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A STUDY OF ADVERTISING MAGAZINES

A THESIS PREPARED FOR THE COURSE IN BUSINESS WRITING (RHETORICIO) BY J. T. BURGETT.

UNIVERSITY OF ILLINOIS.

MAY 1, 1907.
A study of Advertising Magazines.

Practically all of the thirty-four magazines devoted to the subject of advertising, which, according to the Newspaper Directory of 1906, are published in the United States and Canada, came into being within the last decade. In 1891 the only magazines devoted to a study of advertising were Printers' Ink, Art in Advertising, and The King's Jester. Since 1891 advertising journalism has grown wonderfully. The following list of advertising magazines bears excellent testimony of this fact:

1. Profitable Advertising, Boston.
4. Fourth Estate, " "
5. Circulation Manager, Chicago.
6. Mail Order Journal, ""
7. Western Monthly, Kansas City.
9. Up-To-Date Distributor, Cleveland.
11. Advertisers Chat, " " " .
13. White's Class Advertising, " .
15. White's Sayings, Seattle, Wash.
17. Rhode Island Advertiser, Providence.
23. Western Advertiser, Ovada .
25. Advertising and Publisher, Chicago .
27. Plain Talk, " .
28. Inside Information, " .
29. Ad Writer, St. Louis.
30. American Advertiser, Delhi, N.Y.
32. Fame,
   " "
33. Advertising World, Columbus, Ohio.
34. Jist, Philadelphia.

Out of this list of magazines 19 are published in the West and 15 in the East. Twelve are published in Chicago alone and nine in New York City. I think that, perhaps, the publication of several of these magazines has been discontinued, for, out of thirty two letters addressed to the different editors, I received but twenty answers.

Out of the twenty magazines which I heard from 2 are devoted to agricultural advertising, 3 have rather the character of newspapers and are designed to induce newspaper advertising, 2 are designed for the information of mail order
dealers, 5 deal merely with advertising subjects in general, 3 are purely the house organs of companies, 1 is devoted chiefly to outdoor advertising, and the publication of 4 has been discontinued. I also wrote to the editors of two Canadian magazines, "Business" and "Publicité-Publicité," one of which is included in the foregoing list. I received a reply from "Business" the name of which has recently been changed to the "Busy Man's Magazine." I failed to hear from "Publicité-Publicité" which is published in Montreal.

I shall now proceed to take up a study of the twenty magazines somewhat in detail, giving the names of the editors, date established, their circulation, and as much of their history as I have been able to obtain.
Profitable Advertising.

Profitable Advertising deserves especial mention among the advertising magazines, as it deals with subjects from an economic standpoint, and is a well printed and very interesting publication. It claims to be the oldest monthly advertising journal, having been established in 1891 by the C. F. David Advertising Agency. When "Profitable Advertising" arrived upon the scene its only contemporaries were "Printers' Ink", "Art in Advertising", and "The King's Jester". "Art in Advertising" was a year ago absorbed by "Profitable Advertising", and "The King's Jester" has long been numbered with the battle's slain. The present publisher, Miss Kate Griswold, became a member of the staff of "Profitable Advertising" in 1893 in the capacity of manager. In 1895 she purchased the magazine and became its sole
proprietor. During the five years 1895-1900, the size of the magazine has been increased from 32 pages regularly to a minimum of 64 pages and a frequent issue of 104 pages. Profitable advertising was the first advertising journal to introduce covers in colors. The special numbers which are issued at different times deserve special mention. James Barrett Kirk was for a long time the editor of this publication, but the present editor is George French. The circulation of "Profitable Advertising" is about 6000. Subscription price is $2.00 a year. It is a growing publication, and I venture the opinion that if it continues its present policy it will soon be, if it is not already, the leading journal of its kind in the Country.

"Printer's Ink."
In 1867 the first publication
devoted to the setting forth of advertising ideas was started in Boston under the name "Advertisers' Gazette." The "Advertisers' Gazette" still flourishes under the more suggestive name "Printers' Ink." It was originated by Geo. P. Rowell and was the house organ of the George P. Rowell & Co. Advertising Agency of Boston. When the "Advertisers' Gazette" it was wholly unlike "Printers' Ink." It consisted of 4 pages, being about 9 by 12 inches in size with 4 columns to the page. It was edited under great difficulties, and the contents, besides the list of papers, was made up of clipping on the subject of advertising selected from various publications. The first regular editor of "Printers' Ink" was Charles N. Kent and its second was Isaac Haldron. The form and policy of the paper has been changed and
it has become famous among a
group of people. Its present
 circulation is something over 16,000.

