of National Advertisers, Inc., New York	Research Dir.
Robert E. Nuese, Jr.	Gotham Silk Hosiery Co., Inc., New York, Adv. Mgr.	Williams & Saylor, New York	Member of Staff
Stanley Holt	Livermore & Knight, Providence, R. I.	Same Company	Mgr. New York Office
Arthur L. Dean	Livermore & Knight, Providence, R. I., Vice-Pres.	Same Company	In Charge of Sales
A. H. Utt	Dispatch, Columbus, Ohio	Miller-Knopf, Inc., Columbus	Acc't Executive
M. J. Monaghan	Royal Baking Powder Co., New York, Adv. Mgr.	Cecil, Warwick & Cecil, Inc., New York	Vice-Pres.
W. H. Schrader	Monroe Calculating Machine Co.	Kohorn Adv. Agcy., Cleveland, Ohio	Sales Mgr.
Allard H. Jenkins	Nichols-Evans Co., Cleveland, Ohio, Vice-Pres.	Maxton R. Davies, Inc., Cleveland, Ohio	Mgr. of Plans and Copy Dept.
A. W. Rimanaczy	Free Lance Artist	The Bayless-Kerr Co., Cleveland, Ohio	Art Director
N. E. Pettitt	Firestone Tire & Rubber Co., Akron, Ohio, Adv. Dept.	Carpenter Adv. Co., Cleveland, Ohio	Staff Member

## CHANGES IN PERSONNEL—(Media, etc.)

Name	Former Company and Position	Now Associated With	Position
Harry C. Milholland	Press Publishing Co., Pittsburgh, Pa., Vice-Pres. and Adv. Mgr.	Same Company	Pres.
Owen M. Phillips	Press Publishing Co., Pittsburgh, Pa., Business Mgr.	Same Company	Adv. Mgr.
C. A. Mewborn	Wallace C. Richardson, Inc., New York	Pittsburgh Press, Pittsburgh, Pa.	National Adv. Dir.
A. F. Perrin	Pit & Quarry, Chicago	Roads and Streets, Chicago	Representative
E. H. B. Watson	People's Home Journal, New York, Adv. Mgr.	The Farm Journal, Philadelphia	Eastern Adv. Mgr., New York
E. A. Neutzenholzer	Beacon, Akron, Ohio, Adv. Mgr.	Sun, Springfield, Ohio	Pres. & Gen. Mgr.
Miss A. M. Quinn	Butterick Quarterly, New York, New England Territory	Same Company	In Charge of Chicago Office
J. W. Mersereau	Butterick Publishing Co., New York, Pattern Dept.	Butterick Quarterly	Adv. Solicitor in New York and New England
E. R. Stempel	Matthews-Northrup Works, Buffalo, N. Y.	The Stillson Press, Inc., New York	Direct Adv. Staff
James A. Francis	New York World	Brooklyn Citizen, Brooklyn, N. Y.	Adv. Mgr.
A. P. McNamee	The Farm Journal, Phila., Eastern Adv. Mgr.	Resigned	
Marvin S. Knight	The Caples Co., New York, Vice-Pres.	Erwin, Wasey & Co., New York	Member of New York Staff

# The ace in this hand carries no spot

*but with the light behind  
you can see it easily*



USE

The watermark appears in every envelope

Time was when the non-expert could hardly tell one white envelope from another—until after he'd used them.

Those days are gone forever. You can buy envelopes now with the same confidence with which you buy your collars.

Columbian U. S. E. White Wove Envelopes are made by the world's largest manufacturers of envelopes. They are made of high-grade white wove paper.

They type well, write cleanly, work perfectly in addressing machine or multigraph, never give trouble in sealing. They are good enough for your first-class mail, and are so reasonably priced that many firms use them for circulars.

You can get them in every commercial and official size, from No. 5 to No. 14, and Monarch. If your regular stationer or printer does not stock them, write us.



