WHY DOES THE SATURDAY EVENING POST INSIST ON GETTING COPY 
FIVE WEEKS BEFORE PUBLICATION DATE?

Mr. Fernandez explains the publisher's problems

"We have to insist on getting advertising copy for the Saturday Evening Post at least five weeks before publication date because of our enormous volume and rapid rate of production, and in order to allow us adequate time for prompt distribution," said Mr. A. J. Fernandez of the Saturday Evening Post when talking to the Mechanical Production Class of the New York Office. Mr. Fernandez has charge of the make-up of the Post.

"For the same reasons, our closing date for the Ladies Home Journal is eight weeks ahead of the publication date."

"The Curtis periodicals have to be produced at the rate of 750,000 per day, twelve copies every second," continued Mr. Fernandez. "We have to run both day and night shifts regularly to maintain this immense output. Of course, it doesn't take five weeks for the printing of individual copies. About ten days after the final closing date, our first shipment of Posts is made, to Pacific Coast and other distant points. Shipment after shipment is made, the nearest points to us being served last. In this way we are able to ensure that the Saturday Evening Post will be on sale on newsstands all over the continent on every Thursday. "Of course, it is only possible to follow through our vast schedule on time if we receive all matter to be published on time. Every issue we have to leave out advertising that didn't arrive early enough to be included in the make-up."

Allows okeh on advertisements received earlier

"To advertisers who submit copy at least six weeks before publication date, we allow a reasonable amount of revision. Moreover, the advertisement that arrives six weeks ahead is likely to receive the best treatment in the matter of position."

"Why does the Saturday Evening Post set up advertisements in its own type instead of using the electrotypes which we furnish?" asked a member of the class.

"In order to get as sharp and clear a reproduction as possible, it is essential to get as near as possible to the original," replied Mr. Fernandez. "Hence in place of making our electro's from your electro, we prefer to set up the advertisements in our own type, new and sharp-shouldered, and to make our electro's direct from that. You don't need to send us an electro. Send us a proof and we will follow it as closely as possible with our own type. This is simply a service we render to advertisers."

Mr. Fernandez explained that similarly the Saturday Evening Post asked for an original half-tone or zinc of an illustration, not for an electro.

"In sending us half-tones, it is to be remembered that they will only
print as well as the quality of our paper allows. We use as good a quality of paper as is compatible with high-speed printing, but it is not of as good a quality as can be used in publications which don't demand high-speed printing. To get the maximum of effect in the Saturday Evening Post, it is desirable to get as strong a contrast as possible. Make your whites as white as possible, your blacks as black as possible."

"What is the present cost of production per copy, Mr. Fernandez?"

"For the Saturday Evening Post close to eighteen cents a copy, for the Ladies' Home Journal close to thirty cents a copy."

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IF "THE PURPOSE OF LANGUAGE IS TO CONCEAL THOUGHT" —

This letter is a masterpiece

"My God! Have I gone insane? Can't I even understand an English poem?" cried Leigh Hunt, convalescent from a fever, when a friend read him Browning's "Sordello."

Browning is dead, but his disciples flourish. A modern master of obfuscation, skilled as Browning in cloaking his dark meanings, has written to Mr. J. W. Young of the Chicago Office, stating that various things have "provoke my desire of approaching your agency in the capacity cited in the following communication."

Remembering the maxim of a famous critic, that it is not necessary to drink a whole barrel of wine to discover its vintage, we shall quote only three paragraphs from this applicant's somewhat lengthy letter.

"Being conversant with the nature of the services demanded of an export advertising agency has proven conclusively my thought that it would undoubt- admire (sic) prove fruitless for me to approach your agency as one highly experienced in the several fundamental processes of export advertising technic.

"Unfortunately the necessary prerequisites of proper foreign language practices and adaptations, extensive travel abroad acquaintance with accepted foreign advertising mediums, copy preparation, and virtually the majority of the commonly accepted specific qualifications for engaging in this highly specialized field are absent in the training of the writer at present but devoutly to be sought for in the future. . . .

"Trusting that the apparent total unfamiliarity of the writer will in no way antagonize the anticipated acknowledgement of this correspondence with an expression concerning the present or future opportunities for becoming associated with this work, I remain, etc. . . ."

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The Pictorial Review has changed both its publication date and its closing date. In future it will be published on the first of each month, the September issue, for instance, appearing on September 1st. Its closing date will be the 23rd of the third month preceding publication.

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IS NEW YORK AS WIDE AWAKE AS CHICAGO?

The Chicago Office has shown its interest in The Mechanical Production Exhibition now on view on the 14th floor of the New York Office by asking if the exhibition couldn't be shipped on to Chicago.

How many of those in the New York Office have not yet seen the exhibition? Since it may be shipped to Chicago before long, all who have not yet seen it will be wise to make a point of doing so within the next week or two.

This Mechanical Production Exhibition is not only of particular value to the newcomer in the advertising field but is also of great service as a refresher to those with more experience. Those interested should telephone Mr. Kohl.

