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McGRAW-HILL PUBLICATIONS IN BUSINESS EDUCATION

Texts in Distributive Occupations

BANKS: Store Activity Manual

**BREWSTER, PALMER, AND INGRAHAM: Introduction to
Advertising—Fifth edition**

HOGADONE AND BECKLEY: Merchandising Techniques

STRAND: Salesmanship: For Vocational and Personal Use

INTRODUCTION TO **Advertising**

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FIFTH EDITION

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INTRODUCTION TO ADVERTISING

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Preface to Fifth Edition

SINCE the publication of the fourth edition of "Introduction to Advertising" in 1941, our country has passed through the horrors of a great world war with its accompanying economic and social disturbances. During the period of hostilities a large number of industries were drafted into the service of Uncle Sam who, in many instances, became their best if not their only customer. Manufacturers, however, believed it unnecessary and even unwise to forfeit all the good will and prestige built up by many years of brand advertising. Consequently, while most of them had nothing to sell or could not fill even the demand that arose without advertising or sales effort, they continued to advertise nearly or quite as much as before the war. Now, in the post-war period advertising is again being called upon to perform its time-proved functions.

Since the publication of the fourth edition of this book many changes have taken place in the advertising field, among which are the rapid growth of radio advertising and the marked increase in circulation of many magazines and newspapers.

Realizing the importance of retailing, a field in which approximately 6,500,000 persons are engaged, the authors have given in the fifth edition added attention to retail advertising and point-of-sale display, both of which play a vital part in helping to move merchandise from retailer to consumer.

In 1936, Congress passed the George-Deen Act, authorizing an appropriation for further development of vocational education, including training in distributive occupations. In accordance with the provisions of this law and the subsequent George-Borden Act of 1946, instruction in distributive occupations is being given in many schools, the students doing part-time work principally in retail stores, where they learn by actual experience. It is the belief of the authors that everyone engaged in retailing should study not only the technical skills necessary for the preparation of retail advertisements, but also the broad principles underlying all advertising, its relation to our

economic and social life, and all the methods of present-day advertising practice.

There are some who claim that much advertising is false and misleading and that, moreover, it is an economic waste. In view of such attacks it becomes important that young people obtain a clear understanding of advertising and its functions so that they may evaluate it critically and when necessary defend it. Moreover, they then may be able to help cure any evils in advertising that might justly be said to exist.

Proof of the growing recognition of the importance of the study of advertising is found in the increasing number of institutions in which advertising courses have been added to the curricula. Instructors have realized that, while advertising is primarily a practical subject, it leads into many avenues of study and research that have high cultural value. History, economics, psychology, the social sciences, and other fields of scientific and speculative knowledge border on, and often overlap, the field of advertising.

Throughout the book the authors have endeavored to explain in nontechnical language the fundamental principles of advertising, with enough details to illustrate them and fix them thoroughly in mind. Many years of experience both in the practice and in the teaching of advertising have been drawn upon to produce a work that the authors believe has been helpful to student and teacher alike.

In the present edition all data have been brought up to date; new illustrations have been provided throughout; and except for a few projects that have been found especially helpful in former editions, new practice material has been suggested for each chapter. Additional projects and practice material will be found in an accompanying work book.

While the general plan and organization of previous editions have been adhered to, it was necessary to gather a large amount of new data from many individuals and organizations connected with advertising, to name which would require more space than is available. However, we do wish to mention The American Association of Advertising Agencies, The American Newspaper Publishers' Association, The Outdoor Advertising Association, The National Association of Broadcasters, The Associated Business Papers, The Point of Purchase Institute, Interstate United Newspapers, The Advertising Research Foun-

dation, Cooperative Analysis of Broadcasting, C. E. Hooper, Inc., The Better Business Bureaus, Transportation Advertising Company, and International Association of Display. Many magazines and newspapers have given most helpful cooperation, including *Printers' Ink*, *Advertising Age*, *Tide*, and *Broadcast Magazine*. We also wish to thank Professor Harry W. Hepner of Syracuse University, John B. Flack of the Flack Advertising Agency, W. S. Townsend of Chicago, Richard L. Strobbridge of Newell-Emmett Company (advertising agency), Robert Buechner of Batten, Barton, Durstine & Osborn, Inc. (advertising agency), Peter B. Keischgens of Richards Outdoor Advertising Company, and R. A. Ziegler of Cluett, Peabody & Co., Inc., who have been especially helpful.

THE AUTHORS

June, 1947.

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PART I

The Field of Advertising

1. The Development of Advertising

Let's imagine, if we can, an automobile in the jungles of Africa 100 years ago! That automobile wouldn't have made a dent in the history of the world because no one would have known about it. No sales effort, no advertising, no mass production, no jobs for millions.

PICTURE in your mind the miraculous creation of an automobile in the midst of an unexplored, uninhabited section of Africa a century ago.

There it stands, ready to respond to the wishes of mankind. It represents a new method of transportation, great industrial expansion, a changed social and economic life. But all to no end because no one is aware of its existence.

Years pass—the miraculous creation falls to pieces without in any way having served humanity. It was neither *advertised* nor *sold*.

Contrast this figment of the imagination with what actually happened. In the last decade of the nineteenth century automobiles were constructed that would actually run. Some of the prominent manufacturers of the day knew the value of advertising and publicity. Attracted to the automobile business were industrial leaders, salesmen, advertising men, who had taken an active and successful part in putting the world on bicycles. They knew by actual experience how the bicycle business had thrived on a diet of advertising.

From the very beginning these men used the tremendous force of advertising to educate the public about the merits of the "horseless carriage," the delights of country driving, the convenience of this amazing new method of transportation. An advertising barrage was laid down to do away with sales resistance. Auto tours were promoted, paved roads began to appear, the automobile and its rapidly improved performance together with new inventions in the automotive field were topics of common conversation. Car owners argued with each

other about the superiority of their preferences and people became "automobile-minded."

It did not take many years to "sell" the public on the desirability of automobiling. Everyone wanted a car, but only those of the higher income brackets could afford such a luxury. However, the manufacturers continued their selling and advertising, persuading many of moderate incomes to buy. Henry Ford began to be heard of. His idea was to serve the greatest number of people possible at the lowest prices. Gradually the "masses" decided that they could afford cars and they bought. Mass production was made possible by tremendous sales. The resultant lower prices soon made the automobile a necessity.

THE EARLIEST FORM OF ADVERTISING

The history of advertising takes us into the dim past many centuries ago. Advertising by word of mouth is probably the earliest form of advertising, and we may assume that it began as soon as one man desired to barter with another.

In early Hebrew, Greek, and Roman civilizations spoken publicity was a recognized institution, public criers making it their business to proclaim news of articles for sale as well as news of current happenings. Spoken publicity has always been used and is still being used by peddlers and street hawkers. Within the past few years spoken publicity through the medium of radio has become an important factor in advertising, as will be shown in a later chapter. In a special sense the salesman, the clergyman, and the lecturer are word-of-mouth advertisers who deliver oral messages.

Just when it first occurred to man to use a written advertisement is unknown. In the British Museum is a bit of papyrus upon which an Egyptian, 3,000 years ago, wrote an advertisement asking for the return of a runaway slave.

In ancient Rome signboards were used to designate stores and shops of various kinds. Wine shops were recognized by the sign of the bush, from which comes the famous but scarcely truthful proverb, "Good wine needs no bush." A pitcher handle was also employed to let people know where they could obtain drinks.

Our word "album" comes from the practice of the Romans of smoothing and whitening a place on their walls where they could write or carve announcements. Tablets made of stone or terra cotta

were also used for advertisements, executed by sculptors with lettering and illustration in relief. These were either set into walls of houses or suspended from brackets. Artisans pictured on these house "albums" tools of their trade much as shoemakers centuries later used the sign of the boot to advertise their craft. Written announcements of gladiatorial contests, athletic exhibitions, premises to rent, articles lost and found, and the merits of candidates for office were made by placards.

Some of the advertisements found in the buried city of Pompeii are strikingly like the advertisements found in the classified columns of newspapers today. Here are some translations from the original Latin:

To rent. From the first day of next July, shops with flowers over them; finer upper chambers and a house in the Arius Pollio block, owned by Gnaeus Marius.

Make Publius Furius Aedile, I beg of you; he's a good man. The sneak thieves request the election of Vatia as Aedile.

A copper pot has been taken from this shop. Whoever brings it back will receive 65 sesterces. If any one shall hand over the thief he will receive an additional reward.

With the decadence of Roman civilization, advertising suffered an eclipse, and we do not hear much about it until the Dark Ages (400–1400) when reading and writing were the province of a rare few. But advertising had already become so essential that it was continued by voice. Public criers, who were usually equipped with horns or bells to attract attention, exerted a considerable advertising force in England, France, and other European countries. In some places they were well organized. They proclaimed for merchants various wares, articles lost and found, and included in their vociferations some of the proclamations of rulers and more or less of the current news.

Up to the middle of the fifteenth century, then, advertising was done either by the human voice or by hand-executed signs and placards. Then came the invention by Gutenberg of printing from movable types,¹ which marked a great forward step in civilization and which laid the foundation for modern publicity and advertising. While development of this new process was slow at first, it became more rapid later and spread from Germany to other countries.

¹ See p. 219.

IMPORTANCE OF PRINTING

The practical use of movable types, simple as it seems to us, was unknown for 14½ centuries of the Christian era. It made possible the arrangement of types into words. With the printing press hundreds and thousands of duplicates could be printed from the same setup. The ultimate result of this important discovery was the widespread distribution of books, the increase of literacy, the printing of regular publications, and the use of their columns for business announcements and advertisements.

THREE IMPORTANT FACTORS IN PROGRESS

For over 300 years printing had been a powerful force in civilization when another great social and economic change took place, usually referred to as the Industrial Revolution—*i.e.*, workmen began working in factories and specializing on one process instead of making complete articles in their own little shops. The application of machinery to manufacturing and the adoption of factory methods made practicable the production of much greater quantities of commodities than it was possible to produce under the old plan. New markets had to be found. As one of the helps toward solving the marketing problems came improved transportation facilities on water and highway, and finally in the last century the steam railroad and the steamboat. In the present century automobile and air transportation has been developed.

We have, then, entering into the social and economic life of people three things that have meant much in their progress—the use of printing, quantity production of commodities through the invention and use of machines in factories, and improved facilities of transportation. In other words, we have a method of advertising, a method of producing larger quantities of goods, and ways of transporting these commodities to distant markets.

It is not to be supposed that printing immediately superseded handwriting. The change came about more or less slowly. Among the first products of the printing press were advertising handbills and later pamphlets and "news books." The latter contained items of news of greater or less age. We find in some of these news books, which appeared in Germany and Holland in the latter part of the sixteenth

and early part of the seventeenth century, miscellaneous advertisements telling about some new pamphlets and treatises.

In 1622 the *Weekly News* was started in England, but it was not until 50 years later that newspapers similar in form to our modern newspapers began to appear. The first daily in England was the *Daily Courant*, published in 1702.

The realization that the newspaper was a good place in which to publish advertisements of a business nature grew gradually. In 1759 Samuel Johnson wrote in the *Idler*:

The man who first took advantage of the general curiosity that was excited by the siege of battle to betray readers of news into the knowledge of the shop where the best puffs and powder were to be sold was undoubtedly a man of great sagacity and profound skill in the nature of men.

Johnson may have been correct in his estimate of the first advertiser in newspapers, but he proved himself to be a poor prophet when he said in the same article:

The trade of advertising is now so near to perfection that it is not easy to propose an improvement.

FIRST WEEKLY NEWSPAPER IN AMERICA


The first weekly newspaper published in America was the *Boston Newsletter*, which appeared in 1704, under the editorship of John Campbell. In the first issue was the following:

ADVERTISEMENT

This Newsletter is to be continued weekly and all persons who may have any houses, lands, tenements, farms, shops, vessels, goods, wares, of merchandise, etc., to be sold or let, or servants run away, or goods stoll or lost may have the same inserted at a reasonable rate, from twelve pence to five shillings and not to exceed: Who may agree with Nicholas Boone for the same at his shop next door to Mayor Davis' Apothecary in Boston near the old meeting house.

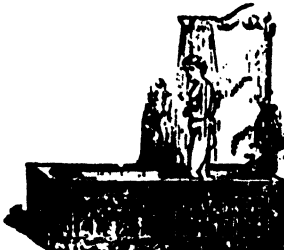
By 1774 there were 31 newspapers in the country, among them Benjamin Franklin's *Pennsylvania Gazette*, which later became *The Saturday Evening Post*. These all carried a small amount of advertising. Specimens of newspaper advertisements in 1833 and 1859 will be found on page 8.

HAIR MANUFACTORY,
137 CHESTNUT STREET.



C. FOULADOUX,
Lather and Gentleman's
Fashionable Hair Dresser,
from Paris, has the honor
to inform the public that
he continues to have a
large assortment of Hair
Works, designed and de-
tached in the newest fash-
ion; comprising Brush,
Plated Brushes, Great
Combs, Ringlets, Pincettes,
Puffs, Bandeaux, Lather's
Wigs, Gentleman's Wigs,
Neckles, Beards, Sashes,
&c. Also, a cure of the
Best French Perfumery;
consisting in an unbounded variety of Pomades, Italian
Antique, Scented, Simple, and many other articles belong-
ing to the Toilet of either sex. The whole to be sold by
wholesale or retail.

Mr. Fouladoux also begs leave to mention, for the satisfac-
tion of those disposed to honor him with a continuance
of their patronage, that he has prepared two rooms—one for
dressing and cutting the hair of Ladies and Children, the
other exclusively for Gentlemen. He commands his estab-
lishment particularly to the notice of Country Merchants.



JAMES J. JOHNSON'S
FASHIONABLE
HAIR DRESSING SALOON,
AND BATHING ROOMS.

Wonders of Nature Displayed.



EXTRAORDINARY NOVELTY.


To be seen at the Pennsylvania Farmer, in
Third, between Vine and Callowhill streets, for a
few nights only.

The ELEPHANT HAHHEEM MARHEEM ALLA
KHAN, formerly belonging to the Prime Minister to the
King of Oude, of the same name, and probably the most
magnificent, delicate, and the largest ever brought to the
United States, and one that was held in high estimation
by its former owner, and cost much to procure him.

The Elephant Alla Khan is 30 years old, 6 feet 9 in-
ches high, and 23 feet long—has 3 prominent tusks,
about 23 inches long, which, with his ears, are orna-
mented—and has the Mahote, who accompanied him
from Calcutta, to attend him.

Alla Khan is in good health, and his sagacity is won-
derful. He executed and saved himself by his trunk,
after having fallen overboard, when landing at Port's
dock, in Philadelphia. oct 5—dt

J. WILSON



BEGS leave to return thanks
to the public for their liberal
support, and informs them he has
opened up the office, 55, exclusiv-
ly for **PORTRAIT PAINTING**,
in addition to the one he before
occupied, where he continues to
take the most faithful likenesses
in Portrait, Miniature, &c. on the
most reasonable terms.

N. B. Nos. 51 and 52, East
Avenue, Arcade, up stairs, there
are a number of Miniatures in
windows, and a number of Portraits, Family Groups,
&c. to be seen inside. oct 4—collim

MRS. CANTELO'S
CORSET WAREHOUSE,
118 Chestnut st., 2 doors above the Post Office,
(DIRECTLY OPPOSITE THE NATIONAL HOTEL.)



WHENE Ladies can be suited
with **CORSETS** of the most
approved fashion, from an extensive as-
sortment constantly kept on hand. The
Patent Minerva Brand, particularly re-
commended to both sexes, when there
is an inclination to sleep, either from de-
bility or study.

Mrs. CANTELO also keeps a con-
siderable stock of Ready Made Linen, Mus-
lin and Gloves, Stripes, Laces, Collars, Cravats, Silk
and Laces, Fashion Handkerchiefs, Corset Buttons, Rus-
set Riding Boots, the Patent Lubbock Stock, and various
other articles suitable for immediate wear.

N. B. Merchants and dealers supplied wholesale
oct 25—of

FALL FASHIONS,
JUST RECEIVED—together
with a full assortment of Cloths,
Cassimeres, Vestings, &c. by
J. W. LEIDS,
2. W. corner of Third and Ches-
nut streets.


Where is constantly kept on hand,
every description of Youth's and
Children's

FASHIONABLE
CLOTHING,

With a few well selected Corsets
for the accommodation of gentlemen
traveling and others.
sep 27—ly



Rich Cut Glass, &c.



THE subscribers having purchased
of Mr. R. S. HUBLEY'S Factory, and ex-
tensive stock of **CUT AND FLAIN GLASS**
WARE—and taken the old established store,
No. 48 NORTH THIRD STREET—have
now on hand, and intend keeping a complete
assortment of **RICH, NEW AND FASH-**
IONABLE PATTERNS at the lowest Pro-
priety prices—to which they invite the attention of buyers,
being prepared to supply their customers with the best
articles on the most favorable terms, and will execute
all orders for cutting at their factory, on short notice, at
the accustomed rates. They have also made arrange-

FIG. 1.—These advertisements were published in American newspapers in 1833, except that of James J. Johnson which was published in 1859. (Courtesy of Carl W. Drepperd and the Youth Group of Magazines.)

From 1840 to the outbreak of the Civil War, advertising grew rapidly. Much of its impetus was due to patent-medicine advertisers, whose extravagant claims gave advertising a bad reputation, to recover from which has been a hard struggle.

Early magazine advertising was limited for the most part to announcements of new books, but just before the Civil War commercial advertisements began to appear, and by 1870 the use of magazines for advertising was well established. The era of large circulations of magazines and consequently a greater realization of the possibilities of this kind of advertising began in 1893, when Frank A. Munsey reduced the price of his magazine to 10 cents a copy, after which the circulation rose from 20,000 to over 500,000. Other publishers followed suit and circulations increased enormously. This popularization of magazines had a great effect upon reading habits and upon advertising.

From these beginnings, advertising has developed into a powerful business force. We are today able to buy advertising in many mediums,¹ including magazines, newspapers, direct mail, poster and bulletin boards, specialties, car and bus cards, motion pictures, and radio. We advertise not only to sell goods and services, but to induce people to practice thrift, attend church, or vote for a particular candidate for office; to increase the use of libraries; to create good will for public-service corporations; to recruit men for the army and navy.

DEFINITION OF ADVERTISING

On account of the fact that advertising is an intangible force about which so much is still unknown, attempts to define it have met with a varying degree of success. We shall, however, suggest the following definition, which, possibly, the student will better understand after having read some of the chapters that come later:

Advertising is the paid dissemination of facts or arguments for the purpose of selling or helping to sell commodities and services or of gaining the acceptance of ideas² that may cause people to think or to act in a certain way.

¹ The word "mediums" is the anglicized plural of the word "medium." "Medium" comes from the Latin and the plural in that language is "media." Many writers on advertising subjects use the Latin plural "media." The authors of this book, however, have adopted the anglicized plural.

² A great amount of this type of advertising was used during the First World War and the Second World War. Other examples of the use of advertising to gain the ac-

In connection with this definition the word "paid" should be noted, as it rules out free publicity, usually secured by press agents or public and industrial relations men (see page 466) whose salaries and administrative expenses are not considered proper charges to the advertising account. There naturally arises, moreover, in considering the



FIG. 2.—The purpose of this advertisement was to persuade people to give to the Red Cross.

field of advertising the term "sales promotion," which includes many activities not strictly advertising, yet in many instances using advertising. Among national advertisers the sales-promotion department may come under the advertising department or it may be separate. In some concerns a director of sales heads up the sales, advertising, and sales-promotion departments. Generally sales promotion is under-

ceptance of ideas are advertising urging people to attend church, to give to organizations such as the Red Cross (see above) or Community Chest, to support political candidates, to drive safely, to write public officials in favor of or against proposed legislation, etc. On p. 506, Appendix I, is a radio commercial used by The United Fruit Company to help in a campaign to save food for the relief of the famine abroad. The question is frequently asked, "What is the difference between advertising and propaganda?" The word "propaganda" originally had no objectionable meaning; it signified any organized effort to spread a particular doctrine or principle. To most people today, however, "propaganda" means the dissemination of untruths with a sinister purpose. It should be pointed out that propagandists may use advertising as one of their tools; they may buy space in publications, or time on the air, provided they conform to the rules and codes adopted by these mediums.

stood to mean activities outside regular advertising and personal selling.

