

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

Here is a helpful check list which we believe you will find of assistance in determining your space requirements for the Special Issue of PLATING in June.*

How I Can Use the Convention Issue of PLATING
to the Best Advantage

(Check Here)

1. To announce a new product or service to the electroplating industry. _____
2. To feature an outstanding present product or service. _____
3. To remind the industry of the quality of product and service which my company represents. _____
4. To inform the industry of research on the part of my company going into future products. _____
5. To remind the industry of important products which the company has developed in the past -- possibly on an exclusive basis. _____
6. To impress the industry with the distinctive part that my company plays in the progress of the industry. _____
7. To emphasize new applications of familiar products. _____
8. To invite specific inquiries about new products or new applications. _____
9. Special considerations not listed above which call for my company placing an advertising message before this important buying audience. _____

1000 space ltr. Oland 24 Mar 49
\$17.68 + \$4.00 for supplying 2nd sheet

It is apparent that, serving the electroplating industry as you are, you will have checked one or more of the items above. Here, then, you have checked a need and an opportunity. For the items that you have selected above reflect the specific need that your company has to approach the electroplating industry, and the Special Convention Issue of PLATING is providing the opportunity for that approach.

Take advantage of that opportunity by ordering your space today. The final deadline for space is May first.

Sincerely,

A handwritten signature in cursive script that reads "Allan Ray Putnam". The signature is written in dark ink and is positioned to the right of the typed name.

Allan Ray Putnam
Advertising Manager

ARP:peg

*The Special Issue of PLATING in June will publish the only advertising to be accepted by the American Electroplaters' Society in connection with its 36th Annual Convention in Milwaukee, June 27 to June 30.

To ~~generate~~ ^{create} ~~desire~~ for and sale of a specific product or service of your company or the general of its products and services

~~to the large~~
~~number of the~~
~~purchase of the~~
~~the electrical~~
~~metal~~
~~of the~~
~~of the~~
~~of the~~
~~of the~~
~~of the~~
~~of the~~

To ~~introduce~~ ^{and merchandise} a new product or service prospecting purchasers or users in the electroplating, metal finishing and allied arts industry.

P. O. BOX 168
JENKINTOWN, PA.

TELEPHONE
OGONTZ 4663

THE MONTHLY REVIEW
OF THE
AMERICAN ELECTROPLATERS' SOCIETY

ALLAN RAY PUTNAM
ADVERTISING MANAGER

500 Times Chronicle Aug 1946
500 Times Chronicle Dec 1946 \$ 3.75

Card for Space Analysis

| | MR. | Metal Fin. | Prod. Fin. | | | MR. | Metal Fin. | Prod. Fin. | | |
|------|-----|---------------|---------------|--|--|-----|---------------|---------------|--|--|
| Jan. | | | | | | | | | | |
| Feb. | | | | | | | | | | |
| Mar. | | | | | | | | | | |
| Apr. | | | | | | | | | | |
| May | | | | | | | | | | |
| Jun. | | | | | | | | | | |
| Jul. | | | | | | | | | | |
| Aug. | | | | | | | | | | |
| Sep. | | | | | | | | | | |
| Oct. | | | | | | | | | | |
| Nov. | | | | | | | | | | |
| Dec. | | | | | | | | | | |

500 Madel Printing Co. Sept. 1946

THE MONTHLY REVIEW

Just tear off the card, fill in the information, and mail immediately.

REVIEW. A 100 per cent response is requested. This information is needed in order to have THE MONTHLY REVIEW circulation certified and to supply data needed in selling advertising space in the

All members of the Society and subscribers to THE REVIEW are asked to read carefully the questions listed on the attached post card, to give the requested information, and to mail promptly to the Secretary's office.

INFORMATION PLEASE



AMERICAN ELECTROPLATERS' SOCIETY

P. O. BOX 168

JENKINTOWN, PA.



THIS SIDE OF CARD IS FOR ADDRESS

My name ----- My Company -----

Company address ----- My position -----

The checked (X) operations are carried on in my plant:

PRETREATMENTS

Blasting ()
Buffing ()
Burnishing ()
Burring ()
Cleaning ()
Degreasing ()
Grinding ()
Pickling ()
Polishing ()
Sanding ()
Tumbling ()

ELECTROPLATING

Brass ()
Cadmium ()
Chromium ()
Copper ()
Lead ()
Nickel ()
Silver ()
Tin ()
Zinc ()

AFTERTREATMENTS

Anodizing ()
Chemical-Blackening ()
Enameling ()
Galvanizing ()
Japanning ()
Magnesium ()
Painting ()
Rust-Proofing ()
Treatments ()

The approximate number of employees concerned with above operations is-----

Products manufactured at my plant are -----

My address: -----

(to which MONTHLY Street -----

REVIEW is sent) -----

City ----- Zone ----- State -----

My name ----- My Company -----

Company address ----- My position -----

The checked (X) operations are carried on in my plant:

PRETREATMENTS

Blasting ()
Buffing ()
Burnishing ()
Burring ()
Cleaning ()
Degreasing ()
Grinding ()
Pickling ()
Polishing ()
Sanding ()
Tumbling ()

ELECTROPLATING

Brass ()
Cadmium ()
Chromium ()
Copper ()
Lead ()
Nickel ()
Silver ()
Tin ()
Zinc ()

AFTERTREATMENTS

Anodizing ()
Chemical-Blackening ()
Enameling ()
Galvanizing ()
Japanning ()
Magnesium ()
Painting ()
Rust-Proofing ()
Treatments ()

The approximate number of employees concerned with above operations is-----

Products manufactured at my plant are -----

My address:

(to which MONTHLY
REVIEW is sent)

Street

City

Zone

State



THIS SIDE OF CARD IS FOR ADDRESS

AMERICAN ELECTROPLATERS' SOCIETY

P. O. BOX 168

JENKINTOWN, PA.

Survey Questionnaire Cards

5000

Model Printing Co.

Sept 1946

5000

Model Printing Co.

1 Mar 47

\$22.45 (not incl. postage of card)

Letterhead (8 1/2 x 11)

THE MONTHLY REVIEW

Offices
471 York Road
Jenkintown, Pa
Phone: Ogontz 4663

Owned and Published by the
AMERICAN ELECTROPLATERS' SOCIETY
P. O. BOX 168, JENKINTOWN, PA.

A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



| | | | | |
|------|-------------------------------------|-----------|---|-------|
| 3000 | Times Chronicle | Aug 1946 | | |
| 3000 | Times Chronicle | Jan 1947 | | |
| 5000 | Letter Service Co. (offset printed) | 26 Feb 47 | # | 29.50 |
| 1500 | Letter Service Co. (offset printed) | Jul 47 | # | 9.25 |

MONTHLY REVIEW

OF

AMERICAN ELECTROPLATERS' SOCIETY

P. O. BOX 168 JENKINTOWN, PA.

Envelopes

3000

Times Chronicle

Aug 1946

PROSPECT RECORD

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

INDIVIDUALS _____ TELEPHONE _____

AGENCY _____

ADDRESS _____

CITY _____ STATE _____

INDIVIDUALS _____ TELEPHONE _____

PRODUCTS _____

FORMER ADVERTISER RECORD

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

INDIVIDUALS _____ TELEPHONE _____

AGENCY _____

ADDRESS _____

CITY _____ STATE _____

INDIVIDUALS _____ TELEPHONE _____

PRODUCTS _____

ADVERTISER RECORD

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

INDIVIDUALS _____ TELEPHONE _____

AGENCY _____

ADDRESS _____

CITY _____ STATE _____

INDIVIDUALS _____ TELEPHONE _____

PRODUCTS _____

500 Times Chronicle
Aug 1946

500 Times Chronicle
Aug 1946

500 Times Chronicle
Aug 1946

THE MONTHLY REVIEW

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A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



CIRCULATION DATA

Following figures are correct as of September 1, 1946.

| | |
|---|-------|
| Subscription — | |
| Association subscriptions (Incl. 156 Sustaining Members) | 4714 |
| Other subscriptions | 207 |
| | <hr/> |
| Total net paid circulation | 4921 |
| Advertisers | 88 |
| Advertising Agencies | 56 |
| Samples to prospective advertisers | 59 |
| All other unpaid distribution | 24 |
| | <hr/> |
| Total distribution | 5148 |

Following figures are correct as of September 1, 1946.

| | | |
|---------------------|-------|------|
| New England | 879 | |
| Middle Atlantic | 1164 | |
| South Atlantic | 162 | |
| East North Central | 1889 | |
| East South Central | 21 | |
| West North Central | 197 | |
| West South Central | 7 | |
| Mountain | 7 | |
| Pacific | 272 | |
| | <hr/> | |
| United States Total | | 4598 |
| Canada | 203 | |
| Foreign: | | |
| Australia | 194 | |
| England | 56 | |
| Other | 94 | |
| Miscellaneous | 3 | 550 |
| | <hr/> | |
| Total distribution | | 5148 |

*Model Printing Co.
200
30 Oct 1946*

MEMBERSHIP RECORD (Excluding Sustaining Members)

| | | |
|------------|-------------------|-------------------------------|
| (April 30) | | |
| Year | Number of Members | Percentage of 1940 Membership |
| 1940 | 2187 | 100.0 |
| 1941 | 2525 | 115.5 |
| 1942 | 2852 | 130.4 |
| 1943 | 2970 | 135.8 |
| 1944 | 3385 | 154.8 |
| 1945 | 3971 | 181.6 |
| 1946 | 4527 | 207.0 |

THE MONTHLY REVIEW

Offices
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Jenkintown, Pa
Phone: Ogontz 4663

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AMERICAN ELECTROPLATERS' SOCIETY

P. O. BOX 168, JENKINTOWN, PA.

A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor

A. R. PUTNAM
Advertising Manager



Gentlemen:

Frequently THE MONTHLY REVIEW and the American Electroplaters' Society is in receipt of requests for information and literature on certain types of equipment, supplies, and processes without regard for the manufacturer's names.

Whenever we receive such a request, we endeavor to answer as completely as we possibly can. However, there are undoubtedly times when we do not possess literature or happen to know of certain products, and are therefore not in a position to make as complete an answer as we would care to.

We, therefore, would like very much to receive from you any information in literature form which you may have published so that we may be fully informed in respect to your products. We would further appreciate being included on your mailing list so that we may be in continuous receipt of any new literature for the metal finishing industry which you may publish from time to time.

Yours very truly,

Allan Ray Putnam
Advertising Manager

ARP:peg

Letter Service Co.
200
3 Dec 46 # 3.25

"Escalator Clause"

It is understood that The MONTHLY REVIEW plans to change to a standard size (7" x 10" type page; 8-1/4" x 11-1/4" trim size) effective January 1948. In the event of such change, all plates, cuts, and electrotypes for any portion of this contract running into 1948 must be made to conform with the new page and trim size.

It is further understood that in the event of such change this contract will be governed on and after January 1, 1948, by the rates then prevailing, such rates to be announced at least three months before that date.

This agreement is made a part of our _____

_____ dated _____ .

Company _____

Address _____

By _____

Letter Service Co. 200 Jan 1947 # 4.25

THE MONTHLY REVIEW

Offices
471 York Road
Jenkintown, Pa
Phone: Ogontz 4683

Owned and Published by the
AMERICAN ELECTROPLATERS' SOCIETY
P. O. BOX 168, JENKINTOWN, PA.

A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



Dear Friend:

I hope you approve of this intimate salutation. Even if you don't know me yet, we do have a great deal in common, our life's work.

You are about to receive your first copy of THE MONTHLY REVIEW. We hope you will like it and will find it one of your most profitable investments.

To make sure that your interests are adequately represented in the editorial pages, we have to know what your particular activities are. For this purpose we have prepared the enclosed self-addressed and prepaid post card. Please fill it out now and put it in the mail box.

Make sure that you send us your correct address (including postal zone) so that you will receive your copies of THE MONTHLY REVIEW without delay.

Sincerely,

Eugene Soderberg
Editor

Letter Service Co.
1000 6 Mar 47 9.13.00

MONTHLY REVIEW

OF

AMERICAN ELECTROPLATERS' SOCIETY

P. O. BOX 168 JENKINTOWN, PA.

Sec. 562 P. L. & R.

Postage Lower Envelope

Letter Service Co. 3100
6 Mar 47 \$ 19.50

Letter Service Co. 1500
Jul 47 ~~\$ 10.50~~
\$ 10.50

THE MONTHLY REVIEW

Offices
471 York Road
Jenkintown, Pa
Phone: Ogontz 4663

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A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



The MONTHLY REVIEW
takes pleasure in
forwarding you this
tear sheet from the

issue.

The editors felt that
the information con-
tained in your release
was of sufficient
interest to our reader-
ship to warrant its
appearing in the
Industry News section
of the publication.

*Tear Sheet Conveyors
for News Releases*

*Letter Service Co.
200 6 Mar 47
• 3.25*

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A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



July 1. The Committee sponsoring the Industrial Finishing Exposition of the American Electroplaters' Society has informed us that you are listed as an Exhibitor at the forthcoming Exposition in ~~Detroit~~ ^{Atlantic City}, June ~~25-27~~ ^{28 to}. We are happy to hear that your products and services will be represented at this high-point of all plating and finishing activities for the year. Society members, and the many others ~~that~~ ^{coming} will attend this Exposition, will have an outstanding opportunity to become further acquainted with them.

~~PLATING~~ The MONTHLY REVIEW is publishing a Special Convention and Exposition Issue in the place of the regular June issue. The special issue will contain the entire program of the Convention and a complete guide to the Exposition. Thus, this issue will become an integral part of the Convention and Exposition.

We desire to provide you with a means of extending a personal invitation to customers and prospective customers whom you wish to visit your exhibit at the Exposition. The advertising pages of the Special Convention and Exposition Issue are available for this purpose, and we urge you to take advantage of them.

Rates for advertising space are stated in the enclosure. Fill out the space reservation blank today and send it to us. You most certainly do not wish to miss this powerful selling opportunity.

Cordially,

Allan Ray Putnam
Advertising Manager

ARP:peg

Tetley Service Co.
100 18 Mar 47
3-50

THE MONTHLY REVIEW

Offices
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Jenkintown, Pa
Phone: Ogontz 4683

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AMERICAN ELECTROPLATERS' SOCIETY
P. O. BOX 188, JENKINTOWN, PA.

A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



Detroit will this year be the scene of the 34th Annual Convention of the American Electroplaters' Society on June 23-27. As always, more metal finishing purchasing power will be convened in one spot for this Annual Conference than at any other place or time during the year.

Realizing that interest in the sources of supplies and equipment has always been high, the Society is sponsoring an Industrial Finishing Exposition in connection with its Annual Convention. The many industry-wide accomplishments will be readily apparent from the numerous exhibits in Detroit's Convention Hall.

The MONTHLY REVIEW is spot-lighting this important industry event with a Special Convention and Exposition Issue. In effect, this Issue will take the place of the usual Convention Program. It will have the normal MONTHLY REVIEW mailing nearly three weeks in advance of the Convention, with a guaranteed paid circulation of 5,200.

Last year you recognized this outstanding advertising opportunity and placed the enclosed advertisement in the Official Program. Since the entire program is this year being incorporated in the Special Convention Issue, we are suggesting that space be placed by you in the June issue of The MONTHLY REVIEW.

We wish to emphasize that this is the only advertising being accepted by the American Electroplaters' Society for the Annual Convention and Industrial Finishing Exposition. Reprints from the June MONTHLY REVIEW of the program section will be available at the Convention itself but will not carry advertising.

(2 pages)
Letter Service No.
60 17 Mar 47
7.50

We invite you to look over the enclosure for rates and mechanical specifications. Please note that the usual low rates of The MONTHLY REVIEW prevail even for this Special Convention Issue.

May we hear from you soon regarding the size of space you wish to reserve?

Cordially,

Allan Ray Putnam
Advertising Manager

ARP:peg

P.S.: If you wish to contract for space regularly in The MONTHLY REVIEW, you may take advantage of the reduced rates shown on the rate card enclosed. Why not make this June Convention Issue the initial insertion on a 6 or 12 time advertising contract? You will then be appealing regularly to the real buying power of the metal finishing industry.

A Special Issue of
THE MONTHLY REVIEW
for the
Annual Convention and Industrial Finishing Exposition
 (Detroit — June 23-27)
 of the American Electroplaters' Society

Editorial Contents

- ★ Complete Convention Program
 - ... Technical and educational sessions
 - ... Business meetings
 - ... Entertainment
- ★ Complete listing of the exhibitors at the Industrial Finishing Exposition
- ★ Diagram of the Detroit Convention Hall, location of the Exposition
- ★ Annual reports of the Society's officers
 - ... plus ...
- ★ Outstanding articles by authorities in the metal finishing field

Circulation

- ★ Guaranteed paid circulation of 5,200
- ★ Mailed to A. E. S. members, sustaining members, and other subscribers
- ★ Published June 2, three weeks before the Convention and Exposition
- ★ Directed to the most influential group in the metal finishing industry, the group representing real buying power

The Special June Issue of

THE MONTHLY REVIEW

will publish the only advertising to be accepted by the American Electroplaters' Society in connection with this Convention and Exposition.

Mechanical Specifications

Type page size 4½ x 7¼
 Trimmed magazine size 5½ x 8½
 Half page: Vertical 2 1/8 x 7¼,
 Horizontal 4½ x 3 5/8
 Quarter page: Vertical 2 1/8 x 3 5/8
 Other specifications on request

Advertising Rates

(These are the regular MONTHLY REVIEW rates for one insertion)

| | |
|---|-------|
| One page | \$105 |
| Half page | \$ 58 |
| Quarter page | \$ 34 |
| Two-page spread | \$165 |
| Standard color, each addition (a) | \$ 30 |

Detach and forward the space reservation blank provided below today so that you may assure yourself of selling representation before this powerful group. The space is limited.

FINAL CLOSING DATE — MAY 1, 1947

*Old York Road Printing Co.
 500 26 Mar 47
 \$ 10.70*

MONTHLY REVIEW, American Electroplaters' Society, P.O. Box 168, Jenkintown, Pa.

We consider it important that our advertisement appears in the Convention and Exposition Issue in June, and we authorize you to reserve space as follows:

Size Space.....

Standard Colors: Red Green

Yellow Blue

Price \$.....

Date.....

Company

Address

By

Rush

*2000
proof
first*

Green Ink

A Special Issue of
THE MONTHLY REVIEW
 for the
Annual Convention and Industrial Finishing Exposition
 (Detroit — June 23-27)
 of the American Electroplaters' Society

Editorial Contents

- ★ Complete Convention Program
 - ... Technical and educational sessions
 - ... Business meetings
 - ... Entertainment
- ★ Complete listing of the exhibitors at the Industrial Finishing Exposition
- ★ Diagram of the Detroit Convention Hall, location of the Exposition
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PLATING
MONTHLY REVIEW, American Electroplaters' Society, P.O. Box 168, Jenkintown, Pa.

We consider it important that our advertisement appears in the Convention and Exposition Issue in June, and we authorize you to reserve space as follows:

Size Space.....

Standard Colors: Red ~~Green~~

 Yellow Blue

Price \$.....

Date.....

Company

Address

By

Sample file

THE MONTHLY REVIEW

Offices
471 York Road
Jenkintown, Pa
Phone: Ogontz 4683

Owned and Published by the
AMERICAN ELECTROPLATERS' SOCIETY
P. O. BOX 168, JENKINTOWN, PA.

