

December 30, 1926

NEWS-LETTER #165

"PUBLIC SENTIMENT is everything. With public sentiment nothing can fail; without it, nothing can succeed. Consequently he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions. He makes statutes and decisions possible or impossible to be executed. "-- Abraham Lincoln in first joint debate at Ottawa, Ill., with Stephen L. Douglas, August 21, 1858.

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RUMBLES ON THE BORDER

"To hold up them there wires mah boy" is what Rastus replied when asked the function of telegraph poles, and in reply as to what the particular uses of the wires were, retorted: "to hold up them poles, of course." An ideal relationship in its way, according to Rastus.

"One ideal relationship" sounds like a large order but that, in effect, is what is asked for in the request for a border around a picture or around an area of pattern (which might be merely an arrangement of type). The use of "frames" or borders in so far as its utility in our particular job is concerned is mainly to enhance a picture or an area (which might be an entire advertisement) - to retain within a given area the elements of its composition, or to give flavor to an area, viz. renaissance, modern etc. There are, of course, other uses of borders, but in the main the foregoing three divisions will serve for the purpose of discussion.

The element of color enters prominently into the question where magazine advertising is concerned. It is possible to bring out qualities not only of color, but also texture in a picture by the judicious use of color in the border. The intensity in the color of a border is in a large way controlled by its breadth; a narrow border must do the same job as a broader one and in consequence can stand a bit more intensity of color.

A great deal of color can often be added to a picture by finishing it off with a frame of complementary color. This process can be repeated through an entire page of several illustrations, giving the whole a more colorful appearance without undue prominence of the borders.

The presence of a border which dominates the enclosed pattern creates, usually, a feeling that a border has been acquired and then filled.



This domination need not be one of size merely. It might be one of color or lack of correct design. Thumbing through any copy of current magazines one is confronted by many examples of misuse of border. The advertising of a well known motor car is flagrantly violating all rules of taste, color and proportion in the use of border. It suffers, in consequence, from a lack of distinction which should surround like an halo the higher priced motor car.

In black and white, the framing of a picture comes down to a question of breadth and tone of the border and should be controlled entirely by the picture. The picture is the thing, and unlike Rastus' mutual relationship, it is the business of the border to support and enhance the picture; the picture "just looks handsome."

The use of frame to hold the elements within an area is justifiable only if it does the job without calling attention to itself. It has its greatest use in enclosing a pattern that is extremely dynamic. A pattern of this kind might otherwise lead the beholder away from itself by the very essence of its movement. This type of border ought, at the same time, to keep the outside elements from encroaching on the area it encloses and should do it unobtrusively.

The period border or frame has its use mostly where a formality or the flavor of a given age is desired. Often the mechanical perfection of its execution gives it such importance that the message, if there is any, becomes secondary. The illustration, if any is used with such a border, merely becomes a setting for the frame and the frame becomes the picture. Great restraint is essential in the use of the florid border.

Borders have done a great deal towards redeeming ordinary pictures and could do infinitely more with good pictures. This is not a plea for the use of borders for themselves, but rather for extremely careful and intelligent use of them where they are desired.

A. I. D.

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#### HOW CULTURED IS NEW ENGLAND?

A large publication received the following letter in reply to a questionnaire sent out by their Boston Office. The usual routine questions which are so often sent to farmers' wives in various western states were asked. This letter expresses a point of view which the compilers of questionnaires have in many instances apparently overlooked.

Dear Madam:

Your favor asking various questions is duly received. I think I shall answer them in my own way.

I am pleased to realize, that, you, living in an age of electricity, are inclined to sympathize with us outer barbarians of whom you confess you are ignorant, and conceive of us as still living in the age of coal oil stoves, etc. As a matter of fact, water runs down hill here, very much



as it does in New England, and a group of gentlemen, observing that phenomenon, assumed, that it might generate electricity, as with you, and so installed a plant, with the result that we farmers also light our homes, cook our meals, wash, iron, churn, grind our grain, pump water and milk cows by electricity, very much as doubtless your farmers do, although I have noticed a great many who do not, when visiting the home of my ancestors in Bristol, in the State of Rhode Island, which lies a little to the south of Massachusetts.

Some of us also read on occasion. This farm subscribes for periodicals and two daily newspapers are left at our door, about as early as The Transcript finds its way to your doorway mornings. Almost any county in this state could supply more blooded stock than the whole of Massachusetts. I do not believe there is a farmer in this county who does not own from one to two or three automobiles. Most of us see a great deal of the country. This family has just made a little run of some 1400 miles through Colorado points, and is inclined to think it will visit your part of the country next summer. However, traveling in New England becomes each year more difficult, as we do not understand Canadian French, Portuguese, or any of the Slavic languages.

I regret that the cut at the head of this letter shows our farm buildings, a part of them at least, instead of those of some of our neighbors, as our improvements are somewhat obsolete. I assure you, my dear madam, that the Central West is not behind New England. Indeed, I am positive we know much more of our country as a whole than do the denizens in your section.

I am well acquainted with the location of King's Chapel the Granary Burying Ground, Culps Hill and many other objects which attained historical importance before politicians deemed it necessary to have Gaelic taught in your primary schools and all the Yankees had not yet emigrated to Kansas. I regret that your people do not travel more in the hinterland of America. You will find it interesting. It is, as my husband says, a h .... of a fine country.