In companies doing national advertising sales promotion may include the coordination of all activities having to do with selling, such as conducting sales contests, demonstrating in dealers' stores, finding new methods of securing dealer cooperation, lecturing, and displaying films before local organizations.

In retail stores the sales-promotion manager usually has charge of such activities as cooking schools, sewing classes, holiday programs, and special sales. He may also have charge of classes for instruction of salespeople, and among his duties may be the coordination of all departments having to do with selling.

ADVERTISING EXPENDITURES

There are no comprehensive records, governmental or otherwise, upon which we can call for exact knowledge of annual advertising expenditures in the different mediums. Various organizations of advertisers and publishers, however, from time to time give out statistics, which are accurate as far as they go. They do not cover all the mediums, nor is it possible for that to be done, especially in the case of direct advertising, one of the most widely used mediums.

Advertising expenditures vary from year to year; they may be said to follow the curve of general business conditions. In good times advertisers are encouraged to do more advertising, believing that an investment of a portion of their profits realized in times of prosperity will bring them still greater profits. Moreover, during such periods advertisers frequently have large surpluses and a glowing optimism, a combination that often results in increased advertising appropriations.

In hard times, even though advertising may be needed more than ever, the tendency is to cut appropriations. There are several reasons for this practice, among them being:

1. In depressions advertisers "feel poor" and are likely to cut expenses wherever possible. It is easier to cut advertising appropriations than to make reductions in many other departments.
2. In hard times people have less money to spend and no amount of advertising can make them spend what they have not.

3. All sales efforts, including advertising, meet with a stronger resistance from the public. Even those whose incomes are not affected by unfavorable business conditions fear that they will be; they tend to hoard their earnings and savings.

It will be found, therefore, that advertising expenditures follow closely the trend of general business.

How much is spent annually in the United States for advertising, and in what mediums is it spent? An attempted answer to these questions on page 13 includes factual data and estimates compiled from various sources, the total representing 1946 expenditures. Actual figures have been used wherever available, but with few exceptions accurate figures cannot be secured. In the newspaper field for instance reports of the amount of advertising published, compiled by statistical organizations, include the larger publications but not all of them. As for direct advertising, it is obvious that printers and other suppliers make no reports that would be helpful in estimating annual expenditures for this kind of advertising. Figures for national radio network time sales are authentic because reports must be made to government agencies.

These limitations being taken into consideration, it is probable that the tabulation on page 13 gives a fairly close estimate of expenditures for 1946. All these items may increase or decrease with fluctuations of general business or with other conditions.

In addition to these figures, certain expenditures connected with administration and research should be taken into account. It is not easy, however, to decide in every instance what should be charged to administration expense, sales expense, or advertising expense. In connection with radio advertising there are certain expenditures for actors and other talent, part of which should be charged to advertising. On the other hand, some expenditures included in the estimate properly belong to public relations.

PROPER CHARGES TO ADVERTISING

In viewing the annual expenditures for advertising, it is well to keep in mind what should and what should not be charged to advertising. *Printers' Ink* has made several studies of the advertising policies of more than 2,500 advertisers, uncovering many unjustifiable charges against the advertising appropriation.¹

¹ See p. 471, Appendix A.

Newspapers:

Retail and other forms of local advertising in daily and Sunday papers . . .	\$671,300,000
National advertising in daily and Sunday papers	292,500,000
Suburban weeklies	75,000,000
	\$1,038,800,000

\$1,038,800,000

Direct advertising:

Through the mails	278,800,000
Other distribution	225,000,000
	503,800,000

503,800,000

General magazines 430,400,000

*Radio broadcasting:*¹

National networks	127,390,000
Local advertising	106,500,000
National and regional non-network	86,200,000
Regional network	5,800,000
	325,890,000

325,890,000

Window and store display 250,000,000

Magazines for special fields 178,000,000

Outdoor advertising 100,000,000

Directory advertising (principally telephone) 50,000,000

Specialty advertising 25,000,000

National farm papers 22,000,000

Transportation advertising 20,000,000

Sampling 15,000,000

Local farm papers 13,400,000

Motion and slide pictures 10,000,000

Miscellaneous 25,000,000

Total all advertising \$3,007,290,000

\$3,007,290,000

As we shall see later, advertisers should plan their advertising activities carefully and not act haphazardly as the spirit moves or when a salesman is persuasive enough to sell them some space. The small retailer, especially, with little knowledge about advertising and easily accessible to customers and others who are promoting concerts, fairs, and other events where programs or other devices are used to raise money, is vulnerable. If he thinks the cause is worthy and if he wants to give, that is his privilege; but before he charges his outlay against his appropriation for advertising, he should be sure that it really

¹ Time sales given here are net, after deduction of discounts. See p. 334.

is advertising and not a gift. Experienced advertisers usually understand the difference and try to keep their advertising budget inviolate.

IMPORTANCE OF THE STUDY OF ADVERTISING

We have traced the development of advertising from its humble beginnings to the present time, when it is recognized as an important force in business. If the large sums that are spent yearly are to be administered wisely and without waste, we shall find it profitable to spend time and thought on the principles underlying advertising practice. While advertising is not a recognized profession like law, medicine, and theology, it is progressing toward that goal.

It is important to remember that advertising alone cannot bring success to any business. It is one of several links in a chain, the breaking of any one of which may bring failure. A good product, good executive and administrative management, good salesmen, good dealers, good retail salesmen, real service to the consumer, all are necessary. Advertising is a help, but it cannot pull the entire load.

SELF-TEST QUESTIONS

1. What was the earliest form of advertising?
2. To what extent was advertising practiced in ancient Greece and Rome?
3. What survivals of the earliest form of advertising do we find today?
4. What are the earliest known examples of written advertising?
5. Of what importance were public criers in the Middle Ages?
6. What effect did the invention of movable types have on mankind? Of what importance was it to advertising?
7. What was the Industrial Revolution? What factors brought it about?
8. What marketing problem resulted from the Industrial Revolution?
9. How was this problem solved?
10. What were the earliest forms of advertising produced by the printing press?
11. Point out the most important milestones in the development of the newspaper.
12. What effect did the advertising of patent medicines have on advertising in the early nineteenth century?
13. Trace the most important developments in magazine advertising.
14. Give a definition of advertising.

15. Show the importance of advertising with reference to the amount of money spent on it. What are the principal items of this expenditure? What other forms of advertising consume the rest of the total?
16. What are some of the "invisible expenditures" properly chargeable to advertising?
17. What expenditures are sometimes wrongly charged to advertising?
18. Why is the study of advertising important?
19. What other factors besides advertising are necessary in marketing a product?

PROJECTS

1. Almost two hundred years ago Samuel Johnson pronounced the trade of advertising so near to perfection that it was not easy to propose an improvement. How many improvements can you think of that have been made since Samuel Johnson's day? Can you suggest any improvements in the advertising of today? Discuss the whole question fully in a carefully prepared paper.
2. As mentioned in this chapter, advertising has had a hard struggle to recover from the bad reputation given to it by the extravagant claims of the early patent-medicine advertisers. Yet not all patent-medicine advertising is bad. By looking through almost any city newspaper and a general magazine or two, you should be able to find several examples of patent-medicine advertising that have nothing objectionable about them. You may also find some that still seem to be too extravagant in their claims. Clip out several specimens and write a critical comment on each one, pointing out why you consider it good or bad. What suggestions can you make for improving those that seem to be objectionable?

2. The Economics and the Functions of Advertising

Who pays the two billions plus that is invested in advertising every year? You and I, the consumers. But doesn't advertising increase the price of food and everything else? No, it actually reduces costs as explained in this chapter.

WHILE advertising is a small part of the cost of distributing products, the total expenditure, estimated at \$3,007,290,000 annually, is a sizable sum. It is fair to assume, however, that, since good businessmen expect returns on their outlays, they have decided that advertising is an effective and profitable investment or they would have abandoned it long ago in favor of some other selling aid.

Under the American economic system the consumer has the right to choose from a large variety of offerings. Visits to retail establishments will impress him with the great number of both advertised and unadvertised brands of products on the market. In order to make an intelligent decision he is asking that advertisements and labels be more informative. Advertisers for the most part are willing to cooperate with these demands as far as the limitations of space in the advertisements and on the labels will allow.¹

Dissimilar products also compete for the consumer's favor. He may want a new radio, a new automobile, or a new refrigerator but he cannot afford all. The advertising of latest changes in products already on the market as well as of new products may influence his choice.

Economics is the science that treats of the production, distribution, and consumption of commodities intended to satisfy human needs and wants. It covers various phases of business activities, and, because poli-

¹ See p. 44.

tics and government have certain relations to business, economics may include them in its studies. Advertising comes within the scope of economics because it is engaged principally in the field of distribution.¹ Successful advertising helps manufacturers, wholesalers, and retailers to increase sales, and, insofar as it does this, it helps also to increase production. To a greater or less degree, therefore, advertising touches and influences the lives of every man, woman, and child in the United States.

Advertising has been vigorously attacked on the ground that it is unnecessary and wasteful and that through it people are induced to buy worthless products. It is further argued by the objectors that much advertising is misleading and untruthful.

These problems will be discussed at length in Chap. 3. Suffice it to say here that there are and always have been unscrupulous advertisers who have been guilty of untrue statements and gross exaggeration. The vast majority of advertisers, however, may be exonerated from these charges. They fully realize that the best advertising in the long run is truthful advertising, that if their advertising is not believed their money has been spent in vain.

The selling of products is generally the most important problem the manufacturer has to solve. Because of improved machinery and manufacturing methods, it has become comparatively easy to produce commodities—and this applies to the farmer as well as to the urban manufacturer. Distribution under such conditions becomes a major problem.

Advertising is a force that makes it possible to sell more merchandise. It brings more orders to manufacturers, who in turn employ more workers to fill orders. Thus, more money goes to the consumer in the form of wages and salaries because of greater demand caused by advertising. The purchasing power of the consumer is therefore increased.

Advertising increases distribution. It brings before the public the advantages of buying the goods or services offered. It awakens new

¹ The American Society of Mechanical Engineers recently adopted the following definition: "Distribution is the total of all activities involved in the progression of goods from the producer to the consumer. It includes warehousing, transportation, wholesale and retail marketing, advertising and a substantial part of research, engineering, accounting and financing."

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desires and inspires consumers to work harder in order to earn money to satisfy such desires.

Advertising is mass selling, without which mass production could not function. It makes possible larger production and lower unit manufacturing costs. It enables a manufacturer to extend his market speedily and to place his goods in stores all over the country and in many cases all over the world in a short space of time.

Suppose that there were no adequate means of spreading information speedily, how different would be our entire existence! We owe much to American inventors who by their genius have created so many new things to enrich our lives. But inventions do not automatically become known to the public; they must be ADVERTISED and SOLD. It is just as important to sell a product as it is to manufacture it. Production and distribution go hand in hand.

Dr. L. D. Weld, former president of the American Marketing Association and former research director of McCann-Erickson, Inc., in a radio interview summed up his remarks as follows:

I think I have shown that advertising is an economical method of selling in our competitive system and that it lowers factory costs by bringing about large-scale production. The savings in factory and in selling are passed on to the consumer in the form of lower prices. Advertising makes for better quality of goods. It also induces companies to enlarge their plants or build new ones, and thus to employ more people at better wages. By making people want things it induces people to work for them, and a higher standard of living is the result. In this way it has played its part in increasing national income. It has been one of the important factors in our whole competitive system.¹

WHO PAYS THE COST?

Who pays the cost of advertising? There is only one possible answer—the consumer. In fact the consumer pays everything. Who else is there to pay? When the housewife hands the grocer 10 cents for a can of soup she has paid the manufacturing cost, Federal, state, and other taxes, if any, overhead, salesmen's commissions, manufacturing, wholesale and retail profits, transportation charges, and all other costs, including advertising. What the consumer (and we are all con-

¹ *Printers' Ink*, Dec. 5, 1941.

sumers) really wants to know is, "Could I have bought my commodities more cheaply had they not been advertised?" This is a fair question, which the citing of a few case histories will help to answer.

Seven hundred thousand acres of land in California, Florida, Alabama, Louisiana, Texas, and Arizona are now used for growing oranges. One half million people are employed in this industry. Each year the sale of oranges amounts to more than \$150,000,000. All of this started from two trees which were planted in Riverside, Calif., in 1873. Only a generation ago oranges were considered a luxury and children were overjoyed to find one in their Christmas stockings. They cost 5 to 10 cents apiece and were scarce. As time went on there was a slow increase in the consumption of oranges, too slow to suit the growers, who conferred and finally decided upon a policy which proved to be a wise one. They organized the California Fruit Growers Exchange and gave their oranges a trade name—"Sunkist." Research had shown the growers the health-building qualities of oranges, but the public was largely in the dark. A department of education was established to inform the American people about citrus fruits. The first advertisement about oranges appeared in the *Detroit Register and Leader* on Mar. 2, 1908. Eight years later the first advertisement for orange juice headed "Drink an Orange" appeared in *The Saturday Evening Post*, on Feb. 19, 1916.

During the 35 years of its existence the California Fruit Growers Exchange has spent more than \$30,000,000 in advertising. The cost of oranges has steadily decreased until before the war the grocer sold three dozen or more for a dollar. And this price included the cost of advertising, which is approximately one-thirty-sixth of a cent per orange, or one-third of a cent per dozen.

The Florida Citrus Exchange adopted the name "Seald-Sweet," and the Texas growers called their citrus fruit "Texsun." The advertising of all these companies, coupled with better knowledge of growing, packing, and shipping, has spread the gospel of the health qualities of citrus fruits and has made it possible to do things "in a big way," which means that mass-production methods have been applied to oranges. And prices are lower instead of higher, in part because of advertising.

In 1918 a noted physician advocated tomato juice for babies because it contains vitamins A, B, and C. Canners began experimenting

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to discover the best methods of canning tomato juice so as to preserve all the health-giving qualities of the tomato. In 1929, 100,000 cases were put on the market. In 1944, 28,400,000 cases were sold.

COST PER UNIT IMPORTANT

The consumer who believes that the cost of advertising is too high should consider not the nation's annual advertising expenditures but the advertising cost per unit of commodities. Below are some typical unit costs. While some of these may not be strictly accurate, because of abnormal manufacturing and distribution conditions existing during the war, it is probable that the estimates will be approximately correct when business returns fully to normal conditions.

Typical advertising expenditures per unit are: cigarettes, $\frac{1}{2}$ cent a package; Campbell's soups, $\frac{3}{1000}$ cent per can; Coca-Cola, less than $\frac{1}{1000}$ cent a glass; Sunshine biscuits, less than $\frac{1}{10}$ cent for a 10-cent package; a nationally known breakfast food, $\frac{3}{10}$ cent for a 15-cent package; Sunkist oranges $\frac{1}{3}$ cent per dozen.

The advertising expenditure on a nationally advertised sheet that retails for \$1.75 is 1 cent. It costs $\frac{1}{5}$ cent to advertise a well-known soap that sells for 10 cents a cake. Advertising a loaf of bread costs less than the wrapper that keeps it clean. The cost for gasoline is less than $\frac{2}{10}$ cent per gallon. The average expenditure for the entire canned-foods industry is only $\frac{1}{10}$ cent per can; for foods in general, not more than 2 or 3 per cent of the retail price. For all goods in which advertising is used, taken collectively, the advertising cost amounts to only 1 per cent of the final price.

DECREASED CONSUMER PRICES

In 1895, four automobiles were owned in the United States. The number owned in 1947 exceeds 25,000,000 exclusive of trucks—one for every 5.4 persons. The 1910 four-cylinder Packard sold for \$5,500. Before the recent war an eight-cylinder Packard sold for \$1,295 and in the low-price field several good cars sold under \$1,000. The amount spent per car for advertising ranged from \$5 to \$15, and the average was \$10.

In 1941, fair radios could be bought for \$9.95; in 1928 the average price was \$167.50. The price of electric refrigerators decreased \$180 in 14 years. In 1905, electrical appliances were advertised very little if

at all. A 60-watt lamp bulb in those days cost \$1.75; now it costs 10 or 11 cents.

THE HARVARD INVESTIGATION

In an article entitled "Harvard Looks at Advertising," published in *Printers' Ink* for Jan. 2, 1942, there is a summary of a study made by Professor Neil H. Borden of the Harvard Graduate School of Business Administration and published under the title "The Economic Effects of Advertising." The research was made under the auspices of the Advertising Research Foundation.

Some of the conclusions reached may be summarized as follows: Advertising has helped to raise the standard of living and to increase the national income. It has helped to improve the quality of goods. It has tended to reduce production costs and prices.

In itself advertising is not the cause of high distribution costs. It is true that advertised goods are often higher priced than unadvertised or unbranded goods, but the difference in price is often due to product research and market development. This means that the advertiser undertakes development expenses in the form of product research and then goes to the promotional expense of creating a market. Then the cut-price manufacturer enters the market and "rides on the coattails of the advertiser." This is also true of most private-brand manufacturers.

Advertising tends to improve the quality and range of merchandise offered to consumers. It was the opinion of the author that advertising does not give the consumer sufficient information about products.

The study goes on to say that in 1935 the advertising expenditures of the country amounted to about 3 per cent of the national income, while in 1941 it was only 2 per cent. In 1935 it amounted to 1.4 per cent of the country's total sales transactions of 120 billion dollars. It was further found that advertising constitutes only 7 per cent of the total distribution cost.

INCIDENTAL BENEFITS

It should be pointed out that advertising is a distinct benefit because the public can buy newspapers and magazines at a much lower price than they would be able to do without revenue from advertising.

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The cost of producing periodicals is generally much greater than their price by subscription or on the newsstand, the difference being made up by the advertising revenue. In the case of radio, advertisers make possible radio broadcasting as we know it in the United States, without a tax on radio receivers.

Advertising expense is part of selling expense. If manufacturers could find any other sales tool that would cost less than advertising they would adopt it gladly. Up to the present time no other means has been found to do what advertising does—at a comparable cost.

THE FUNCTIONS OF ADVERTISING

The task which advertising may be called upon to do in any business will depend upon the needs of that particular enterprise as determined by a painstaking analysis. In general, we may say that the principal aim of advertising is to secure, maintain, and increase the distribution and consumption of a product. In this chapter we shall give some of the ways in which the force of advertising can be directed toward the realization of that aim.

It should be understood that the division of functions into primary and secondary is somewhat arbitrary and that in some instances secondary functions may become of major importance while certain functions listed under primary may become secondary.

PRIMARY FUNCTIONS

1. *To Increase Sales.* It may be said that the chief function of advertising is to create a greater sale of products by securing greater consumption. This function is treated in detail in future chapters.

2. *To Secure Dealers.* Frequently campaigns are based primarily on the necessity of securing more dealers, who constitute, as a rule, the final section of the pipe line that carries products from the manufacturer to the consumer. Where the product advertised is bought by a large share of the public and general consumer advertising is used, it is usually easy to sign up new dealers because they recognize that widely advertised products tend to sell more easily. If the product is not used by the average consumer, as for instance tractors, the advertiser may want to advertise directly for dealers. Consumer advertising may also carry solicitations of new dealers.

3. *To Help the Dealer.* We now come to the dealer, whose busi-

ness has undergone a great change by reason of advertising. There are approximately 1,500,000 retail stores in the United States, outlets for the vast flood of manufactured articles and the last stage of the journey from the factory to the public. Neither the retail merchant nor his clerks can take much time to explain the merits of the hundreds of articles on the shelves. Many corner druggists will have 10,000 or more items while the metropolitan department store will have 300,000 to 400,000. If the article is unknown, the merchant will not buy so readily, or if he does place a trial order, the chances are that the goods will not move and he may never buy again. Advertised articles, however, move more easily from his shelves because the people have read about them, are convinced of their merit, and look upon them as old friends before ever trying them. Retailers' profits come partly from quick turnover, and advertising, if effective, conduces to this. It is easier for manufacturers who advertise to get the best jobbers and dealers there are. The fact that these outlets handle advertised goods increases their prestige in their communities. Moreover, such wholesalers and dealers are more likely to be "good pay" and to reduce credit losses to a minimum.