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MR. GILBERT KINNEY WILL SPEAK AT ADVERTISING CONFERENCE
AT COLUMBIA SUMMER SESSION

Conferences on advertising by a group of national authorities on the subject, headed by ex-Secretary of Agriculture E. T. Meredith, will be held in connection with the advertising course at Columbia during the summer session, according to the New York Times of Sunday, June 21st.

Mr. Gilbert Kinney of the New York Office will be one of the fifteen lecturers who will comprise the teaching staff. Some of the others will be: Charles Edison, Chairman of the Board of Edison Industries; H. S. Gardner, President of the American Association of Advertising Agencies; Daniel Starch, Director of research of the American Association of Advertising Agencies and associate professor of business psychology, Harvard School of Business Administration; C. K. Woodridge, President of the Associated Advertising Clubs of the World; Harry Tipper, publisher; Louis Wiley, business manager of the New York Times; and Frank T. Hopkins, general manager of the Outdoor Advertising Bureau.

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COPY MAKES MOST FREQUENT APPEAL TO SENSE OF SIGHT

"Touch is one of the senses which is most shamefully neglected; and yet a very successful advertising slogan is 'A skin you love to touch,'" writes Hiram A. Blauvelt in Printers' Ink Monthly for June 1925.

The title of Mr. Blauvelt's article is "Do you appeal to the sense that sells?"

After considering the copy appeal through each of the five senses, Mr. Blauvelt contends that there is a sixth sense which must be appealed to, "Call it confidence, call it good-will, call it reputation, or anything you will. It has a real sales value."

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CAN A NEW MAGAZINE DISPENSE WITH ADVERTISING SOLICITORS?

Arguments for and against

Mr. Howard P. Ruggles of Ruggles and Brainard, Inc., 200 Fifth Avenue, New York City, who sell color inserts for the Quality Group, asks advice on a proposed change of advertising policy by a new magazine publisher.

"Here is the situation," writes Mr. Ruggles in a letter to the J. Walter Thompson Company, "the agent does practically all the development work in creating new advertisers and in caring for the old advertisers. He receives 15%. I have been told by some of my agency friends that if they can make 3% for themselves they are happy. On the other hand, I know some publications that have an advertising revenue of from $500,000 to $1,000,000 a year and spend 20%, 25%, 30% and more to pay the salaries of their advertising managers, their solicitors, their branch office expenses and traveling expenses. It seems to me that this is very wasteful and uneconomical.

"This practice makes it necessary for the publishers to charge a higher advertising rate than would otherwise be possible if his selling methods were more economical. On top of that, the time of agency executives taken up by publishers' representatives increases the agents' selling costs and decreases the agents' profits."

With the A.B.C. statement as an accurate guide to quantity of circulation, it remains only for the advertising agents and advertisers of the country "to judge of the character of circulation and the kind of people who read his magazine, by looking at the magazine itself."

"Suppose for instance, he [the publisher referred to] carries out his program of not having any solicitors at all — of never sending out any young men to sit around in your ante-rooms waiting to take up the time of your executives? Suppose he then gives you the complete story of his magazine and all the facts about it in concrete written form, and then when anything new and interesting develops, he gives you this information in written form? Will you tell me frankly if in your opinion this plan of operation would be successful? Would you pay attention to the messages you receive from this publisher? If he had the goods, would this method 'sell' you as well as the old way?

"My publisher friend tells me that if he could cut out his selling costs in this way, he would be justified in giving the advertiser a lower rate, perhaps $300 a page, and that he would even be willing to give the advertising agent 20% instead of 15%, if he thought the agents would keep that amount for themselves and not pass it on to the advertiser. He feels that the agents, considering the great service they are doing for the advertisers and the publishers, are entitled to 20%.

In reply, the J. Walter Thompson Company pointed out that "what might be possible for a publication of achieved recognition to maintain and extend might be utterly impossible for a new publication trying to break in." The work of the representatives of magazines might not be perfect, but was not without its very definite contributions. The experiment of raising the agency differential from 15% to 20% was certainly inadvisable.
"One of your suggestions we are sure, should not be tried, and that is raising the agency differential from 15% to 20%. That is not the answer. If the new publication is good enough editorially to achieve a circulation that is worthy of consideration as an advertising medium, the agencies will not need the inducement of an extra 5% to give fair consideration to the publication. The very fact that one magazine alone, or say that any new magazine, held out this inducement would not be divorced from the suspicion that it was other than merit that was the attraction. We think it is a great tribute to the way advertising is carried on that it is difficult for a new publication even with merit to gain immediate acceptance. Just as an investor wants a record of earnings so the investor in advertising must have some record of an ability to maintain an accepted temporary achievement."

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"LORD LEVERHULME WAS A NATURAL-BORN DISTRIBUTOR"

Barron's Weekly estimates his work

"Leverhulme was too big for appreciation even in the 'City' of London," writes Mr. C. W. Barron in Barron's Weekly of June 8th. Here there was always astonishment at the pace of Lever Bros. in world finance. When a few years ago Leverhulme put £40,000,000 into the heart of Africa to control a territory as big as an ordinary country, and declared he proposed to investigate it by aeroplane for groves of palm, cocoanut and rubber trees, London said, 'This is the end.' But Lever Bros. went steadily forward, paid its regular dividend and carried forward a surplus annually."