"The National Advertiser."

"The National Advertiser" is
primarily an advertising news-
paper, and it was established in
1878. For a time there were occasional
lapses in its publication, but it has
been issued uninterruptedly for the
past 14 or 15 years. It specializes
newspaper advertising and reports
current happenings in the advertising,
publishing and mail order fields.
It avoids theories, elementary
topics and instruction. The circulation
of the National Advertiser is about
5,200 mostly among national
advertisers, advertising agents and
special newspaper representatives.
This publication is interesting
because it attacks all kinds of
humbugs, false theories and un-
worthy institutions. Just now it is opposing magazine advertising as being the greatest source of work in modern publicity. It takes the ground that in view of the high rates magazine advertising cannot prove as profitable as newspaper advertising. J. B. Eiken who has guided the paper editorially for a number of years was formerly advertising manager of St. Jacob's Oil and later of Duffy's Malt Whiskey. Frank J. Fellows is associate editor.

"Fourth Estate."

"Fourth Estate" is a weekly newspaper for the makers of newspapers. It was established March 1st, 1894. It is run purely on a business basis and is not supported by any outside business interest. It has the newspaper character and is devoted chiefly to a review of
Current happenings in the advertising and newspaper fields. It is a 15 page, 4 column paper, and the subscription price is $2.00 a year. Earnest F. Birmingham is the editor and publisher.

"The Circulation Manager."

"The Circulation Manager" is a monthly journal which gives exclusive attention to newspaper promotion and circulation. It also gives attention to current topics of interest to newspapermen. It is the only publication which gives exclusive attention to this branch of newspaper business. It is a 15 page, 2 column paper, and the subscription price is $1.00 a year. It was formerly known as the "Milwaukee Circulation Manager", but it is now published by the "Circulation Manager Co., 520 Monroe Bldg., Chicago."
"The Mail Order Journal"

"The Mail Order Journal" is a magazine devoted particularly to giving information to mail order dealers. It has a circulation of about 12,000, and the subscription price is $1.00 a year. It takes up topics which are of interest to mail order houses, such as "Postal Reforms Propositions." Besides such subject, it contains little more than current information for mail order dealers. It is a 47 page, 2 column pamphlet. Louis Bernet is the editor, and during V. Koch, Business Manager.

"The Western Monthly"

"The Western Monthly" is a journal of information for advertisers and mail order dealers. It does not attempt to cover the retail field at all. It was established in 1902 and has been published continuously every month since. The present
editor, Ernest F. Gardner, has had charge of the paper for three years. In these three years the size of the paper has increased from 48 to from 64 to 86 pages. The circulation is about 12,000, and the regular subscription price is 50 cts. a year. I am, however, in receipt of a circular letter from F. O. Lawson, Manager, offering me the paper for 25 cts. a year. An interesting feature of this paper is the criticism of current advertisements which is made by the editor. The advertisements are reproduced and a short paragraph is devoted to the criticism of each one. The style of the paper is crisp and snappy. A. S. Ostrom is the publisher.

"Advertising."

"Advertising" is a monthly journal for advertisers and business men. Some space is devoted to topics which are of interest by mail order
dealers. This magazine was established in 1900, and the circulation is about 3000. The subscription price is $1.00 a year. An interesting department of this magazine is the Question Box. All readers of the magazine are invited to send queries to the editor and receive, gratis, expert help in straightening out their trouble. C. E. Sweet has charge of the paper.

"Up-to-Date Distributor."

"The Up-to-Date Distributor is the house organ of the Willa Morton Distributing Agency. It is an interesting 16 page magazine devoted exclusively to the branch of advertising known as house-to-house distributing. It is published by the company with a design to promote house-to-house advertising. A guaranteed list of distributors throughout the United States is published in each issue."
If a distributor has proven himself unworthy of trust and notice of the fact comes to the agency, all dealers are warned against him through the magazine. There is no regular subscription price for the magazine, a copy being sent monthly to all general advertisers who employ the distributors recommended by the magazine.

SRA Quarterly

"The Street Railways Advertising Quarterly" is purely the house organ of the Street Railways Advertising Co. The publication is designed to be a reference book or instruction manual for all those seeking street car space to advertisers. It was established in October 1905 and has a circulation of 4000. Every copy is given away. Thomas Balmer is the advertising Director of the Company and Donaldson is in charge of the Editorial and
Statistical Department.

"Advertising Chat."