4. *To Increase Use per Capita.* Constant repetition of the desirable features of an article tends to increase its use per capita, and advertising is effectively used to increase the consumption per capita by describing uses for the article that may never have been thought of by the present user. New ways to use soap, new methods of cooking foods, new uses of materials used in the preparation of foods, new ways to use oil in the house, new scientific discoveries that require the use of a certain product, application of a product already familiar in connection with one or more articles to a number of other articles—in fact, educational advertisements of many kinds have been published which tend to increase the use of the product. Some manufacturers have offered thousands of dollars in prizes for suggestions as to new uses, and by so doing have stimulated the use of their product by anxious investigators. The result has been that the advertisers have received valuable material to be used in future advertisements. New uses for Pittsburgh Plate Glass are suggested in the advertisement on page 24.

5. *To Relate New Products to Family.* Another function of advertising is to relate a new product, or a new model or form of a familiar product, to a name for which prestige has been firmly established.

BE YOUR OWN HOME DECORATOR

A little extra GLASS
means a lot of extra charm!



A MIRROR OF THE OPPOSITE SEX, as he can brush his hair and see his tie in place. Unframed styling is popular and extremely decorative. Be it like a Plate Glass chest top, too.



THEY COULD SAVE! Adjustment of the furniture if it weren't for the Plate Glass top. Dark tops prevent stains, burns, tampering. And they're very fashionable.



IF YOU DO YOUR OWN HAIRDRESSING, you'll have a mirror in the kitchen. For check-ups before answering the door. For quick answers you're looking your best.



SLIP THROUGH! Stocking seams straight? A full length door mirror of Pittsburgh Plate Glass is the best way to check up on such details. Shows you how you look from head to toe. Every home needs several. But be sure they're really full length... at least 5 1/2 feet tall. And made from Pittsburgh Plate Glass for accurate reflections.

You can get these items at your favorite department or furniture store.

PITTSBURGH PLATE GLASS COMPANY

THE MARK OF GOOD PLATE GLASS

Free Booklet

Want to beautify your present home? Build extra beauty and convenience into your new home? This booklet shows dozens of ways to do so with glass and mirrors. Send the coupon for your free copy. Money refunded if unsatisfied.

Pittsburgh Plate Glass Company
11100 Grant Building, Pittsburgh, Pa.

Please send me, without obligation, your free booklet entitled "Helping You Make More Beautiful Use of Pittsburgh Glass."

Name _____
Address _____
City _____

"PITTSBURGH" stands for Quality Glass and Paint

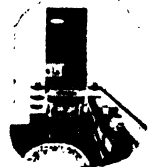
IDEAS FOR YOUR BUILDING SCRAPBOOK



SEMI PARTITIONS of Plate Glass blocks dress up the living room entrance or the arch between living and dining rooms. They add glimmer, transmit daylight. A different decorating idea.



A PICTURE WINDOW to frame the view! With Tinted Glass—the new double-glazed insulating unit—you can prevent chilly drafts and excessive heat loss at such windows.



TAKE YOUR CHOICE of the lovely colors of Corcoran Structural Glass for the walls of your "dream" bathroom. This glass is easier smoky to clean, permanently beautiful.

FIG. 3.—Several uses for plate glass, which many people might not have thought of, are shown in this advertisement.

In this way a company which manufactures a line of products can secure quick acceptance of a new item by advertising it as one of a group of products whose quality is well known.

The Borden coffee advertisement on page 26 illustrates this function. New kinds of food, new makes of automobiles, new styles in safety razors, and many other now familiar articles have secured rapid and widespread distribution through this form of advertising. Closely related to this function of advertising is the tying together of a family of products, none of them new, so that each partakes of the prestige of the family or group name.

6. *To Create Insurance.* Advertising creates insurance for the manufacturer's business. This principle is based upon the fact that through the advertising of trade-marks or trade names or the general appearance of the package public recognition and acceptance are secured. This makes the manufacturer more independent of wholesalers and retailers, who in turn find it difficult to substitute their own brands for nationally advertised ones. Certain chain stores manufacture or have manufactured for them their own brands of coffee, canned goods, and other products. They find, however, that they must carry nationally advertised brands to serve customers who ask for them. An advertiser who has consistently given publicity to his brands has built up an asset that is more valuable than his plant or other physical assets. This good will is a protection, in part at least, against the competition of private brands and price cutting.

7. *To Create Confidence in Quality.* Before there were widely advertised products the buyer depended much more than now upon his ability to tell quality. He had certain ways of determining whether a suit was wool or cotton, whether a razor blade was or was not made of good steel. When the housewife buys advertised foods she knows that the package she buys today is prepared with the same care and under the same formula and standard of sanitation as the one she bought a week ago. The purchaser of nationally advertised clothing believes, because of his past experience, that if the manufacturers advertise widely that their clothing is of a certain quality, it will be found as advertised.

8. *To Eliminate Seasonal Fluctuations.* Advertising in many instances has eliminated or lessened seasonal fluctuations. By advertising, the use of oranges and lemons has not only been increased but has

EVEN A DUMB HUSBAND CAN'T MISS WITH BORDEN'S INSTANT COFFEE—AND THE TREAT'S ON BORDEN IF IT ISN'T AS GOOD AS YOUR FAVORITE GROUND COFFEE!

SA-AY... THIS IS A TREAT! BUT WHEN DID YOU LEARN TO MAKE GOOD COFFEE?



Money back if Borden's doesn't taste as good as your favorite ground coffee!

Let's put it on the line. You know the convenience of instant coffee. But the one thing you *really* want to know is, "Will it taste as good as my favorite ground coffee?"

We answer that by making this offer. Either Borden's has it—or the treat's on us!

The reason we can make this offer is that Borden's is the *real* thing. It's all coffee, grand coffee, nothing but coffee. And, by a special process, every bit of roaster-freshness is sealed in—without the addition of non-coffee ingredients!

Of course, Borden's is convenient. No pot, no grounds, no wait, no waste. But the real

news is flavor—rich, mellow, full-bodied. Get a jar of Borden's at your grocer's today.

Borden's is different from any instant coffee you ever tasted! That's why we can make this money-back offer. But remember—There are two completely different types of instant coffees. One is the "café" type, sometimes called coffee "product." It is a mixture of coffee and other ingredients, such as desiccates, molasses, and dextrins. The other, represented by Borden's, is 100% pure coffee, nothing else added.

Both cost about the same per cup on your table—regardless of difference in size of jar or price at store. You want convenience, but you want flavor, too. Borden's has it—the flavor of your favorite ground coffee.

Makes as many cups as a pound of ground coffee



It's Borden's  It's got to be good!

© Borden Co.

*Use at least half a jar of Borden's. Then, if you don't agree it tastes as good as your favorite ground coffee, send us the jar with the unused contents, and we'll cheerfully refund your money. The Borden Co., 330 Madison Ave., New York 17, N. Y.

FIG. 4.—One of their new products is related to the Borden line by use of the trade-mark and slogan.

been extended so that now they are bought with less regard to the season. Almond and walnut growers have conducted successful campaigns to overcome the idea that nuts are mostly a holiday treat. Ice dealers and manufacturers of electric refrigerators, supplemented by both editorial matter and food advertisements in the women's magazines, have done much to teach housewives the desirability of year-round refrigeration.

9. *To Keep the Customer Sold.* One who has bought and uses a certain make of automobile, a particular kind of advertised clothing, or a trade-marked breakfast food is usually interested in the advertising done by the concerns he has patronized. Such advertising tends to keep him satisfied and "sold" on the product so that, when the time comes to buy a new automobile or a new suit of clothing, he is less likely to be won away from the kind he has been using.

10. *To Create More Business for All.* Competitive advertising of two or more manufacturers in the same field often expands markets and creates more business for all. This is exemplified by the fact that for years several competing portable-typewriter manufacturers have been advertising not only the merits of their own particular products but the advantages which ownership of a portable and the ability to type gives to students, housewives, businessmen, and others. This policy has greatly increased the use of portables.

11. *To Raise Standards of Living.* In connection with the functions of advertising we must not overlook an important development for which advertising deserves at least some of the credit. The standard of living in the United States has been continually rising, and undoubtedly advertising has helped to stimulate the desire for better things. Many of the so-called "luxuries" of yesterday are today's necessities, and things enjoyed today exclusively by the wealthy may tomorrow be enjoyed by those of smaller incomes. Advertising, in spreading the news and increasing the desire for better things and in many cases decreasing costs, has rendered great service to humanity.

While the standard of living in the United States is high compared to the rest of the world, there still is much to be accomplished along this line. This is clearly brought out by the following figures taken from an advertisement published recently in a business publication by J. Walter Thompson Company, one of the largest advertising agencies in the country:

28 The Economics and the Functions of Advertising

Thirty-five per cent of all homes have no indoor toilet, 40 per cent have no bathtub, 21 per cent have no electricity, 27 per cent have no refrigeration, 42 per cent have no central heating, and 27 per cent of all homes have three rooms or less.

SECONDARY FUNCTIONS

In addition to the functions of advertising named above, many advertisers have come to attach great importance to certain other functions, which may be classed as secondary, although at times some of these functions may assume a primary role.

1. *To Encourage Salesmen.* The typical salesman is of the type of mind that appreciates encouragement. He is meeting with discouragement almost every hour of the day. When he loses a sale to a competitor, he tends to feel blue. His is not usually the kind of mind that likes details. He often lives in the clouds, and one of his strongest assets is the ability to feel enthusiasm and to impart it to others. When he reads one of the advertisements of his house, his mental thermometer tends to mount a little higher. He feels that the house is back of him, that it is sound financially, that the business is bound to grow, and that, if he makes good, he will be promoted when the time comes. Not only does this mental attitude make it easier for the salesman to persuade others, but it is usually easier to sell advertised goods, because part of the work of selling has already been done. A salesman as a rule can earn more money selling advertised goods because, even though commissions per unit may be lower, the increased volume gives him a larger return.

It has been the experience of many manufacturers who advertise that it is easier to hire salesmen because most salesmen like to sell an advertised article. Manufacturers who advertise are more likely to have a greater number of applications, and applications of a better caliber, than those who do not.

2. *To Furnish Information to Salesmen and Dealers.* Advertisers consider important the fact that their advertisements and printed matter are mines of information for their salesmen and dealers and many times serve as a check upon erroneous and too enthusiastic claims. The printed word is the manufacturer's guarantee.

3. *To Impress Executives.* The effect upon the executives and administrative officers of the company may also become important.

There is a feeling that they are working in the spotlight and are responsible to the public in a peculiar way. In many instances they become more enthusiastic over the product every time they read one of the advertisements. They are likely to strive to improve the product, to adopt better packages and styling, and to give the public more and more for their money. They read other advertisements besides their own and those of their competitors. They become more alert, better informed, and better able to expand as the business expands. High ideals of service told about in the advertisements must be lived up to. The concern tends to become more of a public institution, run for the benefit of the workers and customers as well as for the gain of the stockholders.

One of the most important things to learn is strongly impressed upon the executives—that business is not cement and window glass, not power plants or freight trains, but good will. Good will gained by advertising is a present asset and an insurance for the future.

4. *To Impress Factory Workers.* There is frequently a decided effect upon the men who work in the factory, producing the advertised article. The workers, consciously or unconsciously, take pride in helping to produce something that is known far and wide. Many of them read the advertisements with interest and feel that they are a part of a big organization and that they have some of the responsibility. This tends to make the work less grinding and monotonous. There is likely to be a feeling that the job is permanent and that as the business grows the chances of promotion will be much greater. The reading of certain statements of the merits of the goods tends to make the employees endeavor to live up to the advertisements.

5. *To Secure Better Employees.* Advertising tends to make it possible for the manufacturer to secure better executives, better salesmen, and even better plant workers. It is natural to want to be identified with a widely known company whose advertising is alert and aggressive. Employees of the company, especially in the sales department, are likely to read the advertisements of their company with marked interest and pride. Moreover, they many times feel that with a company that advertises their chances of steady employment and promotion are better.

ADVERTISING DURING THE WAR

The future historians of the Second World War must recognize the important part played by advertising in support of various war projects. The special V-J Day report of the War Advertising Council states that American business contributed more than a billion dollars of radio time and publication space to more than 100 home-front campaigns in cooperation with 27 government departments and agencies. Such campaigns included the purchase of war bonds, giving reasons for rationing and food shortages, urging the use of V-mail, warning people not to reveal information of value to the enemy, asking housewives to save fats, metals, and paper.

Many companies continued advertising during the war although they had nothing to sell the public. In their advertisements they told what they were manufacturing for the government and explained why their regular peacetime products were not available. It was the belief of these advertisers that they should keep alive their firm names and the brand names of their products so that they would not lose the vast amount of brand consciousness and good will that they had built up, in many cases over long periods of time.

PRINCIPAL CAUSES OF WASTE IN ADVERTISING

It has been said that there is much waste in advertising. That is true; it is also true of personal salesmanship. Under our present economic system there seems to be no way of avoiding such waste. It is possible, however, to reduce it by proper advertising and selling. There are certain causes of waste that usually spring from an insufficient knowledge of advertising principles and practice. Some of the principal ones are

1. Failure to make a careful preliminary investigation of market, products, and channels of trade, as outlined in Chaps. 4 and 5. Such investigations furnish a basis for the advertising policy and eliminate much of the guesswork.
2. Failure to outline properly the task that the proposed advertising may be called upon to perform. Earlier in this chapter are given the principal functions of advertising, one or more of which may constitute the objective of the advertiser.
3. Lack of cooperation and coordination of the various depart-

ments of a business. Those responsible for the advertising should be informed about what is being done in the production, finance, and sales departments and should work in close cooperation with all executives.

4. Lack of a consistent advertising policy. Some advertisers, not understanding the functions of advertising or expecting too much from it, become discouraged and discontinue before it has had a chance. If they are manufacturers, perhaps they advertise for a few months, then drop out. If retailers, they may do some spasmodic advertising, notice no great immediate results, and discontinue.

5. Some executives allow themselves to be "sold" advertising when they should "buy" it; *i.e.*, they should plan their advertising campaign, as explained in Chap. 28, and buy advertising in such mediums and in such quantities as may be deemed wise after careful consideration of all the factors involved. Too many buyers of advertising, after listening to clever solicitors, buy because they are persuaded that this or that "will be good advertising."

6. Failure to "merchandise" the advertising properly to the entire organization. This is explained in Chap. 26. Merchandising advertising means, in brief, informing dealers, salesmen, executives, and sometimes factory workmen of the details of an advertising campaign, getting them enthusiastic about it and thereby winning their cooperation.

7. Poor execution of the advertisements. This may include poor copy, poor layout, wrong appeal, poor cuts, or unattractive typography.

8. Sometimes waste results from pushing a product which for one reason or another will not sell in spite of advertising. This is one of the risks that businessmen take in launching a new product. It can be lessened by thorough tests in a small way before spending too much money on advertising.

9. Covering too much territory in advertising without planning a proper sales distribution to go with it. It does little good to advertise unless the products are easily obtainable in stores or in some other way that may be brought to the attention of the prospective customer.

10. One reason why advertising in general does not pay as well as it might is to be found in the lack of confidence caused by (a) the use of exaggerated claims and statements that still exist even in the adver-

tising of many reputable concerns and (b) the use of advertising to promote swindling corporations. The problem of Truth in Advertising is discussed in Chap. 3.

SELF-TEST QUESTIONS

1. How can the cost of advertising be economically justified?
2. How important is the selling problem in modern times?
3. How does advertising help in solving the selling problem?
4. Who pays the cost of advertising? What benefits are derived from this expenditure? Cite specific cases.
5. Give some typical unit costs of advertising well-known products.
6. Cite instances in which advertising has helped to reduce consumer prices.
7. Summarize the findings of the Harvard investigation.
8. Mention certain incidental benefits derived from advertising.
9. What is the principal aim of advertising?
10. How does advertising help in securing new dealers?
11. How does it help the dealer?
12. How does it help in increasing the consumption of an article?
13. Why do manufacturers sometimes offer prizes for new uses of their products?
14. How does advertising help in introducing a new product?
15. How does it serve as insurance for business?
16. How does it affect public confidence in standards of quality?
17. How does it help to lessen seasonal fluctuations? Give examples.
18. How does it help to keep customers satisfied?
19. How does competitive advertising help the entire industry?
20. What effect does advertising have on the standards of living?
21. What effect does advertising have on salesmen?
22. What effect does advertising have on the executives of a company?
23. What effect does advertising have on the factory workers?
24. How does it help in securing better employees?
25. What important services did advertising perform during the war?
26. Why did companies who had nothing to sell the public continue to advertise during the war?
27. How would you combat the argument that advertising is unnecessary and wasteful? That it is untruthful?
28. Does advertising increase costs to the consumer? Discuss fully.
29. What are the principal causes of waste in advertising?

PROJECTS

1. Select three or four full-page advertisements from any current magazine. Analyze each one carefully and see how many and which of the functions of advertising explained in this chapter you think the advertisement would help to fulfill. It is probable that each of the advertisements you select was a part of a carefully planned and well thought-out series, or "campaign." See if you can detect in any or all of your selections some one dominating objective that the advertiser was trying to accomplish. Submit the advertisements, of course, with your written comments.
2. Make a study of your own home, and list all the conveniences, comforts, and luxuries that might not have been there without the information that advertising has brought to your parents and others. Write a brief essay in which you point out the part that advertising has played in raising the standards of living in your home.

3. Truth in Advertising

Declared the psalmist: "I said in my haste all men are liars." Today some people after reading an advertisement say: "That's just advertising bunk, I don't believe a word of it." You can easily understand that it is unwise to spend money for advertising if people don't believe it. Has advertising become more truthful? After you read the coffee advertisement on page 26 you will decide that it has.

ASIDE from any question of morals or ethics, it is self-evident that advertising to be of value must be believed. This is a hard business proposition if nothing else. Today no reputable publication or broadcasting station will accept advertisements that are manifestly fraudulent, but there is still a long distance to go before people will have absolute confidence in advertisements.

Every advertiser is deeply concerned about every other advertisement that appears in a publication by the side of his own. "Birds of a feather flock together" is as true here as elsewhere. If your fine, expensive, truthful advertisement keeps company with a disreputable, lying specimen of the advertising family, it is bound to lose some of its power to make people believe what you are saying about the products you have to offer.

GROWTH OF THE "TRUTH" MOVEMENT

It is to the great credit of the right-thinking men engaged in advertising that they have tried for many years and are still fighting to make advertisements truthful and believable. The first important organized effort to this end may be said to have begun in 1911 with the drawing of the *Printers' Ink* Statute described on page 41. A year later the Associated Advertising Clubs of the World adopted the slogan "Truth" and gave it widespread publicity.

EARLY INFLUENCE HARMFUL

There is nothing new in untruthful advertising. On May 26, 1657, appeared in the *Publick Adviser* in England what is thought to be the first food-product advertisement:

In Bartholomew Lane, on the back side of the Old Exchange, the drink called coffee, which is a very wholesome and physical drink, have many excellent vertues, closes the orifice of the stomach, fortifies the heat within, helpeth digestion, quickeneth the spirits, maketh the heart lightsome, is good against eye-sores, coughs or cold, rhumes, consumptions, headache, dropsie, gout, scurvy, King's evil, and many others; is to be sold both in the morning and at three of the clock in the afternoon.

Advertising had a bad start in both Europe and America. It is not difficult to see why it lost the confidence of the public.