Mr. Barron's article on Lord Leverhulme serves as an introduction to a very full and vivid article by Mr. Thomas Dreier, who knew Lord Leverhulme intimately.

"Lord Leverhulme belonged to that class of men who may be called natural-born distributors," wrote Mr. Dreier. "That is, he was primarily interested in sharing what he made or owned........... Of course he was a great manufacturer. The 200 companies that comprise Lever Brothers and the eleven towns he built stand as a testimony. But he was a manufacturer only because he needed plants and sources of raw material for the making of goods which he might distribute."

Mr. Dreier's estimate of Lord Leverhulme as a 'natural-born distributor' appears to be abundantly confirmed by a sentence of Leverhulme's own: "Everybody has unfilled wants, and the only way to fill them and increase the sum of human happiness is by enlarged production and by goods abundant and cheap."

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YOUTH'S COMPANION LOWERS PAGE RATE

The Youth's Companion, which was purchased recently by the Atlantic Monthly Company, has now announced a rate of $1,000 per page for 225,000 guaranteed circulation. This is a reduction of $300 per page.
Secured 90% distribution with desirable grocers in four weeks.

The Kansas City Star published in the New York Times of June 24th, and in the Chicago Tribune of June 25th, a full-page advertisement telling of the success of the Maxwell House Coffee Campaign in Kansas City. This advertisement featured a letter from the Cheek-Neal Coffee Company in which reference was made to the Cheek-Neal Company's advertising agents, the J. Walter Thompson Company.

In this advertisement it is stated that the Maxwell House Coffee Campaign in Kansas City, using only the Kansas City Star, sold one carload of coffee in three weeks, a record for the Cheek-Neal Company; secured 55% dealer distribution in two weeks; and obtained 90% distribution with desirable grocers in four weeks.

The letter from the Cheek-Neal Coffee Company is as follows:

CHEEK-NEAL COFFEE CO.

Nashville, Tenn. 25th of February, 1925.

Kansas City Star, Kansas City, Mo.

Gentlemen:

We believe that you will be pleased to learn of the progress we are making in the distribution of MAXWELL HOUSE Coffee in Kansas City.

Our sales work only started there about two weeks ago, and our nine salesmen, cooperating with our jobber's salesmen, have already placed our product in over half the retail grocery stores in the city proper.

The only local advertising that we have had to support this sales work has been in your columns exclusively, and we feel sure that your plan of getting out two-issues-a-day delivered directly to the home has made our campaign of publicity just twice as effective and more economical than a one-issue-a-day publication would be.

We understand from your Advertising Agents, The J. Walter Thompson Company, that you made a 100% coverage in greater Kansas City, and we are ready to admit that this must be so.

Appreciating your medium as a great merchandiser, we are, with best wishes.

Yours very truly,

CHEEK-NEAL COFFEE COMPANY

By R. S. Cheek
Vice President.

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W. W. Baldwin, vice-president of the Chicago, Burlington & Quincy Railroad Company, has completed a history of the road entitled, "The Story of the Burlington."

This history, says the New York Evening Post of June 22nd, tells how in seventy-five years the road has built itself up into a system owning or controlling 11,478 miles of line in eleven States; how recourse was had to New England capital to finance its development. It touches also upon the acquisition of control of the system by the Great Northern and the Northern Pacific railway companies in 1901; land grants from the Government; methods used to assist industry in the territory served, and distribution and character of the traffic of the road.

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J.W.T. Defeats George Batten: Score 12-10

Closes baseball season with eight victories against five defeats

Last Saturday at Memorial Field, Flushing, in a world series atmosphere and before a record crowd that included the president of the George Batten Company, the baseball team of the New York Office played fast ball behind the pitching of Premo and turned in enough heavy hitting to snatch victory from Batten in a stirring eight inning rally. This was the second time this season that the J. Walter Thompson team defeated Batten. With the winning of this game, the J.W.T. team closed the season with the fine record of eight victories against five defeats.

Szobel doubled to start this eventful inning and went to third when Hill dropped a Texas leaguer back of second. Premo helped win his own game by sacrificing Szobel home with the winning run. To insure victory Hackbarth and Hill pulled a perfect squeeze play, Mil scoring on Hack's nicely placed bunt.

As usual, Thompson scored most of their runs in one big inning, running up six markers in the fifth inning on an error, a base on balls, and five clean hits.

Batten scored three runs in the second on a wild throw and two force plays at the plate, in which the throws just failed to nip the runners. A fast double play in this inning pulled Premo out of danger. With the bases filled Bushfield tapped in front of the plate, Hill fielding the ball, touching the plate and throwing to first for the double killing.

Hauser and Hackbarth did some neat fielding, and Gorman with a triple, Hill with two doubles and Szobel with a double and single were the heavy guns in the Thompson attack.

The score: 1 2 3 4 5 6 7 8 9

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Batteries. Bushfield and Schumacher; Premo and Hill.

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