A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



800

Dear Reader:

Will you please help me?

A question which always confronts an editor is "What sort of articles would be of the greatest interest to his readers?" I had hoped to get this information from the post card questionnaire which we sent you several weeks ago. Unfortunately, we have not received your reply and I cannot make up any final program until I hear from you.

complete the plans for this year until I hear from you.

Possibly you have mislaid the first card. I am therefore enclosing another one. Please fill it out now and drop it in the mail box. The postage has been paid and it is already addressed to us.

This is an urgent matter. I need your reply now. Naturally ~~it is held~~ confidential.

your reply is kept

Sincerely,

Eustaf Soderberg
Editor

Please, pretty please don't make me send you another letter!

Letter Service Co. 3100 6 May 47 9 34.00

THE MONTHLY REVIEW

Offices
473 York Road
Jenkintown, Pa.
Phone: Ogontz 4663

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P. O. BOX 168, JENKINTOWN, PA.

A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



*Direct Mail Piece
#1*

This folder contains information about THE MONTHLY REVIEW, and its owner and publisher, the American Electroplaters' Society.

We request that you place this folder in your files so that you will have the important facts about this publication at your fingertips for ready reference.

Each month new material about this effective publication is being developed. This new material will be forwarded to you periodically. It is to our mutual advantage that you be kept currently informed concerning the metal finishing industry and THE MONTHLY REVIEW.

Cordially,

ARP:peg

Allan Ray Putnam
Advertising Manager

Letter to accompany media folders

Letter Service Co.

7 Apr 47 300 \$3.75

THE MONTHLY REVIEW

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A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



A few weeks ago we sent you a card similar to the one enclosed. We asked that you fill it out and return it to us.

To date we have not received the card and we thought that possibly you had mislaid it or that you had forgotten to fill it in.

We are enclosing another card. Will you please answer the questions and get it into the mail today. Our files at the National Office must contain this information. Further, we wish to be certain that we are sending your copies of THE MONTHLY REVIEW to the correct address.

Thank you for your kind consideration in this matter.

Sincerely,

Gustaf Soderberg
Editor

KGS:peg

Jetter Service Co. 14 Apr 47
900 # 3.75

473 York Rd
Jenkintown Pa
4663

THE MONTHLY REVIEW

Offices
473 York Road
Jenkintown, Pa.
Phone: Ogontz 4663

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AMERICAN ELECTROPLATERS' SOCIETY
P. O. BOX 168, JENKINTOWN, PA.

A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



May 1st is getting closer ... and we haven't heard from you!

We are referring, of course, to the Special Convention and Exposition Issue of THE MONTHLY REVIEW which will appear in June. This is an outstanding advertising opportunity which you most certainly do not wish to miss, and about which we wrote you a week or two ago. The deadline is May 1.

ALMOST EVERY ORGANIZATION ACTIVELY IDENTIFIED WITH THE ELECTROPLATING AND METAL FINISHING INDUSTRY WILL BE REPRESENTED IN THE PAGES OF THIS UNUSUAL ISSUE.

For your convenience we are enclosing another information sheet concerning this issue. Please use the space reservation blank to assure yourself the space you desire in this Special Issue, and we respectfully suggest that you mail it today.

Sincerely,

Allan Ray Putnam
Advertising Manager

ARP:peg

Letter Service Co.
14 Apr 47 250 \$ 3.50

CIRCULATION DATA

THE MONTHLY REVIEW

AMERICAN ELECTROPLATERS' SOCIETY
P.O. Box 168, Jenkintown, Pa

Following figures are correct as of April 30, 1947.

| | | |
|------------------------------------|------------|-------------|
| Subscription -- | | |
| Association subscriptions | 5082 | |
| (Incl. 240 Sustaining Members) | | |
| Other subscriptions | <u>223</u> | |
| Total net paid circulation | | 5305 |
| Advertisers | | 73 |
| Advertising Agencies | | 52 |
| Samples to prospective advertisers | | 112 |
| All other unpaid distribution | | <u>41</u> |
| Total distribution | | <u>5583</u> |

Following figures are correct as of April 30, 1947.

| | | |
|---------------------|------------|-------------|
| New England | 970 | |
| Middle Atlantic | 1300 | |
| South Atlantic | 188 | |
| East North Central | 2027 | |
| East South Central | 31 | |
| West North Central | 215 | |
| West South Central | 9 | |
| Mountain | 7 | |
| Pacific | <u>287</u> | |
| United States Total | | 5034 |
| Canada | 210 | |
| England | 67 | |
| Australia | 197 | |
| Other | <u>75</u> | <u>549</u> |
| Total distribution | | <u>5583</u> |

MEMBERSHIP RECORD
(Excluding Sustaining Members)

| Year ending (April 30) | Number of Members | Percentage of 1940 Membership |
|---------------------------|-------------------|-------------------------------|
| 1940 | 2187 | 100.0 |
| 1941 | 2525 | 115.5 |
| 1942 | 2852 | 130.4 |
| 1943 | 2970 | 135.8 |
| 1944 | 3385 | 154.8 |
| 1945 | 3971 | 181.6 |
| 1946 | 4527 | 207.0 |
| 1947 | 4842 | 221.3 |

Letter Service Co.
9 May 47 500 7.75

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Product

| | MR | | | MF | | | PF | | | Industry News | | | Contract Record | | | Direct Mail | | | Contracts Received | | |
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P. O. BOX 168, JENKINTOWN, PA.

American Electroplaters' Society

Publisher of The MONTHLY REVIEW

The American Electroplaters' Society is an educational society for the advancement of the science of electroplating and metal finishing. It was organized in 1913 and has been active on a national scale since that date. The members, located in all parts of the world, are actively engaged in all phases of electroplating and metal finishing.

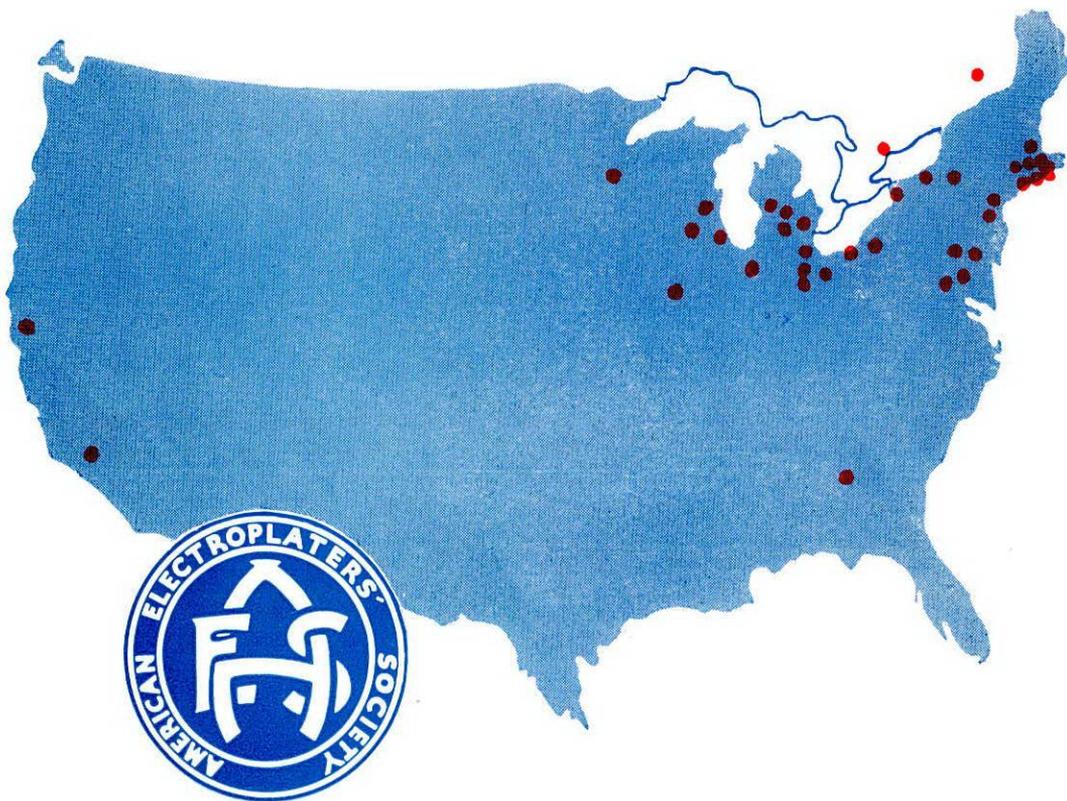
The science of electroplating and metal finishing has advanced more rapidly in recent years than many other branches of science. The American Electroplaters' Society has contributed much to this advancement, and has disseminated information on all phases of metal finishing systematically so that its members may be continually and completely informed.

For the dissemination and interchange of information, the Society employs its two regular publications, The MONTHLY REVIEW and The ANNUAL PROCEED-

INGS. Of these only The MONTHLY REVIEW accepts advertising.

The ANNUAL PROCEEDINGS is a bound volume containing all the papers and discussions presented at the Technical Sessions at the annual convention. This volume is generally regarded as the most valuable collection of technical information in the field of metal finishing.

The Society holds regular educational sessions. Branches meet monthly. Regional meetings occur periodically, and the national convention is held annually. This latter provides an opportunity for manufacturers and suppliers to meet with the users of their products. A highlight of the national convention is the exhibit of plating equipment, processes and products submitted by members, branches, and industry, and for which various awards are given annually.



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A. E. S. Research projects selected are of a general or fundamental nature that will produce results of value to the greatest number of the members and supporting industrial concerns.

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A. E. S. Research projects are supported primarily by industrial concerns directly or indirectly interested in metal finishing. For every dollar contributed to the Research Fund, a dollar's worth of research results, as all administrative expense incurred in the operation of the program is borne by the Society.

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June 23

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OF THE

American Electro-Plating Society

DETROIT CHAPTER

Convention Hall

Detroit, Mich.

JUNE 23 TO 27, 1947



77

EXHIBITOR

**INDUSTRIAL FINISHING EXPOSITION
OF THE
AMERICAN ELECTRO-PLATING SOCIETY
DETROIT CHAPTER**

Convention Hall Detroit, Mich.

JUNE 23 TO 27, 1947

LOBE TICKET COMPANY



495

No.

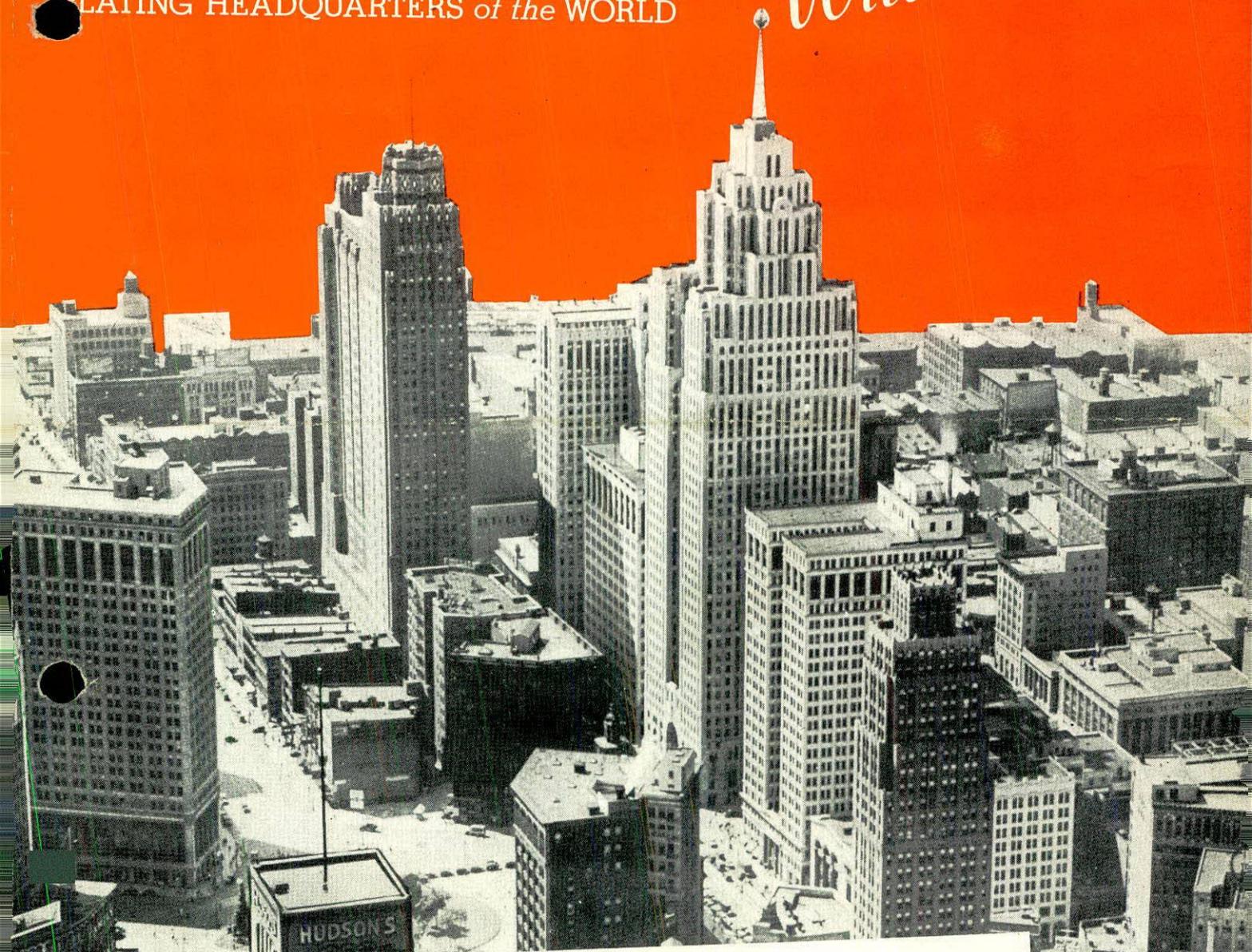
0464

FORMS, ETC, USED AT 1947
CONVENTION AND EXPOSITION

DETROIT...

PLATING HEADQUARTERS of the WORLD

Will be host to



American Electroplaters' Society

Annual Convention

and

Industrial Finishing Exposition

June 23-27, 1947



You are invited...

Exhibit your products at the

Reserve Your Space Now

FOR the first time in Society history, you have the opportunity of presenting your products to the public in a building especially designed for trade exhibits and equipped with every facility necessary to handle a show of this size.

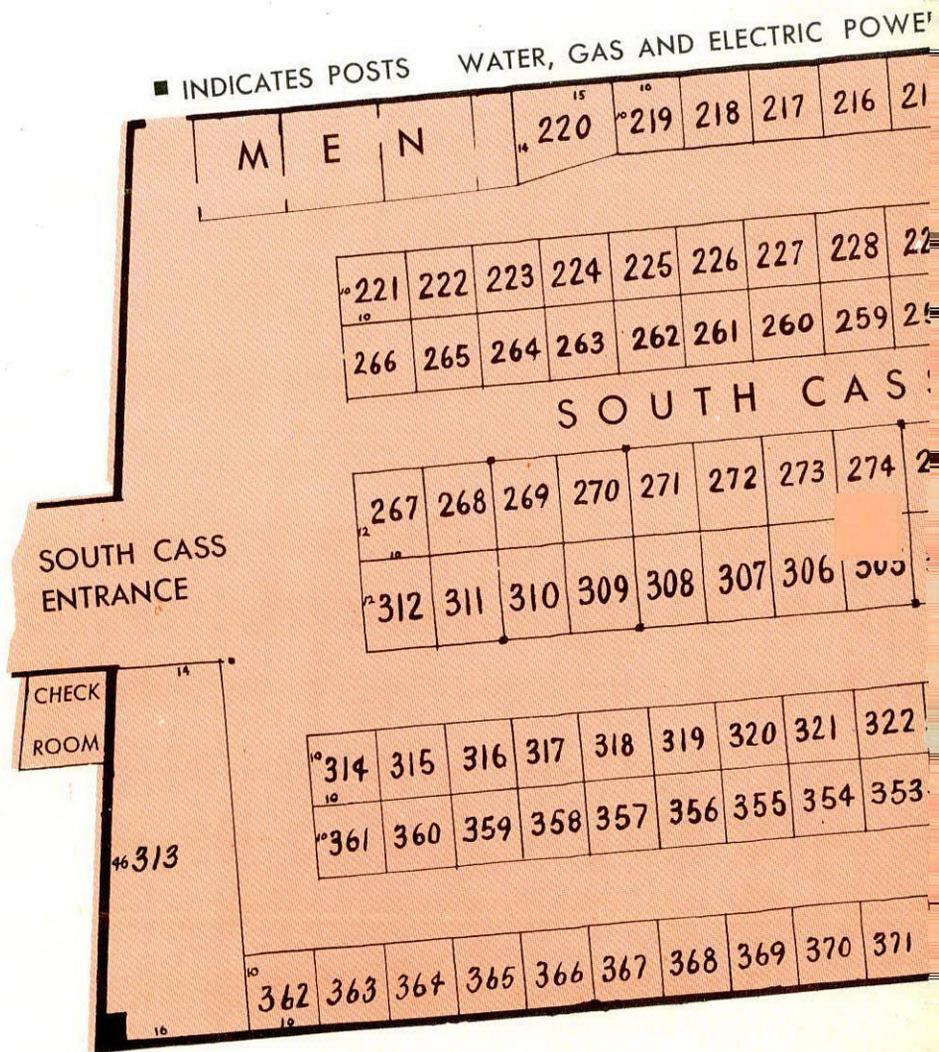
It is important that you act now. Reserve space at once while good positions are still available. Many manufacturers have already sent reservations and preferred locations will soon be at a premium.

The floor plan of the EXPOSITION is reproduced on these pages for your guidance. Booths are plainly numbered. Small numerals show booth dimensions. Study the floor plan carefully. Then select the space you desire and advise us at once of your choice.

The price of each booth is easily figured. Standard single booths measure 10'x10' and 10'x12'. Single booths are priced at \$2.00 per square foot; two or more booths at \$1.75 per square foot.

The facilities of Convention Hall are adequate for all needs. If you wish to operate your product or process in your booth in order to demonstrate its efficiency to full advantage, you may do so. Water, gas, and AC power services can be brought to any booth in the hall. Drains are limited to booths located on outside walls (see floor plan). A complete schedule of service installation charges will be forwarded on request.

However your exhibit is planned, you will have the full cooperation of the Exposition Committee and the Convention Hall organization. A trained and experienced group is ready to help you with all necessary arrangements.



SINGLE BOOTHS—\$2.00 per square
Two or more BOOTHS—\$1.75 per square

Address Correspondence to:
Industrial Finishing Exposition
4484 Cass Ave., Detroit 1, Mich.
Phone: TEmple 1-8666

Convention Hall,

Information For Exhibitors

READ CAREFULLY—KEEP THIS SHEET FOR REFERENCE

ARRANGEMENT OF EXHIBITS

All exhibits must reasonably conform to the size of their space and must be of a character or arrangement that avoids obstructing or interfering with the exhibits of others. No backgrounds shall be displayed above the back wall of the booth. Machinery and equipment, however, may be displayed in suitable space regardless of size.

Each booth has a back wall 7'6" in height, supported by two columns, and side walls 41" high. A two-line sign showing firm name, city and state is furnished free to each exhibitor.

INSTALLATION OF EXHIBITS

Convention Hall will be available for installation of exhibits starting Wednesday morning, June 18, 1947. Exhibits must be complete and ready for inspection not later than 11:00 A.M. June 23rd.