In the early history of the American newspaper, about the period of the War of the Revolution, newspaper publishers themselves sold medicines as a side line and quite naturally began to advertise them in their newspapers. By the middle of the nineteenth century the patent-medicine manufacturers were buying large space, and for 50 years they, in many cases, sold colored water or cheap whisky which they advertised as unfailing cures for all sorts of diseases. In these advertisements the most common and harmless symptoms were magnified and said to be indicative of a deep-seated disease. It was the aim of such advertisers to make people think that they were ill, whether they were or not. It was not difficult to get testimonial letters from people who were bribed or who honestly thought they were cured by these nostrums.

It is not to be supposed that the medicine manufacturers were the only offenders who abused the advertising columns. Manufacturers and retailers too generally thought that the only way to convince the public was to overstate their case—and the belief is not dead yet.

There were two important results from the use and abuse of advertising by the early advertisers: first, businessmen began to realize the importance of this new selling force—advertising—which like electricity could be tamed to serve mankind; and second, the attitude of mind on the part of the public represented by the exclamation still heard, "Oh, that's only an ad!"

This attitude is fatal to advertising, for if people do not believe the statements in advertisements, there is no use in spending money to *publish them*. This is the reason for the fight the advertising clubs have carried on through vigilance committees and Better Business Bureaus. They have put in jail a number of swindling stock promoters and are constantly working to educate businessmen and the public which they serve to demand truthful advertising.

UNDESIRABLE ADVERTISING EXCLUDED ¹

Many of the magazines of general circulation have adopted rules excluding from their pages advertisements of the following classes:

1. Any advertising that would tend to deceive, defraud, or in any way injure the reader. This excludes most medicine advertisements, those of an immoral nature, copy that is vulgar or unpleasant, advertisements that promise something free if it is not actually free.

2. Advertising knocking competitors. It is an established rule in both advertising and salesmanship that knocking injures the person who indulges in it more than the one who is attacked.

3. Advertisements that do not conform to the laws of the United States prohibiting lotteries and illustrations of money or postage stamps.

4. Financial advertising that is highly speculative. Advertisements of stocks will be accepted by some magazines if the stocks are of good standing and are regularly bought and sold on a reputable stock exchange. Bond advertising is accepted from reliable financial houses. All financial advertisers must, however, avoid extravagant statements about the safety of and the profits claimed for the investment and must observe all Federal and state laws concerning securities.

With respect to daily newspapers, in general they observe substantially the same restrictions observed by the most reputable magazines. It must be said, however, that there is room for improvement in both magazines and newspapers.

ATTITUDE OF PROFESSIONAL MEN

Having considered the kind of advertising that is tabooed by publications, it may be interesting to mention here something about those professional men who think it unwise to advertise at all.

¹ For further details on magazine ethics see p. 173, Appendix B.

Through a rigid code of ethics adopted by themselves, physicians are barred from advertising. It is their contention that the highest aim of their profession is not to make money but to serve suffering humanity. Moreover, the success of a physician depends upon his ability, skill, and personality, to advertise which would be undignified and boastful. Physicians are constantly endeavoring to improve the general health of the race through educating the people as to sanitation and disease prevention and are working, therefore, to lessen their own source of income.

Dentists take the same stand about advertising, although, as in the case of physicians, there are some who throw professional ethics to the winds and advertise. Osteopaths and chiropractors often do cooperative advertising to acquaint people with their comparatively new professions. Some architects, engineers, public accountants, and undertakers use advertising columns.

There is a way by which physicians, lawyers, and others who render personal service to mankind can, may, and do advertise themselves. By mingling with people at church, at the lodge, and in society and by taking part in civic and educational movements, they become well known in a favorable way. They create for themselves a good will which is their greatest asset, and, as their practice grows, they have satisfied customers spreading their praises among friends. Those who are interested in the future of printed advertising have no quarrel with professional people who have decided that it is not adapted to their needs.

While physicians, lawyers, and dentists consider it unprofessional to advertise, manufacturers who wish to secure and maintain their good will do considerable advertising intended to increase the number calling on the professional men, the frequency of such calls, or both. Over the radio and in the magazines comes the message "See your dentist at least twice a year"—advice given by the manufacturer of a tooth paste. Parke, Davis & Company, to whom the good will of physicians is highly important, advertises the necessity of seeing a physician with respect to children. Typical is the Univis advertisement on page 38.



When Two have passed, it's Time!

Two years is the limit for safety!

Every man and woman—and every child over five—should have a sight-test at least once every two years. Even if you are now wearing correctly prescribed glasses you need regular examinations. The constant changes which take place in *all* eyes make this vigilance imperative.

We are fortunate here in America to have so many highly qualified eye consultants that appointments for examinations are easily and conveniently arranged. So, if you do not have a "family" eye consultant, get acquainted with one and let him carry the responsibility for keeping your sight keen. Place implicit confidence in his advice.

In case your eye consultant decides you

need bifocals, it is quite possible that he will prescribe Univis Bifocal Lenses with the exclusive, almost invisible Univis *straight-top* reading segment which we have spent 20 years in perfecting. It is our assured belief that these lenses give a much sharper image, a larger field of vision and are "easier to get used to." But in spite of our firm convictions

on the subject, we feel that your eye consultant is the only one who is qualified to say what type you should wear. *He knows your eyes!*



There are 30,000 qualified eye consultants in America. Choose one of them at yours. Then let him examine your eyes at least once every two years.



Life looks brighter through

Univis Bifocals
And Trifocals

UNIVIS OPTICAL CO. NEW YORK, N.Y. 10017

FIG. 5.—A company which manufactures eyeglasses advertises eye consultants.

POLITICAL ADVERTISING POOR

Much of the advertising done by candidates for political office violates the principles of correct advertising. Knocking competitors is freely resorted to, a practice which would bar commercial advertisers from every reputable magazine and newspaper. Political advertising and indeed political salesmanship are still in the Stone Age. Campaign speakers and political advertising writers many times forget that false and unfair statements react against themselves. If they could be educated to tell their story frankly, fairly, sincerely, and honestly, to sell their candidates on the merits of ability, honesty, and fitness, voters might have more confidence in political advertising.

During the past few years radio has become of major importance in political campaigns, both national and local. Speakers who use this medium, to be effective, must confine their addresses to facts and sensible arguments, as the old-time campaign oratory which appealed to the emotions has little or no effect over the radio.

LEGAL RESTRICTIONS

Among the forces now operating to make advertising more truthful and believable are the Federal Trade Commission, Better Business Bureaus, laws passed by various states, and the voluntary acts of advertising organizations, broadcasters, individual advertisers, and advertising agencies. Amending previous acts under which the Federal Trade Commission had been operating, the Wheeler-Lea Act passed by Congress in 1938 has had a far-reaching effect. This act defines a false advertisement as one which is misleading in a material respect. In determining its falsity there shall be taken into account:

. . . not only representations made or suggested by statement, word, design, device, or sound, or any combination thereof, but also the extent to which the advertising fails to reveal facts material in the light of such representations or material with respect to consequences which may result from the use of the commodity prescribed in said advertisement or under such conditions as are customary or usual.

BETTER BUSINESS BUREAUS

The Better Business Bureau movement is the outgrowth of the work of the vigilance committees carried on by the organization that

preceded the Advertising Federation of America.¹ There are 86 Better Business Bureaus in the United States and Canada. They are financed by chambers of commerce, banks, newspapers, and retailers and other businessmen. The local managers are selected by their respective boards of directors. Many of the managers have been in the Better Business Bureau movement for a long time and have served in various cities as bureau staff members.

For the most part the bureaus are concerned with the advertisements of retailers in their own communities. They read the advertisements of retailers in local newspapers to see if there are any violations of the law. They also watch the window display cards. If a retailer is in error, usually a telephone call suffices. Customers who feel that merchandise is not as advertised carry their complaints to the bureaus. Objections to national advertisers are handled by the National Better Business Bureau, to which local bureaus may refer their complaints. The National Bureau and local bureaus are members of the National Association of Better Business Bureaus.

The Boston Better Business Bureau says in a booklet it has published:

No reputable magazine, newspaper, radio broadcasting station or other advertising medium will knowingly allow its advertising facilities to be used on behalf of a worthless or harmful article. Such cases occur infrequently and are generally corrected promptly. Outright fraud in advertising is also uncommon. It, too, can generally be detected quickly and stopped with effectiveness and dispatch.

Misrepresentation, involving the sale of merchandise of genuine merit by advertising claims that are deceptive, exaggerated, or otherwise misleading, takes place more frequently. It presents a more difficult problem to handle, since it is often a difficult matter to determine the facts bearing on a questioned claim. Admittedly, there is entirely too much of this type of advertising. Its practitioners are the worst enemies of legitimate advertising and business, as well as of consumers.

In spite of these abuses, it has been the experience of Better Business Bureaus that the great bulk of advertising is honest and can be depended upon. Business recognizes the existence of the dishonest advertiser and business leaders realize that they are under an obligation to do away with his destructive influence. The consumer has a

¹ For further details about this organization see p. 475, Appendix C.

right to rely upon advertised statements and should complain whenever and wherever he is deceived or defrauded by advertising. He has the right to insist that every practical effort should be made to prevent the appearance of objectionable advertising and to prohibit its reappearance when, as will sometimes happen even under the best of conditions, it has appeared.

Business has put in motion a number of mechanisms, which are working imperfectly but nevertheless sincerely toward that ideal.

THE PRINTERS' INK STATUTE

Printers' Ink, a publication devoted to advertising, in 1911 prepared and sponsored what is known as the *Printers' Ink* Statute, which reads as follows:

Any person, firm, corporation or association who, with intent to sell or in any way dispose of merchandise, securities, service, or anything offered by such person, corporation or association, directly or indirectly to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates or places before the public, in this State, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, circular, pamphlet or letter, or in any other way an advertisement of any sort regarding merchandise, securities, service or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor.

Twenty-six states and the District of Columbia have adopted laws either identical with or patterned after the *Printers' Ink* Statute. In some states similar laws have been adopted with the specification that the false advertisement must be made knowingly before criminal prosecution can be maintained. In other states the laws provide that publishers shall not be liable for false advertising if they did not know it was false. There are five states which have no general false-advertising statutes.

STATE ADVERTISING LEGISLATION

In the book "State Advertising Legislation" by Burt W. Roper of the U.S. Bureau of Foreign and Domestic Commerce, published and

distributed by Printers' Ink Publishing Company, are given the results of a survey of approximately 2,000 statutes in force in different states. These laws apply to a wide variety of subjects in addition to general laws on false or misleading advertising, including advertising of specific commodities, advertising of securities, occupational and professional advertising, outdoor advertising, advertising by states and municipalities, obscene advertising, lottery advertising, flag advertising, political advertising, and other kinds.

Nearly all states have laws relating to the advertising of alcoholic beverages and many states regulate the advertising of agricultural products. In New York State and other states where dairying is important it is not permissible to use in connection with the sale of butter substitutes the words "butter," "creamery," or "dairy" or the name of any breed of cattle or any other words or symbols commonly used in the sale of butter.

The *Printers' Ink* Statute prohibits untrue or misleading statements in advertising securities and in addition there are strict statutory prohibitions that protect the purchaser against false statements in security advertising.

There are state laws subjecting about 50 occupations and professions to advertising regulation. Many state boards are vested with power to license and regulate particular occupations and professions. Advertising of dentistry is regulated in all states with laws that are much alike. For instance, Connecticut prohibits advertising of a deceptive character, advertising of professional superiority, advertising of prices, advertising by means of large display signs containing representations of teeth, advertising by handbills, circulars, slides, motion pictures, radio, or newspapers, advertising to guarantee dental services, and advertising to perform any operation painlessly.

Laws regulating advertising by optometrists are found in more than 40 states, and many states impose restrictions on barbers, beauticians, physicians, small loan companies, chiropodists, funeral directors, and osteopaths. Some states regulate the advertising of accountants, fortunetellers, pawnbrokers, real-estate brokers, schools, veterinarians, and watchmakers. The usual penalty is revocation of licenses where a license is held.

Every state has enacted some sort of legislation with respect to outdoor advertising. This includes statutes enabling local governments

to regulate the erection, maintenance, and location of poster boards and signs. In many instances licensing controls have been set up.

More than three-fourths of the states have adopted laws prohibiting obscene advertising, and the same number of states forbid the advertising of lotteries.

All states and the District of Columbia have adopted statutes restricting the use of the United States flag for advertising purposes. A uniform flag law which has served as a model for state laws prohibits the placing of any word, figure, mark, picture, design or drawing, or advertising of any nature upon any flag, standard, color, ensign or shield of the United States (or this state). In most of the states exceptions are made so that it is lawful to display flags, printed or written documents, stationery, and pictures of jewelry when dissociated with advertising matter.

About four-fifths of the states have passed laws relating to political advertising. Some of these provide that political advertisements shall contain the name of a designated person or organization responsible for them and that a paid advertisement must be so designated.

THE CONSUMER MOVEMENT

During recent years there has grown up a consumer movement fostered by groups of housewives, educators, and others who believed that the buyers of commodities have been deceived by fraudulent or misleading advertising and that they should have the opportunity to become better informed about the goods they buy.

In the beginning, many of these groups were influenced by certain books and individuals who have a critical attitude toward business as it is conducted in the United States, especially that part of it concerned with our system of distribution. As the movement is now constituted, however, it is backed by many thousands of housewives and buyers anxious for information. The fact that the movement has shown such a substantial growth is proof that many of the criticisms made against advertising are important enough to merit serious consideration.

Printers' Ink investigated this problem through its *Printers' Ink* Jury of Marketing Opinion, which consists of a large number of leading advertising, sales, and merchandising representatives of companies that advertise nationally. From time to time *Printers' Ink* sends

questionnaires to the Jury concerning various advertising and merchandising problems. The replies are returned to the editors, who digest the findings and use the material for editorial reports. The first questionnaire concerned the consumer movement. The results of 172 replies were studied and published.¹ The jury found that the principal causes of the movement were "dissatisfaction with extravagant, misleading, and in some cases untrue advertising claims; general discontent with social and economic conditions; critical attitudes toward business in general fostered by people out of sympathy with our present system."

Other reasons mentioned were the recent growth of consumer cooperatives with their anti-advertising propaganda; the growth in the number of educational courses in schools and colleges; increasing difficulties in knowing, from either the appearance or the advertising of products, their comparative value; the rapid growth of home economics teaching in schools and colleges; the tremendous increase in number of brand names from which to select a specific brand.

The opinion of the great majority of the jury was that "the consumer movement is an expression of a basic feeling on the part of a large number of consumers that there are definite abuses existing in advertising as it is today and that something should be done to correct those abuses." The following statement was checked by practically all of the jury: "The advertiser should recognize the consumer movement as a legitimate effort on the part of consumers and cooperate in the solution of the problems it has given to rise to."

Another problem more or less related to advertising is that of labeling and packaging. It is the belief of some consumers that products should be graded by the government or some other authority, that the grade should appear on the label, and that labels should carry complete specifications of contents or formulas. With respect to grading all products, the objections are more to its impracticability than to its advisability. Many products do not lend themselves to grading. No doubt some products could be graded with respect to certain standards while others could not. Most advertisers do not object to printing on their labels the complete specification of contents, but the size of the cans and other packages limits the amount of information possible. To many products aside from foods and drugs such a

¹ *Printers' Ink*, June 14, 21, and 28, 1940.

labeling regulation could not apply. The public, for instance, would not be interested in the raw materials that go into the making of an automobile; they are interested only in reliability, appearance, seating capacity, and other such points which they are accustomed to reading about in advertisements.

Another question considered by the *Printers' Ink* jury was whether advertising should be more informative and less emotional than at present. Most of the jury felt that it should be more informative; they realized, however, that emotion is a strong selling aid. The Aer-a-sol advertisement on page 46 gives considerable information about an insecticide bomb, its operation and effect. It is also an example of contest advertising. (See page 98.)

In an interview published in *Advertising Age*, Samuel C. Gale, vice-president and director of advertising of General Mills, producers of food products, gave three principles of his company in advertising, as follows:

1. Our advertising shall be factual, informative, and educational.
2. It shall render the maximum of helpful service.
3. It shall, insofar as possible, attempt to expand markets rather than merely take business from competitors.

In considering the consumer movement, it should be pointed out:

1. Manufacturers as a rule are not opposed to giving the consumer any information he wants. Many of them invite the public to visit their plants, see how their products are manufactured and what goes into them. Others have moving pictures made of factory processes and solicit the showing of these films before various groups.

2. As for formulas, they already appear on many products and there is no great difficulty in duplicating them or, by adding or subtracting certain ingredients, in making new products.

3. The question arises: "After reading all specifications and formulas how much is the consumer influenced by them? Would he or she compare the specifications of competing brands and decide which was best?"

4. Tastes, needs, and desires differ. Manufacturers are usually satisfied if their advertising induces the consumer to give their products a trial, confident that a certain percentage will become permanent buyers.

5. In considering the question of informative advertising, it is well



BRIDGEPORT BRASS
Aerosol
INSECTICIDE BOMB

The new way to kill insect pests quickly and easily!

A more effective, convenient, self-dispersing insecticide than any other spray or aerosol. The Bridgeport Brass, Aerosol Insecticide Bomb is the new way to kill household insects. Originally developed to protect the Armed Forces from diseases carried by flies, mosquitoes and other insects, Aer-a-sol has been improved for home use. It contains both DDT and Pyrethrum for maximum effectiveness. Add to this the clean, easy-to-use convenience of this new household insecticide and you have the ideal insect killer. It's economical too—for the valve operates the insecticide for greater efficiency. Furthermore, the Bridgeport Aer-a-sol Bomb can be used again and again because of the special refillable feature.

Now . . . This One Insecticide Kills All These Insects!









\$5,000.00 CASH PRIZES

FIRST PRIZE \$2000.00 — 226 other prizes for completing this sentence: "I like the Bridgeport Brass Aer-a-sol Insecticide Bomb because . . ."

One or more of these Aer-a-sol features may help you win

MULTI-PURPOSE—Aer-a-sol kills all common household insect pests . . . Flies, Mosquitoes, Moths, Gnats, Roaches, Ants, Bedbugs, Fleas, Waterbugs, Termites, Silverfish, Wasps. Now this one insecticide does the job.

FAST-ACTING—The Aer-a-sol formula contains both Pyrethrum (for quick knock-downs) and DDT (for maximum insect killing power).

EASY TO USE—Simply turn the valve on to operate and off to close. No mixing—no pouring. Aer-a-sol is self-dispersing.

EFFICIENT—Only 4 to 8 seconds' spray is required to rid average size (1500 cu. ft.) rooms of flies and mosquitoes.

CLEAN—Leaves no messy residue. No messy sprayers or other apparatus to fill, store, or get out of order . . . Always convenient and ready for instant use!

SAFE—Official (U.S. Dept. of Public Health) tests have proved that this formula is not injurious to health, when used according to directions. And the container meets or exceeds I.C.C. specifications for safe storage and shipment of compressed gases.

STRAIGHT-AWAY SPRAY NOZZLES—Easy to direct, and designed to control particle size and rate of spray, for most effective results.

REFILLABLE—Bridgeport offers a large economical 16-ounce Refillable Aer-a-sol Bomb. The empty container, in good condition, can be exchanged for a full bomb at a special low refill price. A real money-saving feature!

ECONOMICAL—Now you need buy only one insecticide. And each Aer-a-sol Bomb contains enough to rid 100 average size rooms of flies and mosquitoes.

NON-INFLAMMABLE—The Aer-a-sol spray or vapor is non-inflammable. It is safe to use even near fire or open flames.

227 ATTRACTIVE PRIZES

Four Prizes	\$5,000 to each
Second Prizes	1,000 to each
3 Prizes . . . each	500 to each
20 Prizes . . . each	100 to each
100 Prizes . . . each	50 to each
500 Prizes . . . each	25 to each

Just Follow These Simple Rules:

- In 20 additional weeks or less complete the sentence: "I like the Bridgeport Brass Aer-a-sol Insecticide Bomb because . . ."
- All entries must be submitted on an official entry blank to be had from any Bridgeport Brass Aerosol dealer (flyer, hardware, grocery, meat and delicatessen stores). Look for the announcement in windows and store displays.
- All entries of a family may combine, but no individual may submit more than one entry, and all entries must be fully provided in a timely 48-hour mail in an official mark of the announcement to their own homes. No postmark is required in case this occurs.
- The contest is open to any person living within the 48 United States and the District of Columbia, except employees of the Bridgeport Brass Company and their immediate families.