"Advertising Chat" is a business circular of 12 pages published by S.E. Smith, Advertising Representative, New York, in his own interest. It is a rather interesting little pamphlet and has a short, rather talkative style. It is issued monthly, and the subscription price is 25 cts. a year.

"Agricultural Advertising."

"Agricultural advertising" is the oldest advertising publication in the West, having been established in 1893. It is devoted mainly to educating advertisers as to the advantage of advertising to farmers. Within the last five years its scope has been broadened to include all lines of newspaper advertising. This paper goes to the leading advertisers of the country and has an average circulation of 5,000. The subscription price
is 50 cts. a year or three years for $1.00. The magazine contains almost 100 pages, and is well printed and very attractive. For the price I think it is the best magazine which I received. It is published by the Long-Eitchefield Corporation, Chicago. Marcus Morrow is the editor, and R. E. Train is associate editor.

"Whites Class Advertising,"

"Whites Class Advertising is a small, well printed and attractive magazine of 80 pages. It is designed to aid the manufacturers and distributors in the preparation and placing of his advertising for the purpose of selling his goods to the farmer. This magazine was established in October 1902, and it has a circulation of about 5000, strictly among manufacturers and distributors of goods that are sold to the farmer. It does not aim to
Cover the entire field of publicity but specializes along rural advertising lines. The subscription price is 25 cents a year. It is edited by Frank B. White and Elbert E. Rogers.

"Brains
For the Retailer and Advertiser."

"Brains for the Retailer and Advertiser" is a weekly magazine published by the Printing Press, Deposit, New York. It was established in 1892, and has been issued under its present name and also under the title "Retailer and Advertiser." It is designed to instruct retail advertisers as to the best methods of honestly exploiting their goods. It contains weekly hints to help advertising managers of large stores in preparing their daily advertisements. These advertising managers compose about 75% of the subscribers. Each week this magazine devotes a considerable part of its space to a complete discussion
of some certain branch of advertising. March 2d was the Grocery Advertising number, in March 9 the topic was "Advertising Spring Openings" and on March 16 the topic "Wall Paper Advertising was taken up. The circulation of Brains is about 5000 and covers the United States and Canada pretty thoroughly. The magazine also has several hundred subscribers in foreign countries, most of them being in England, Scotland, Australia, New Zealand and South Africa. Ralph Stanis is the editor.

"White's Sayings:"

"White's Sayings" is a journal of Western advertisers published at Seattle. It was established originally as a personal advertising medium for C. V. White, advertisement writer, but has developed into a paper of national circulation. It now contains very little local stuff and caters to its
General Circulation. The Circulation is about 2200.

"Mertz's Magazine."

"Mertz's Magazine" was established in 1897 as the house organ of an agency. It continued under its original name, "Pacific Coast Advertising" until the beginning of 1906. The name of the magazine was changed because it is not devoted exclusively an advertising publication but is an all-around business man's magazine. The business men who are actually doing the big things in promotion and publicity work along the Coast contributed to this magazine. The magazine works for broader publicity for the entire west of the Rockies and her products.

During the ten years of its life the magazine has been under the editorial direction of the present editor and publisher, Lewis S. Mertz.
"Rhode Island Advertiser."

The Rhode Island Advertiser is a small magazine of 16 pages published by the Frank R. Jelleff Advertising Agency of Providence, R.I. Its object is to present the news of the local advertising field, and to attack abuses in advertising when it sees them. The Rhode Island Advertiser was established in 1902 by a Mr. Drisinger, whom the present owners bought out last fall. On account of its local character the magazine has a circulation of only 500. It is published monthly, and the subscription price is 50 cents a year.

"Bill Poster and Distributor."

The Bill Poster and Distributor is an interesting and attractive, seventy-five page magazine put out by the Bill Poster and Distributor Publishing Co. of New York. It contains the current news which is of interest to bill posters and distributors. It is
published in the interest of post advertising and distributing and contains interesting articles in regard to outdoor advertising of this character. It also publishes a list of bill posters and distributors throughout the United States. This magazine is published monthly, and the subscription price is $1.00 a year. Joseph D. Mc Manus is the editor and publisher. The circulation is about 5,500.

"The Busy Man's Magazine".

"The Busy Man's Magazine" is published by the Maclean Publishing Co. of Toronto, Canada. It was formerly known as the "Business" Magazine. This magazine can hardly be called an advertising magazine, although it does contain articles which are of interest to business men. It reproduces the stories of the world's magazines for busy people. It was established in 1901, and has a circulation of
35,000 among Canadian business and professional men, in addition to 10,000 in the United States. The subscription price is $2.00 a year.