Yours truly,

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#### BUTTERICK QUARTERLY ADDS NEW ISSUE

For 1927 (and succeeding years) we will bring out a regular issue March 1st. This issue will be known as the Early Summer issue (containing latest Spring and early Summer fashion information)

For 1927 The Butterick Quarterly will have the following issues:

<u>Number</u>	<u>Issuance</u>	<u>On sale dates</u>	<u>Final closing</u>
Spring	Jan-Feb.	Jan. 1	Nov. 10
Early Summer	Mar.-Apr.	Mar. 1	Jan. 10
Summer	May-June-July	May 1	Mar. 10
Autumn	Aug.-Sept.-(Oct.)	Aug. 1	June 10
Winter	Oct.-Nov.-Dec.	Oct. 1	Aug. 10



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There will be no change in present advertising rates except that Advertisers with schedules in the Spring and Summer issues 1927, will be entitled to space adjustments.

We will be glad to explain these details at any time.

### THE BUTTERICK QUARTERLY

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#### MR. CHERINGTON ON TWO IMPORTANT NATIONAL COMMITTEES

On December 8, Mr. Cherington of the New York Office attended a meeting of a committee appointed by John W. O'Leary, president of the Chamber of Commerce of the United States, for the consideration of the subject "Collection of Business Figures."

Owen D. Young, Chairman of the Committee, presided. Forecasts were made by the group of representative business men present that the day will come when American business will be conducted on the basis of national figures gathered by the government and other large national agencies. It is believed by the committee that through a wide-spread publication of business figures as familiar as the United States population census, the violent price fluctuations which have marked the booms and depressions of the nation's business history will largely be eradicated.

Steps were taken at this meeting which probably will result in a Census of Distribution comparable with the Census of Manufacturers conducted biennially by the Bureau of the Census.

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Mr. Cherington has also been invited by Herbert Hoover, Secretary of Commerce, to serve on the Central Committee of the Market Research Conference. This Committee is to be representative of all interests engaged in market research and is to recommend modifications and extensions in present statistics collected, and also is to recommend a priority list of the most important general market research studies to be accomplished.

This Committee will meet in Washington, January 17.

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## SELLING VS. ORDER TAKING

HERE ARE STATISTICS of a historical character showing actual results in two groups of wholesale grocers. GROUP ONE, represents a list of wholesale grocers operating under definite sales plans including departmentization, sales budgets and the application of well defined principles of close, intensive and intelligent sales direction. GROUP TWO, represents a list of miscellaneous wholesale grocers doing business without any particular effort being made to direct and coordinate the work of their salesmen. The averages are expressed in dollar terms, \$100.00 being considered as total volume.

	GROUP ONE			GROUP TWO		
	NET	GROSS	PROFIT	NET	GROSS	PROFIT
	SALES	AMOUNT	AS %	SALES	AMOUNT	AS %
			OF SALES			OF SALES
Sugar	\$16.56	\$ .73	4.4	\$26.76	\$1.21	4.5
Coffee	8.67	1.52	17.5	5.96	1.00	16.8
Tea	1.13	.24	21.2	.24	.05	20.8
Canned goods	19.60	3.43	17.5	12.68	1.80	14.2
Canned milk	2.52	.21	8.3	3.50	.28	8.0
Dried fruits - nuts	4.27	.70	16.4	2.75	.41	14.9
Extracts - seeds - spices	1.22	.32	26.2	.42	.11	26.2
Dried beans - Peas-Rice	1.73	.31	17.9	1.50	.18	12.0
Farinaceous goods	6.09	.96	15.8	7.97	.84	10.5
Jams - jellies - preserves	1.73	.30	17.3	1.03	.17	16.5
Syrups - molasses	2.16	.37	17.1	.97	.12	12.4
Candy - confections	3.04	.56	18.4	1.46	.24	16.4
Beverages - fountain supplies	1.05	.19	18.1	.43	.07	16.3
Condiments	3.67	.66	18.0	2.62	.44	16.8
Cheese -salt - provisions	3.19	.45	14.1	2.48	.25	10.1
Miscellaneous edibles	4.58	.65	14.2	5.02	.61	12.2
Cigars - smokers Sundries	2.33	.26	11.2	2.00	.20	10.0
Cigarettes - tobacco	5.56	.46	8.3	11.96	.96	8.0
Soaps - cleaners	4.33	.59	13.6	5.97	.69	11.6
Paper products	.85	.22	25.9	.24	.06	25.0
Drugs - notions - polishes	2.02	.41	20.3	1.23	.22	17.9
Miscellaneous non-edibles	3.70	1.40	37.8	2.81	.46	16.4
TOTAL	\$100	\$14.94	14.9	\$100	\$10.37	10.4

THESE STATISTICS representing as they do actual figures of historical authenticity - ACTUAL PAST TRANSACTIONS - are well worthy of the earnest consideration of wholesale grocery executives, in their decisions regarding the character of business they desire individually to operate and the methods they decide to employ.

Courtesy of National Wholesale Grocers Association.

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