This attractive box with the U.S.E. all-over design will not soil or show dust in your stock



The guarantee protects your customer—and YOU

UNITED STATES ENVELOPE COMPANY

*The world's largest manufacturers of envelopes*

SPRINGFIELD, MASSACHUSETTS

*With fourteen manufacturing divisions covering the country*

COLUMBIAN *White* USE *Wove* ENVELOPES



*Advertising  
& Selling*

# The NEWS DIGEST

*Issue of  
Sept. 21, 1927*



## CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
The Silent Automatic Corp.	Detroit	Silent Automatic Oil Burners	Campbell-Ewald Co., Detroit
The Fyr-Fyter Co.	Dayton, Ohio	Fire Protection Equipment	Campbell-Ewald Co., Detroit
The Monroe Auto Equipment Mfg. Co.	Monroe, Mich.	Hydraulic Shock Eliminators	Austin F. Bement, Inc., Detroit
Southern Cypress Mfg. Assn.	Jacksonville, Fla.	Cooperative Campaign on Cypress Woods	Erwin, Wasey & Co., New York
Bard-Parker Co., Inc.	New York	Detachable Blade Surgical Knife	Frank Presbrey Co., New York
The McMillen Co.	Ft. Wayne, Ind.	Feed for Poultry and Live Stock	The Geyer Co., Dayton, Ohio
Mint-O-Lax, Inc.	Milwaukee	Candy Laxative	The Koch Co., Milwaukee
The Apex Stamping Co.	Riverdale, Ill.	Hold-Tite Bottle Caps	The Irwin L. Rosenberg Co., Chicago
Reynolds Airways, Inc.	New York	Airplane Transportation	Wilson & Bristol, New York
The Flako Products Corp.	New Brunswick, N. J.	Food Products	Churchill-Hall, Inc., New York
Great Atlantic & Pacific Tea Co.	Jersey City, N. J.	Chain Stores	Paris & Peart, New York
*Thos. A. Edison, Inc.	Orange, N. J.	Phonograph Division	Federal Adv. Agcy., Inc., New York
The Revere Clock Co.	Cincinnati, Ohio	Clocks	Wells Adv. Agcy., Inc., Boston
Priggen Steel Garage Co.	Boston	Steel Garages	Wells Adv. Agcy., Inc., Boston
Amorskin Corp.	New York	Importers of Amorskin Rejuvenating Cream	Hicks Adv. Agcy., New York
Modernmode Footwear	New York	Shoe Shop	Arthur Rosenberg Co., Inc., New York
John E. Fast & Co.	Chicago	Condensers	Hurja-Johnson-Huwen, Inc., Chicago
Cannon & Miller Co.	Springwater, N. Y.	Radio Loud Speakers	O. S. Tyson & Co., Inc., New York
Faspray Corp.	Red Bank, N. J.	Dishwashers	O. S. Tyson & Co., Inc., New York
Standard Mailing Machines Co.	Everett, Mass.	Mailing Machines	The Greenleaf Co., Boston
The Broadmoor Hotel	Colorado Springs, Colo.	Hotel	The H. K. McCann Co., Denver Office
Roger & Gallet	New York and Paris	Perfumes	J. C. Bull, Inc., New York
The Guld Burner Corp.	Philadelphia	Oil Burners	Charles W. Hoyt Co., Inc., New York
Murray Hill Trust Co.	New York	Finance	Hazard Adv. Corp., New York
Charles Engelhard, Inc.	Newark, N. J.	Industrial Equipment	C. J. Oliphant Adv. Agcy., Inc., New York
The Coal Operators' Association of Illinois	Chicago	Coal	The Buchen Co., Chicago
S. Robert Schwartz & Brother	New York	Lamps	E. T. Howard Co., Inc., New York
The Steinite Laboratories	Atchinson, Kan.	Radio Accessories	Pickus-Weiss, Inc., Chicago
Edgar, Ricker & Co.	Milwaukee	Investments	Freeze & Vogel, Inc., Milwaukee
Holcomb & Hoke Mfg. Co.	Indianapolis	Vending Machines	The Richardson-Briggs Co., Inc., Cleveland
Orbon Stove Co.	Belleville, Ill.	Stoves	The Chappelow Adv. Co., St. Louis
Krakauer Bros.	New York	Pianos	Paris & Peart, New York