Prize money will be awarded to mail as soon as possible after the contest closes. A list of winners will be sent to our customers requesting name and mailing address self-addressed envelope.

Bridgeport Brass Aer-a-sol Company
P.O. Box 40
New York 5, N. Y.



BRIDGEPORT BRASS

BRIDGEPORT BRASS COMPANY, BRIDGEPORT 2, CONN.—ESTABLISHED 1848



Get the gas value information from Aer-a-sol Bomb. Long reliable evaluation shows healthfulness above the ordinary.

FIG. 6.—This advertisement gives details about the construction, operation, and effect of an insecticide bomb. It is also an example of contest advertising.

to remember that printed matter is one of the most important forms of advertising. In addition to labels and tags on packages, many manufacturers place informative printed matter inside. Millions of dollars are spent each year in folders, catalogues, and other forms of direct advertising, which are filled with information. On page 48 are shown specimens of information tags that are attached to products.

6. If enough people do not like a product it will disappear from the market.

ADVERTISING MORE INFORMATIVE

Printers' Ink of Jan. 4, 1946, contains a summary of a research made by the Committee on Consumer Relations in Advertising, Inc. Pre-war studies disclosed that consumers found fault with advertising on the ground that it contained too little information and that much of it was "silly and in poor taste." This study shows that there is actually more information in advertising than most people thought, that the information content is increasing, and that advertising is now giving consumers more practical information on how to make proper use of the product. Items chosen for the study were canned fruits and vegetables, packed cereals, face powder, face cream, lipstick, rouge, sheets, blankets, washing machines, carpets and rugs, mechanical refrigerators, shoes, and men's shirts. Mediums included the *Ladies' Home Journal*, *Good Housekeeping*, *Woman's Home Companion*, *McCall's*, *American Home*, *Saturday Evening Post*, *Collier's*, *Farm Journal*, and *Farmer's Wife*. Direct mail, package, labels, and radio also were studied.

One of the committee's main conclusions was that the critics base their complaints of inadequate information on only one of several parts of a manufacturer's advertising. The committee pointed out that magazine advertising, direct-mail advertising, radio, catalogues, and labels often supplement rather than duplicate one another with respect to informational content and that all forms must be considered. Advertising, the committee says, is usually not intended to do the whole selling job. Personal salesmanship, display, samples, and recommendations by satisfied customers all play their part.

The committee concludes:

In the final analysis, the job of advertising is to set in motion the human reactions which will lead to the purchase of the advertised product.

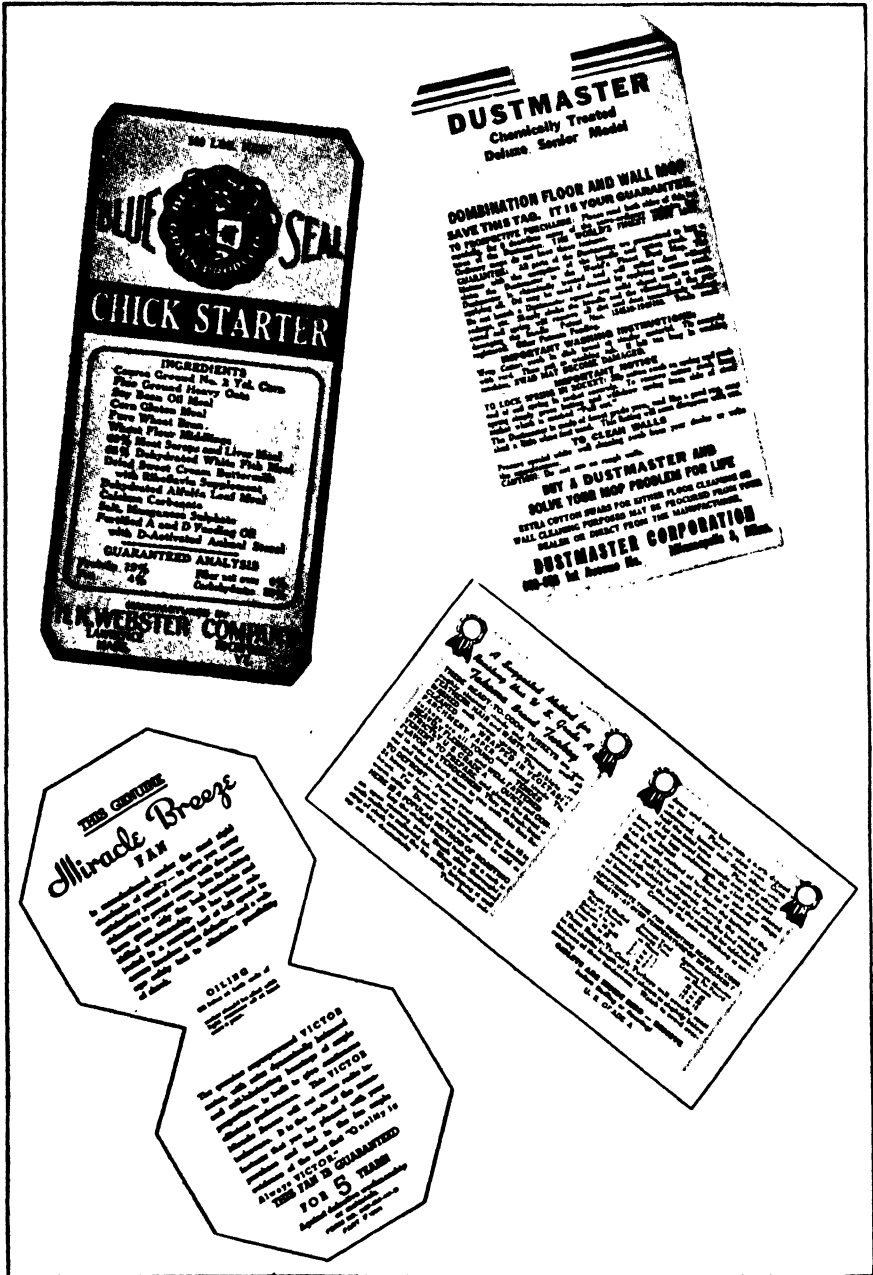


FIG. 7.—Specimen information tags which manufacturers attach to their products. They are usually printed on both sides.

Psychology indicates that this is most successfully accomplished by describing the product in terms of the satisfaction to be derived from its use. Therefore, advertising tends to talk in terms of sense impressions rather than measurements and qualities. As a result, detailed information becomes incidental in this process.

PERSUASION IN ADVERTISING

Most of the critics of advertising devote their attention to magazine, newspaper, and radio advertising of branded merchandise. Objection is made to the art of persuasion, which they say should not be used in advertising. Advertising men reply that few consumers are moved by dry facts; if they were, that kind of advertising would be gladly used, since it is much easier to write than any other type. They have no objections to giving specifications and do so to a considerable extent in folders and other printed matter. If by persuasion, which is used by everyone who tries to influence others, a consumer can be induced to buy a new breakfast food or a new brand of canned goods, that is all the advertiser expects. Having tried the advertised product, the consumer can discard it and turn to some other make. And he has scores of advertised and nonadvertised brands to choose from.

Advertisers have observed the principle that what a product will *do* is more important than what it is made of or how it is made. For instance, the housewife wants to know what a vacuum cleaner will actually do. The salesman would not get very far who told her of what materials the cleaner was made, the intricate processes of manufacture, or the mechanical details of the motor. She wants to know how the cleaner will perform on her rug; so the salesman sifts some flour on the floor covering and proceeds to clean it up.

It should be noted that a considerable proportion of advertising expenditures is devoted to higher priced articles such as automobiles, electric refrigerators, radios, rugs, furniture, typewriters. Rarely does advertising do all the selling of these goods. The consumer goes to the store, sees them, and tries them. He does not buy a "pig in a poke."

CONSUMER RATING BUREAUS

Available to consumers who subscribe to them are the services of a few research organizations, the best known of which are Consumers' Research and Consumers' Union. These organizations make tests and

analyses of products and publish their findings in periodical bulletins. Inasmuch as the funds for such investigations depend upon the number of subscribers secured, it is evident that the facilities for testing and analytical activities cannot be so comprehensive as consumers would like. The circulation of the bulletins of these rating organizations is limited because of the necessity of paying a fee which all but a comparatively small number of consumers hesitate to do.

The influence of these bureaus may be said to be greater than the number of subscribers would indicate, first, because they have tended to make advertisers more careful of their claims, and, second, because there has been no other satisfactory service to which the consumer might apply for needed information. It seems probable, however, that in the near future there will be some source of free information to which all inquirers may turn. It may develop from the proposed activities of the Institute of Standards, Inc., or from an extension of the scope of the *Consumers' Guide*, a bulletin now published by the U.S. Department of Agriculture and available to those who write for it. Or it may be that the government will institute a new and more comprehensive service available to all consumers.

WHAT BUYERS THINK OF ADVERTISING

In *Printers' Ink* of July 24, 1942, Dr. Daniel Starch gives a report on personal interviews with 1,120 persons, who were asked, "What do you think of advertising in relation to yourself and your buying?" Only 6 per cent of the 554 men and 6 per cent of the 563 women interviewed expressed disbelief in advertising as "untruthful, exaggerated, wasteful, irritating." Eleven per cent of the men and 9 per cent of the women said they were not influenced by advertising, while 15 per cent of the men and 7 per cent of the women said they merely read the advertisements but that they had little or no effect. Sixteen per cent of the men and 14 per cent of the women said that advertising had a general effect on buying. Fifty-two per cent of men and 64 per cent of women held that advertising gives specific benefits, such as guiding buying, inducing the trying of new things, saving money, getting better quality at a lower price.

Here are some typical statements: "I read most of the advertisements even of soap powders, etc. If anything is particularly interesting I am apt to buy it to see if it is as good as they claim." "Before I

buy a large item like a refrigerator or car I read the advertisements for information and as a basis for comparison." "I try advertised products in groceries, drugs, particularly in cosmetics." Disbelief in advertising was most frequently expressed in top A income brackets, where these phrases were used: "It burns me up," "I have no confidence in it," "It makes prices higher."

PRINCIPLES OF ADVERTISING FEDERATION

The following "Statement of Advertising Principles" is subscribed to by the Advertising Federation of America:

1. Good advertising aims to inform the consumer and help him to buy more intelligently.
2. Good advertising tells the truth, avoiding misstatement of facts as well as possible deception through implication or omission. It makes no claims which cannot be met in full and without further qualification. It uses only testimonials of competent witnesses.
3. Good advertising conforms to the generally accepted standards of good taste. It seeks public acceptance on the basis of the merits of the product or service advertised rather than by the disparagement of competing goods. It tries to avoid practices that are offensive or annoying.
4. Good advertising recognizes both its economic responsibility to help reduce distribution costs and its social responsibility in serving the public interest.

This statement was drawn up by a committee of leaders in advertising and allied fields with the cooperation of representatives of the National Association of Better Business Bureaus and adopted by the Advertising Federation on Jan. 8, 1946.

PROFIT THE REWARD OF SERVICE

Forward-looking businessmen today realize that business succeeds because it serves. Both buyer and seller must derive benefit from a transaction or both in the end lose. Industries have become great because they have rendered a definite service. This principle is splendidly illustrated by the automobile business, which has grown to commanding size in the brief span of one generation because it has done much to help people in many relations of life. The automobile has made it possible to live in less crowded sections, to take frequent trips into the country, to save time in going from place to place. It has

speeded up freight transportation for short distances. It has brought about great and beneficial changes in civilization and the end is not yet seen.

To feed, to clothe, to shelter, to educate, to amuse the human race is to render a service, and those who are engaged in so doing usually prosper in proportion to the service rendered.

The writer of advertising should, therefore, keep these principles in mind. He should ask himself, "How does my product benefit people?" "What real service does it perform?" "Will the buyer get his money's worth and more?" In order to answer these questions the writer should be familiar not only with the product but with the wants, the lives, and the hopes of the people. He must mingle with the lowly as well as with the mighty. He must put himself in the other man's place. Then he will have gone far toward writing with the conviction and the sincerity that will sell.

THE AVERAGE INTELLIGENCE

The studies of psychologists and others have brought forcibly to our attention the fact that the average intelligence and literacy are lower than most people are aware of. Unless the reader of publication advertising or the listener to the radio can understand the meaning of the words used, he will not be favorably affected by the advertising, no matter how truthful it may be; in fact, he may distrust what he cannot understand. Without question much of today's advertising is over the heads of many people who may be uneducated but still have large buying power. They will not understand big words, classical allusions, or high-sounding phrases. The following quotation gives an idea of the education of our population:

Our best statistics reveal the disconcerting fact that approximately 5 to 10 per cent of children of the proper age group do not survive the sixth grade; 40 per cent the tenth grade; 55 per cent the twelfth grade (high-school graduation). Only 15 per cent of young people of their age group are in the sophomore year in college and only 7 per cent reach the senior year.¹

It is evident, therefore, that advertising copy should be so easily understood that the uneducated masses can get the message it con-

¹ Paul Klapper in *American Association of University Professors Bulletin*, Vol. XXXI, No. 4.

tains. If they understand, the more learned can understand as well. This does not mean that the copy should lack dignity and good style, for simplicity adds to dignity and no style is good that hampers understanding.

The salesman who succeeds must have a personality that inspires confidence. He gains friends among buyers by being a friend to them. What he really *is* shines through. It is so with the writer of advertising. If he keeps before him the ideals of truth and service, they will become such an important part of him that they will be reflected in his writings and he will be believed.

SELF-TEST QUESTIONS

1. Why is truth in advertising essential?
2. What have the advertising clubs done to restore advertising to favor?
3. What caused early advertising to fall into disrepute?
4. To what extent is an advertiser concerned with other advertisements printed near his own?
5. What classes of advertisements are debarred from most of the general magazines?
6. How far have the newspapers gone toward raising advertising standards?
7. What is the attitude of professional people regarding advertising?
8. How can doctors and dentists build up a practice without the use of printed advertising?
9. What is the character of most political advertising?
10. Describe the organization and work of the Better Business Bureaus.
11. Explain the nature and importance of the *Printers' Ink* Statute.
12. What is the Wheeler-Lea Act?
13. What measures have been taken by various states to improve the quality of advertising?
14. Discuss the "consumer movement."
15. Describe the work of the *Printers' Ink* Jury of Marketing Opinion.
16. State the code of ethics of General Mills.
17. Is persuasion desirable in advertising? Discuss fully.
18. Explain the work and influence of the Consumer Rating Bureaus.
19. What do the actual buyers of consumer goods think of advertising?
20. What is the attitude of the Advertising Federation of America?

PROJECTS

These projects are field researches to determine consumers' reactions to important subjects discussed in this chapter. The student may be asked to report orally or in writing. One question may be assigned at a time or all may be assigned at once. Part of the class may be asked to interview women only, and others to interview men only, or the students may be asked to divide their interviews to include both men and women. It should be pointed out that women buy a great proportion of all commodities used in the home, the estimate being around 80 to 85 per cent. The instructor must use his judgment as to the number of interviews assigned.

1. Do you belong to any organized group whose purpose is to seek more detailed information about the products you buy in grocery stores, drugstores, department stores, or other retail outlets?
2. Prices being approximately equal, would you prefer advertised or nonadvertised brands? Why?
3. Do you have confidence in the quality of advertised products?
4. Do you subscribe for or receive regularly any publication devoted to giving detailed information about advertised products (*Consumers' Research, Consumers' Union, etc.*)?
5. Do you believe that advertised brands are generally higher in price than nonadvertised brands?
6. If you intended to buy an automobile and had been reading automobile advertisements, which would influence you more: advertisements which gave mechanical details, or those which featured beauty of appearance, fine upholstery, attractive interior finish?

4. Research of Product and Market

Good advertising isn't simply a matter of "clever" ideas. It is based on research all along the line from factory to consumer. You may get tired of being asked to fill out questionnaires or to tell what radio programs you are listening to—but that helps the advertiser to write his advertisements and works to your advantage.

MILLIONS of visitors to the New York World's Fair of 1939 and 1940 saw the "Futurama" of General Motors, in which was shown in miniature the designer's ideal conception of how cities, streets, and highways should be laid out to solve modern traffic and other problems. Most of our American cities actually show no such planning; practically all of them grew with no definite prearranged plan from four-corner hamlets. The post office, hotel, and general store were the center; then, as more people came there to live, the villages grew along the lines of least resistance.

Nearly all the industries of today have had a similar history. They began small and gradually grew to greater proportions. Force of circumstances or the measure of ability of some of the executives in the past may have put into effect policies which were not wholly efficient, but these policies have grown with the business, around it and through it, so that, in considering changes, care must be taken that we do not pull up the wheat as well as the tares.

HOW ENTERPRISES START

Except in rare cases there have been no business architects to formulate plans in advance, and probably such plans would not have succeeded if drawn. Frequently, the man who starts a new enterprise is learned or skilled in one or two branches of business and not so familiar with other departments. He progresses and learns by bitter

experience and gradually gets on his feet. He has done more or less advertising in a haphazard way, buying space because a clever solicitor has persuaded him that it would be a "good ad" for him.

Perhaps the product is well liked and the manufacturing is well organized and conducted according to the most approved methods. Goods can be produced in almost unlimited quantities but the sales have been lagging. At this point the owner of the business calls in sales and advertising experts to look over the situation and to make recommendations. Usually an advertising agency, whose functions will be described in Chap. 26, will be asked about the advisability of doing advertising in a systematic way. The agency will first find out everything it can about the product and the market and will probably recommend a thorough field investigation. This may be made by the agency itself, or one or more research organizations may be called upon.

If, about the time he reaches the decision to call in these counselors, the manufacturer has no advertising manager, he usually hires one, and all cooperate with the advertising agency to make the proper diagnosis of the case and to prescribe the most efficient medicine. There is no reason why the manufacturer cannot do his own investigating and advertising, but the great majority of the larger advertisers today find it more advantageous and less expensive to employ advertising agencies or other organizations equipped to render such service.

DIVISIONS OF INVESTIGATION

The investigation will divide itself into two parts: first, investigation of the article itself, and, second, investigation of the market and marketing methods. It will include every detail, from the raw material and the process of manufacture, to the time the article reaches the hands of the user or ultimate consumer. Until all the facts are known, it is impossible to decide what to write about the product or where to publish it after it is written. Whether a business is already established or just starting, whether it is large or small, whether it comprises manufacturing, wholesaling, or retailing, and whether an agency is employed or not, it is essential that those to whom the advertising plans are entrusted shall learn all about the product and the market before taking steps to write or place advertisements.

THE PRODUCT

The advertising man can hardly learn too much about the product. He should talk with everyone who knows anything about it—the inventor, the engineers, the head of the company, the sales manager, the salesmen, the wholesaler, the wholesaler's salesmen, the retailer and the retailer's salesmen, and finally the buyers and users. In this way he will learn the selling points and will accumulate a wealth of material that will be necessary when he comes to writing the advertisements. Here are some of the questions that he should find answers for:

1. What is the product used for? What human need does it fill? Are there other uses that have not been advertised?
2. What materials are used in its manufacture?
3. Where do these raw materials come from? Is there an unusual story of human interest connected with them?
4. What did you see in going through the factory that would be interesting to people and make them want to buy the goods?
5. What guarantees are given with the goods?
6. Have any kind of tests of the goods been made?
7. Why does the manufacturer believe that his article is better than that of his competitor? Can he prove his statements, or is it simply a theory?
8. Are his prices higher or lower than those of competing articles?
9. What about cleanliness, purity, healthfulness, nutritive value (in case of food products)?
10. What about speed, durability, accuracy, weight, appearance, workmanship (in case of machines)?
11. Is it a necessity or a luxury?
12. To what class of people does it appeal?