Exhibits must remain intact for the duration of the Exposition. The halls will be closed Friday, June 27th, at 10:00 P.M. and will be opened at 8:00 A.M., Saturday, June 28th, for dismantling exhibits.

Convention Hall must be completely vacated by 5:00 P.M., Monday, June 30th.

SHIPPING INSTRUCTIONS

Ship early! All freight shipments are to be *pre-paid* and addressed to:

Name of your company
Booth number
Industrial Finishing Exposition
4484 Cass Avenue
Detroit 1, Mich.

The charge for receiving the shipment and delivery to booth space in Convention Hall is \$1.50 per hundred pounds where shipment can be handled by two men. If the shipment requires more than two men, the extra labor will be charged. Minimum charge is \$3.50 per shipment.

If you plan to exhibit large machinery requiring the services of riggers and machinery movers, please let us know well in advance so that suitable arrangements can be made to handle the shipment with a minimum of delay and expense.

DECORATIONS

Available at reasonable prices for those exhibitors who wish them, are special background draperies and decorative materials. Also available are booth furniture items of all description—tables, chairs, settees, rugs, etc.

The Exposition Equipment Co., 1436 First St., Detroit 26, Mich., has been designated official decorator for the Industrial Finishing Exposition. This firm specializes in handling all details pertaining to trade exhibits and is well and favorably known. A representative of The Exposition Equipment Co. will be on the Exposition floor, during the installation of your exhibit, to take care of your needs. Arrangements can be made direct with this company prior to the Exposition to save time and avoid last-minute tie-ups.

SERVICES

Electric current (A.C., 110-Volt, 60 Cycle, Single Phase, and A.C., 220 Volt, 60 Cycle, 3 Phase), water, and gas are available to exhibitors who wish to operate machinery and processes. Drains can be furnished to booths located on outside walls only. Special arrangements are necessary to supply exhibitors with steam, compressed air and ventilation.

It is extremely important that you send us complete information as soon as possible so that your wishes may be properly interpreted. We are most anxious to avoid last minute rushes and ask your cooperation in this regard.

Remember, write us fully if your exhibit requires a motor, flood lamp, illuminated sign, water, air, gas or drain.

LOUD SPEAKERS

All loud speakers and sound amplifying equipment must have the approval of the Exposition Committee.

LOSS OR DAMAGE

The Industrial Finishing Exposition is not liable for loss or damage to exhibits. However, watchmen will be on duty during those times that the Exposition is closed to visitors.

ADMISSION

The Exposition will open to visitors at 1:00 P.M., Monday, June 23rd to 10:00 P.M., Friday, June 27, 1947, according to the following schedule:

| Date | Open | Close |
|--------------------|-----------|------------|
| Monday, June 23 | 1:00 P.M. | 6:00 P.M. |
| Tuesday, June 24 | 1:00 P.M. | 10:00 P.M. |
| Wednesday, June 25 | 1:00 P.M. | 10:00 P.M. |
| Thursday, June 26 | 1:00 P.M. | 6:00 P.M. |
| Friday, June 27 | 1:00 P.M. | 10:00 P.M. |

Admission will be by trade ticket or fifty-cent public admission charge. Each exhibitor will be furnished with a quantity of complimentary tickets (100 tickets per single booth) for distribution to customers and prospects.

PAYMENT FOR EXHIBIT SPACE

To determine charge for exhibit space, see Floor Plan on inside pages of this folder. Multiply booth area by rate per square foot.

Fifty per cent of total amount of payment should be enclosed with application, and the balance paid on or before April 15, 1947. Space not fully paid for by April 15, 1947 is subject to cancellation or reassignment without refund to the exhibitor. No refunds of any payments will be made after assignment of space is accepted by the purchaser and the contract signed.

COOPERATION OF EXHIBITORS

All contracts are subject to the regulations established by The American Electroplaters' Society for the Industrial Finishing Exposition. These regulations have been formulated for the best interest of the exhibitors, and your cooperation is earnestly requested. The Society reserves the right to make such changes or amendments as may be deemed necessary for the proper conduct of the *Exposition*.

SUGGESTIONS INVITED

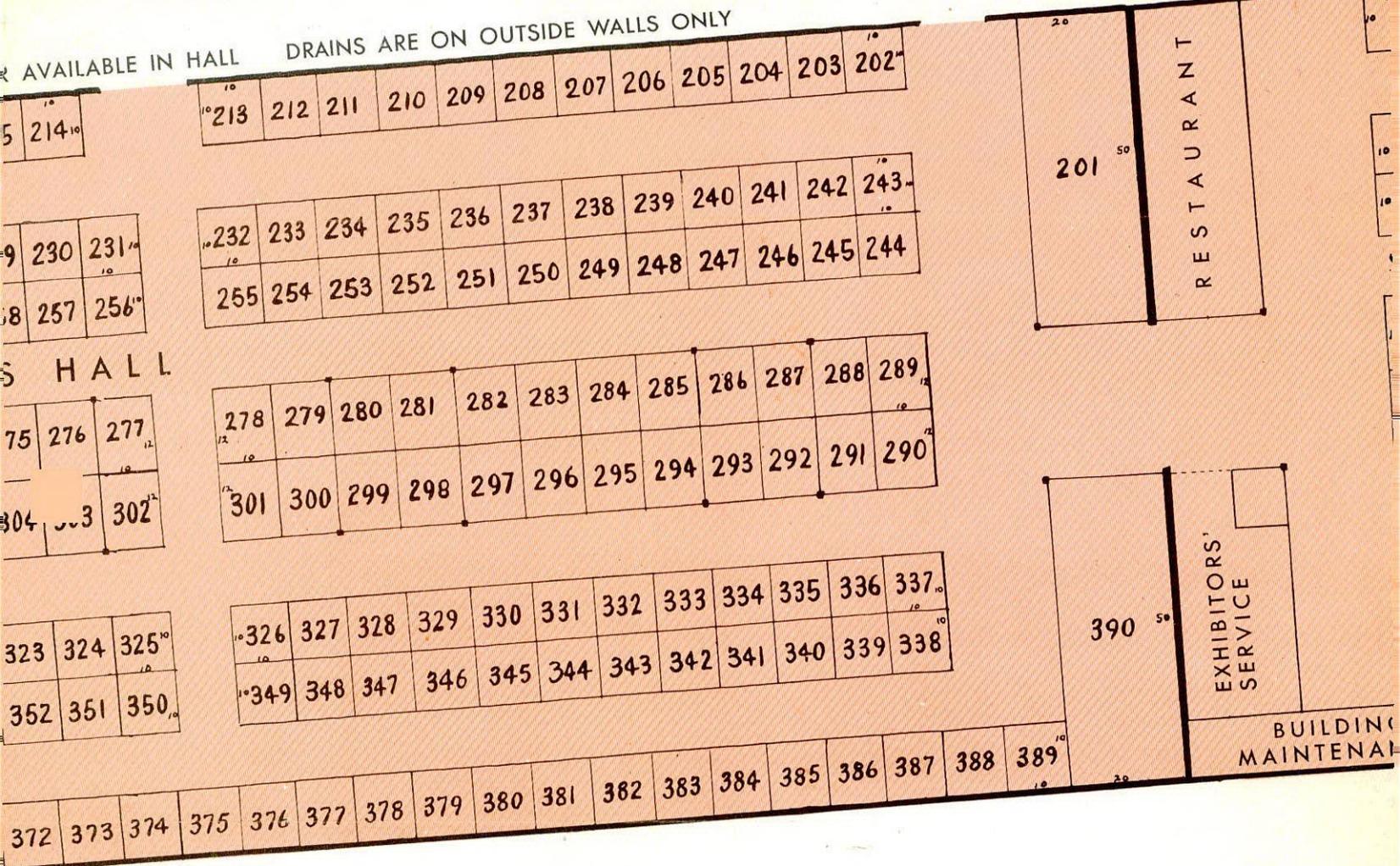
We cordially invite all exhibitors and members of The American Electroplaters' Society to submit ideas and suggestions for the successful operation of this Exposition. This is YOUR Exposition. Please help us conduct it to the satisfaction of every exhibitor and guest. Your comments will be given serious consideration.



ACS

... Remember the date June 23-27, 1947

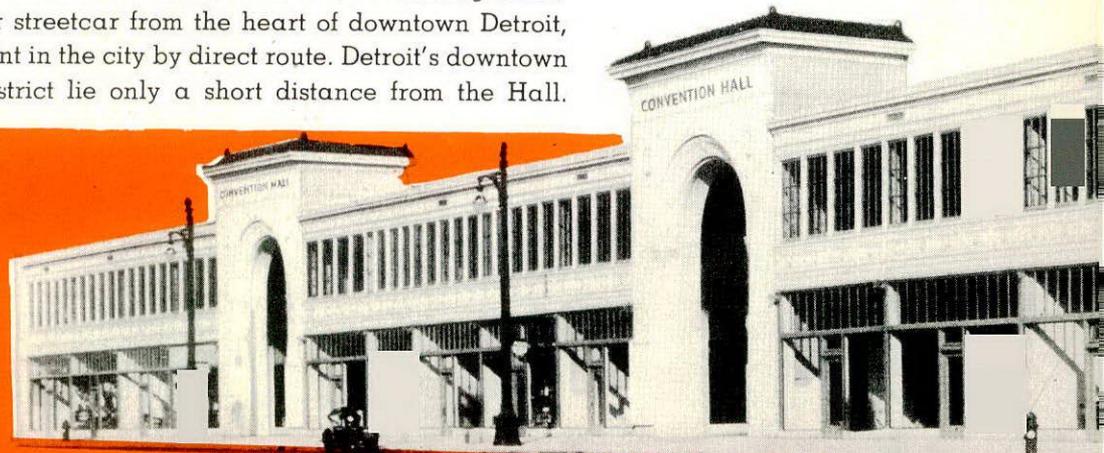
INDUSTRIAL FINISHING



SPACIOUS Convention Hall, setting for The American Electroplaters' Society INDUSTRIAL FINISHING EXPOSITION, stretches a full city block between Cass and Woodward Avenues, and fronts on both these main thoroughfares. Located only 5 minutes by bus or streetcar from the heart of downtown Detroit, it is easily accessible from any point in the city by direct route. Detroit's downtown hotels, theaters and shopping district lie only a short distance from the Hall.

foot
foot

Detroit



ING EXPOSITION

| | | | | | | | | |
|---|---|---|---|---|---|---|---|------------------|
| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 ¹⁰ |
|---|---|---|---|---|---|---|---|------------------|

| | | | | | | |
|------------------|----|----|----|----|----|------------------|
| 11 ¹⁰ | 12 | 13 | 14 | 15 | 16 | 17 ¹⁰ |
|------------------|----|----|----|----|----|------------------|

| | | | | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------------|
| 122 | 121 | 120 | 119 | 118 | 117 | 116 | 115 | 114 | 113 ¹⁰ |
| 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 ¹⁰ |

| | | | | | |
|-------------------|-----|-----|-----|-----|-------------------|
| 112 ¹⁰ | 111 | 110 | 109 | 108 | 107 ¹⁰ |
| 101 ¹⁰ | 102 | 103 | 104 | 105 | 106 ¹⁰ |

18 50¹⁰

MGR'S OFFICE

SO. WOODWARD ENTRANCE

SOUTH WOODWARD HALL

| | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|------------------|
| 90 | 89 | 88 | 87 | 86 | 85 | 84 | 83 | 82 | 81 ¹² |
| 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 ¹² |

| | | | | | |
|------------------|----|----|----|----|------------------|
| 80 ¹² | 79 | 78 | 77 | 76 | 75 ¹² |
| 69 ¹² | 70 | 71 | 72 | 73 | 74 ¹² |

| | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|------------------|
| 58 | 57 | 56 | 55 | 54 | 53 | 52 | 51 | 50 | 49 ¹⁰ |
| 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 ¹⁰ |

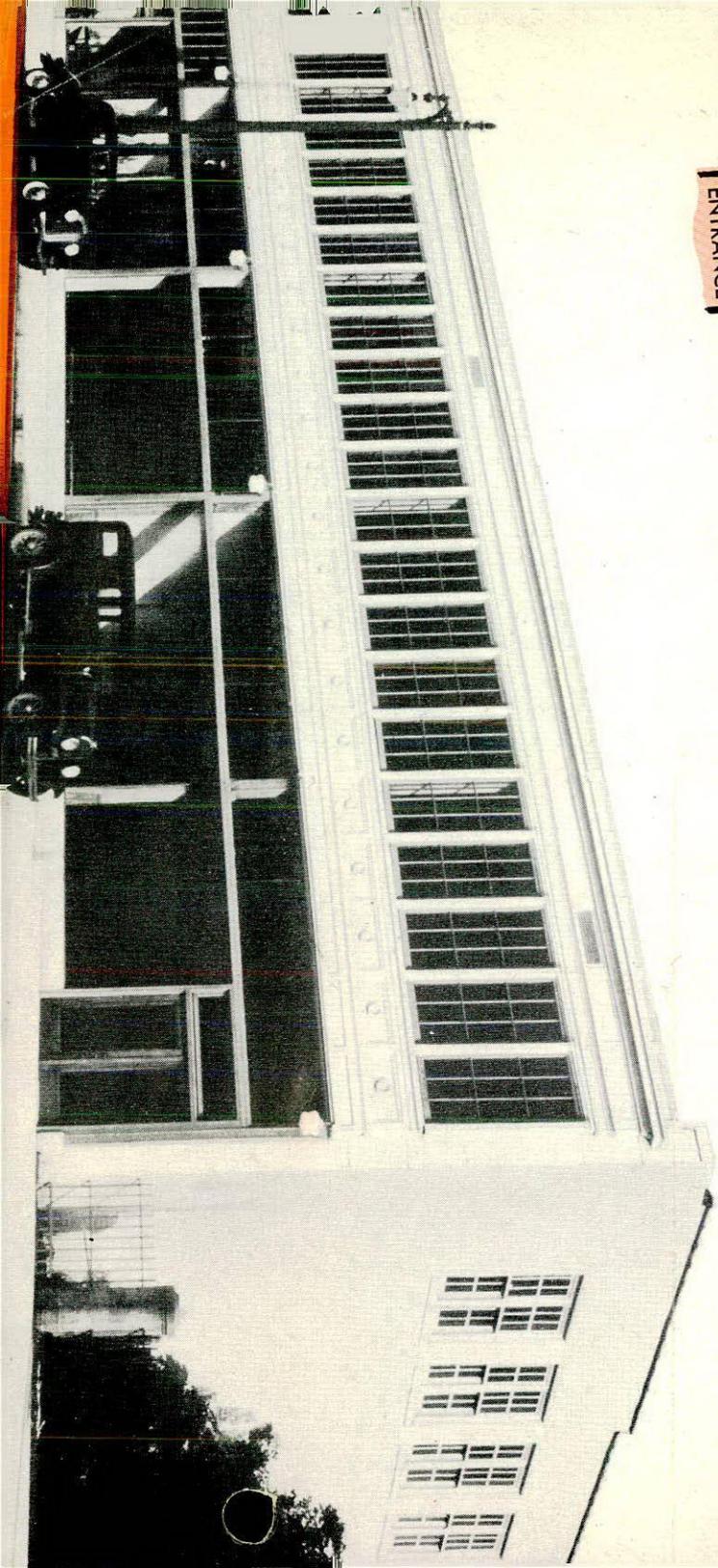
| | | | |
|------------------|----|----|------------------|
| 48 ¹⁰ | 47 | 46 | 45 ¹⁰ |
| 41 ¹⁰ | 42 | 43 | 44 ¹⁰ |

WOMEN MEN

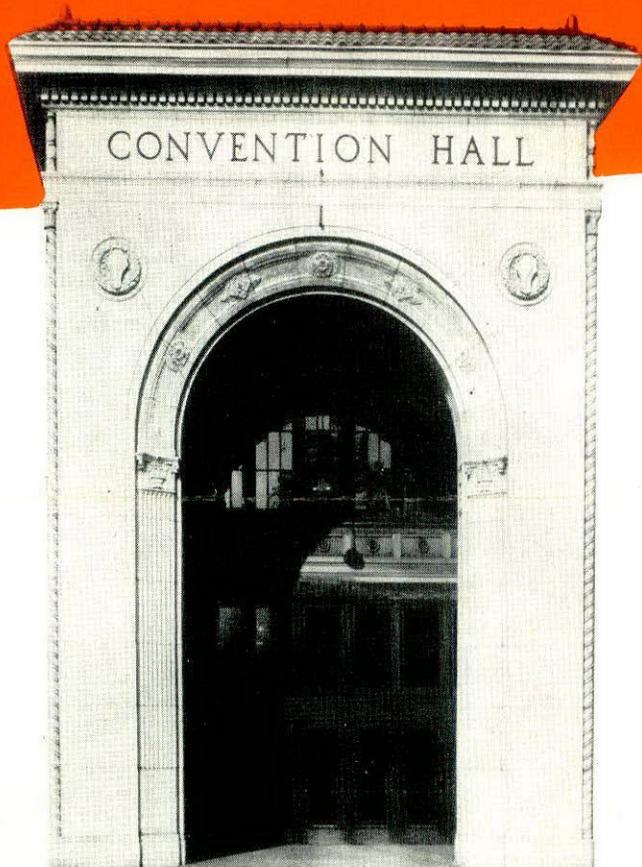
REFRESHMENTS

CANFIELD AVE. FREIGHT ENTRANCE

| | | | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|----|----|------------------|
| 30 | 29 | 28 | 27 | 26 | 25 | 24 | 23 | 22 | 21 | 20 | 19 ¹⁰ |
|----|----|----|----|----|----|----|----|----|----|----|------------------|



A History Making Convention and Exposition



With the largest gathering of important factory executives and interested visitors ever assembled to view your product.

and a necessary one to perpetuate the industry. Alert, aggressive manufacturers with large investments in plating equipment as well as supply houses will recognize the value of public appreciation of plating and what the Society is doing to promote it.

PLANT EXECUTIVES WILL ATTEND

Suppliers will meet the largest number of factory executives ever assembled under one roof at one time in this industry. For a period of five days—afternoons and evenings—they will have the opportunity to explain their sales story to men with authority to specify and buy. These men from all parts of the country will attend the EXPOSITION in search of machinery, processes, materials and services applicable to their manufacturing operations.

LARGE ATTENDANCE ASSURED

Large attendance is assured. Through the medium of national trade journal, newspaper and radio advertising and publicity the INDUSTRIAL FINISHING EXPOSITION will be called to the attention of millions.

You are invited to take your place among the leaders in the metal finishing industry by reserving space in the INDUSTRIAL FINISHING EXPOSITION. Suppliers and manufacturers of plated articles, you both have a story to tell. Tell it to an eager audience in Detroit, June, 1947!

☆ ☆ ☆

The INDUSTRIAL FINISHING EXPOSITION is sponsored by The American Electroplaters' Society and is a part of the Society Convention. All matters pertaining to the EXPOSITION are handled by Society members whose services are rendered gratis. Net proceeds derived from the Exposition will revert to the Society treasury and will be used for research and educational purposes.

METAL finishing history will be made in Detroit June, 1947!

This great industrial center, plating headquarters of the world, will be host to the American Electroplaters' Society Convention the main feature of which is the *Industrial Finishing Exposition*.

