

DEVELOPING THE DUMMY

SOMEONE said, "The surest sign that John Clayton was born in Australia is the celerity with which he covers advertising ground in kangaroo leaps and few words." This may be so, but we are not so much interested in where Clayton was born as in what he does.

JOHN H. CLAYTON is one of the world's best direct mail advertising men, especially on all phases of printed mailings. For many months he conducted a department of constructive criticism in "The Inland Printer," the printing magazine of largest circulation. His Clayton Service, in Chicago, is an organization designed to help printers give their clients better advertising aids, and when a man has earned such a reputé as a printed advertising expert that he serves as a consultant to producers of advertising, that's just the type of man we hire to help YOU. That's why we ordered this little booklet.

Mr. Clayton was one of the directors and Secretary of the Direct Mail Advertising Association and is in demand as a speaker before Conventions of the Associated Advertising Clubs and other business organizations, as well as a regular contributor to business journals. If you appreciate this little booklet, won't you tell us, so that we may pass along your verdict to Clayton? He'd be interested.

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