

SCIENCE OF ADVERTISING.

OLYMPIA'S GREAT EXHIBITION.

OPEN TO-DAY.

THE "DAILY MAIL'S" MACHINERY.

To-day Mr. L. S. Amery, Secretary for the Dominions, will officially open the great Advertising Exhibition at Olympia, Kensington, W., which to-morrow will be visited by the Duke of York.

It is something more than an exhibition—Olympia, in fact, might be called the War Office of Trade.

"The public," Mr. Charles A. McCurdy, K.C., president of the Advertising Association, promises, "will be shown the weapons of precision with which British commerce is being equipped for the world fight for more business and new markets."

All the manifold methods of modern advertising are displayed and explained at the exhibition, so that housewives and every other class of purchasers will be able to realise better than they have ever done before why they have formed the habit of preferring this or that particular brand of goods.

BIG TRADE PUSH.

The exhibition will provide as great an interest for the purchasing public as it will for traders themselves. Associated with it is a "great push" on behalf of Empire trade, for this week—the duration of the exhibition—is being observed as Empire Week in London, all special displays of Empire goods will be made in all the big stores.

The Empire Marketing Board is the principal exhibitor at Olympia. Its exhibits, which occupy more than 10,000 square feet, include not only displays of most of the foodstuffs produced within the Empire but also practical hints to over-seas producers and home distributors in regard to their sale.

The Board has employed artists to design brighter labels for Empire goods—and it has also coined many a "snappy" selling slogan. Expert demonstrators will cook, on the spot, any dish composed of Empire foods that is asked for by visitors.

"DAILY MAIL" STAND.

But the exhibition embraces a great deal more than foodstuffs. One of the most prominent exhibits is that which has been staged by the Associated Newspapers, Ltd.

The Daily Mail, the *London Evening News*, *The Weekly Dispatch*, *The Overseas Daily Mail*, *The Continental Daily Mail*, and *The Atlantic Daily Mail* are all represented in this exhibit, which reveals some of the most fascinating secrets of newspaper production.

Visitors will see, for instance, how photographs—specimens will be taken at the exhibition itself—are printed on metal plates, then made into blocks such as are used in the printing of the photographs which appear in the back page of *The Daily Mail*.

They will see a Linotype machine such as is used in composing type for *The Daily Mail*, and a Ludlow machine which will manufacture display type—that type of various styles used in *The Daily Mail* for news headlines and advertisements.

And they will see, too, a model of the all-but-human machine used in Northcliffe House for conveying the millions of copies of *The Daily Mail* from the giant printing-presses to the distributing departments.

Specially printed miniature copies of *The Daily Mail*, which will be passed along this conveying machine, can be obtained free by visitors.

Women, particularly, will be lured to a sort of Lilliputian Bond-street erected at the exhibition. This is comprised of

Courtesy of Associated Newspaper

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