The INDUSTRIAL FINISHING EXPOSITION is an event of prime importance to all connected with the finishing of metals. Suppliers to the industry and manufacturers of plated articles alike are invited to participate in a panorama of metal finishing progress by exhibiting products in the EXPOSITION which promises to be one of the most interesting and informative shows ever held anywhere.

PUBLIC INVITED

The public will be encouraged to attend the EXPOSITION so that the full story of electroplating can be explained to as many as possible. The average person, who uses many plated articles constantly, must be shown how plating beautifies and protects . . . what part plating plays in his daily life . . . how carefully plating operations are conducted to secure proper results . . . the value of a plated part. This project of public education is a large undertaking

Don't miss this opportunity of a lifetime . . .

FIRM NAME _____

BOOTH No. _____

INDUSTRIAL FINISHING EXPOSITION

Convention Hall, Detroit, Mich.

June 23-27, 1947

IMPORTANT



EXHIBITORS SPECIAL SERVICE ORDER

any of our exhibitors require special services such as flood lights, electric power, gas, water, drains, tables, chairs, etc. The following information should be given careful attention and your needs checked as indicated for additional service.

These additional services are made available through the regular contractors in Convention Hall.

It is essential that you give us full information, if you need some special service that does not appear below, please write us in complete detail and we will endeavor to locate it for you.

Wherever electrical power is needed please give us complete details.

BOOTH EQUIPMENT AND DECORATIONS

Standard booth equipment is 7 feet 6 inches high in the rear of all booths. Dividers or side panels are 41 inches high and extend from the rear corners of the booth to the aisle. Both are of flame-proof cloth. The name of the exhibitor, furnished free, is 4 feet 9 inches long and set in a decorative frame over the center of the rear wall.

The following additional equipment is available at prices shown.

OFFICE FURNITURE

| Quantity | Items | Price Each | Quantity | Items | Price Each |
|----------|-----------------------|------------|----------|---------------------------|------------|
| | Oak Flat Top Desks | | | Modern Chromium Uph. | |
| _____ | 3-drawer, 36" | \$4.00 | _____ | Spring Cushions & Backs | \$3.00 |
| _____ | 4-drawer, 42" | 6.00 | _____ | Small Side Chairs | 5.00 |
| _____ | 7-drawer, 48" | 7.00 | _____ | Arm Chairs | 7.50 |
| | Typewriter Desks | | _____ | Reclining Lounge Chairs | 12.00 |
| _____ | 3-drawer | 6.00 | _____ | Two-Seated Davenports | 15.00 |
| _____ | 6-drawer | 8.00 | _____ | Three-Seated Davenports | 4.00 |
| _____ | Typewriter tables | 2.50 | _____ | Tables to Match | 5.00 |
| | Office Tables | | _____ | 24" Round | 5.00 |
| _____ | 24" x 36" | 3.00 | _____ | 30" Round | 5.00 |
| _____ | 27" x 48" | 4.00 | _____ | 30" Square | 5.00 |
| _____ | 30" x 72" | 5.00 | _____ | 29" x 42" Oblong | 5.50 |
| _____ | Swivel Chairs | 2.00 | _____ | 30" x 54" Oblong | 6.00 |
| _____ | Arm Chairs | 2.00 | _____ | Costumers (Chrome) | 4.00 |
| _____ | Straight Chairs | 1.50 | _____ | Smoke Stands, Chrome trim | 1.50 |
| _____ | Costumers | 1.50 | _____ | Floor Lamps (Chrome) | 5.00 |
| _____ | Waste Baskets (Steel) | .50 | _____ | Indirect lighting | 5.00 |

| Quantity | Items | Price Each |
|----------|---|-------------|
| | Floor Coverings (Wilton Velvets) (Standard Sizes) | |
| _____ | 6' x 9' | \$ 8.10 |
| _____ | 9' x 9' | 12.15 |
| _____ | 9' x 12' | 16.20 |
| _____ | 9' x 15' | 20.25 |
| _____ | 9' x 18' | 24.30 |
| _____ | 9' x 20' | 27.00 |
| _____ | State other sizes desired | .15¢ sq.ft. |
| | Velour backgrounds, various colors 10 ft. wide | \$25.00 |

SPECIAL NOTE

The use of crepe paper for decorations is prohibited by the Fire Marshal. All decorations must be flame-proofed and are subject to test by the Fire Marshal.

A representative of the decorator will be in attendance on the floor to handle requests for special drapes and coverings. Payment for additional booth equipment will be made to the Exposition Equipment Co., Detroit, official show decorators. These bills are due on presentation, or completion of the work.

ELECTRICAL CONNECTIONS - (110-220 Volts, A.C. or D.C.; 220 Volts 3 Phase, A.C. Power)

| | Price Each |
|---|------------|
| _____ One drop outlet, lighting circuit, 600 W. or 1/4 H.P. Motor Circuit 1 Phase --110 or 220 V. | \$ 6.50 |
| _____ Additional outlets, lighting circuits only, when ordered with first outlet | 5.00 |
| _____ Motor outlet, 1/2 H.P. to 3/4 H.P. 1 Phase --110 or 220 V. | 7.50 |
| _____ Motor outlet, 1 H.P. or 1000 Watt Lighting Circuit 1 phase --110 or 220 V. | 10.00 |
| _____ Motor outlet, 2 H.P. or 2000 Watt Lighting Circuit 1 phase --110 or 220 V. | 12.50 |
| _____ Motor outlet, 3 H.P. or 3000 Watt Lighting Circuit 1 phase --110 or 220 V. | 15.00 |
| _____ Motor outlet, 5 H.P. or 5000 Watt Lighting Circuit 1 phase --110 or 220 V. | 17.50 |
| _____ Motor outlet, 10 H.P. or 10,000 Watt Lighting Circuit 1 phase --110 or 220 V. | 30.00 |
| _____ 500 W. flood lamps, rental and connection | 10.00 |

EXHIBIT CONTRACT
INDUSTRIAL FINISHING EXPOSITION
Of American Electroplaters' Society
Detroit Branch

CONVENTION HALL

DETROIT 1, MICHIGAN

JUNE 23 - 24 - 25 - 26 - 27, 1947

APPLICATION FOR EXHIBIT SPACE

H. E. HEAD, Exposition Chairman,
4484 Cass Avenue,
Detroit 1, Michigan

Dear Sir:

We have received your invitation to exhibit at the coming Industrial Finishing Exposition.

You are requested to reserve for our use.....booths.
HOW MANY?

Our first choice is Space No..... \$.....

Our second choice is Space No..... \$.....

Our third choice is Space No..... \$.....

We enclose our check in the amount of \$.....which covers 50 per cent of the total cost of the rental of spaces selected, with the understanding that the balance is to be paid on or before April 15, 1947.

Exact copy on our booth sign should be.....
FIRM NAME

CITY

STATE

We understand that until you receive this blank, properly executed and accompanied by a check covering 50 per cent of the cost of each space desired, no definite reservation will be made for us.

FIRM NAME.....

ADDRESS.....

CITY AND STATE.....

BY.....
NAME TITLE

Make checks payable to Industrial Finishing Exposition, and mail to H. E. Head, Exposition Chairman, 4484 Cass Avenue, Detroit 1, Michigan.

THE MONTHLY REVIEW

Offices
473 York Road
Jenkintown, Pa.
Phone: Ogontz 4663

Owned and Published by the
AMERICAN ELECTROPLATERS' SOCIETY
P. O. BOX 168, JENKINTOWN, PA.

A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



(2)
KEY: DIRECT MAIL PIECE
No. 2

200
July 47
no charge
B. Bond

Gentlemen:

It is with a great deal of pleasure that I am able to make preliminary announcement to you of the change of size of THE MONTHLY REVIEW to the NIAA Standard effective with our January 1948 issue. Beginning with that issue our mechanical specifications will be 7" x 10" type page, 8 $\frac{1}{4}$ " x 11 $\frac{1}{4}$ " trim size.

We realize that this change involves many advantages. In the first place it will permit us to do a much more effective job in the presentation of our editorial material. Technical articles require the use of intricate graphs and charts and these will be much more readable in a large size.

The advertiser of course is very directly benefited for it will then be possible for him to use standard plates in our publication.

We have made this new change with our advertisers very much in mind. We are aware of the rapidly mounting production costs facing every advertiser and agency today and we are pleased to be in a position to offer a standard size page beginning with our January issue.

Sincerely,

Allan Ray Putnam
Advertising Manager

ARP:peg

200 July 47 Bland Multicopy

THE MONTHLY REVIEW

Offices
473 York Road
Jenkintown, Pa.
Phone: Ogontz 4663

Owned and Published by the
AMERICAN ELECTROPLATERS' SOCIETY
P. O. BOX 168, JENKINTOWN, PA.

A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



KEY: DIRECT MAIL PIECE
No. 3

350
June 47
3.00
Bland

Gentlemen:

It is a distinct pleasure for THE MONTHLY REVIEW to be in a position of rendering you a distinct service.

We enclose herewith a complete list of the registrants at the 1947 Convention of the American Electroplaters' Society in Detroit June 23 - 27.

We know that you will welcome receiving this list and we only regret that the information on it could not be a little more complete. The rush of registering precluded the obtaining of detailed information from each registrant.

The American Electroplaters' Society has made announcement that the dates of the 1948 Convention are June 28 - July 1 in Atlantic City, New Jersey. The Convention Headquarters will be established at the Ambassador Hotel and the Exposition will be conducted in Convention Hall.

If this publication can be of any assistance to you at any time, we urge you to call on us.

Yours very truly,

Allan Ray Putnam
Advertising Manager

ARP:peg

350 July 47 Bland Multicopy #3.00

THE MONTHLY REVIEW

Offices
471 York Road
Jenkintown, Pa
Phone: Ogontz 4663

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A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



It is absolutely necessary that the American Electroplaters' Society have the information in its files that is indicated on the enclosed postcard. We have been waiting to receive the card from you for some time but unfortunately we have not heard from you as yet.

Won't you please fill out this enclosed card today and mail it to us? Your reply is kept absolutely confidential but it means that we can do a much better job of editing THE MONTHLY REVIEW and furnishing you with an even better publication.

We look forward to hearing from you in the return mail.

Cordially,

K. G. Soderberg
K. G. Soderberg
Editor

KGS:peg

~~#400~~ Letter Service Co. July 1947
(1500 letter heads 9.25)
1400 multigraphed letters 16.40

THE MONTHLY REVIEW

will change its size
effective

JANUARY 1948

Page Size 7" x 10"

Trim Size $8\frac{1}{4}"$ x $11\frac{1}{4}"$
(NIAA STANDARD)

Plates furnished for ads beginning with the January 1948 issue should conform to this size. For bleed plates allow $\frac{1}{8}"$ in addition to trim size on top, bottom and outside edge.

Bummed Stickers

Jul 47 Old York Road Printing Co.

THE MONTHLY REVIEW

of the

American Electroplaters' Society

P.O. Box 168, Jenkintown, Pa.

Gentlemen:

It is my hope to visit your office on _____
in connection with THE MONTHLY REVIEW.

I sincerely hope that you will be able to spare a few minutes of your time when I call and that my visit will not inconvenience you in any way. THE MONTHLY REVIEW has some extremely ambitious plans and I would like very much to tell you about them personally.

Sincerely,

Allan Ray Putnam
Advertising Manager

200 - Bland - July. 47
8 4.50 incl. cost of
cards

THIS SIDE OF CARD IS FOR ADDRESS



Penny Post Cards

Announcements of Contemplated Visit

Penny Post Cards

200

Jul 47

Bland Multiplex

\$4.50 including
cost of cards

THE MONTHLY REVIEW

Offices
473 York Road
Jenkintown, Pa.
Phone: Ogontz 4663

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A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



*Sent to all adv., agency,
prospects.*

Gentlemen:

THE MONTHLY REVIEW, publication of the American Electroplaters' Society, is announcing certain basic changes in the publication. Briefly, they are --

- ... A new name - to be announced shortly, effective January 1948
- ... A new size - 7" x 10" type page, 8 $\frac{1}{4}$ " x 11 $\frac{1}{4}$ " trim size, effective January 1948
- ... A revised rate structure - card enclosed with this letter, effective January 1948

The primary purpose of this letter is to discuss briefly the new rate card. A moderate increase in rates has been necessary because of the obviously higher cost of publishing a larger publication. However, in inspecting the enclosed rates you are asked to consider the following points:

(1) We are offering our advertisers a type page 7" x 10" in the new format. This is an increase of 37.4 square inches over our present 4 $\frac{1}{2}$ " x 7 $\frac{1}{4}$ " type page. Under our new rate and size, the 12 page rate is \$.90 less per square inch per insertion than under our present rates.

(2) We are guaranteeing a minimum net paid circulation of 5500 with our January issue. This compares favorably with our circulation of 4700 in September 1946 when our present rates went into effect and reflects a continual and healthy upward trend in our circulation.

(3) The establishment of the Industrial Finishing Exposition by the Society as an annual exhibition of unusual merit has heightened even more the importance of the Society and the publication in the highly specialized electroplating and finishing industry.

(4) The adoption of a standard size format permits the use of plates that are standard throughout the industrial press. This makes it possible for most of our advertisers to prepare relatively inexpensive electrotypes for our new size page rather than prepare special original plates. For most of our advertisers resulting savings in production costs alone far more than offset the moderate increase in rates.

(5) The publication does not currently pay agency commission. PLEASE NOTE THAT EFFECTIVE WITH OUR NEW RATE SCHEDULE WE WILL GRANT THE STANDARD AGENCY COMMISSION OF 15% TO ALL RECOGNIZED ADVERTISING AGENCIES. We will continue to allow a cash discount of 2% on current bills for payment within 10 days of date of invoice.

We are certain that, after careful consideration of the points above, you will agree that this rate increase is at a minimum contrasted with value given and is therefore undeniably justified. We are happy to note that the publication's rates are still among the lowest in the field.

Rate Card No. 8 applies to all advertising appearing in this publication effective with the January 1948 issue.

Cordially,

Allan Ray Putnam
Advertising Manager

ARP:peg
Encl.

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

*File
sample book*

Dear Subscriber:

Suppose once a month a qualified authority could drop into your office or home with some interesting information of value to you. Suppose he could review for you the newest developments in the matter of bulk chromium plating, relate recent experiences in the current discussion about racking and re-racking, could talk with authority on the deposition of precious metal alloys, tell you how to take good care of your plating and finishing rooms, suggest incentive plans to promote production developed specifically for the finishing operations.

Suppose this plater-finisher-chemist-engineer brought with him each month a portfolio of pictures revealing interesting finishing operations in a variety of industries. In addition, suppose that he could outline for you, quickly and interestingly, the latest developments in equipment and supplies for the industry, together with a resume of the latest applicable patents and pertinent literature.

You would say "Show him in!..." the instant he got into town, and you would be right. You couldn't ask for a more valuable visitor.

PLATING is that visitor. Instead of the thoughts of one individual, however, it represents the thinking of many, all experts in their fields. It brings the up-to-date technical and practical information so necessary to the operation of a modern plating and finishing plant. It brings these valuable facts in an easy-to-read, well illustrated format that has lasting reference value. And the best part of all is that it makes these monthly visits at a cost to you of only \$4.00 per year.

I am certain that you do not want the regular visits of this valuable information source interrupted, even temporarily. Your subscription has expired with the current issue, but if you will send me your check today for your subscription renewal, I can assure you that you will receive the next issue, and the eleven succeeding issues, without interruption.

We hope that you will get your reply into the mail for us today.

Sincerely,

A. Kenneth Graham

A. Kenneth Graham
Managing Editor

AKG:jmc

THE MONTHLY REVIEW

Offices
471 York Road
Jenkintown, Pa
Phone: Ogontz 4663

Owned and Published by the
AMERICAN ELECTROPLATERS' SOCIETY
P. O. BOX 168, JENKINTOWN, PA.

A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



DO YOU KNOW YOUR SUBSCRIPTION EXPIRES _____ ?

Dear Subscriber:

We know that you are anxious not to miss the many interesting and progressive editorial features which THE MONTHLY REVIEW will contain in its pages during the coming months. The large number of articles of significant value by outstanding men in the metals finishing industry alone is more than worth the subscription value. Add to this the intensely interesting and informative reports of the research projects operating under the Society Research Fund, and it is obvious that there is much information that you cannot afford to miss.

Anyone engaged in or interested in the metals finishing industry will profit greatly from these authentic and carefully prepared presentations.

But did you know that we can't send you the next twelve issues? The reason we can't is that your subscription has expired, and we haven't heard from you yet telling us what to do about it.

Why not detach the simple form at the bottom of this letter and fill it in right now? We are enclosing an envelope for your convenience. You will then be sure of receiving THE MONTHLY REVIEW without interruption.

Cordially yours,

Gene E. Stout
Circulation Manager

GES:peg
(If your subscription instructions have crossed this letter in the mails, please disregard this letter.)

*Letter Service Co.
18 Jan 47 200
\$10.00*

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JENKINTOWN, PENNSYLVANIA
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MAIL ADDRESS:
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JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

*File
sample book*

Dear Subscriber:

A lot is going to happen in the plating and finishing industry in the next year. New production methods will be developed, new applications of plating and other finishes will come to light, more information will be developed about the basic phenomena of electroplating. All of this important data is being chronicled for your monthly in PLATING.....being made available to you so that you can apply it to your own plating and finishing problems.

An outstanding publication in its distinctive field, PLATING is an indispensable tool to all who deal with electroplated and allied finishes. The many articles are written with your problems in mind, showing the way to more economic and efficient plating.

To present you with this outstanding material means calling on an impressive roster of authors throughout the country....men who have distinguished themselves in their work with plated and similar surface finishes. You gain the benefit of their knowledge monthly through the pages of PLATING.

In addition, the progress reports of the significant Research Projects of the American Electroplaters' Society are yours exclusively through the pages of PLATING. These reports alone are worth more than the nominal subscription cost of PLATING.

Your present subscription to PLATING is expiring. I know that you will not wish to miss a single issue, so please send your check along today to assure receiving your copies without interruption. It is one of the best investments in reliable technical and production literature that you can possibly make.

Sincerely,

A. Kenneth Graham
A. Kenneth Graham
Managing Editor

AKG:jc

P.S.: We have received many favorable comments about our new series of "picture stories" -- photographic presentations of finishing processes and applications. We hope that you have enjoyed them, too.

QUESTIONNAIRE

The Office of the Executive Secretary of the American Electroplaters' Society is conducting a survey of a selected portion of the membership of the Society for its official organ, THE MONTHLY REVIEW. Will you please help by filling in the blank spaces below?

1. How long have you been a member of the American Electroplaters' Society? _____

2. To what other technical societies do you belong?

3. Do you save your copies of THE MONTHLY REVIEW?
If so, for how long? _____

4. On the average, how many others read each copy of THE MONTHLY REVIEW sent to you? _____

5. What other periodicals that deal with electroplating and finishing do you receive?

6. Do you do any of the actual purchasing of equipment and supplies for your company? _____
If you do not do any of the purchasing for your company, do you specify equipment and supplies that are to be purchased?

7. What is your company title? _____

8. What is your AES branch? _____
Your Name? _____

THANK YOU!

*Letter Service Co. 1000 Jan 47 \$14.00
Letter Service Co. 1000 6 Mar 47 \$14.00*

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Sample Book

MAIL ADDRESS:
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JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

Dear Reader:

You are about to receive your first copy of PLATING. We hope you will like it and will find it one of your most profitable investments.