These are only a few of hundreds of points that will vary according to the particular product. It should be the aim of the advertising writer to saturate himself with information. If the information is of a favorable kind, it will lead to enthusiasm, which is just as essential as knowledge. This is true whether applied to oral or written selling, for the first step in inspiring confidence and belief in others is to have it yourself.

The type of man that makes a success of the advertising business in all its branches is the type that becomes enthusiastic. Sometimes his

enthusiasm may run away with him, but it is easier to tame a man's enthusiasm that overleaps itself than to try to awaken it in a type of man that is cold, matter-of-fact, and unresponsive.

The advertiser of an automobile, for example, as he goes through the factory will thrill at the sight of the ponderous machinery turning out parts to go into the splendid finished motorcar that has meant so much in the history of the past half century. He will listen to the inventors and engineers with considerable awe as they tell of the struggles they have had in overcoming difficulties and in meeting problems. He must feel the exhilaration of sitting at the wheel and knowing that he has, responsive to his slightest touch, great power. He will talk with others who have driven the car and learn why they prefer it to any other. He will talk to dealers and salesmen and to people who never owned any car and then after he is bubbling over with the whole subject he will give to his copy that skillful touch which will fan the desires already smoldering in the mind of the prospective buyer and make them burst forth into flame.

But suppose the article is just a common, prosaic thing; how can you grow enthusiastic over it? Even here, much often may be done. Aluminum, for example, is a commonplace in every home, but the Aluminum Company of America, by telling people the story of its discovery, explaining its many advantages, and showing how it enters our lives in numerous unthought-of ways, has made even the pots and kettles in our kitchens things of romantic interest.

There are many other examples that may be selected from the current magazines which will show how things that seem common and dull can be warmed in the crucible of the imagination to a brilliant glow.

THE MARKET

Whether the investigation of the market is conducted by the sales or the advertising department or by an advertising agency or by all in cooperation, the facts should be obtained, analyzed, and weighed. In the case of a business already operating, the investigators may look for information, first inside the organization and second outside.

They will learn all they can from the officers and heads of departments, from the salesmen, the wholesalers, and the retailers and their salesmen. From the executives they can get the sales records for several

years back. They will find out where the product has sold well and why. They will ask about the methods of hiring and paying salesmen, the ease or difficulty in getting salesmen, and what percentage of salesmen make good; they will want to know how the salesmen are trained for their work, what chance a salesman has for promotion. They will find out what the executives know about competing concerns.

Interviewing branch managers and salesmen, the investigators usually ask such questions as these: "What are your most effective selling arguments?" "If you were investing money in advertising, what kind would you recommend?" "What is the size of your territory as compared with the territories of salesmen of competing concerns?" "Do the salesmen have weekly or monthly meetings?"

If the article is handled by dealers, the investigators will want to find out their attitude toward the house and why they feel as they do, their impression of how the trade likes the product, suggestions for its improvement, reasons why more is not or cannot be sold. They will find out what competing brands are sold and the quantity of each. They will ask the dealer what sort of advertising would be of most help to him and how the manufacturer can assist him in his local advertising. From the retail salesmen they will find out all they can about the merits and the faults of the product or the service rendered by the manufacturer. The retail salesman, or clerk, as he is generally called, is in a position to accumulate a vast store of information that is exceedingly valuable to the investigators.

We have considered everyone who is interested in making or selling the product as a part of the organization and consequently "inside." Another fund of information is obtained from the "outside," either from those who have already used the product or from those who use something similar to it or who might in the future become buyers. In interviewing this class of people, investigators sometimes do not reveal that they are working for any particular concern but simply say that they are conducting a trade investigation. They find that in this way people can be induced to give information more freely and honestly, as there is no fear of hurting anyone's feelings. The investigators ask them all sorts of questions about how they like the product, how much they use in a month or a week, what treatment they have received from the representatives of the house or retailers'

salesmen, how they started using the article, and whether or not they have discovered new uses for it.

The questions asked will, of course, differ for every product. In cases where service has to be rendered after the article is sold, as in the typewriter industry, that feature will be investigated. A typewriter may be bought by the purchasing agent or the head of a business, but the typewriter operator may have considerable to say as to the particular make of typewriter the "boss" buys. Mr. Jones may buy an automobile, but Mrs. Jones and the rest of the family may be the ones who decide what kind of car shall be chosen. Mrs. Jones may influence her husband in buying his clothes, his ties, and many other things.

RESEARCH METHODS

Throughout the business world is seen an ever-increasing desire for facts that have a bearing on all branches of business. The effort to secure reliable data has in general richly repaid those who have put it forth. Seekers for information have found the public generally cooperative and willing to answer questions or fill out questionnaires when too much time is not required.

The importance of research in advertising and sales problems has greatly increased during the last decade and will undoubtedly continue to increase in the future. Research is being conducted by a large number of organizations. Every advertising agency of importance is prepared to furnish data upon which to base sales and advertising campaigns. This does not necessarily mean that agencies must maintain large research departments, although many of them do. If the agency has no research department, it may use the services of one of several independent research organizations whose business is to compile or gather any type of market information that may be desired.

Before undertaking any research it is important to determine just what information is wanted. To decide this requires careful thought and cooperation on the part of client and agency. Then one or both of two methods may be used in securing the desired information.

The first of these is the method commonly called "library" or "desk" research. It consists of gathering, from material already collected and printed, all facts bearing on the particular problem in hand.

SOURCES OF INFORMATION

There are available many sources of information, including the various departments and bureaus of the United States government. Valuable sources are given in "Market Research Sources" put out by the Department of Domestic Commerce. Frequent results of research are issued by the following departments of the government: Agriculture, Commerce, Federal Farm Loan Board, Federal Reserve Board, Federal Trade Commission, Department of the Interior, Interstate Commerce Commission, Department of Labor, Federal Communications Commission. One of the publications of the U.S. Department of Commerce, *Commercial and Industrial Organizations of the United States*, lists many organizations which are valuable sources of research. "U.S. Public Documents," issued by the Superintendent of Documents, lists current material issued by the government.

Other sources of information include a number of associations of manufacturers, wholesalers, and retailers in various lines. There are associations of public-utility companies, food producers, meat producers, and others. The following organizations, all with offices in New York City, are fertile sources of information: American Association of Advertising Agencies, National Automobile Chamber of Commerce, National Retail Dry Goods Association, Periodical Publishers' Association, Associated Business Papers, Inc., National Outdoor Advertising Bureau. Agricultural Publishers Association and Outdoor Advertising Association of America have their offices in Chicago. In the field of radio each of the four national networks has collected a vast fund of information. Among the advertising and marketing journals that are sources for the researcher are *Printers' Ink*, *Advertising Age*, *Tide*, *Advertising and Selling*, and *The Advertiser*, publisher of "*Markets of America*." *Broadcasting Magazine* of Washington, D.C., publishes a yearbook packed with information about radio.

Many periodicals such as *The Saturday Evening Post*, *Collier's*, *Fortune*, *Life*, *Time*, *Nation's Business*, *Business Week*, *Wall Street Journal*, *Newsweek*, *Printers' Ink*, and *Advertising Age* gather valuable information for the benefit of their advertisers. Trade journals usually have much information which is given for the asking, and it is possible to get important facts from representatives of other mediums

such as direct mail, window display, telephone directories, and transportation advertising.

Newspapers frequently do market research in their own communities and accumulate information about the economic status, buying habits, and other characteristics of their subscribers.

FIELD RESEARCH

If all the desired information cannot be obtained from printed sources or from sources mentioned above, the advertiser then will supplement what he can gather by the library method with field research. Many of the larger advertising agencies are equipped to conduct research for their clients. Most of them employ a research director, who may work with independent firms or who may have a complete staff to call upon. In either case not all the field men and women who call on people are full-time employees. Many of them live in the localities to be studied and are paid for the amount of work done.

Among the important independent organizations who do research work are: Market Research, Stewart Brown & Associates, Market Research Corporation of America, Fact Finders, Inc., C. C. Chappelle. Crossley, Inc., Industrial Surveys, Inc., A. C. Neilsen Co., Walter P. Burn & Associates, Opinion Research, Psychological Corporation, Elmo Roper, American Institute of Public Opinion, Opinion Research Corporation, National Opinion Research Center, Radio Research, Cooperative Analysis of Broadcasting (employs Crossley, Inc., to do the field work), C. E. Hooper, Inc., Readership Research, Daniel Starch & Staff, B. H. Grant Research Associates, Eastman Research Organization. In addition to these there are a number of consulting management engineers who perform various functions in connection with advertising and sales problems.

SALES POTENTIALS

Advertisers as a rule want to know the sales potentials in the United States or in specific areas. Manifestly population alone is not enough even though it may be divided into urban and rural. Consequently many other factors are used, among them being total families, total white and colored families, dwellings, home-owning families, life insurance sales, passenger-car registrations, wired homes, domestic

gas consumers, income-tax returns, value of manufactured products, individual bank deposits, amusement and service sales, wholesale and retail sales, wholesale and retail outlets. These factors furnish much information about standards of living, buying power, and distributive outlets. Most of it can be secured from publications of the government and from other sources enumerated above.

HOW MUCH RESEARCH?

The amount of research necessary and the determination of what facts are to be found out will differ according to the product, the money available for advertising, and other factors.

Before outside research is attempted, it is necessary to define the purpose and scope of the investigation. A thorough analysis of the product and competing products will be made. The investigation will also cover sales methods of the advertiser and his competitors. Many times the agency will submit a long list of questions to the advertiser, whose answers will reveal past experiences, the success or failure of certain sales experiments, the production costs, selling costs, and overhead expenses.

Consumer investigations usually run into considerable expense because of the large number of personal calls that must be made and the time required. It is through personal interviews, however, that the advertiser finds out the reactions of the public, and he not only bases his advertising upon these reactions, but many times changes the product to comply with the wishes of the consumer. With this in mind it will be seen that it requires knowledge and experience to frame questionnaires properly so that the advertiser can find out exactly what he wants to know. Facts obtained in this way have inestimable value in formulating advertising campaigns.

ARROW PRODUCTS RESEARCH

Cluett, Peabody & Co., Inc., in its sales training handbook says:

Market research is simply collecting facts about the buying habits of people. Its purpose is to find out who the customers are, where they live, how many there are, how much they will buy, and what makes them buy what they do. Bringing these facts together in such a way that management and salesmen can better measure sales opportunity for a territory, city, or account is the real worth of market research.

The company further says in the handbook:

In our program we try to estimate as accurately as possible the potential demand for men's shirts and ties in every city and town of 10,000 and over. In addition to estimating the potential, we show you how the Arrow performance now compares with this potential. We give you facts in the number of Arrow impressions (published advertisements) which go into each city as well as the total direct mail pieces that have been used in each city, and the local advertising lineage run in each city.

The salesmen are informed how each city's sales compare with the national average and they are instructed how to use the facts gathered. For instance, if a town has a rating below the national average in percentage of Arrow sales, the salesman may be justified in opening new accounts in that town. The same figures can be used to induce present accounts to increase their efforts.

From the management point of view, market research provides an accurate estimate of a salesman's performance in his territory. From a thorough analysis of markets it was found that dealers in cities below par were not doing the amount of local advertising (including direct mail) that they should be doing.

The company urges salesmen to show the executives of stores the market research material, as it gives them a statistical picture of their market, their competition, and the relative position of the store's accomplishment with Arrow.

The company gives in the handbook an explanation of the figures arrived at. All population figures are taken from the 1940 U. S. census and the estimated sales of all brands of shirts at retail was obtained by reapportioning a known U. S. Census of Manufactures figure (retail dollar value of all shirts manufactured, except work shirts) to each city and state in the country. The index numbers for each city were found by correlating and weighting ten different factors that would indicate the relative buying power in each market. Such factors as apparel sales and general merchandising sales, which have a direct and specific relationship to shirt and tie sales, received more weighting than other market factors.

Once the index numbers were determined for each city and county, they were translated into retail dollar sales of all brand shirt sales (except work shirts). The Gallup field organization checked the com-

pany's findings in a number of cities, going into highly industrial sections, white-collar sections, and sections with a high percentage of foreign and colored inhabitants. These results were used to refine further the company's results so that occupational and racial characteristics would not distort the picture.

Arrow shirt sales were obtained from the company's own sales records and converted to retail at a 40 per cent mark-up. Dividing Arrow shirt sales by the sales of all brands of shirts gave the performance ratio of all shirts; that is, the company was able to tell salesmen what proportion of the total sales of shirts in the United States go to Arrow. The same process gave figures as to the proportion of Arrow ties sold in the country.

In 1941, the company states, an impartial fact-finding organization, the American College Research Bureau, made a survey in 90 colleges throughout the United States, covering a cross section from freshmen to seniors, revealing that of all students questioned, 71.7 per cent preferred and wore Arrow shirts. The salesmen were provided with details of individual colleges.

"SEVENTEEN" MARKET RESEARCH

An excellent example of market research for the benefit of advertisers was made by Benson & Benson, Inc., Princeton, N. J., for the magazine *Seventeen*. The results were published in a book entitled "Life with Teena." The purpose of the survey was given as "to determine the characteristics, activities, buying, reading, and other habits of *Seventeen* subscribers, and also to find out their opinions of the magazine as well as their future plans." The information was obtained by personal interviews with a cross section of *Seventeen* subscribers.

In all, 1,075 subscribers were questioned. Interviews were obtained in 96 cities and towns and in 33 states. The questionnaires were carefully developed and pretested in actual trial interviews before being used in the survey.

After the answers of the girls were tabulated it was found that the typical Teena was sixteen years old, 5 feet 4½ inches tall, and weighed 116-120 pounds. Eighty-two per cent go to public schools, 10 per cent to parochial schools. Only 2 per cent are in college. The majority expect to graduate from high school at the age of seventeen, and 52 per cent expect to go to college. Mother's plans for Teena were asked.

Fifty-eight per cent want her to go to college, 6 per cent to business school, and the rest have various plans. The girls were asked if their fathers would pay all college expenses and 59 per cent said "yes," 33 per cent said "part." One per cent said they would earn all expenses and 7 per cent did not know. As to fathers it was found that 14 per cent were professional men, 26 per cent business executives and owners, 23 per cent white-collar workers, 19 per cent skilled workers, 10 per cent semiskilled workers, 1 per cent laborers, and 1 per cent farmers. It was found that a large number of girls earn money outside the home, the most popular forms of work being caring for children, clerking, and clerical work. Those who work earn an average of \$13.48 a month and 90 per cent of them keep all of this money and spend it for themselves, this in addition to an average family allowance of \$2.13 a week. Teena spends this money on movies, candy, cakes, lunches, various entertainment, school supplies, clothing, war stamps, cosmetics, books, magazines, and other things. She helps her friends do their shopping and guides them in their choice of clothes, shoes, hats. She also helps other members of her family shop. Sixty-nine per cent of the daughters claimed that they helped mothers select the things they buy. Seventy-two per cent of the mothers said their daughters' ideas had a strong influence on their selection of suits, dresses, and coats. It was also found from the mother questions that Teena's influence was strong when the family was buying radios, automobiles, house furnishings, stoves, and refrigerators.

Teena frequently helps plan menus and gets in on the shopping for groceries. She also helps decide how her room shall be decorated and furnished. The survey gives facts as to what Teena has in the way of sports equipment, clothes, fountain pens, hats, shoes; it then gives her preferences in soap, dentifrices, shampoos, face creams, rouge, etc. Even what she eats is inquired into, as are her preferences in sports, entertainment, radio programs, and finally magazines.

Such information is helpful to buyers of advertising, as it gives them definite facts about the people who read their advertisements.

SURVEY BY CURTIS

The Curtis Publishing Company makes frequent surveys to help the advertiser judge where his market lies and to guide him in his selection of mediums. Two recent ones were made of the urban hous-

ing and the farm building markets in the interest of Curtis publications *The Saturday Evening Post*, *Ladies' Home Journal*, and *Country Gentleman*.

"Housing," according to the urban survey, includes not only residential construction but the construction, purchase, or lease of dwelling units and their modernization and repair, as well as the purchase of a wide variety of materials, equipment, furnishings, and appliances that go into a home. The purpose of the survey was to:

1. Measure the nature and size of the urban market for home ownership.
2. Measure the nature and size of the urban market for the modernization and repair of existing homes.
3. Indicate the probable timing of these home building and repair activities by urban families.
4. Determine the degree of knowledge and acceptance of new products or developments in the urban housing field.
5. Ascertain the urban family's opinion of the building industry and its methods.
6. Suggest the proper type of merchandising approach to the urban housing market.
7. Measure the nature and size of the urban market for household appliances and home furnishings.

The survey was based upon complete personal interviews with 4,007 separate families located in 35 states and 118 urban centers. All the interviewing was done by National Analysts, Inc., a professional survey organization. The median family income was \$2,959, the median value of the homes owned was \$6,685, while the median rental paid by renters was \$38. The equivalent of a high-school education or better had been enjoyed by 61.3 per cent. Facts were tabulated with respect to the intent to buy a home and the price which the family expects to pay, the median price being \$5,943. Those who expected to build told what materials they preferred, the type of heating and water equipment. Those who already owned homes expressed their preferences and plans for improvement and repair, the median figure for such expenditures being \$325.

Among the new building developments that appeal to people were glass for structural purposes, plastics, insulation, aluminum, modern kitchens, air conditioning, fluorescent lighting, garbage disposal

units, germ-killing rays. The purchase of prefabricated houses would be considered by 17.2 per cent, while 52.5 per cent would consider them as summer or vacation houses. The interviewers found a large potential demand for household appliances and the median amounts that they would pay were: radio with phonograph, \$170; without phonograph, \$93; washing machine (regular), \$111; washing machine (automatic), \$176; ironers, \$95; refrigerators, \$196; home freezers, \$217; vacuum cleaners, \$80; cooking ranges, \$155; irons, \$9; toasters, \$12; foodmixers, \$25; dishwashers, \$126. The survey indicated the median expenditure for furniture and furnishings to be \$384.

The farm building survey was prepared in the interest of *Country Gentleman* and was based upon interviews with 2,342 farm families living in 44 states and 320 counties. This survey inquired into the intention to build new houses or to replace and repair farm structures such as barns, poultry houses, storage buildings, and milk houses. It was found that many farmers will be in the market for furniture and furnishings and household appliances.

CONCLUSIONS OF "PARENTS' MAGAZINE"

A research by *Parents' Magazine* showed that 62.4 per cent of all the nation's goods that are consumed in everyday living are bought by families with children. In the report of this research it was set forth that there are five basic markets in the United States: (1) single men living alone, 4.6 per cent of all buyers; (2) single women living alone, 5.4 per cent; (3) families of adults only (no children, family head under forty-five), 12.7 per cent; (4) families of adults only (family head over forty-five), 26.2 per cent; (5) families with children, 51.1 per cent.

Single consumers living alone spend a yearly average of \$1,116, families of adults only spend \$1,895, while families with children spend \$2,045. The research further shows that families with children buy 59.6 per cent of all foods and beverages, 59.5 per cent of all clothing, 55.8 per cent of all household furnishings, 57.2 per cent of all household operation (laundry, telephone, stationery, water, paid help), 58.4 per cent of all medical care, 59.8 per cent of all personal care (toilet articles, cosmetics, beauty care, etc.), 60.8 per cent of all recreation expenditures, 57.6 per cent of reading matter.

Summing up, the research shows that single consumers living alone spend yearly \$3,676,740,000; families of adults only, \$24,283,260,000; while families with children spend \$46,530,000,000. It is stated that *Parents' Magazine* reaches the market in which the most parents are found.

EXPLORING THE "FRAMEWORK OF THINKING"

Archibald S. Bennett of A. S. Bennett Associates in an article entitled "The Framework of Consumer Thinking Need No Longer Be a Mystery" ¹ wrote:

The framework of thinking of the consuming public is a field for exploration of equal if not greater significance than existing sales figures. This framework can be explored. Here is a case history: Westclox, manufacturer of Big Ben, has been featuring in their advertisements Government undertakings, but offering no products for sale, simply carrying a picture of Big Ben and the name Westclox. Recently a cross section of readers of magazines and farm papers was asked: "What name do you think of when you think of an alarm clock?" The reply of 85.7 per cent was "Big Ben" or "Westclox."