\*Not to be confused with the Ediphone division of the Thomas A. Edison Company, the advertising of which is handled by the Hauff-Metzger Company, New York

## MISCELLANEOUS

Crumrine Company, Inc., Advertising Agency . . . . . With offices in Chicago, Boston, Detroit, Columbus and San Francisco, has opened a New York office in the Fisk Building, 250 West 57th Street. Arthur M. Crumrine is in charge. This company has also recently opened a branch in Los Angeles.

# The Appeal to Leadership!

Now is the time to get your message to the leaders of each business or profession you want to sell or serve

*Vacation is over! Back to the full day's work! Business and professional men everywhere are resuming their work and planning the job ahead!*

**A**T this very moment the leaders and managers of every line of business—catering to every industrial, commercial and professional group—are planning their ADVERTISING AND SALES ACTIVITIES.

Now—at this moment—more than at any other time of the year such men are consulting the A. B. P. publication serving their own field—for guidance, practical information and helpful suggestions.

Now—particularly at this season—both editorial and advertising pages of A. B. P. papers are filled with helpful material of every sort—in recognition of the need of the moment.

Shrewd advertisers will be at the center of this timely interest in each field with copy and space intelligently and appropriately planned for use in the A. B. P. PUBLICATIONS.

## Every A. B. P. Paper is a Leader —and appeals to the leadership in its field

ADVERTISING AND SELLING	GAS AGE-RECORD
AMERICAN ARCHITECT (THE)	GILT AND ART SHOP (THE)
AMERICAN FUNERAL DIRECTOR	GOOD FURNITURE MAGAZINE
AMERICAN GARAGE AND AUTO DEALER	HARDWARE AGE
AMERICAN MACHINIST	HARDWARE AND METAL
AMERICAN MOTORCYCLIST AND BICYCLIST	HEATING AND VENTILATING MAGAZINE
AMERICAN PAINT JOURNAL	HIDE AND LEATHER
AMERICAN PAINT AND OIL DEALER	HOSPITAL MANAGEMENT
AMERICAN PAINTER AND DECORATOR	HOTEL MONTHLY (THE)
AMERICAN PRINTER (THE)	HOTEL MANAGEMENT
AMERICAN SCHOOL BOARD JOURNAL	HOUSE FURNISHING REVIEW
ARCHITECTURAL FORUM	ICE CREAM TRADE JOURNAL (THE)
ARCHITECTURAL RECORD (THE)	IMPLEMENT AND HARDWARE TRADE JOURNAL
AUTOMOBILE TRADE JOURNAL	INDUSTRIAL ARTS MAGAZINE (THE)
AUTOMOTIVE INDUSTRIES	INDUSTRIAL ENGINEER
BAKERS' HELPER	INDUSTRIAL MANAGEMENT
BAKERS' REVIEW	INLAND PRINTER (THE)
BAKERS' WEEKLY	IRON AGE
BOILER MAKER (THE)	IRON TRADE REVIEW
BOOT AND SHOE RECORDER	JOBBER'S SALESMAN
BRICK AND CLAY RECORD	MANUFACTURING INDUSTRIES
BUILDING AGE AND NATIONAL BUILDER	MANUFACTURERS RECORD
BUILDING MATERIALS	MARINE ENGINEERING AND SHIPPING AGE
BUILDING SUPPLY NEWS	MARINE REVIEW
BUILDINGS AND BUILDING MANAGEMENT	METAL INDUSTRY (THE)