We have as a mutual bond, you and I, our searching interest in electroplating and allied fields. Editorially we of PLATING wish to do everything in our power to translate this scientific curiosity into production and technical information of practical value to you.]

To make sure that your interests are adequately represented in the editorial pages, we have to know what your particular activities are. For this purpose we have prepared the enclosed self-addressed and pre-paid post card. Please fill it out now and put it in the mail box.

Make sure that you send us your correct address (including postal zone) so that you will receive your copies of PLATING without delay.

Sincerely,

Gustaf Soderberg

Editor

KGS:peg

*Feb 48 Bland Multicopy 1500 \$10.00
sent to entire mailing list.*

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

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POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

Sample book

Gentlemen:

During the past month 6200 paid subscribers opened their copies of PLATING to settle down to an intensive perusal of their most prolific source of the latest information on electroplating and allied processes.

6200 readers weighed carefully the ideas and facts in the editorial pages, with an eye to applying this important information in their own plants. 6200 readers culled the advertisements with the same thought in mind.

Yes, your advertisement made 6200 impressions this past month -- 6200 starts to a sale. Some of the 6200 undoubtedly have written to you directly or have used the Readers Service Card which is provided with each copy of PLATING to inquire about your advertisement. Others will return to their copies later when the need arises to look at your advertisement again -- a week, a month, or even a year from now. Still others have become acquainted with your product for the first time -- are being conditioned for a future sale.

The enclosure is your advertisement as it appeared in the recent issue of PLATING. In your reception room or office it will make some bonus impressions on your visitors and customers will let them know that you are participating in a national advertising program, as well as tell them what you have to offer.

Incidentally, should you find that the enclosure will fit into your sales plans as a "point-of-sale" promotional piece, you may obtain more of these from us at a nominal cost.

Cordially,

Allan Ray Putnam

Allan Ray Putnam
Advertising Manager

ARP:peg

*500 Bland 24 Mar 49
\$ 8.50*

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JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

The American Electroplaters' Society has a serious annual responsibility. Each year the Society has the function of providing for the entire plating and finishing industry the definite focal spot of the industry: an incomparable source of production and technical information through Educational Sessions, and an opportunity for the central meeting of the members of the industry. Since 1913 the Society has met this responsibility with an Annual Convention that has consistently attracted nation-wide attention in the industrial world.

The 1949 scene for this significant event is Milwaukee, Wisconsin June 27 to June 30 ... where a technical program of remarkably practical importance will attract electroplaters from all parts of the country.

To spotlight this event for the important consideration which it deserves by the entire industry, PLATING will publish a Special Convention Issue in June. This issue will combine all the regular features of the publication with all the features of the Official Program of the Annual Convention.

To your company this Special Issue represents an unusual opportunity. Your advertising, combined with the significant editorial contents of this issue, will receive ready reception at the time of year when all electroplaters are thinking plating and nothing but plating. And you can participate in this Special Issue of PLATING at the regular advertising rates!

The enclosure gives the details as to how you can use this June issue of PLATING to your advantage. Please keep in mind that this Special Issue will publish the only advertising to be accepted by the American Electroplaters' Society in connection with this Convention.

Absolute deadline for space reservation is May first, but you are requested to use the convenient blank to reserve your space now to aid us in planning for this issue. In fact, it would be a good idea to send it in today.

Sincerely,



Allan Ray Putnam
Advertising Manager

ARP:peg

1000 Bland 24 Mar 49
w/ carbon copies \$18.00

THE MONTHLY REVIEW

Offices
471 York Road
Jenkintown, Pa
Phone: Ogontz 4663

Owned and Published by the
AMERICAN ELECTROPLATERS' SOCIETY
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A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



A special issue of The MONTHLY REVIEW will be published on June second in conjunction with the Annual Convention and Industrial Finishing Exposition of the American Electroplaters' Society in Detroit on June 23 - 27.

This Convention Issue is a logical place for you to place a powerful selling message directed to the most influential group in the metal finishing industry. The appearance of the Convention Issue of The MONTHLY REVIEW is the publishing event of the year in this field, just as the A.E.S. Convention and Exposition is the metal finishing event of the year.

You are urged to take advantage of this outstanding advertising opportunity. The enclosure gives full information as to mechanical specifications and rates.

We are looking forward to the receipt of your space reservation blank.

Cordially,

Allan Ray Putnem
Advertising Manager

ARP:peg

Jetley Service Co.
100 17 Mar 47 \$ 3.50

P.S.: If you wish to contract for space regularly in The MONTHLY REVIEW, you may take advantage of the reduced rates shown on the rate card enclosed. Why not make this June Convention Issue the initial insertion on a 6 or 12 time advertising contract? You will then commune regularly with those who control the real buying power in the metal finishing industry.

THE MONTHLY REVIEW

Offices
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A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



We realize that these are very full days for you as thousands of advertising budgets all over the country are nearing completion.

But in respect to selecting media for the metal finishing industry we did wish to remind you of these points.

1. Leaders of the metal finishing industry are members of the American Electroplaters' Society.
2. Since they are members of this Society, they receive and read monthly the society's publication, THE MONTHLY REVIEW.
3. Therefore, if you wish to direct effective advertising messages to the most influential group of the industry, schedule a continuous advertising program in this powerful technical publication.

We will gladly furnish you any information on THE MONTHLY REVIEW which you may desire.

Yours very truly,

Allan Ray Putnam
Advertising Manager

ARP:peg

Letter Service Co., Inc.
300
25 Nov 46

THE MONTHLY REVIEW

Offices
471 York Road
Jenkintown, Pa
Phone: Ogontz 4663

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AMERICAN ELECTROPLATERS' SOCIETY
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A. K. GRAHAM
Managing Editor
K. G. SODERBERG
Editor
A. R. PUTNAM
Advertising Manager



DO YOU KNOW YOUR SUBSCRIPTION EXPIRES _____?

Dear Subscriber:

In recent months we have received many letters of commendation on the improvement both in the quality and the breadth of subject matter covered in articles appearing in THE MONTHLY REVIEW. Plans of the editorial board provide for even greater coverage of new developments and discoveries pertaining to all phases of metal finishing.

This is one important reason why plant engineers, research men and workers in metal finishing industries are subscribing in greater number to THE MONTHLY REVIEW, the subscription price for which is \$3.00 per year.

Probably you had not realized that your subscription is about to expire. In order that you will continue to receive THE MONTHLY REVIEW without interruption, we suggest that you fill out the following tear slip and return it promptly, using the enclosed envelope for your convenience.

Cordially yours,

Letter Service Co., Inc.
300
25 Mar 46

Gene E. Stout,
Circulation Manager

GES:peg

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Name _____
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Please enter below the name and address of a friend you believe would be interested in receiving THE MONTHLY REVIEW.

Name _____
(Please Print)

Address _____
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Important
Members

January 1948
Effective this month the
will be called

Printing

Tommason
1948

for 8 1/4 + 11 1/4 type page
will be bleed
El Putnam



***B**eginning January 1948*

*The MONTHLY REVIEW of the American Electroplaters' Society will be called **Plating** —*

NEW SIZE: 8 1/4 x 11 1/4 BLEED; 7 x 10 TYPE PAGE

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Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

mailing price
10

January 1, 1948

Mr. H. D. McLeese
United Chromium Inc.
2751 E. Jefferson
Detroit, Michigan

Dear Mr. McLeese:

New Year's greetings from PLATING.

With the New Year we are proud to forward you your personal copy of our publication -- under its new name -- and in its new size. The name PLATING supplants the old title, THE MONTHLY REVIEW.

In glancing through this publication you'll agree that we're attempting to do a vital and enthusiastic job on this tremendous subject of electroplating. You'll find some new features, too, including 10 point type in most of the text matter (we used 8 point up till this month), "teasers" on each feature article inviting the reader to dive in, a postage-paid inquiry card, and a listing in the advertisers' index of the advertising agencies responsible for placing each account.

This issue starts our 35th year of publication, and it promises to be an outstanding one, we think. We'd like very much to hear your comments on "the new look" of our book. Will you drop us a line?

Cordially,

Allan Ray Putnam

Allan Ray Putnam
Advertising Manager

ARP:jmc

Stationery - Letterhead
10,000 Jan 48 Stephenson Bros. \$98.00
(not incl. envelopes)
25,000 Apr 48 ✓ ✓ \$40.00
(incl. envelopes)

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In respect to your recent order, please note the items checked below.

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Your subscription will be entered promptly upon receipt of the correct amount.

500 Bland Multipy 16 Jan 48
\$4.50

Letterhead

5,000 Jan 48 Stephenson Bros. 41.75

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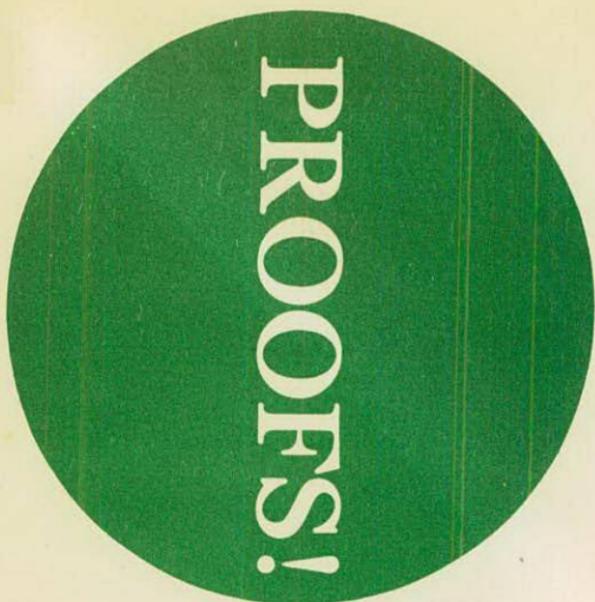
#92

Jan 48 15,000 Stephenson Bros.

Jan 48 \$ 175.50

Apr 48 25,000 Stephenson Bros.

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Jan 48

\$ 24.50

Phone: Ogontz 4663

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1000 Stephenson
Bros.

Jan 48

\$26.00

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THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

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JENKINTOWN, PA.

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OR
FOURTH
CLASS
POSTAGE
HERE

134
114
106 3
94 1+2
11

x

500
Beard
\$ 3.50

Jan 48

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You may expect to receive the next issue of PLATING
directed to the address shown on the reverse side.

THIS SIDE OF CARD IS FOR ADDRESS



8
4.50
Jan 48
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AMERICAN ELECTROPLATERS' SOCIETY

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NATIONAL OFFICE
473 YORK ROAD, JENKINTOWN, PA.

1947 - 1948

OFFICE OF EXECUTIVE SECRETARY

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3. Prices for the ANNUAL PROCEEDINGS of the American Electroplaters' Society are listed below —

| | | | |
|------|--------|------|---------|
| 1942 | \$5.00 | 1946 | \$ 6.50 |
| 1943 | 5.00 | 1947 | 10.00 |
| 1944 | 5.00 | 1948 | |

4. Price for Research Reprint you have requested is \$_____.
5. Price for publication you have requested is \$_____.
6. Underpayment -- order and remittance are returned herewith. Please issue another check in the amount of \$_____.
7. Overpayment — order and remittance are returned herewith. Please issue another check in the amount of \$_____.
8. Not yet published. Shipment will be made as soon as possible after date of publication.
9. Being reprinted. Delivery date uncertain.
10. Not our publication.
11. Publication out of print.
12. See attached list of libraries to use copy or obtain photostat of publication.
13. Shipment of your order has been made. If not received within ten days, please notify us.
14. Out of stock. Delivery date indefinite.

Plating

AMERICAN ELECTROPLATERS' SOCIETY, P. O. BOX 168, JENKINTOWN, PA.

Terms 2%—10 Days on Current Billing Only When Account is Paid in Full

Advertising Charges for

Issue

Space:

Color:

Bleed:

Other:

KEEP THIS COPY FOR YOUR FILE

2000 sets Feb 1948
(duplicate) Old York Road #40.95

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Advertising Charges for

Issue

Space:

Color:

Bleed:

Other:

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This will acknowledge your recent order dated _____
for publications from this Society.

Please be advised that this order is in the process of
being filled and shipment will be made within a few days.

American Electroplaters' Society
P. O. Box 168
Jenkintown, Pa.

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14
post
cards

500 Feb 1948

Bland Multi-Copy

\$9.50 (incl. cards)

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PHONE: OGONTZ 4663

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Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

PLATING takes pleasure
in forwarding you this
clipping from the

issue.

The editors felt that
the information con-
tained in your release
was of sufficient in-
terest to our reader-
ship to warrant its
appearing in the

section of the publi-
cation.

500 Feb 48 Bland
Multi-Copy

4.50

500 Aug 48

CIRCULATION DATA

sample book

PLATING

AMERICAN ELECTROPLATEPS' SOCIETY
P.O. Box 168, Jenkintown, Pa.

Following figures are correct as of January 1, 1948.

| | | |
|------------------------------------|------------|-----------|
| Subscription -- | | |
| Association Subscriptions | 5311 | |
| (Incl. 238 Sustaining Members) | | |
| Other Subscriptions | <u>373</u> | |
| Total net paid circulation | | 5684 |
| Advertisers | | 80 |
| Advertising Agencies | | 60 |
| Samples to prospective advertisers | | 181 |
| All other unpaid distribution | | <u>29</u> |
| Total distribution | | 6034 |

Following figures are correct as of January 1, 1948.

| | | |
|---------------------|------------|------------|
| New England | 998 | |
| Middle Atlantic | 1403 | |
| South Atlantic | 199 | |
| East North Central | 2209 | |
| East South Central | 32 | |
| West North Central | 244 | |
| West South Central | 12 | |
| Mountain | 12 | |
| Pacific | <u>334</u> | |
| United States Total | | 5443 |
| Canada | 216 | |
| England | 64 | |
| Australia | 207 | |
| Other | <u>104</u> | <u>591</u> |
| Total distribution | | 6034 |

MEMBERSHIP RECORD
(Excluding Sustaining Members)

| Year ending (April 30) | Number of Members | Percentage of 1940 Membership |
|---------------------------|-------------------|-------------------------------|
| 1940 | 2187 | 100.0 |
| 1941 | 2525 | 115.5 |
| 1942 | 2852 | 130.4 |
| 1943 | 2970 | 135.8 |
| 1944 | 3385 | 154.8 |
| 1945 | 3971 | 181.6 |
| 1946 | 4527 | 207.0 |
| 1947 | 4797 | 219.3 |
| 1948 (as of Jan. 1) | 5073 | 231.9 |

*Feb 1948
Bland multi-copy
300
\$5.50*

PLATING

January 1, 1948

DISTRIBUTION BY REGIONS

| | | |
|--------------------|-----|------|
| New England | | |
| Maine | - | |
| New Hampshire | 7 | |
| Vermont | 2 | |
| Massachusetts | 319 | |
| Rhode Island | 76 | |
| Connecticut | 600 | |
| | | 998 |
| Middle Atlantic | | |
| New York | 655 | |
| New Jersey | 366 | |
| Pennsylvania | 382 | |
| | | 1403 |
| South Atlantic | | |
| Delaware | 13 | |
| Maryland | 67 | |
| Dist. of Columbia | 40 | |
| Virginia | 13 | |
| West Virginia | 11 | |
| North Carolina | 9 | |
| South Carolina | 4 | |
| Georgia | 24 | |
| Florida | 18 | |
| | | 199 |
| East North Central | | |
| Ohio | 524 | |
| Indiana | 181 | |
| Illinois | 636 | |
| Michigan | 736 | |
| Wisconsin | 132 | |
| | | 2209 |
| East South Central | | |
| Kentucky | 18 | |
| Tennessee | 5 | |
| Alabama | 9 | |
| Mississippi | - | |
| | | 32 |
| West North Central | | |
| Minnesota | 107 | |
| Iowa | 16 | |
| Missouri | 99 | |
| North Dakota | 9 | |
| South Dakota | 4 | |
| Nebraska | 5 | |
| Kansas | 4 | |
| | | 244 |
| West South Central | | |
| Arkansas | - | |
| Louisiana | - | |
| Oklahoma | 1 | |
| Texas | 11 | |
| | | 12 |

Feb 1948
Bland
(2 pages mimeo)
\$ 5.75

Distribution by Regions as of January 1, 1948 (Cont'd)

| | | | |
|---------------------|------------|-----|------------|
| Mountain | | | |
| | Montana | - | |
| | Idaho | 2 | |
| | Wyoming | - | |
| | Colorado | 4 | |
| | New Mexico | 3 | |
| | Arizona | 1 | |
| | Utah | 1 | |
| | Nevada | 1 | |
| | | | 12 |
| Pacific | | | |
| | Washington | 6 | |
| | Oregon | 2 | |
| | California | 326 | |
| | | | <u>334</u> |
| United States Total | | | 5443 |
| Canada | | | 216 |
| Foreign | | | |
| | Australia | 207 | |
| | England | 64 | |
| | Other | 104 | |
| | | | <u>375</u> |
| Total Distribution | | | 6034 |

Sample Book

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

FOR PUBLICITY DEPARTMENT

Gentlemen:

PLATING is a monthly publication serving the following fields: polishing and buffing, cleaning and degreasing, pickling, manual and automatic electroplating operations of all types, anodizing and other metal surface treatments, as well as lacquering and enameling.

News items from your organization are properly acceptable for editorial consideration by this publication if they touch upon any of the above mentioned operations. Such items may include --

1. Announcement of new equipment and supplies
(will appear in the "New Equipment" section)
2. Announcement of new manuals, descriptive folders,
and other literature
(will appear in "New Literature" section)
3. Items about the company and its employees
(will appear in the "Industry News" and
"Personals" section)

We would appreciate it if you would review immediately your news release mailing list and make certain that we do receive appropriate items from your organization. They should be addressed to

Editor
PLATING
P.O.Box 168
Jenkintown, Pa.

If you have any item on literature or new equipment which you have issued in the past four months and which we have not reviewed, please submit it now for consideration for the next issue of PLATING.

Your cooperation is sincerely appreciated.

Cordially,

Guustaf Soderberg
Editor

~~1000~~ 1000 Feb 48 Bland Multicopy
\$650

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

Sample book

Dear Reader:

Will you please help me?

A question which always confronts an editor is "What sort of articles would be of the greatest interest to his readers?" I had hoped to get this information from the post card questionnaire which we sent you several weeks ago. Unfortunately, we have not received your reply and I cannot complete the plans for this year until I hear from you.

Possibly you have mislaid the first card. I am therefore enclosing another one. Please fill it out now and drop it in the mail box. The postage has been paid and it is already addressed to us.

This is an urgent matter. I need your reply now. Naturally your reply is kept confidential.

Sincerely,

Gustaf Soderberg
Editor

KGS:peg

Bland Multi - Copy
800 Apr 48 \$6.50

Plating

AN INQUIRY FROM A READER

To:

This inquiry
has been made in response
to a recent issue of
PLATING.



Please forward
the requested information
direct to the inquirer.

We have received an inquiry from:

They are interested in:

Old York Road

March 1948
3,000

PLATING • P. O. Box 168 • Jenkintown, Penna. *20.85*

Sample Book

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

Re: Special Issue in June

Gentlemen:

The Annual Convention and Industrial Finishing Exposition of the American Electroplaters' Society will be held in Atlantic City June 28 to July 1. You are, of course, cordially invited to attend and participate in this annual electroplating and finishing event.

This year, as last year, the Official Program of the Society is being incorporated with the June issue of the Society publication, PLATING. This special Convention issue will contain the complete technical program, list of exhibitors, schedule of entertainment, reports of officers, and so forth, as well as the usual complete editorial content of PLATING.