In answer to the question: "When standard makes of clocks can again be bought and you need an alarm clock, whose make will you buy?" the reply was 64 per cent "Big Ben" or "Westclox" and that in spite of the fact that direct merchandise selling has been out more than three years.

Lacking the age-old barometers, their customary sources of information sales figures, the company explored the framework of thinking of a representative sample of ultimate consumers. With considerable confidence Big Ben can swing back into making alarm clocks.

1. Sales figures and the usual barometers are an audit of the past;
2. The framework of thinking is the pulse of the present and a peek into the future;
3. Research can break down its findings into sexes, ages, income levels, occupational groups, city sizes, urban, suburban, and rural markets with refinements far superior to those that can be attained in sales figures;
4. Research can discover whether it is the package, the quality, the performance or the price that influences the buyers' choice. Sales figures record the end result without disclosing why the choice is made;
5. Research can be made to prejudge future sales and future acceptance of still untried advertising and selling methods before it is too late;
6. Research broadens all of the above findings and breaks down brand by brand while exploring the entire field under observation.

¹ *Printers' Ink*, Oct. 5, 1945.

"BLUEPRINT FOR SALES"

In its "Blueprint for Sales"¹ the *New York Times* gives a picture of the channels of distribution in New York City for 1945. It was found that in that year the city had 2,277,828 families, which was a gain of 11.3 per cent since the 1940 census. During that period the number of grocery stores declined from 16,419 to 12,802, or 22 per cent. The average number of families per store in 1945 was 178, but in the high-income districts designated as "A" and "B" there were 205 families for each store. The size of the market was shown by the fact that in 1944 food sales amounted to \$1,273,652,000.

The newspaper pointed out that with fewer stores to serve more families the problem of distribution is easier and the sales potential per store is greater. There are more families shopping in each store for familiar brands and more families going to the average store to be exposed to new brands. It was also found out that the decline of grocery stores in the high-income districts was 11.5 per cent as compared with 28.1 per cent in the lower income districts. Five large chain grocery stores—A & P, Bohack, Safeway, Roulston, Gristede Bros.—accounted for 533 stores and 518 supermarkets, while independent and small chains had 11,190 stores and 561 supermarkets.

In 1945 New York City had 4,003 drugstores, a loss of 12 per cent since 1940. This gave an average of one drugstore for every 646 families.

RESEARCH IN RETAIL STORES

In considering the subject of research for the retail store, it is necessary to know the nature of the store and of the community that it serves. The great majority of the 1,500,000 retail establishments in the United States are small. Many of them are located in villages and in out-of-the-center districts of cities. In many instances shopping centers have been built up a long distance from the large downtown stores. In these little business communities there may be two or three groceries, a hardware store, a drugstore, a bakery, a shoe store, a specialty shop, and a few other retail enterprises. The proprietors and members of their families may do most of the selling, with the help of a few em-

¹ In this brochure it was stated that the *Times*, in order to collect this information, sent research workers up and down 4,500 miles of streets.

ployees. The residents of these communities, their purchasing power and wants, are well known to the personnel of the stores. In many cases an old-fashioned personal contact with the customers still prevails.

It is in the large downtown store, however, that some kind of research is advisable so that the manager may find out the type of people he will cater to, where they live, what their buying power is, what part of the sales comes from residents of suburban and farming communities, and who the potential customers are and how they can be reached by advertising and sales promotion. For instance, if it is found advisable to solicit business from suburban and farming communities, the store may add direct mail and poster boards to its newspaper advertising.

Much information can be secured by "inside" research, such as analysis of delivery slips, charge accounts, and sales slips. In many cases salespeople tactfully ask the customer for information that is helpful in determining sales and advertising policies.

Outside research may be carried on by research organizations or by the store itself. In either case investigators visit residents of the city and find out facts about customers and potential customers. Another source of market information is the newspapers. They analyze their circulations and give data about the section of the city lived in, the income level, size of families, etc. All newspapers report their circulations in the "city zone" and "trading zone." These figures will be found in *Standard Rate & Data Service* and in reports of the Audit Bureau of Circulations.

Another method of research is "comparison shopping." The larger stores usually employ trained shoppers who shop at competing stores to see how their stock, styles, prices, and service compare with those of the employing store.

Stores belonging to chains have the advantage of data collected in many cities and reported to all chain members. Trade associations such as the National Retail Dry Goods Association, the National Shoe Retailers' Association, and many others exchange valuable information about merchandising, advertising, window and store display, and store management in general.

The retailer whether large or small realizes that he must handle the merchandise his customers want, not what he thinks they ought to

want nor what some manufacturers' sales representatives try to sell him. He buys for his customers and conforms to their buying habits. Some of these habits may seem unwise, but the retailer usually gets into trouble when he tries to change them.

The Committee on Research of the American Association of Advertising Agencies has prepared a list of questions for the purpose of establishing simple standards of research practice. The list will be found on pages 478-481. Further information about methods of research will be found on pages 476-478, Appendix D.

PRINCIPLES TO GUIDE INVESTIGATION

In business researches the following important principles should be observed:

1. The investigation must cover enough territory to include all kinds of people with whom it is expected to do business; all climates that might influence the product or the service that goes with it; and all conditions of distance that might affect packing, transportation, and other physical factors.
2. The investigation should be carried on by an absolutely unprejudiced person who is seeking for information—not trying to give it. Salesmen and those inside the organization often find difficulty in meeting this requirement.
3. After the investigators' reports are in, they should be considered and acted upon with calm judgment and a spirit of cooperation for the improvement of the business.

SELF-TEST QUESTIONS

1. At what point in the development of a business are experts in advertising and selling usually called in?
2. Trace the usual course of development up to that point.
3. What investigations must the advertising expert make before beginning to write or place advertisements?
4. From what sources can information about the product be obtained?
5. What are the principal things that should be learned about the product?
6. What effect will a thorough investigation of the product have upon the advertiser? Why is this necessary for successful advertising?
7. How can enthusiasm be aroused over commonplace, prosaic articles of practical use?

8. What can be said about the importance of advertising and selling research?
9. From what sources can information about the market be obtained?
10. How do advertisers judge the sales potentialities of their markets?
11. What information can be secured from the executives of the business; from the salesmen; from branch offices; from dealers; from consumers or users?
12. How may information from users be obtained?
13. What is library research? Field research?
14. What steps are necessary before attempting outside research?
15. How can the expense involved in consumer investigations be justified?
16. What principles should guide the entire investigation?

PROJECTS

Assume that a large department store in a city of 200,000 population is making a systematic study of its actual and potential business. Analysis of its own records and other available figures shows that it is doing the largest volume of business of any store in the city in linens and towels; is strong in the china and glassware department, but decidedly weak in furniture and house furnishings, rugs and carpets, and draperies. Most other departments are doing a satisfactory average volume of business—are neither conspicuously strong nor notably weak.

The store carries lines of merchandise in which it has always had confidence, and it is anxious to know why the weak departments are not making a better showing and what can be done to build up their sales. It is also interested in finding out what particular factors are responsible for the success of the strong departments. In brief, it wants to know what it can do to hold its present business and get more business.

1. Work up a plan for a field research designed to get the desired information by interviewing a generous cross section of the women of the city, both customers and noncustomers of this particular store.
2. Prepare a questionnaire that could be used in the survey.

5. Channels of Trade

The flow of products from manufacturer to consumer is called "distribution." It costs a lot of money—perhaps too much. It requires wholesale and retail salesmen, stores, transportation, office workers. Advertising plays a useful part in this procedure because it is a help to selling. Careful planning is necessary to coordinate advertising and selling plans.

THE conduct of an advertising campaign depends upon how, when, where, and to whom the article is to be sold. Unless the copy is written, the mediums selected, and the appropriation made with these in mind, failure is almost certain.

While the selling plans for articles of a similar nature are likely closely to resemble each other, they do not always do so. Every manufacturer has his own ideas about how to market his product. He has usually started his business in a small way, working along the line of least resistance, expanding little by little his field of operations. His selling plans, his packages, his trade-marks, and his trade names may not be ideal, but he already has invested a large amount of money in them and it may be too late to change.

COMMODITIES GROUPED ACCORDING TO SELLING PLANS

We shall now attempt to classify commodities into groups so that the selling plans for products in the same group will bear more or less resemblance to one another.

1. Articles that may be sold to almost every family or person who has an income; for example, soap, breakfast food, canned goods, dishes, house furnishings, and clothing. The manufacturer employs salesmen who visit wholesalers and retailers. The public can get the article only by going into a store and asking for it. Most products

Entertain Royally... But Thriftily!

CHICKEN BISCUIT DINNER for 8... only \$3.68*



You'll make a hit with your friends when you serve this delicious dinner of Chicken Pie and Curry Biscuits. And here's a surprise for your budget! You can serve it for only 46 cents a portion!

Grand but inexpensive eating like this is yours with the values you get six days a week... by just a little planning and regular shopping at your A&P Super Market. A&P keeps its prices down by eliminating unnecessary in-between expenses in bringing foods from their source to you.

Come A&P Super Marketing today! You're sure to say... for good eating at modest cost, it's hard to beat A&P!

MENU

- Broiled Grapefruit
- Chicken Pie with Curry Biscuits
- Concord Grape Sauce
- Roasted Potatoes with Whipped Cream
- Coffee, Tea or Milk

CHICKEN PIE WITH CURRY BISCUITS

- 1 loaf Old fashioned, cut-up
- 2 onions, sliced
- 1 1/2 dried celery
- 2 tablespoons minced parsley
- 1/2 cup Curry cooking powder
- 2 tablespoons butter
- 2 tablespoons dry acid
- 2 tablespoons flour
- Salt and pepper

Clean and wash loaf. Add boiling water to cover level and simmer covered for 2 hours or until tender. Cut 1/2 and simmer covered for 2 hours or until tender. Remove chicken and season salt per pound chicken. Remove chicken and separate meat from bones. Add onion, celery and parsley to stock and simmer 15 minutes; strain. Boil water, add meat and onion; cook 5 minutes; strain; cook until thickened. Season to taste and add chicken; bring to boil. Pour into flour; add 2 1/2 cups stock gradually; bring to boil. Pour into lightly greased casserole. Top powder to baking powder brand recipe. Bake in hot oven, 425°F., for 15 to 20 minutes, 8 servings.

NOTE: Price of menu is estimated on cost of undermost loaf. Price will change commensurate with type of poultry used.

Menu and recipe based and printed by the A&P Test Kitchen.



For year-round help in meal-planning, learn to rely on your A&P Super Market. You'll find hundreds of quality foods... most of your old favorites and plenty of new treats, too! Everything's arranged for easy selection... to let you shop as quickly as you wish.

*Cost based on average prices at A&P Super Markets at time of going to press.



A&P

SUPER MARKETS

FIG. 8.—A large chain store advertises in a national magazine.

handled by chain stores fall into this group. Chain stores, as a rule, act as their own wholesalers, maintaining regional warehouses. Occasionally, one of the larger chains advertises in national magazines. Above is an advertisement of this type.

2. Articles sold to a smaller proportion of the population, like automobiles, radio sets, washing machines, vacuum cleaners, electric refrigerators, and so forth. Not all families are immediate prospects for these, because they cannot all afford them. Such products are usually sold through dealers in various localities. The dealer employs salesmen who look up prospects, call upon people who they think should buy or who they may have been told are thinking of buying. Besides those who are induced to buy in this way, others may come into the store and ask for the article.

3. Articles that are sold to businessmen for business purposes, like typewriters, adding machines, cash registers, and filing cases. The manufacturer usually opens branch offices or appoints dealers in cities of importance, and the salesmen work from these offices, personally calling upon businessmen who have use for these products.

4. Articles sold to farmers, such as tractors, plows, lighting outfits for farm buildings, harvesting machinery, and stock feed. Manufacturers may send salesmen direct to the farmer, or dealers may be appointed who may or may not employ canvassers to call upon prospects.

5. Articles sold by canvassers from house to house without the intervention of any dealers. Familiar examples are Fuller brushes and Real Silk hosiery. Branch offices, which in a measure may serve as retail stores, are established in various sections of the country and salesmen are employed to work from these branches as headquarters.

6. Articles sold by mail direct from the manufacturer to the ultimate consumer without salesmen, wholesalers, or retailers. This is called the "mail-order" system.

7. Machinery, supplies, equipment, and raw materials sold to manufacturers to be used in manufacturing finished products or in the processes incident thereto. There is no one method of distribution that will cover all such products; in fact, the purchasing agents of factories are approached and buy through many channels. Producers of machinery and factory equipment and supplies may market their products through branch offices from which their own salesmen work or through dealers who employ salesmen to call upon prospects. Some manufacturers of heavy machinery and equipment, especially where the order runs into large sums of money, send salesmen direct from their plants to prospective purchasers. In considering the marketing of raw materials used in the manufacture of finished products

or in the processes incident to the converting of raw materials into finished products, we learn that such raw materials include an astonishingly large number of things ¹ and some of them may be the same products that are used in a smaller way by people in their homes. Where the factory consumption of such articles as brooms, soap, chemicals, rope, thread is large enough, such factories may be visited by either manufacturers' or dealers' salesmen, or the purchasing agents may buy from wholesalers or, where quantities are small, from retailers.

It must not be supposed that these classes are sharply defined. The selling plans of some articles may fall into more than one class. There may come in between the manufacturer and the wholesaler a commission man. In some cases between the wholesaler and the retailer comes a retailer buying in large lots and selling to other retailers so that all may get a better price. Some manufacturers are their own wholesalers and retailers, while others perform these functions in part and market the rest of their goods in the regular way.

ADVERTISING AND THE SELLING PLANS

Let us examine briefly the selling plans of these groups from the angle of the advertising man. Our problem is to assist in the sale of goods, or, to put it another way, so to direct the force of publicity that it will help pull the selling load all the way from the manufacturer to the user.

It is evident that for products in the first group every known advertising medium can be used, because every person is a possible buyer or user. To use every known medium for advertising any individual product, however, would require more money than most manufacturers have available or care to use for advertising purposes. The problem becomes, then, one of selection. The question is not what mediums can we use, but what mediums will be the most effective in influencing the largest number of people?

Practically all the products in this group and some of those in the other groups reach the retail stores and then go to the buying public. The fact that retail sales for 1945 were \$74,570,000,000 ² bears testi-

¹ A manufacturer of a certain machine used in an office buys over 10,000 different products.

² U. S. Department of Commerce.

mony to the size and importance of this phase of distribution. To move these goods, retail stores to the number of around 1,500,000 operate in the United States. Their advertising in newspapers and other mediums accounts for a considerable part of the country's annual bill for advertising. Many schools and colleges throughout the country, recognizing the importance of retailing, are offering study and training courses to prepare young people to enter this field. Moreover, many of the larger stores conduct similar courses for employees and prospective employees.

The second group presents some difficulty. The problem of advertising an electric refrigerator or a washing machine is more complicated than that of advertising soap, because the number of possible users is limited. As in the first group, all mediums could be used, but some would be more effective than others. The question arises, can we afford to advertise in mediums with a general circulation to reach a comparatively small part of the population? If we decide that we can, then we must decide whether to use magazines, newspapers, direct mail, poster boards, or what.

Under the third group our distribution is still further limited and our problem becomes more complicated. How shall we advertise to influence just the businessmen? In the case of some of these articles, such as typewriters, we must also take into consideration how to influence the operator of the machine, who, although she does not do the actual buying, is often consulted about the purchase. Almost every medium has been used for this class of products.

With respect to typewriters a distinction must be made between office machines sold almost entirely to businessmen or to schools for instruction purposes, and portable typewriters sold principally for use in the home. Inasmuch as the prospects for business typewriters are found in offices, salesmen canvass thoroughly the business districts. Prospects for portables, however, may be found in almost any home. As a rule the salesmen in the branch offices of typewriter companies and in the employ of dealers do little canvassing for portable prospects. The advertiser's problem, therefore, is to influence people to want portables and to visit dealers' stores to look at them. It will be seen that office typewriters for the most part come under group three, while portables should be included in group two.

The advertiser of things sold to farmers, the fourth group, may use farm papers, country weeklies, signs, direct mail, and some other

mediums. If the article is also sold in cities he may get some good out of the country circulation of the city daily. He would probably use trade papers read by rural dealers.

The manufacturer of the fifth group of articles also has a complicated problem. The Fuller Brush Company has used general magazines to sell the housewife the idea of admitting the canvasser and at the same time to advertise the merits of the brushes. It is evident, however, that general magazines could not be used profitably with this method of selling unless a considerable proportion of the country were being canvassed at the same time.

The mail-order concern, which comes under the sixth group, has only to consider the effect upon the user, there being no middlemen. These concerns use any mediums from which it is possible to get a direct response, the reader either sending in the order at once or writing for a catalogue. Many manufacturers who sell in the regular way have mail-order departments.

In the seventh group, which includes products sold to factories, our field is still further limited. Here advertisers may use certain business and trade publications and direct mail, and possibly gift specialties and motion pictures. We find some producers of materials used in the manufacture of finished products, like Armco iron, using general magazines upon the theory that they can influence the buyers of products made from similar raw materials to demand a specific brand of raw material in the finished product. In the case of products used both in factories and in homes the advertising may be carried on to reach the factories in addition to campaigns whose object may be to reach the home consumer.

No matter what route a commodity may take on the way from the original producer to the ultimate consumer, there is hardly a step on the entire journey that cannot be made easier and quicker by the use of some kind of advertising. The problem is to apply the force where, when, how, and in what quantity it will do the most good.

We shall consider at greater length the relation of the advertising to the selling plans in the chapters on Mediums.

FOREIGN TRADE

Chapter 5 up to this point has dealt with channels of trade as they affect commerce in the United States. Export trade is an important item in the business of many concerns, whose methods of selling and

advertising abroad show wide differences. Some of the larger corporations operate branch factories or branch selling organizations or both in foreign countries, while others conduct their foreign trade by making contracts with concerns abroad to represent them in territories agreed upon. There are export organizations known as "forwarding agents," which attend to the mechanics of foreign shipments and also, with the assistance of banks, to the credits and collections for goods shipped.

Often contracts provide that foreign representatives do their own advertising. Many manufacturers, however, use in addition for the advertising of their products magazines published in the United States for foreign circulation. *The Reader's Digest*, for instance, while it does not accept advertising in its United States edition, publishes editions in Spanish, Portuguese, Swedish, and Arabic in which advertising is welcome. There are also a few business magazines, such as *The American Exporter*, devoted exclusively to foreign trade. Most of our general magazines, moreover, have circulations abroad wherever English is spoken. Frequently advertisements in them are translated by the foreign representatives of United States companies and inserted in magazines and newspapers published in their own countries.

Some of the larger advertising agencies (see Chap. 26) have branches in foreign countries or maintain departments in their main offices in this country to handle foreign advertising for clients.

During the Second World War foreign trade was disrupted and all but vanished. Most corporations, where possible, kept in touch with their foreign outlets. Since the end of the war there has been much activity in the reestablishment of old connections and the creation of new ones. Many manufacturers are allocating part of their production to foreign countries although they cannot yet fill domestic demands. It is expected that as conditions return to normal export business will become increasingly important.

SELF-TEST QUESTIONS

1. What factors determine the character of an advertising campaign?
2. Why do not articles of a similar nature always have similar selling plans?
3. What is the selling plan usually followed in marketing things that everybody uses?

4. What plan is followed in marketing the higher priced manufactured products, such as radios and electrical appliances?
5. What plan is used in selling articles for business purposes? Are all articles used in business offices sold in this way? Explain your answer.
6. What plan is most suitable for selling farm machinery and equipment?
7. Under what plan does the house-to-house man work?
8. What is the mail-order plan?
9. What plans are used in selling raw materials? Machinery used in factories?
10. What is a commission man?
11. How important is the retail phase of distribution?
12. Explain the limitations that confront the advertiser under each of the selling plans mentioned.
13. What, in general, is the effect of advertising on selling under any of these plans?