BUS TRANSPORTATION	MILL SUPPLIES
CANADIAN AUTOMOTIVE TRADE	MODERN HOSPITAL (THE)
CANADIAN DRUGGOODSMAN AND WOMEN'S WEAR	MOTOR AGE
CANADIAN GROCER	MOTOR TRADE
CANADIAN MACHINERY AND MECH. NEWS	MOTOR WORLD WHOLESALE
CANADIAN RAILWAY AND MARINE WORLD	NATIONAL CLEANER AND DYER
CERAMIC INDUSTRY	NATIONAL HOTEL REVIEW
CHEMICAL AND METALLURGICAL ENGINEERING	NATIONAL LAUNDRY JOURNAL
CLASS AND INDUSTRIAL MARKETING	NATIONAL MILLER
COAL AGE	NATIONAL PETROLEUM NEWS
CONCRETE	NATIONAL PROVISIONER (THE)
CONTRACT RECORD AND ENGINEERING REVIEW	NATIONAL REAL ESTATE JOURNAL
COTTON	NATIONAL UNDERWRITER (THE)
DAILY METAL TRADE	POWER
DOMESTIC ENGINEERING	POWER BOATING
DRY GOODS ECONOMIST	POWER HOUSE
DRY GOODS MERCHANTS' TRADE JOURNAL	POWER PLANT ENGINEERING
DRY GOODS REPORTER	PRINTERS' INK
DRUGGOODSMAN & SOUTHWEST MERCHANT-ECONOMIST	PURCHASING AGENT (THE)
DRY GOODS REVIEW	RAILWAY AGE
EDITOR AND PUBLISHER	RAILWAY ELECTRICAL ENGINEER
ELECTRIC RAILWAY JOURNAL	RAILWAY ENGINEERING AND MAINTENANCE
ELECTRICAL MERCHANDISING	RAILWAY MECHANICAL ENGINEER
ELECTRICAL RECORD	RAILWAY SIGNALING
ELECTRICAL WEST	RESTAURANT NEWS AND MANAGEMENT
ELECTRICAL WORLD	ROCK PRODUCTS
EMBALMERS' MONTHLY (THE)	SALES MANAGEMENT
ENGINEERING AND MINING JOURNAL	SANITARY AND HEATING ENGINEERING
ENGINEERING NEWS RECORD	SHEARS (THE)
FACTORY	SHOE AND LEATHER REPORTER
FARM IMPLEMENT NEWS	SHOE RETAILER (THE)
FIRE ENGINEERING	SOUTHERN POWER JOURNAL
FIRE PROTECTION	SOUTHERN TEXTILE BULLETIN
FOUNDRY (THE)	TEA AND COFFEE TRADE JOURNAL (THE)
FURNITURE AGE	TEXTILE WORLD
FURNITURE JOURNAL (THE)	WATER WORKS ENGINEERING
FURNITURE MANUFACTURER	WELDING ENGINEER (THE)
FURNITURE RECORD	WOOD-WORKER (THE)



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.

THE ASSOCIATED BUSINESS PAPERS, INC.  
52 Vanderbilt Avenue, New York



**NEW ADVERTISING AGENCIES AND SERVICES, ETC.**

The Phillips-Perry Adv. Service .....165 Broadway, New York .....Advertising .....George Perry and A. P. Phillips

**PUBLICATION CHANGES AND APPOINTMENTS**

The Talbot Publications, Des Moines, Iowa. Have appointed B. A. Ohlander, Denver, Colo., and Ralph W. Mitchell, Kansas City, as advertising representatives in their respective territories.  
 The Times, Laredo, Texas .....Has appointed the Geo. B. David Company, New York and Chicago, as its national advertising representative.  
 Taxi News, New York .....Has been sold by John Ullman to F. E. Lewis.  
 News-Sentinel, Rochester, Ind.....Has appointed Scheerer, Inc., New York and Chicago, as its national advertising representative.  
 Times-Register, Salem, Va. ....Has been sold by M. J. Anderson to Joseph A. Osborne.

**CHANGES IN ADDRESSES**

Advertising Agencies and Services, Publications, etc.