This preliminary announcement is sent to you so that you may plan the copy for your advertising appearing in the special issue to tie in with this industrial and scientific focal affair. We realize that production of advertising copy and plates, properly done, can take time, and that is why we are writing you in advance about the Special Issue in June.

If, by any chance, you have no advertising schedule for our June issue, we suggest that you mail your space reservation for that issue as soon as possible. Please note that this is the only advertising being accepted by the American Electroplaters' Society in connection with the 1948 Convention and Exposition.

Cordially,

Allan Ray Putnam
Allan Ray Putnam
Advertising Manager

ARP:peg

*200 Feb 48 Bland Multi Copy
sent to all advertisers and their
agencies
\$ 4.50*

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

Sample book

The Committee sponsoring the Industrial Finishing Exposition of the American Electroplaters' Society has informed us that you are listed as an Exhibitor at the forthcoming Exposition in Atlantic City, June 28 to July 1. We are happy to hear that your products and services will be represented at this high-point of all plating and finishing activities for the year. Society members, and the many others who will attend this Exposition, will have an outstanding opportunity to become further acquainted with them.

To further assure the success of this mutual opportunity, PLATING is publishing a Special Convention and Exposition Issue in the place of the regular June issue. The special issue will contain the entire program of the Convention and a complete guide to the Exposition. Thus, this issue will become an integral part of the Convention and Exposition.

We desire to provide you with a means of extending a personal invitation to customers and prospective customers whom you wish to visit your exhibit at the Exposition. The advertising pages of the Special Convention and Exposition Issue are available for this purpose, and we urge you to take advantage of them.

Rates for advertising space are stated in the enclosure. Fill out the space reservation blank today and send it to us. You most certainly do not wish to miss this powerful selling opportunity.

Cordially,

Allan Ray Putnam
Advertising Manager

ARP:peg

Bland Multi-copy

200 Apr 48 \$ 6.50

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

*Sample
book*

A Special Issue of PLATING is being issued in June.

Here is why.

There is one event each year that without doubt is the focal point for the entire electroplating and metal finishing industry - the Annual Convention of the American Electroplaters' Society. This, the thirty-fifth annual meeting, will be held June 28 to July 1 in Atlantic City. The technical sessions will present prominent technicians and production men speaking on vital topics. These men will tell how to produce better plating and other finishes.

The Industrial Finishing Exposition, also sponsored by the American Electroplaters' Society, will run in Atlantic City Convention Hall concurrently with the Convention. Here manufacturers of equipment and supplies will exhibit and demonstrate their products, showing what to use to produce better plating and other finishes.

Because of these headline events, a special Convention and Exposition issue of PLATING will appear on June first, more than three weeks before the convention. I would appreciate your noting the following facts --

1. This issue will contain the entire Official Program of the Convention and Exposition -- a complete topical listing of the technical sessions, an entertainment guide, and a guide to the Exposition.
2. This issue will, in addition, have editorial contents of the high value that characterize the publication.
3. PLATING is the appropriate periodical to issue a special number for this event, since PLATING is published by the American Electroplaters' Society.

This Special Issue provides you with an unusual opportunity to advertise YOUR products - one that is available only once a year. That is why I have written at such length. Rates and mechanical specifications are stated in the enclosure. Absolute deadline for space reservation is May first, but you are requested to use the convenient blank to reserve your space now to aid us in planning for this issue.

*Bland Multi-copy
April 1948
700 - 2 sheets and
700 carbons (1 sheet) \$17.50*

Space in the June issue is the only advertising being accepted by the American Electroplaters' Society in connection with the 1948 Convention. Let this opportunity work to your advantage. Inform us of your space requirements today.

Sincerely,

Allan Ray Putnam
Advertising Manager

ARP:peg

P.S. The enclosed editorial will give you some idea of the kind of market to which you will appeal.

Plating

POST OFFICE BOX 168, JENKINTOWN, PENNSYLVANIA

Recently I sent you a letter concerning the Special Issue of PLATING in June occasioned by the 1948 Annual Convention and Industrial Finishing Exposition of the American Electroplaters' Society.

Since we are certain that you have a justifiably high interest in such an issue, and since we have not received a space reservation from you, I am enclosing a copy of my previous letter.

Take a moment right now, if you will please, to give this issue serious thought. This is a worthwhile advertising opportunity for you, and I would like to see you benefit from it.

e must have your space reservation before May first.

Sincerely,

Allan Ray Putnam
Allan Ray Putnam
Advertising Manager

ARP:peg

Blank Multi-Copy
700 (signed) Apr 48 \$6.50

Gentlemen:

A Special Issue of PLATING is being issued in June.

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Space in the June issue is the only advertising being accepted by the American Electroplaters' Society in connection with the 1948 Convention. Let this opportunity work to your advantage. Inform us of your space requirements today.

Sincerely,

Allan Ray Putnam
Advertising Manager

ARP:peg

(incl. in
copy of original)

A Special Issue of

Plating

for the

1948 Convention and Industrial Finishing Exposition

of the American Electroplaters' Society

Atlantic City, N. J. — June 28 to July 1, 1948

Editorial Contents

- Complete Convention Program
- ... Technical and educational sessions
- ... Business meetings
- ... Entertainment
- Complete listing of the exhibitors at the Industrial Finishing Exposition
- Diagram of the Atlantic City Convention Hall, location of the Exposition
- Annual reports of the Society's officers ... plus ...
- Outstanding articles by authorities in the electroplating and allied fields

Circulation

- Guaranteed paid circulation of 5,700
- Published June 1, more than three weeks before the Convention and Exposition.
- Mailed to entire subscription list of PLATING
- This includes the entire membership of the American Electroplaters' Society. In addition 300 or more copies will be distributed during the Convention and Exposition
- Directed to the most influential group in the metal finishing industry, the group representing real buying power

Detach and forward the space reservation blank provided below today so that you may assure yourself of selling representation before this powerful group. The space is limited.

FINAL CLOSING DATE — MAY 1, 1948

The Special June Issue of

PLATING

will publish the only advertising to be accepted by the American Electroplaters' Society in connection with this Convention and Exposition.

Mechanical Specifications

- Type page 7 x 10
- Trimmed magazine size 8 $\frac{1}{4}$ x 11 $\frac{1}{4}$
- Two-thirds page 4 $\frac{5}{8}$ x 10
- Half page: Vertical 3 $\frac{1}{2}$ x 10
- Horizontal 7 x 4 $\frac{7}{8}$
- One-third page: Vertical 2 $\frac{1}{4}$ x 10
- Horizontal 4 $\frac{5}{8}$ x 4 $\frac{7}{8}$
- Quarter page 3 $\frac{1}{2}$ x 4 $\frac{7}{8}$
- Unit "A" 4 $\frac{5}{8}$ x 6 $\frac{1}{2}$
- Unit "B" 4 $\frac{5}{8}$ x 3 $\frac{1}{4}$
- Other specifications on request

Advertising Rates

- (These are the regular PLATING rates for one insertion)
- One page\$150
 - Two-page spread 225
 - Two-thirds page 120
 - One-half page 80
 - One-third page 60
 - One-quarter page 45
 - Unit "A" 100
 - Unit "B" 50
 - Standard color, each additional 45

PLATING, American Electroplaters' Society, P.O. Box 168, Jenkintown, Pa.

We consider it important that our advertisement appears in the Convention and Exposition Issue in June, and we authorize you to reserve space as follows:

Size Space.....

Standard Colors: Red *cause confusion*

 Yellow

 Blue

Price \$.....

Date.....

Company.....

Address.....

By.....

April 1949 Old York Road 2,000 # 12-65

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

The last week in June there will be an event which I believe will be of high interest to you. At Convention Hall in Atlantic City, N. J., the American Electroplaters' Society is holding its Industrial Finishing Exposition. The Exposition is a complete display of the latest electroplating and metal finishing equipment and supplies.

In behalf of PLATING and the American Electroplaters' Society, I wish to extend to you a cordial invitation to visit the Industrial Finishing Exposition. The Exposition opens June 28 at noon and is open until 5 P.M. on July 1.

It is a pleasure to enclose for your use an admission ticket. If you desire more information, or feel that you have use for an additional number of tickets, I would appreciate your contacting me.

Incidentally, PLATING will be located at Booth No. 66. We hope to have the pleasure of your visiting us while you are at the Exposition.

Cordially,



Allan Ray Putnam
Advertising Manager

ARP:peg

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

Gentlemen:

Among readers and advertisers alike, PLATING has made a hit. Reactions to our first three issues this year have been entirely favorable. These reactions have been reflected in a number of ways.

Advertisers and advertising agencies have been generous with their praise of the "new" publication, both verbally and in writing. Typical of their remarks is the statement of the president of a prominent industrial advertising agency in New York: "It has become a real magazine capable of fully representing a growing industry".

To find what our readers thought, we conducted a random telephone check in several major cities. We asked their reactions to the new size, the new name, the new format and the cover designs of the book. All the responses were enthusiastically in favor of the changes we had made.

And it isn't all talk, either. Today PLATING has more advertisers appearing regularly in its pages than at any time in the history of the publication. PLATING circulation is higher than it ever has been.

Furthermore, our readers and advertisers are getting together. "The results that we obtained from our new ad in the March issue are amazing", writes one advertiser; "the improved appearance of PLATING magazine seemed to have worked wonders in regard to reader response." Others tell us the same thing.

It appears that our goal of making PLATING an even more useful publication to reader and advertiser alike is being realized.

Cordially,

Allan Ray Putnam

Allan Ray Putnam
Advertising Manager

ARP:peg

Blond Mult-Copy

700 Apr 48

'6.50

*These letters
destroyed - not
sent out -*

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

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Cordially,



Allan Ray Putnam
Advertising Manager

ARP:peg

Blond Multicopy
700 June 1948 \$6.50

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

Gentlemen:

Techniques in the electroplating industry are advancing at an unprecedented rate. New information on the production of high-grade plated and finished surfaces is coming to light daily in plants and laboratories throughout the country. Increasingly rigid electroplating specifications and continually rising production costs make it mandatory that every electroplating establishment in the country take advantage of these latest techniques.

PLATING is a monthly periodical devoted to the comprehensive presentation of new ideas and new understandings of electroplating fundamentals. These fundamentals are interpreted in terms of practical application by authors of national and international prominence. In many cases those authors are the same men who have been responsible for the development work in the laboratory or on the production line.

It is essential that your company management be kept advised of these outstanding new developments. Therefore, the American Electroplaters' Society is pleased to invite you to subscribe to PLATING. For a year's subscription beginning with the very next issue, fill out the blank accompanying this letter and enclose a check for \$4.00.

Cordially,

A. Kenneth Graham

A. Kenneth Graham
Managing Editor

AKG:peg

May 1948 4,000
Bland Multi-copy
Multigraphing 14.00
Folding 14.00

1 1/2 issues
of *Plating*

for only \$4.00

is a sound investment in the latest information, accurately presented, on:

| | |
|------------|--------------------|
| Plating | Tumbling |
| Polishing | Burnishing |
| Buffing | Anodizing |
| Cleaning | Chemical Finishing |
| Degreasing | Lacquering |
| Pickling | Enameling |

PUBLISHED BY
AMERICAN ELECTROPLATERS' SOCIETY

PLATING

P. O. Box 168, Jenkintown, Pa.

*April 1948 Old York
Road Plating Co.
20,000 \$115.00*

Date.....

Enter our subscription to PLATING for year(s) at \$4.00 per year.

Enclosed is a check or money order for \$.....

Company
(Please Print)

Street Address

City Zone State

Per Title

RECENT ARTICLES IN
Plating★

Electroplating and Plated Coatings

- Copper Plating in Alkanesulfonic Acid Baths
- Plating on Aluminum
- Deposition of Chromium from Chromic Acid Solutions
- Nickel Plating Symposium
- Copper-Tin Alloy Plating
- Sources of Impurities in Electroplating Solutions
- Notes on Nickel and Chromium Plating
- Electroforming—A Literature Review and a New Application
- Plating of Zinc Base Alloy Die Castings
- Electroplating from Fluoborate Solutions
- Blistering of Cadmium Plate on Soldered Steel
- Adherent and Dense Heavy Silver Deposits
- Mechanical Properties of Nickel Deposits
- Fatigue Limit of Chromium Plated Steel
- Causes of Failure of Plated Coatings in Automotive Service

Metallurgy

- Atmospheric Corrosion of Iron and Steel
- Sound Zinc Base Die Castings

Polishing and Buffing

- Metal Polishing
- Polishing and Buffing Aluminum
- Spraying Compositions to Buffs
- Electrolytic Polishing

Engineering

- Principles of Industrial Process Ventilation
- Continuous Electrolytic Solution Purification
agement
- ound Cost Control Procedures in the Job Plating
Business
- A Program of Training for Apprentice Polishers and
Platers
- Industrial Housekeeping and Sanitation
- Wage Incentives in the Plating Room

Cleaning and Degreasing

- A Surface Active Agent for the Cleaning of Metals

Laboratory Techniques

- Analysis of Gold and Gold Alloy Solutions
- Drop Test for Determining Thickness of Zinc Coating
- Measurement of Thickness of Copper and Nickel Plate
- Laboratory Apparatus for Controlled Current
Distribution on Small, Flat Surfaces
- Standardization of pH Scale
- Notes on Laboratory Control of Plating Solutions
- Streamlined Analytical Control of Gold Alloy Plating
Solutions

Chemical and Organic Finishing

- Chemical Finishing of Metals
- Organic Coatings for Metals

* Prior to January 1948, publication was known as "The Monthly Review". PLATING is owned and published by the American Electroplaters' Society.

MEMO FROM

Plating

In case you overlooked my recent letter, here is a copy.

To receive the next issue, mail the subscription card today.

A. K. G.

Century Letter, N.Y. 4000 Mar 48 \$45⁰⁰
(Circulation Campaign)

Plating

P. O. BOX 168 • JENKINTOWN, PENNSYLVANIA

Gentlemen:

Techniques in the electroplating industry are advancing at an unprecedented rate. New information on the production of high-grade plated and finished surfaces is coming to light daily in plants and laboratories throughout the country. Increasingly rigid electroplating specifications and continually rising production costs make it mandatory that every electroplating establishment in the country take advantage of these latest techniques.

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It is essential that your company management be kept advised of these outstanding new developments. Therefore, the American Electroplaters' Society is pleased to invite you to subscribe to PLATING. For a year's subscription beginning with the very next issue, fill out the blank accompanying this letter and enclose a check for \$4.00.

Cordially,

A. Kenneth Graham
Managing Editor

AKG:peg

May 1948 4,000
Bland Multi-copy 24.00

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

Gentlemen:

What has atomic energy got to do with electroplating?

"At the University of Wisconsin radioisotopes produced in the chain reactor at Oak Ridge are being used to observe surface phenomena on glass and metals. Scientists are beginning to learn how nearly weightless layers of foreign molecules and ions (charged atoms) attach themselves to glass and metal surfaces. The information gained from these studies should lead to better electroplating"

The above statement is by a man who should know, for it was written by David E. Lilienthal, Chairman of the Atomic Energy Commission, and appeared in The New York Times on January 11, 1948.

Mr. Lilienthal's statement serves to emphasize the amount of development work yet to be done in the electroplating industry of which you are a part.

Each month PLATING brings its subscribers new and timely articles on all phases of electroplating and metal finishing. These are highly informative, understandable treatments of the many developments which today lead to better electroplating. Articles on all phases of polishing, buffing, cleaning, degreasing, tumbling, coating, and plating make this industrial and technical publication an important influence in the operation of electroplating plants and departments throughout the country.

PLATING will be delivered to you every month for the next twelve months at the very moderate price of \$4.00. Simply fill in the enclosed blank and mail with your check. You will then be assured of receiving the next issue to come off the press.

Cordially,

A. Kenneth Graham
Managing Editor

AKG:peg

(Cont figures over)

1948 Subscription Campaign

"A" - "Techniques in the ..." (original)

"B" - Carbon of "A" with pencilprint memo

First Lot

| | | |
|----------------------|-------------|-------------|
| First mailing ("A") | 24 Apr 48 | 2156 pieces |
| Returns by 15 May 48 | 82 | |
| | 3.8% return | |

• 328 value

| | | |
|----------------------|--------------|-------------|
| Second mailing ("B") | 17 May 48 | 1970 pieces |
| Returns by 24 May 48 | 58 | |
| | 2.95% return | |

• 232 value

Returns by 28 May 48

97

4.9% return

• 388 value

Returns by 4 June 48

113

(5.72% return; • 532 value)

Returns by 11 June 48

123

(6.25% return,

Returns by 29 June 48

131

← 6.1%

Second Lot

First mailing ("A") 2 Jul 48

978 pcs.

Returns by 23 Jul 48

27

2.76% return

\$108. value

Returns by 27 Aug 48

27

5.52% return

\$216. value

(over)

Second mailing ("B") 24 Aug 48

924 pcs.

Analysis

| <u>Date</u> | <u>Cost</u> | <u>Value of Returns</u> | <u>Excess or Deficit</u> |
|-------------|-------------|-------------------------|--------------------------|
| 24 May 48 | 706.95 | 560.- | 146.95 |
| 28 May 48 | 709.75 | 716.- | 6.25 |

Campaign Costs

| <u>Date - 1948</u> | <u>Stationery</u> | <u>Printing</u> | <u>Supplies Stickers & cards</u> | <u>Labor</u> | <u>Postage</u> | <u>Totals</u> |
|--------------------|-------------------|-----------------|--|--------------|----------------|---------------|
| | | 45.30 | 109.20 | 86.25 | 60.- | |
| | | 115.- | | 111.- | 60.- | |
| | | 24.20 | | 96.- | | |
| 24 May | | 184.50 | 109.20 | 293.25 | 120.- | 706.95 |
| | | | 2.80 | | | 709.75 |

INDUSTRIAL FINISHING EXPOSITION



of the American Electroplaters' Society

CONVENTION HALL, ATLANTIC CITY, N. J.

JUNE 28 TO JULY 1, 1948

Please admit

Mr.....Position.....

Company.....

Business Address.....
Street City State

Products or Type of Business.....

By invitation of

PLATING

Booth No. 66

INDUSTRIAL FINISHING EXPOSITION

| | | |
|-------------------|--------------------|------------------------|
| Hours of Exhibit: | Monday, June 28 | - 12 Noon to 10 P. M. |
| | Tuesday, June 29 | - 10 A. M. to 10 P. M. |
| | Wednesday, June 30 | - 10 A. M. to 10 P. M. |
| | Thursday, July 1 | - 10 A. M. to 5 P. M. |

The newest developments in equipment and supplies for all types of metal finishing will be displayed at the Industrial Finishing Exposition. Here the visitor may learn how to improve the quality of his finished product, increase production, and reduce costs.

Admission to the Exposition is by registration only. The other side of this card must be filled in completely in order to be admitted.

The Industrial Finishing Exposition is sponsored by the Newark Branch of the American Electroplaters' Society in conjunction with the 35th Annual Convention of that Society. Headquarters for the Convention are located at the Ambassador Hotel, Atlantic City, N. J.

\$10.00



**AMERICAN
ELECTROPLATER'S SOCIETY**

35th Annual Convention

June 28, 29, 30, and July 1, 1948

Newark Branch, Hosts

Gentleman

24

No.