"Judicious advertising" is a monthly publication devoted to subjects of general publicity. It is put out by the Ford and Thomas Publishing House. D. Herbert Moore is the editor and D. L. Taylor, General Manager. The subscription price is $1.00 a year. "Malini's Magazine" was absorbed in 1904. "Judicious advertising" is an exceedingly attractive and well-printed magazine. It deals with all kinds of subjects, and it is above the average of advertising magazines in its method of treating its topics.

I received letters stating that the following magazines had been discontinued: "Ad Service", a magazine for business
builders, Chicago, Illinois. The ad
Writer of St Louis was consolidated with
ad sense January 12th, 1906. The
subscription price of ad sense was $1.50
a year. It has been suspended only
temporarily.

"Malvin's Magazine" published by
the Malvin Advertising Co. of Chicago,
as' 1903 by "Judicious advertising" in 1904.

"The Western Advertiser" published by
the C. O. Thompson Advertising Agency
of Oshawa, Nebraska. The publication
of the "Western Advertiser" was
discontinued about a year ago owing to
the inability of the agency to get
experienced people in the office and
as solicitors. It is the intention of
the agency to republish this magazine
in the near future. It had a general
circulation among advertisers, and
the subscription price was 50 cents a year.

"Advertiser's Guide," New Market,
New Jersey, discontinued since June, 1905.

Besides this list of American magazines I have secured the following list of advertising newspapers and magazines published in England:

Newspapers.

1. (Paddington) Advertiser, established in 1901. Published on Thursday, price 1/2 d. Published by St Vincent Press, 333 Harrow Road, Paddington, N.

2. "Advertiser for Brixley Hill, Sombridge, Dudley and etc"., established 1853. Published on Saturday, price 1 d. Published by Ford and Addison, 137 High Street, Brixley Hill.

3. "Advertiser for Marylebone, St John's Wood and etc". established 1895, published on Saturday, price 1/2 d. Published by Mrs. W. Dunn, 14 Cosway St., Marylebone, N.W.

5. "Advertiser Rugby Almanac", established 1859, published in December, price 1d. Published by Rugby Advertiser Ltd., 1 Albert Street, Rugby.


7. "Advertiser's Guardian", established 1885, published in December, price 2s. 6d. Published by J. Dixon, 195 Oxford St., W.

Class and Trade Journals and Magazines.


9. "Advertising", established 1891, price 10s. 6d. Published by Smith's, 100 Fleet St., E.C.

10. "Advertising Dispatch" (Perth)
established 1902, (Now "Bellman", 1904)
11. "Advertising News", established 1904
(with which is incorporated "Advertising
Review", 1899. Incorporated with
Progressive Advertising, 1906.)
12. "Advertising World", established
1901, price 6 d. Published by Ervart,
Seymour & Co., Granville House, Wander
st., Strand, W.C.

Another investigator along this
line with more time at his disposal
could secure some valuable material
by writing to these foreign publications,
and securing additional facts about
them.

In the foregoing pages I have taken
up a study at some length of the
American advertising magazines
about which I could secure any
information. I have made an attempt
to devote to each magazine space
according to its importance, but hav-
merely given the facts as they came to me from the editors of the various publications. Only a few of these magazines have any particular merit, and as a whole they lack literary tone. "Profitable Advertising," "Agricultural Advertising," "Judicious Advertising," "White's Class Advertising," "Fourth Estate," "Brains For the Retailer and Advertiser," and the "Bill Porter and Distributor" appeal to me as being the best of the magazines which I studied. They deal with subjects more from an economic standpoint and are about the average in appearance and literary taste. There is nothing out of the ordinary about the other magazines, and they really contain little of value to the advertising man. As a whole they have rather the style of the newspaper. They have the short, snappy tone which is likely to appeal to a certain class
of business men. About eight of them have been established since 1900 and have not had, I presume, an opportunity to disappear or to develop into anything unusual. In the form that they are now published, I cannot see how most of these magazines can pay for themselves. If I may venture an opinion, I should say that the next few years will witness the demise of many of the more ordinary publications. I see no reason why a few good advertising magazines cannot supply the needs of advertisers, and if these good ones continue to improve, I think the advertising public will experience no great loss by the disappearance of a great many of the poorer ones.

Very valuable, and well compiled. I should like to file this in permanent form in the library.
Sources of Information.


5. Letters which I received from the editors of the various advertising publications. They are now on file.