<i>Name</i>	<i>Business</i>	<i>From</i>	<i>To</i>
Wightman-Hicks, Inc. ....	Advertising .....	50 Union Square, New York	..21 East 40th St., New York
Picard, Bradner & Brown, Inc. ....	Advertising .....	16 West 46th St., New York	..420 Lexington Ave., New York



# 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

USE THIS COUPON

### Special 15-Day Approval Order

STANDARD RATE & DATA SERVICE,  
536 Lake Shore Drive,  
Chicago, Illinois.

.....192....

GENTLEMEN: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "15 days" use. Unless we return it at the end of fifteen days you may bill us for \$30.00, which is the cost of one year's subscription. The issue we receive is to be considered the initial number to be followed by a revised copy on the first of each month. The Service is to be maintained accurately by bulletins issued every other day.

Firm Name.....Street Address.....

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

Individual Signing Order.....Official Position.....



Tauros explains the radio frequency of those massive-psychology vibrations.



Tauros testing copy with his magic wand.



The Midnight Oath: Meeting of the Tip-Top Trumpeting Trust, the magnificent Monthly Meowers and the Daily Drama Dubs at the Temple of Apollo in Delphi to bottle up that 15%.

How much **Science?** How much **"Bunk"?**  
of it is of it is

We all want to get rid of the "bunk" as far as we can, do we not? Let's see how Old Sox *tries* to do it; and perhaps we can help him a bit.

**Gundlach's book** (just out)

"Old Sox on Trumpeting"

while written as a burlesque, filled page after page with comical business situations, is underneath a challenge to those who can think and analyze for themselves. Old Sox sets up no theories. He just asks questions. It's up to you, Mr. Reader, to give him *your* theories, *your* ideas.

THE EDITOR OF ADVERTISING & SELLING warned Mr. Gundlach not to publish this book for fear Old Sox would raise more Hell than Helen raises in the book. So the author induced us to publish it for him. Consolidated Book Publishers, Inc.

**Clip**  
The Coupon

(Send no money)

**On Approval: \$2**

Consolidated Book Publishers, Inc.,  
2242 Grove St., Chicago, Ill.

Send me E. T. Gundlach's story "Old Sox on Trumpeting" on your IRON-CLAD guarantee that it will not teach me mass-psychology but that it may make me laugh and may thus wake me up a bit (382 pages, 5 x 7 1/2, cloth bound, 43 full-page illustrations by Parkas.) If, after looking thru the book, I do not care to read it, I may return it; otherwise I'll send \$2 in 10 days.

Name .....  
Firm Name .....  
Address .....  
Name of bookseller.....

Story of This Cheerful Tragedy

Tauros and Bullem, in spite of the Hell-raising Helen, are just about to sign up Zeus-ikin, the merchant prince of Athens, on a trumpeting contract, when a street-corner loafer, Old Sox by name, butts in. He is followed later by his two disciples, Aristoteles and Platon.—Old Sox asks so many questions that the tragedy ends where it began—on the Rock of Faith, amid a Vision of Misty Mysteriousness.

Here are some of the questions:

- 1—If somebody keeps trumpeting the name before the public, "Scarlet Fever," does the "cumulative effect" make me run to get the scarlet fever? If not, then, what is salesmanship in tooting?
- 2 Is there always reasoning in that "Reason Why"?—and—
- 3—If thou knowest the slogan, do tell me, who is the slogan-eer?
- 4—Who pays for the trumpeting? The public? The trumpeters? Or nobody?—But, if Uncle Zeusy (the Merchant Prince) must foot the bill, what Hell will Helen raise?
- 5 Why a trumpeting agency? Is it a jobber, an agent or a sieve? A master or a mistress? A power or a peanut?

THE QUESTIONS may sound like jokes;—but, please, sit up and answer Old Sox *in earnest!*



Zeus-ikin plots treason: The King of the Athenian Olive Oil Monopoly (after getting FREE all of the ideas he could get) decides to bust the trumpeting trust by copping out both the 200% olive oil and the 15% agency profits.



But Tauros Prays to Zeus: And the Gods of Olympus bar Zeus-ikin's home-made agent-ikin from the 15% temple of the trumpeters.