

Here are

Reasons Why

THE MELLIAND fills
a definite need in every
progressive textile mill

A wealth of practical textile information
not available through any other single source

Advanced knowledge essential

THE sweeping changes of recent years have not left the textile industry untouched. In the lightning-speed of the past decade have come new business policies, new working methods, new machinery, new mill equipment and new mechanical and chemical processes—all of which the textile man must know and apply to his business if he is to keep pace.

Notwithstanding many channels for current news, market and other information, there is very definite need for one medium in which is concentrated only the type of *specialized information* primarily essential for business leadership.

The purpose of THE MELLIAND is to supply that need—to bring to the textile man through one reference-source *the latest, most authoritative, specialized knowledge that the world can supply* relative to developments in textile machinery, materials and methods.

For progressive men in every textile branch

There are no bars to reader-interest in THE MELLIAND. Whatever his position, the interest of any textile man in THE MELLIAND is limited only by his desire for advanced knowledge in regard to the science of textile production and related subjects.

Each month, THE MELLIAND covers a range of *vital information that is as broad as the industry itself*—bringing to the textile man in every department and in every branch *the newest of the new textile facts*, as developed by leading specialists in all parts of the world.

World authorities meet here

The editors of THE MELLIAND are men of wide practical experience and their knowledge of textile operations is reflected in the selection,

reliability and thoroughness of the text matter in each issue. Many contributors are world-authorities who offer their knowledge and experience only for the betterment and advancement of textile science.

Behind all of the new principles of textile production made clear through this journal is a double authority: the authority of the contributor, as well as the authority of THE MELLIAND.

Here is a wealth of practical textile information for business pacemakers which is not available through any other single source.

Each monthly issue cloth bound—for permanence

Every issue of THE MELLIAND is a substantial book, bound in cloth the better to withstand frequent handling — and for continued protection as a reference work.

THE MELLIAND is a regular monthly publication, and twelve issues comprise a volume. If one volume were offered as a set of twelve books, such a set could command a price many times greater than the cost of a yearly subscription.

But the subscription cost of THE MELLIAND amounts to less than 9 cents per day — an insignificant item compared to the cost of research work in most progressive textile mills.

THE MELLIAND'S

Complete Annual

Index,

covering world-wide

textile information,

alone worth

the yearly

subscription price.