KEEP THIS BOOK

This is your pass for admission
at any time
to the

INDUSTRIAL FINISHING EXPOSITION

GOLF TOURNAMENT

Sponsored by

International Fellowship Club

12:00 Noon

Tuesday, June 29, 1948

Atlantic City Country Club

Northfield, N. J.

No. 24

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

Gentlemen:

Among readers and advertisers alike, PLATING has made a hit. Reactions to our first six issues this year have been entirely favorable. These reactions have been reflected in a number of ways.

Advertisers and advertising agencies have been generous with their praise of the "new" publication, both verbally and in writing. Typical of their remarks is the statement of the president of a prominent industrial advertising agency in New York: "It has become a real magazine capable of fully representing a growing industry".

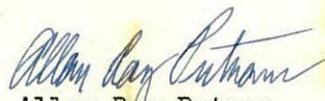
To find what our readers thought, we conducted a random telephone check in several major cities. We asked their reactions to the new size, the new name, the new format and the cover designs of the book. All the responses were enthusiastically in favor of the changes we had made.

And it isn't all talk, either. Today PLATING has more advertisers appearing regularly in its pages than at any time in the history of the publication. PLATING circulation is higher than it ever has been.

Furthermore, our readers and advertisers are getting together. "The results we obtained from our new ad in the March issue are amazing", writes one advertiser; "the improved appearance of PLATING magazine seemed to have worked wonders in regard to reader response." Others tell us the same thing.

It appears that our goal of making PLATING an even more useful publication to reader and advertiser alike is being realized.

Cordially,


Allan Ray Putnam
Advertising Manager

ARP:peg

15 Jul 48 Bland Hultin Copy 750

Memo to our advertisers.

Beginning with the OCTOBER issue, PLATING will have new deadlines. We know you will cooperate by sending us

by the *5th* of the month preceding publication date:

1. Reservations for advertising not contracted
2. Cancellations for advertising previously contracted
3. All copy and cuts for advertisements to be typeset
4. Color information for two-color advertisements

and by the *10th* of the month preceding publication date:

1. Complete plates for advertisements



Al Putnam

Stephenson Brothers Aug. 1948

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

August 20, 1948

Gentlemen:

A few days ago you received a memo noting PLATING'S new deadlines, effective with the October issue.

These changes have been made for two important reasons:

1. So that we may forward to advertisers and agencies proofs before printing, allowing adequate time for the proofs to travel back and forth through the mails.
2. So that we may present to our increasing number of readers an attractive, well-organized magazine, delivered on time -- a magazine worthy of presenting your advertising message.

Accomplishment of these aims will enable you, the advertiser, to ascertain that the advertisement being printed is exactly as you planned it, and that it reaches members of the electroplating field through an impressive and influential medium. In short, by solving our problems, we are helping you derive greater returns from each advertising dollar invested.

Your cooperation in this matter is most important and we must insist that deadlines be met, particularly in the case of advertisements to be typeset. We know we can count on you to have your October plates in our hands by the tenth of September, copy and cuts by the fifth.

Cordially,



Allan Ray Putnam,
Advertising Manager

Aug 48 Bland Multi-Copy 1000 copies \$658

"AN EDUCATIONAL
SOCIETY FOR THE
ADVANCEMENT OF
THE SCIENCE OF
ELECTROPLATING"



AMERICAN ELECTROPLATERS' SOCIETY

PRESIDENT
S. S. JOHNSTON

FIRST VICE-PRES.
ARTHUR W. LOGOZZO

SECOND VICE-PRES.
WILLIAM J. NEILL

THIRD VICE-PRES.
C. F. NIXON

EXEC. SECRETARY
A. KENNETH GRAHAM

NATIONAL OFFICE
473 YORK ROAD, JENKINTOWN, PA.

1948-1949

OFFICE OF EXECUTIVE SECRETARY

ADDRESS REPLY TO:

P. O. BOX 168, JENKINTOWN, PA.

July 29, 1948

Dear Sir:

Recently you attended the Industrial Finishing Exposition or the Technical Sessions, or both, which the American Electroplaters' Society featured during its Annual Convention in the Atlantic City Convention Hall the last week in June.

As is evident from the enclosed questionnaire, we are very much interested in your reasons for attending and we wish to discover if you felt the event was helpful to you. Also, we are equally interested in any recommendations that you may have about the Technical Sessions or Exposition.

Since we are sending this questionnaire to only a portion of those who attended, you can see that your reply is important to us. Only a few moments of your time will be required to answer the questions, and we have enclosed a self-addressed, stamped envelope for your convenience.

Thank you for your cooperation in this matter.

Sincerely,

A. Kenneth Graham
Executive Secretary

AKG:peg

Mailing of this piece with questionnaire - first week of August 1948

1871

Sample Book

ANNUAL CONVENTION of the AMERICAN ELECTROPLATERS SOCIETY

ATLANTIC CITY, JUNE 28 TO JULY 1, 1948

***A Questionnaire about the Technical Sessions
and Industrial Finishing Exposition***

1. How many days did you spend in Atlantic City?

- Check one: One Three
 Two Four

2. How did you divide your time?

- Check one: More time at Technical Sessions
 More time at Industrial Finishing Exposition
 About an equal amount of time at each

3. Why did you attend the Technical Sessions and/or Exposition?

- Check: For periodic check-up on equipment, materials, and processes
 Because of specific problems in your work
 Other reasons (please indicate on lines below)
-
-

4. If you had specific problems, were you helped toward a satisfactory solution?

- Check one: Yes
 No
 Partially

5. Which of the following were most helpful in this solution?

- Check one: Technical Sessions
 Exhibits
 Both

6. To what extent do you think the exhibits of the Exposition will influence the make or type of equipment and supplies you will buy or recommend for purchase in the future?

- Check one: Important influence
 Some influence
 No influence

7. Do you have any recommendations which you feel would make the Convention and Exposition of greater help and interest to you?

a. Concerning the Technical Sessions (hours, subjects, speakers, etc.)

b. Concerning the Exhibits (hours, products, exhibitors, personnel, manner of presentation, etc.)

8. Some other helpful information:

a. What is your title or position? _____

b. What is the business of your Company? _____

Please return this questionnaire to:

AMERICAN ELECTROPLATERS' SOCIETY
P. O. Box 168
Jenkintown, Pa.

Sample book

"AN EDUCATIONAL SOCIETY FOR THE ADVANCEMENT OF THE SCIENCE OF ELECTROPLATERS"



AMERICAN ELECTROPLATERS' SOCIETY

PRESIDENT: KENNETH M. HUSTON
FIRST VICE-PRES.: S. S. JOHNSTON
SECOND VICE-PRES.: ARTHUR W. LOGOZZO
THIRD VICE-PRES.: WILLIAM J. NEILL
EXEC. SECRETARY: A. KENNETH GRAHAM

NATIONAL OFFICE
473 YORK ROAD, JENKINTOWN, PA.

1947 - 1948

OFFICE OF EXECUTIVE SECRETARY

ADDRESS REPLY TO:
P. O. BOX 168, JENKINTOWN, PA.

The management of any exposition is quite naturally interested in the reaction of its exhibitors to a specific show. So likewise is the American Electroplaters' Society very much interested in your immediate reaction to the Industrial Finishing Exposition in the Convention Hall at Atlantic City June 28 to July 1 where you used exhibition space.

We would sincerely appreciate your cooperation in filling out the questions at the bottom of this page and returning it to us at your earliest convenience. Please bear in mind that we understand that the results of a trade show can not be realized fully for six months or more following the show, but that we are nonetheless anxious to have your comments at this time.

Anticipating your reply, the American Electroplaters' Society wishes to express its appreciation of your kind cooperation in this matter. Your individual response will, of course, be kept confidential.

Yours very truly,

A. Kenneth Graham
Executive Secretary

AKG:peg

1. Did you exhibit any new products, equipment, or processes at the Industrial Finishing Exposition? _____
2. Did you make or initiate sales at the Exposition? _____
3. Did you make any promising contacts at the Exposition? _____
4. As far as you can tell at this time, was your participation at the Exposition a profitable undertaking? _____
5. Any comments that you would care to make concerning the Exposition on the reverse side of this page would be very much appreciated.

HOLIDAY
GREETINGS



OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

Sample book

Here is your data file on PLATING. I feel certain that you will find it valuable. We have prepared this file along the general lines recommended by the National Industrial Advertisers Association, and the information contained in it is the same as that which we are furnishing that Association.

Please place this in your file. We will send along additions or corrections for inclusion as they become necessary.

We would be pleased to send you any further available specific information that you may desire concerning the market or the publication.

Cordially,

Allan Ray Putnam

Allan Ray Putnam
Advertising Manager

ARP:peg
Enclosure

Nov 48

Bland

"AN EDUCATIONAL
SOCIETY FOR THE
ADVANCEMENT OF
THE SCIENCE OF
ELECTROPLATING"



AMERICAN ELECTROPLATERS' SOCIETY

PRESIDENT
S. S. JOHNSTON

FIRST VICE-PRES.
ARTHUR W. LOGOZZO

SECOND VICE-PRES.
WILLIAM J. NEILL

THIRD VICE-PRES.
C. F. NIXON

EXEC. SECRETARY
A. KENNETH GRAHAM

NATIONAL OFFICE
473 YORK ROAD, JENKINTOWN, PA.

1948-1949

OFFICE OF EXECUTIVE SECRETARY

ADDRESS REPLY TO:

P. O. BOX 168, JENKINTOWN, PA.

Sample book

Gentlemen:

Realizing that many of you are preparing your advertising budget for 1949 at this time, I felt that you might be interested in a recent ruling of the Executive Board of the American Electroplaters' Society.

At a recent meeting of the Board it was decided that no Industrial Finishing Exposition will be held in Milwaukee during the Society's Convention, June 27 to June 30, 1949.

It was felt that you would appreciate knowing this so that you could lay your plans accordingly. Information concerning future Expositions will be forthcoming at a later date.

Very truly yours,

A. Kenneth Graham

A. Kenneth Graham
Executive Secretary

AKG:ha

Nov 48 200 Blaucl

"AN EDUCATIONAL
SOCIETY FOR THE
ADVANCEMENT OF
THE SCIENCE OF
ELECTROPLATING"



AMERICAN ELECTROPLATERS' SOCIETY

PRESIDENT
S. S. JOHNSTON

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EXEC. SECRETARY
A. KENNETH GRAHAM

NATIONAL OFFICE
473 YORK ROAD, JENKINTOWN, PA.

1948-1949

OFFICE OF EXECUTIVE SECRETARY

ADDRESS REPLY TO:

P. O. BOX 168, JENKINTOWN, PA.

sample book

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Very truly yours,

A. Kenneth Graham

A. Kenneth Graham
Executive Secretary

AKG:ha

Sample
book

American Electroplaters' Society

ANNUAL CONVENTION

MILWAUKEE, WISCONSIN

JUNE 27 to JUNE 30, 1949

A. E. S. CONVENTION

5 M Apr 49 Old York Road Plat Co. \$ 38.45

Sample Book

Plating

AMERICAN ELECTROPLATERS' SOCIETY, P. O. BOX 168, JENKINTOWN, PA.

2 M Apr 49 Old York Road Pulp Co. # 37.85

KEEP THIS COPY FOR YOUR FILE

Plating

AMERICAN ELECTROPLATERS' SOCIETY, P.O. BOX 168, JENKINTOWN, PA.

PLEASE ENCLOSE THIS COPY WITH YOUR REMITTANCE

Plating

AMERICAN ELECTROPLATERS' SOCIETY, P. O. BOX 168, JENKINTOWN, PA.

PLEASE ENCLOSE THIS COPY WITH YOUR REMITTANCE

Plating

P. O. BOX 168 • JENKINTOWN, PENNSYLVANIA

Sample
Book

2 M Apr 49 Old York Road Pub Co.

\$ 18.55

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Sample book

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

Re: Special Issue in June

The Annual Convention of the American Electroplaters' Society will be this year, as always, the focal point of the entire finishing industry. All of those interested in the industry who can possibly do so will converge upon Milwaukee, Wisconsin, June 27th and will stay until the final gun is fired on June 30th.

As is only appropriate, PLATING is highlighting the event with a Special Convention Issue in June. Following the well-received practice of the two previous years, the complete Official Program of the Convention will appear in this special issue, as well as all the regular features of a normal issue. The enclosed folder, while not intended for your organization since you have previously scheduled space for the June issue, will serve as a source of further information concerning that issue.

Here are some suggestions as to how you might wish to do that "special something" for this particular issue.

1. Increase the size of your usual space.
2. Plan to use one or more additional colors.
3. Angle your copy theme to fit in with the general feeling of the special issue.
4. Attract attention to your advertising by the use of unusual art work or photographs.
5. Use your advertising space in this issue to announce any new product or service which your company may be ready to introduce.

We realize that production of advertising copy and plates, properly done, can take time, and that is why we are writing you in advance about the Special Issue in June.

If, by any chance, you have no advertising scheduled for our June issue, we suggest that you mail your space reservation for that issue as soon as possible. Please note that this is the only advertising being accepted by the American Electroplaters' Society in connection with the 1949 Convention.

Cordially,

Allan Ray Putnam
Allan Ray Putnam
Advertising Manager

ARP:peg

200 Bland 24 Mar 49 98.50



Plating

POST OFFICE BOX 168, JENKINTOWN, PENNSYLVANIA

Recently I sent you a letter concerning the Special Issue of PLATING in June occasioned by the 1949 Annual Convention of the American Electroplaters' Society.

Since we are certain that you have a justifiably high interest in such an issue, and since we have not received a space reservation from you, I am enclosing a copy of my previous letter.

Take a moment right now, if you will please, to give this issue serious thought. This is a worthwhile advertising opportunity for you, and I would like to see you benefit from it.

We must have your space reservation before May first.

Sincerely,

Allen Ray Putnam
Allen Ray Putnam
Advertising Manager

ARP:peg

1000 Bland 24 Mar 49
\$9.50

Plating

P. O. BOX 168 • JENKINTOWN, PENNSYLVANIA

The American Electroplaters' Society has a serious annual responsibility. Each year the Society has the function of providing for the entire plating and finishing industry the definite focal spot of the industry: an incomparable source of production and technical information through Educational Sessions, and an opportunity for the central meeting of the members of the industry. Since 1913 the Society has met this responsibility with an Annual Convention that has consistently attracted nation-wide attention in the industrial world.

The 1949 scene for this significant event is Milwaukee, Wisconsin June 27 to June 30 . . . where a technical program of remarkably practical importance will attract electroplaters from all parts of the country.

To spotlight this event for the important consideration which it deserves by the entire industry, PLATING will publish a Special Convention Issue in June. This issue will combine all the regular features of the publication with all the features of the Official Program of the Annual Convention.

To your company this Special Issue represents an unusual opportunity. Your advertising, combined with the significant editorial contents of this issue, will receive ready reception at the time of year when all electroplaters are thinking plating and nothing but plating. And you can participate in this Special Issue of PLATING at the regular advertising rates!

The enclosure gives the details as to how you can use this June issue of PLATING to your advantage. Please keep in mind that this Special Issue will publish the only advertising to be accepted by the American Electroplaters' Society in connection with this Convention.

Absolute deadline for space reservation is May first, but you are requested to use the convenient blank to reserve your space now to aid us in planning for this issue. In fact, it would be a good idea to send it in today.

Sincerely,

Allan Ray Putnam
Advertising Manager

ARP:peg

*For cont of this carbon,
see original*

Reprinted from
the June, 1949

plating

Reprints of your advertising in **PLATING** enclosed with your outgoing mail are economic, effective promotion pieces. Each reprint shows the month and year of issue, identifying your advertising as being of national importance to the electroplating and finishing industry.

Send orders for advertisement reprints to:
PLATING, 473 York Road, Jenkintown, Penna.

1000

REPRINT RATES

*westersah
april 1949*

| One Page Black | | One Page Black and One Standard Color | Two-Page Spread Black | | Two-Page Spread Black and One Standard Color |
|---------------------|------------------|---------------------------------------|-----------------------|------------------|--|
| 100 or less..... | \$12.00 | \$24.00 | 100 or less..... | \$13.00 | \$25.00 |
| 200..... | 13.00 | 25.00 | 200..... | 13.60 | 25.90 |
| 300..... | 13.50 | 25.75 | 300..... | 14.20 | 26.80 |
| 400..... | 14.00 | 26.50 | 400..... | 14.80 | 27.70 |
| 500..... | 14.50 | 27.25 | 500..... | 15.40 | 28.60 |
| 600..... | 15.00 | 28.00 | 600..... | 16.00 | 29.50 |
| 700..... | 15.50 | 28.75 | 700..... | 16.60 | 30.40 |
| 800..... | 16.00 | 29.50 | 800..... | 17.20 | 31.30 |
| 900..... | 16.50 | 30.25 | 900..... | 17.80 | 32.20 |
| 1000..... | 17.00 | 31.00 | 1000..... | 18.40 | 33.10 |
| 1500..... | 19.50 | 34.75 | 1500..... | 21.40 | 37.60 |
| 2000..... | 22.00 | 38.50 | 2000..... | 24.40 | 42.10 |
| More than 2000..... | Rates on request | Rates on request | More than 2000..... | Rates on request | Rates on request |

Reprints are furnished at the above rates on standard **PLATING** magazine stock. If 70 lb. stock is desired, increase the above rates as follows: One page—\$.75 per 1000; Two-page spread—\$1.50 per 1000

AS PUBLISHED IN

Plating

AS PUBLISHED IN

Plating

AS PUBLISHED IN *Plating*

500 = 11 x 14 (Black)
500 = 11 x 14 (Maroon)
500 = 9 x 12

\$105

2/49

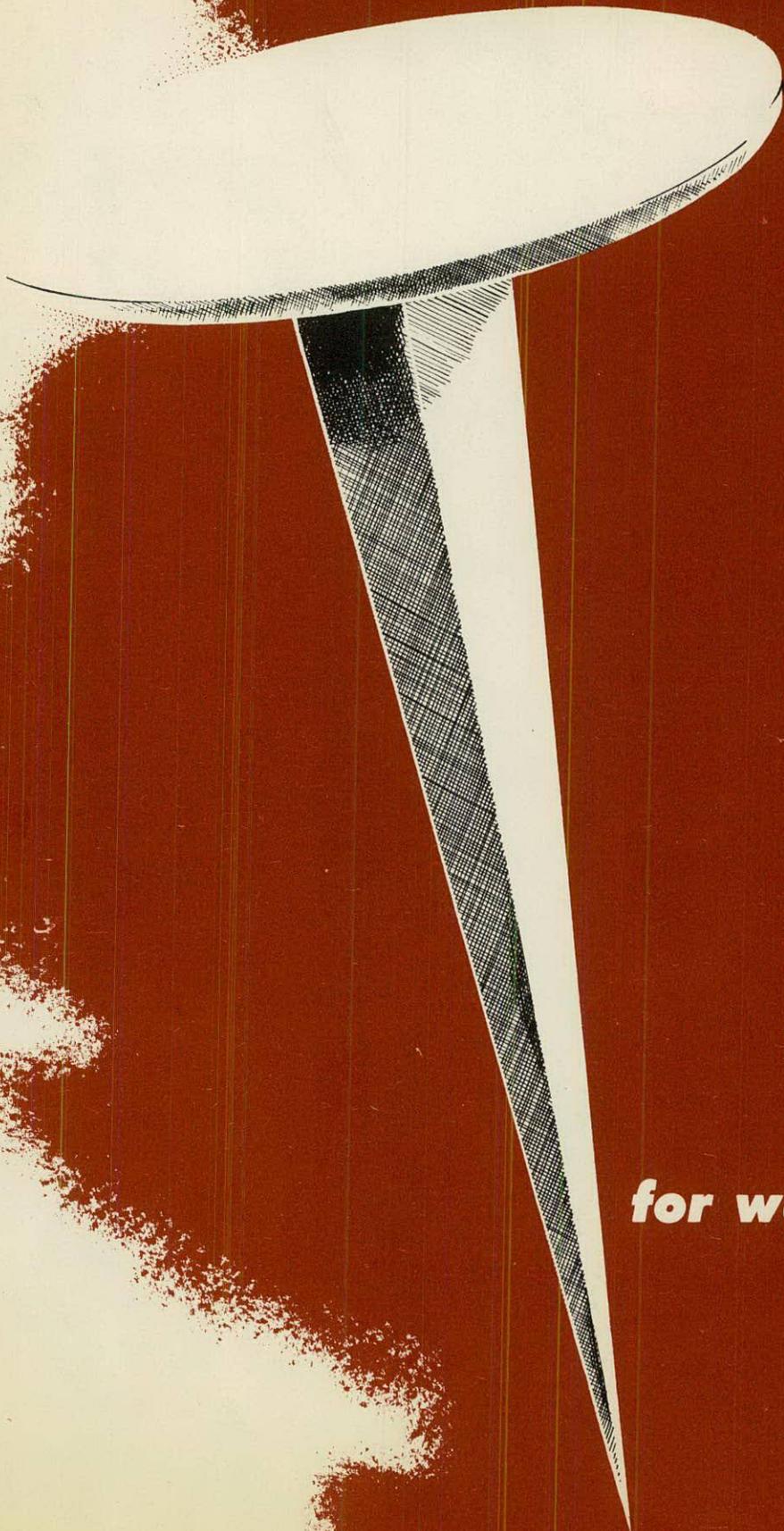
Williams + Marcus

150 = 1951
75 = 11 x 14 \$102.93
9 x 12

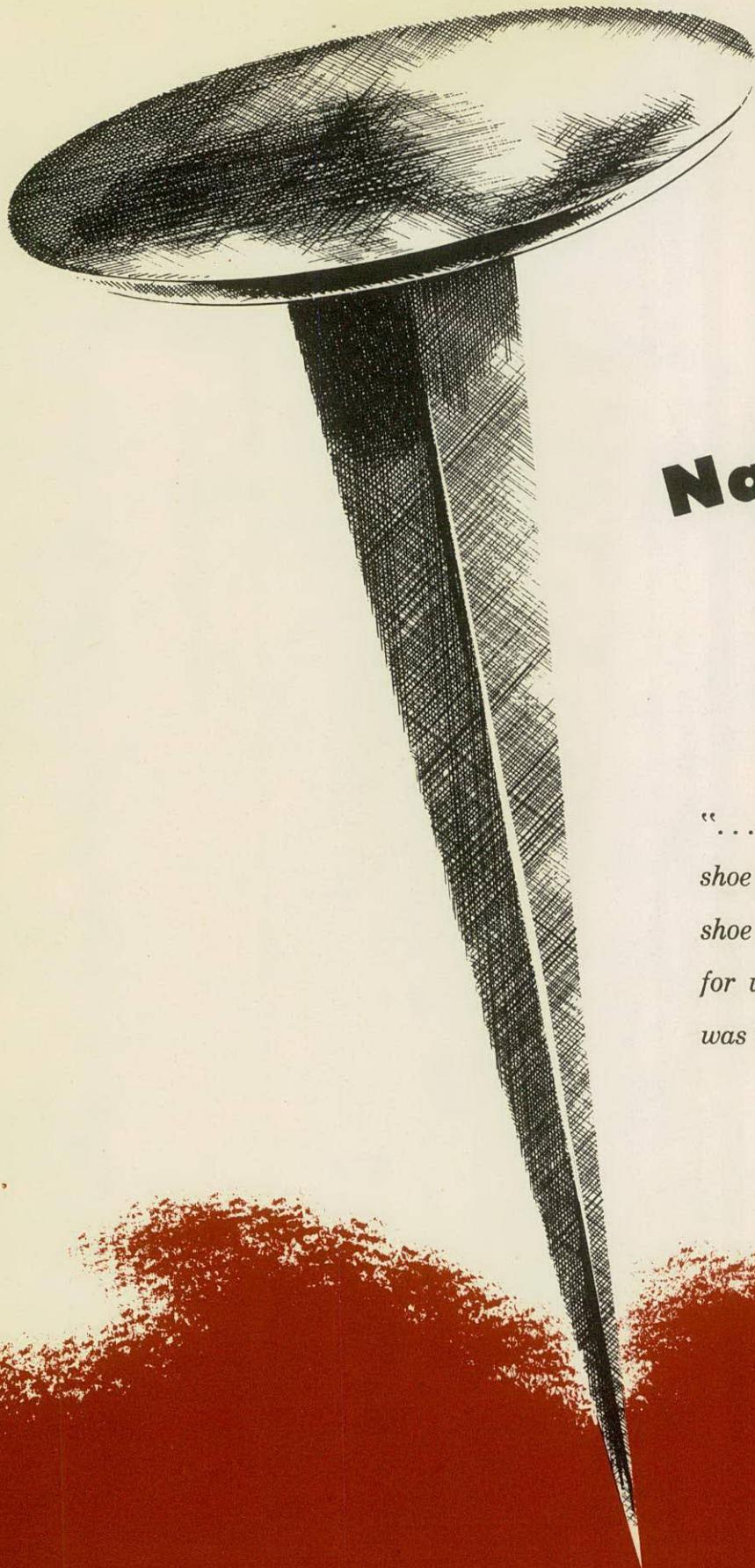
Stephenson Bros. - Oct. 1949
500 copies - \$56.00

Unsatisfactory
job.

Dunlap = 10/50/ = 500 copies 33.25
cuts - 20.00
53.25



for want of a nail . . .



Nail down your

"..... for want of a nail, the shoe was lost; for want of a shoe the horse was lost; and for want of a horse the rider was lost."

Benjamin Franklin

market with



Without one small nail, a rider was lost. Without a regular advertising program to contact and inform buyers, your product may go unrecognized. PLATING offers these points to help you nail down your electroplating market:

 **MARKET:** *Eight thousand plants, representing at least a half-billion dollar investment and producing goods valued at more than \$300 million each year, comprise the electroplating market. Of these installations, 80% are finishing departments of large companies; the remainder, independent shops employing up to 1000 men. Constant expansion in the field creates new uses for old products and more demand for new products.*

 **CIRCULATION:** *PLATING's circulation has doubled in the past six years. The majority of subscriptions go to members of the American Electroplaters' Society, who must signify technical knowledge and a keen interest in the field before joining, thus providing an unequalled nucleus of knowing and interested buyers and readers. Circulation figures are in direct proportion to electroplating installations throughout the country. Average total paid circulation: 6100.*

 **EDITORIAL CONTENTS:** *Every facet of each new development in the electroplating field is discussed in timely, specialist-written articles appearing in PLATING. Reports of A. E. S. original research are presented only in this magazine. Six out of ten readers save their copies permanently, attesting to high reader interest and PLATING's reputation as a reference material.*



PLATING EXCLUSIVES: *As a quality magazine, PLATING regularly offers these original features: the picture story presents a graphic explanation of an unusual plating plant or method; a postage-free Reader Inquiry Card enables readers to request advertisement or editorial information with a minimum of effort (requests are forwarded to advertisers on the same day received in the PLATING office); biographies of the industry's key men are given in Leaders in the Industry; layout and typography are designed to make this the field's most readable magazine; 90% of all advertising receives editorial exposure as a matter of policy.*



ADVERTISING VOLUME: *Contrary to the general downward trend of business paper advertising, PLATING's advertising volume has remained steady. Coupled with the fact that 80% of the space is purchased by advertisers who have used the magazine for more than one year, this reflects advertiser confidence in the magazine. More than 90% of all advertising space is purchased through agencies.*



ADVERTISING RATES: *Advertising rates in PLATING are moderate. An advertiser may use a full page, on a 12-time basis, for as little as \$120 per insertion. Rate cards will be sent on request.*

plating

NEW YORK
ENTERPRISE 6554
Manhattan Subscribers Only

473 YORK ROAD, JENKINTOWN, PA.
OGONTZ 4663

CHICAGO
HARRISON 7-3285

Dando. Schraft
Nov. 1949



POST OFFICE: BOX 168 • JENKINTOWN, PA.

Dando. Schraft
Nov. 1949

Dando-Schraff. no. 1949

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

September 30, 1949

Gentlemen:

It is with pleasure that we announce the appointment of Walter C. Dietrich as Advertising Manager of PLATING.

We sincerely believe that you will find it a pleasure to know Mr. Dietrich, and that he will be a most willing help with all of your advertising problems that effect the electroplating and metal fields.

Mr. Dietrich succeeds Mr. Allan Ray Putnam, former Advertising Manager who is now associated with the American Society of Tool Engineers, Detroit, Michigan. Mr. Putnam will continue to represent PLATING in the states of Michigan, Ohio, Indiana, and Minnesota this Fall.

PLATING is proud of the confidence that has been placed in it by advertisers throughout the electroplating field, and it wishes to assure its advertisers and readers alike that it is taking every measure to continue to justify this confidence.

Very truly yours,

A. Kenneth Graham
A. Kenneth Graham
Managing Editor

AKG:peg

Blond - multi-graph

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

September 30, 1949

Gentlemen:

As you may know, Mr. Walter C. Dietrich has been appointed Advertising Manager of PLATING effective the first of September. I hope to have the pleasure of bringing Mr. Dietrich in to meet you sometime in the near future.

Although my present association is with the American Society of Tool Engineers in Detroit, Michigan, I will continue to represent PLATING this Fall in the states of Michigan, Ohio, Indiana, and Minnesota. In that connection I hope to be in your office shortly.

If there is any specific way in which I can be of service to you prior to my next visit, a letter or telephone call to the publishing offices at Jenkintown, Pennsylvania, will receive immediate response from me.

Cordially,



Allan Ray Putnam

ARP:peg

Bland - multi-graph 300 qty.

3/50

in external
3000 copies

TELEPHONES

Jenkintown, Pa.: Ogontz 4663

**New York: Enterprise 6554
(Manhattan Subscribers Only)**

Chicago: HArrison 7-3285

WALTER C. DIETRICH • Advertising Manager



Phone: Ogontz 4663

473 YORK ROAD
JENKINTOWN, PA.

March '50
West Brook
3000 Letters + cards
Artwork (P. EITZEN)

\$ 50
CUTS 75
PRINT. 146.52
\$ 271.52

Return:
23 ACCOUNTS =
12 1/8 pages



The British Are Coming!

Paul Revere rode to tell the countryside that the British were coming *from* Boston. This year not only are the British coming *to* Boston June 12-15, 1950, but delegates from all over the world also will be in attendance at the 37th Annual Convention and 4th International Conference on Electrodeposition, sponsored by the American Electroplaters' Society.

This is a chance to fire your advertising shot that will be heard around the world. *PLATING*, the official publication of the Society, is the medium to carry your advertising.

Space reservations close May 1. Act immediately—use the enclosed card.



plating
473 YORK ROAD, JENKINTOWN, PA.



Whose Horse?

Paul Revere and his historic ride are well known—yet he had to borrow a horse to make his famous ride. Other than historians, few people know who owned the horse. If advertising had reached the level of today, the world would have known.

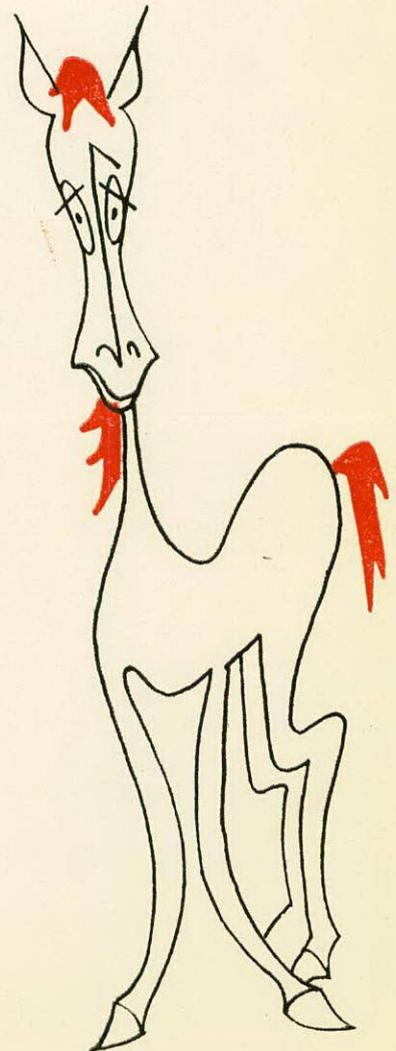
Here is an opportunity to tell the electroplating industry that your product is something special—out of the ordinary—not just another “horse.”

There will be lots of discussion of horses and products

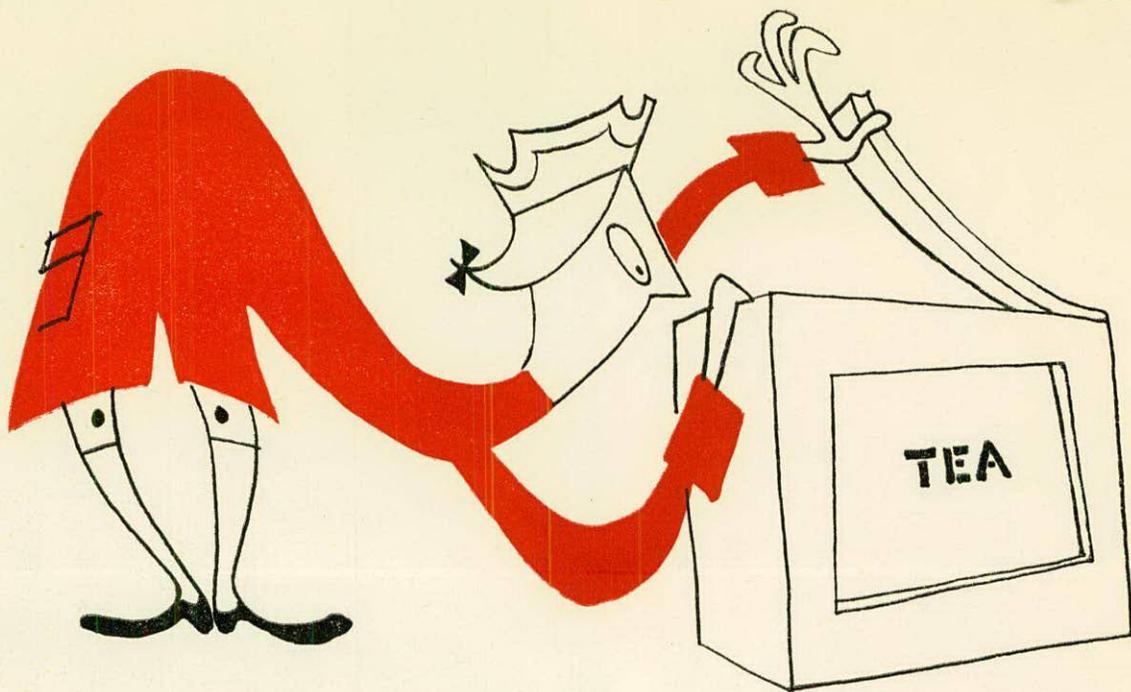
at the International Convention of the American Electroplaters' Society to be held in Boston June 12-15, 1950. *PLATING*, the official publication of the Society, is the medium for advertising your products and the *Special Convention Issue* will be read by thousands of people associated with the finishing industry.

You don't have much time—use the enclosed card—we will do the rest.

P.S. *The horse was owned by John Larkin.*



plating
473 YORK ROAD, JENKINTOWN PA.



Whose tea?

We know you have heard of the Boston Tea Party, but do you know whose tea was tossed into the water of the Boston Harbor? In that era advertising was practically unknown, but if such an incident were to occur today, you may rest assured that a portion of the loss would be made up by the resulting publicity which certainly would mention brand names.

Boston is the site of the 37th Annual Convention of the American Electroplaters' Society, June 12-15, 1950. *PLATING*, the official publi-

cation of the Society, is the medium for your advertising. A *Special Convention Issue* will be published for this International Convention and will be read by the entire finishing industry.

Is your product just another "tea," or is it advertised under a distinctive brand or company name which identifies it to the electroplating industry?

This is your last chance. Space reservation closes May 1. Use the enclosed card.

P.S. *The tea was owned by the East India Company.*

plating
473 YORK ROAD, JENKINTOWN, PA.

OFFICES: 473 OLD YORK ROAD
JENKINTOWN, PENNSYLVANIA
PHONE: OGONTZ 4663

MAIL ADDRESS:
POST OFFICE BOX 168
JENKINTOWN, PENNSYLVANIA

Plating

THE MONTHLY REVIEW OF THE AMERICAN ELECTROPLATERS' SOCIETY

Blind (300 copies)

Effective October 1, 1950, PLATING has increased its advertising space rates as per the enclosed rate card. Naturally we regret exceedingly any rise in space costs but, because of the combination of increased circulation, printing, paper and labor costs, this has become a necessity.

All present contracts will be honored at the rate indicated thereon until their expiration date.

Yours very truly,

PLATING

WCD:pen

| | | | |
|---|-------|-----------------------|-------|
| One page..... | \$150 | One-third page..... | \$ 60 |
| Two-page spread..... | 225 | One-quarter page..... | 45 |
| Two-thirds page..... | 120 | Unit "A"..... | 100 |
| One-half page..... | 80 | Unit "B"..... | 50 |
| Standard color, red (in addition to page rate)..... | | | 45 |
| Special colors (in addition to page rate)..... | | | 75 |

(These are the regular PLATING rates for one insertion)

Advertising Rates

Other specifications on request

One-third page: Vertical $2\frac{1}{4} \times 10$;
 Horizontal $4\frac{5}{8} \times 4\frac{7}{8}$
 Quarter page $3\frac{1}{2} \times 4\frac{7}{8}$
 Unit "A" $4\frac{5}{8} \times 6\frac{1}{2}$
 Unit "B" $4\frac{5}{8} \times 3\frac{1}{4}$

Type page 7×10
 Bleed page $8\frac{3}{8} \times 11\frac{1}{2}$
 Two-thirds page $4\frac{5}{8} \times 10$
 Half page: Vertical $3\frac{1}{2} \times 10$;
 Horizontal $7 \times 4\frac{7}{8}$

Mechanical Specifications

PLATING

AMERICAN ELECTROPLATERS' SOCIETY

473 York Road, Jenkintown, Pa.

Please reserve

Size of Space..... Price.....

Standard Color..... Specia Color.....

(shade)

Company.....

Address.....

By.....

Date.....

Please Bill: Agency Company

Detach and forward
 this card so that you
 may assure yourself
 of selling repre-
 sentation before this
 powerful group.

FINAL CLOSING DATE: MAY 1, 1950

Mailed to A.E.S. members, sustaining members and other subscribers

Published June 1, 1950—two weeks before the Convention

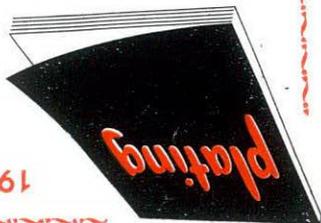
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