PROJECTS

1. Find an advertisement of the mail-order variety and an advertisement of some low-priced "convenience article" like Coca-Cola or cigarettes. Write a detailed comparison of them, considering such things as purpose, size of space, pictorial treatment, amount of copy, nature of appeal, style of language, amount of detail, and general effectiveness as an advertisement in its particular field. Submit the advertisements, neatly mounted, with your analysis.
2. Ask a number of people—your parents, neighbors, friends—if they ever bought anything from mail-order advertisements or catalogues. If so, what induced them to buy in this way? Were they satisfied? What is their opinion of mail-order merchandise in general, as compared to that bought in the regular retail stores? Present a written report of the results of your interviews.

6. A Comparison of Advertising and Personal Selling

To remember the successive stages in advertising and personal selling, just write AIDDA. Each letter stands for an important step—Attention, Interest, Desire, Decision, Action. You know that friendliness and good personality in a salesman are assets. An effective advertisement is likely to have the same qualities.

THE oft-quoted definition of advertising as “salesmanship in print” may not be the best definition, but it emphasizes the fact that there is considerable similarity between personal selling and selling through advertising. Both must secure from the prospect the following: attention, interest, desire, decision, and action.

It is not easy to discover why one man is a good salesman, while another, whose characteristics resemble his, is not. Executives who have had years of experience hiring and training salesmen admit that some of those who seem to have every characteristic that a good salesman is supposed to have fail; while others whom they have doubtfully employed have become star performers.

In this respect the experiences of advertising men are similar to those of sales executives. Many advertisements that were expected to “go over big” have been “flops,” while advertisements that violated many accepted rules of good advertising craftsmanship pulled better than some of the orthodox specimens. These experiences, however, do not justify the sales executive in adding unpromising men to his sales staff; he still brings to bear all his accumulated knowledge and experience in personnel selection. Likewise the creator of advertisements in the long run will succeed better by adhering to known principles than by attempting to do the sensational and bizarre.

ADVERTISING AT THE TURN OF THE CENTURY

A study of the advertising of 40 or 50 years ago will impress the student with its flamboyance, inartistic design, and poor copy. The salesman of that time also differed from the salesman of today. The "old-timer" was likely to depend upon his ability to entertain buyers with stories, dinners, and theater parties rather than upon a thorough knowledge of his merchandise and the service it might render the buyer. Gradually a new type of salesman has developed—well dressed, usually well educated, and thoroughly informed about his house and what he is selling. He has realized that he must have a good understanding of business principles as well as of his own specialty. He knows human nature and approaches buyers with a helpful attitude of mind. If he succeeds in gaining a customer, he takes pains to see that the customer is satisfied so that he will continue to be a customer.

The first step in personal selling is to secure attention. This the salesman usually does by sending in his card or making a telephone appointment. In the first few minutes the prospect consciously or unconsciously "sizes up" the salesman. The prospect is impressed favorably if the salesman looks neat and clean and is dressed in good taste according to standards recognized in the business world. In this first step of securing attention, qualities that may be said to characterize a gentleman count strongly.

ATTENTION MUST BE FAVORABLE

In the salesman's interview with the prospect it is necessary that the attention secured be favorable attention. He might secure attention by slapping his prospect on the back or by some other ungentlemanly action, but such methods would react against him. Successful salesmen are careful about how they enter the office. They do not sit down until asked to do so. They do not offer to shake hands unless the prospect extends his hand. They do not face the prospect with cigars or cigarettes in their mouths. They see to it that their physical appearance is as attractive as possible. They are careful about shaving and bathing, and do not wear such clothes or affect such manners as will give an impression that they are not well bred or that they have not sincerity, dignity, and common sense.

An advertisement must also attract favorable attention by its physi-



Ah—a capitalist!

NOW—it's just a penny in a piggy bank. But soon his piggy will be full. Then the pennies will be taken to a real savings bank

The bank will put his pennies to work. Some of them almost certainly will be invested in electric utility securities. Banks

prefer these securities because sound business management has made them a dependable investment—as dependable as electric service itself.

So, the little boy has a personal stake in the electric power industry. Practically every American has—millions as direct

stockholders, other millions as savings bank depositors and life insurance owners.

This is the American economic system. It's called capitalism. It's a good system. It helped make America great. And it will continue to open doors of opportunity for all little boys and girls with piggy banks.

170 ELECTRIC LIGHT AND POWER COMPANIES
 SELF-SUPPORTING, TAX-PAYING BUSINESSES
 * Quotes as reported from this magazine.

• See MELVIN EDWIN in "THE ELECTRIC NEWS" with United Automobile's National Bank, 420 P.M. BLDG., CHICAGO

FIG. 9.—This advertisement has strong attention value and distinctiveness.

cal appearance and by the first impression it makes on the reader's mind. It must force itself upon the notice of the prospect when he is reading in his home, on a streetcar or railroad train, and through the mail that comes to his desk, or through posters and signs that he sees

while riding or walking. The illustration on page 84 shows an advertisement which is strong in both attention value and distinctiveness.

In most magazines the stories and articles are continued from the pages on which they begin to pages further along in the magazine, on which and opposite which there are also advertisements, so that advertising matter and reading matter appear side by side. The purpose of such an arrangement is, of course, to increase the probability of the advertisement's being read, and every magazine reader has doubtless learned from his own experience that it accomplishes this result very effectively. One is reading a story and has turned to the page on which it is continued, but although he may have reached a point of intense interest in the narrative, he finds himself pausing to read an advertisement on the opposite page.

Why does one leave an absorbing story to read an advertisement in which he may have but casual interest? Simply because *something* about the advertisement—the illustration, perhaps, or the headline, or a novel arrangement of material—has gripped his attention and compelled him to turn it to the advertisement. The advertisement, therefore, had for the moment greater attention value than the story, and as far as that particular step in the selling process is concerned, it was unquestionably a successful advertisement.

An important problem of the advertiser, then, is to secure favorable attention. While this must be kept in mind during the early steps of preparation, the display or physical appearance of the advertisement by which the attention is secured is usually decided later. Physical appearance depends upon the size, shape, general layout arrangement of parts in their relation to each other and to the whole, type, border, color, and illustration.¹

FRIENDLINESS IN BUSINESS

There is an intangible element in personal selling that is important—personality. Here again is a term that is hard to define but we know that it is made up in part of such qualities as honesty, sincerity, industry, fairness, and a desire to be helpful, as well as by the absence of egotism, overaggressiveness, greed, and envy. Some salesmen inspire friendliness immediately because they possess that quality themselves. Other things—quality, price, and service—being equal, the friendly

¹ These points will be further discussed under Display, in Part III.

salesman is likely to get the business, disproving in part the old adage that "there is no friendship in business."

We may say that advertisements, like salesmen, may have a pleasing personality which helps lead the reader to the next step—interest.

The salesman must interest his prospect as soon as possible or he cannot hope for success. He does this by giving information about his article in an interesting way. He relates it to some need of the prospect. He may "demonstrate" the product if it is a mechanical device or something the uses of which he can show. If he can get the prospect to use it or handle it then and there, so much the better.

In advertising, interest must follow attention immediately or the reader turns to something else. In some cases attention and interest are practically simultaneous. It may be a headline or an illustration that first attracts attention and arouses interest. The advertisement must then do what the salesman does, continue to interest.

What does interest people? In our analyses of the article and the wants and desires of people we have the answer to the question. People are interested first of all in what use the article will be to them. People want information. They tend to like what they know about and to dislike what they do not know about. Motor-oil companies advertise by publishing charts showing what grade of oil gives best results in all makes of cars, winter and summer. The Gold Medal advertisement on page 87 contains much information which would interest any housewife who has meals to plan and prepare. Advertisements such as this, containing recipes which can be prepared with the aid of the advertised food product, are numerous in the women's magazines. Manufacturers of various articles give information about how to use them and offer prizes to the public for suggestions about uses that they themselves have never thought of. Makers of typewriters, bookkeeping machines, and other office appliances advertise to show users how such things can be of service in their business.

All of the questions asked about the article in Chap. 4 may be treated in an interesting way and the copy made to appeal to the instincts, the reason, or both. The writing of advertisements to hold the interest is further discussed in Chap. 10 on Copy.

SUCCEEDING MENTAL STAGES

The salesman's aim in arousing the prospect's interest is to lead him to the next stage—desire. He does not know when the desire

Betty Crocker says:

"make this old favorite by our new method in 1/2 the mixing time!"



CHOICE CHOCOLATE CAKE

When you make this "favorite" cake by the New Betty Crocker Method... your mixing time is cut in half! Because there's no creaming of shortening... no separate beating of eggs!

And what a cake this is! A dark temptation... with the texture of deep velvets... this rich, moist Chocolate Cake has a snowy white icing for dazzling contrast.

New good news! You can save half your sugar by substituting half (yes!) You see, our New Method, developed by the General Mills Betty Crocker Staff, is a boon in many ways! Above all, it gives you a high, light, fine-textured cake of prize-winning caliber.

The secret? It's the scientific balanced combination of Gold Medal Flour and New Method recipes — each recipe tailored and tested to fit Gold Medal's superb baking characteristics.

Buy a sack of Gold Medal—see for yourself!

General Mills

Dark Secrets!

1. To melt chocolate, place it (broken into small pieces) in a cup or small bowl, set in a warmer over a little rapidly boiling water.
2. For the delectable chocolatey taste in this cake, be sure that the water you pour over the melted chocolate is boiling hot.
3. Let the chocolate-and-water paste cool until it's only warm before you start adding this paste to the batter in the final step of mixing.

Don't melt the chocolate in the oven. It gets a burned taste unless melted at low temperature.

Only 25¢ . . . for the famous "Betty Crocker Cook Book of All-Purpose Baking"!

220 of the best Gold Medal tested recipes! Sections on cakes, pies, cookies, quick and yeast breads. Step-by-step pictures of baking methods! 14 illustrations, many in gorgeous color. New supplement on "New Method" cakes! Sugar-saving rubbers, superior icings and desserts, economy bakings. "Worth a dollar" many say. Send only 25¢ to Betty Crocker, Dept. 129, General Mills, Minneapolis 15, Minn. (Hurry—limited printing—offer good only while present supplies last!)

WHEAT-APPROVED ★ MILL-CHECKED ★ RECIPE-PROVED

EMERSON'S GOLD MEDAL FLOUR

ENRICHED FLOUR

Kitchen-tested

WARNING! Recipe above has been developed and "proportioned" only for Gold Medal. Don't use another flour! Remember, Gold Medal truly all-purpose "top" for pies, rolls, cookies, etc. See label or in sacks for a copy of tested recipe!

FIG. 10.—Advertisements like this one of Gold Medal flour appeal to housewives because of the recipes and helpful information they contain.

appears. It may have been present as soon as the prospect saw the article. Attention, interest, and desire may have been secured almost at the same time, or it may take longer to arouse a desire. People desire what they believe will be of benefit to them in any way. They desire

88 A Comparison of Advertising and Personal Selling

things that will satisfy hunger, things that will gratify their wish to dress well, things that will be of financial benefit. In brief, they desire things that appeal to the fundamental instincts, tastes, and habits of the human being. The advertisement, like the salesman, leads the prospect from interest to desire, and if the desire is strong enough the prospect arrives at the next stage—decision.

This is a critical stage. The prospect decides to buy or not to buy. The salesman must help him to make up his mind and convince him that he should spend the money necessary to acquire the article. He may appeal to the reason. He may answer the questions asked by the prospect. He may implant some subtle suggestion in the prospect's mind. The advertisement may do the same thing, convincing the reader that he should buy and arousing him to the next stage, that of action.

To the salesman action means signing the order or getting the name on the dotted line. There are salesmen who can accomplish every step but the last one. They are poor "closers." Others may be good closers but poor demonstrators and persuaders. In some organizations a junior salesman is employed to locate the prospect and do all the work up to closing the order, then the more experienced man steps in and gets the name on the dotted line.

Advertising, like personal salesmanship, has for its purpose the action which completes the sale. Thus we see that advertising and the salesman perform similar functions, beginning by getting attention and ending by bringing about the action of making a purchase.

GETTING ACTION MAY BE A SLOW PROCESS

It is not to be supposed, however, that either the salesman or the advertisement expects to lead the prospect through all these stages at one interview. Many a salesman has called on a house for years before getting an order. His preliminary efforts were "missionary work." He kept his product and his house before the prospect's mind, however, and when the time came he reaped the reward.

Few advertisements are intended to complete a sale at once. Most of them are for the purpose of keeping the product fresh in the mind of the ultimate consumer. They may call for some action in the way of asking the reader to write for a booklet or go into a dealer's store or send for a sample, or they may be found to be general publicity or

reminder advertisements. Some advertisements do little more than attract attention. Others lead the reader through interest, while others go the entire distance and result in either an order or an inquiry which may be turned into an order by the use of follow-up material or personal calls.

AMBASSADORS OF GOOD WILL

During the recent war most companies found their sales forces greatly depleted as the younger men left to serve in the armed forces. Those who remained generally had nothing to sell the public, or if they did have something, the demand was far greater than the supply and no selling effort was necessary. However, many visited their customers to explain why more merchandise was not available and to act as ambassadors of good will. Their role was similar to that of institutional advertising (see page 108).

Having considered what advertising is and does, we are now ready for Part II, which will discuss how to write the copy that shall serve the advertiser's purpose.

SELF-TEST QUESTIONS

1. Compare the salesman of today with the salesman of a generation ago.
2. What is the first step in making a sale?
3. How does a good salesman secure favorable attention?
4. How does a good advertisement secure favorable attention?
5. What factors contribute to the attention value of an advertisement?
6. How does a salesman secure the interest of his prospect?
7. What can the advertiser do to hold the interest of the reader?
8. How may desire be aroused?
9. How does the salesman or the advertisement help the prospect to make a decision?
10. What is the final step in making a sale? Does it apply to advertising as well as to personal selling? How?
11. Does every advertisement attempt to complete the whole process immediately? Explain.
12. Why did salesmen continue to call on customers during the war?

PROJECTS

1. Study the following advertisements in the current issue of *The Saturday Evening Post*. Explain how the advertiser attracts attention. Give

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each advertisement a percentage rating for attention-getting value, and write a brief explanation of why you rate it as you do.

Inside front cover (known as the "second cover")

Page 1

Center spread

Any single-column quarter page

Outside back cover ("fourth cover")

2. In the same magazine, find 10 advertisements in which a definite attempt is made to get the reader to take some kind of action. Show what action is desired and comment on the probable effectiveness of the advertisement in getting the desired action. Suggest any improvements that occur to you. If the requested action is not an actual order, explain the procedure of completing the sale from this point.

3. Interview some salesman of your acquaintance. Ask him such questions as "How did you decide to become a salesman? Did you ever take any course in salesmanship either in school or in college? Are you satisfied with your choice of an occupation? What features of it appeal to you most strongly?" Make your list of questions as long as you wish, but plan definitely in advance what you want to ask about. Present a report of your interview. Try to put some real human interest into it.

PART II

How to Write Advertising

7. Present-action Advertising

The advertisement on page 94 is a present-action one. If the advertiser does not get enough fairly quick returns from it to show a profit, he will probably change the copy or the medium or stop the advertisement altogether. It's important in advertising practice to be able to write good present-action copy. You can check results immediately, which cannot be done after publication of some other kinds—for instance, the one on page 106. All varieties, however, have their uses.

BUSINESS concerns make expenditures for advertising for the purpose of selling, either immediately or at some future time, merchandise or services. Where advertising is used for some such purpose as inducing the reader to contribute to the Community Chest or to the Red Cross, no merchandise is involved. As the amount of this type of advertising is comparatively small, we shall consider for the most part advertising whose purpose is to sell commodities or services.

TO SECURE AN ORDER OR INQUIRY

The immediate purpose of any particular advertisement or campaign may be one of two things:

1. To cause the reader to take some form of action leading to an immediate sale or inquiry.
2. To establish an attitude of mind that will result in an ultimate sale at some time more or less distant when a need for the article arises or when the salesman calls to solicit an order.

The copy used to produce the first of these effects we may term, for convenience, "present-action" copy, and the latter, "future-action" copy. The illustration shown on page 94 is a good example of an advertisement the purpose of which is to get immediate action.

INTERNATIONAL CORRESPONDENCE SCHOOLS

OFFER YOU LOW-COST

SPECIAL TRAINING

FOR SUCCESS IN MODERN BUSINESS AND INDUSTRY

Air Conditioning and Plumbing Courses
 Air Conditioning
 Heating Plumbing
 Refrigeration
 Steam Fitting

Chemistry Courses
 Chemical Engineering
 Chemistry, Analytical
 Chemistry, Industrial
 Chemistry, Manufacturing Iron and Steel
 Petroleum Refining
 Plastics
 Pulp and Paper Making

Civil Engineering, Architectural and Mining Courses
 Architectural Drafting
 Architecture
 Bridge and Building Foreman
 Building Estimating
 Civil Engineering
 Coal Mining
 Contracting and Building
 Highway Engineering
 Lumber Dealer
 Reading Structural Blueprints
 Sanitary Engineering
 Structural Drafting
 Structural Engineering
 Surveying and Mapping

Electrical Courses
 Electrical Drafting
 Electrical Engineering
 Power House Electric

Practical Electrician
 Practical Telephony
 Telegraph Engineering

Internal Combustion Engines Courses
 Auto Technicians
 Aviation
 Diesel-Electric
 Diesel Engines
 Gas Engines

Mechanical Courses
 Aeronautical Engineering
 Airplane Drafting
 Flight Engineer
 Foundry Work
 Heat Treatment of Metals
 Industrial Engineering
 Industrial Metallurgy
 Mechanical Drafting
 Mechanical Engineering
 Mold-Loft Work
 Patternmaking
 Reading Shop Blueprints
 Sheet-Metal Drafting
 Sheet-Metal Worker
 Ship Drafting
 Ship Fitting
 Shop Practice
 Steel Mill Workers
 Tool-Designing
 Welding, Gas and Electric

Radio Courses
 Electronics
 Radio, General
 Radio Operating
 Radio Servicing

Railroad Courses
 Air Brake Car Inspector

Locomotive Engineer
 Locomotive Fireman
 Railroad Section Foreman

Steam Engineering Courses
 Boilermaking
 Combustion Engineering
 Engine Running
 Marine Engineering
 Steam Electric
 Steam Engines

Textile Courses
 Cotton Manufacturing
 Rayon Weaving
 Textile Designing
 Woolen Manufacturing

Business and Academic Courses
 Accounting Advertising
 Arithmetic

Bookkeeping
 Business Correspondence
 Business Management
 Certified Public Accounting
 College Preparatory
 Commercial
 Cost Accounting
 Federal Tax
 First Year College
 Foremanship
 French
 Good English
 High School
 Higher Mathematics
 Illustrating
 Motor Traffic
 Postal Service
 Salesmanship
 Secretarial
 Sign Lettering
 Spanish
 Stenography
 Traffic Management

**If you can read and write,
and are willing to study,
WE CAN TEACH YOU!**

• Special service and attention are always given to the student who may need extra help in order to understand.

REASONABLE TERMS MAY BE ARRANGED

The successful man DOES today what the failure INTENDS to do tomorrow. Mail this coupon NOW!

INTERNATIONAL CORRESPONDENCE SCHOOLS
 BOX _____, SCRANTON 9, PENNA.

Please send complete information on following subject:

(Write above Technical, Business or General Educational Subject in which you are interested.)

Name _____ Age _____

Name Address _____

City _____ State _____

Present Position _____ Working _____ A.M. _____ P.M.

Discount in Uncharged Veterans—Special Tuition Rates for Members of the Armed Forces

APR 9 1945

20-1946-1 page-6 1-3 x 6 in.—Double Action Group, July—N. W. Ayer & Son, Inc. 6286

FIG. 11.—The success of this present-action copy depends upon how many coupons are sent in by readers. It also has some publicity value.

Present-action copy is usually intended to perform all the functions of the complete sales process as this appears in personal salesmanship or in the sales letter. That is, it must get the reader's attention, arouse his interest, develop that interest into desire, lead him to decide that the advertised article will satisfy his desire and that he will spend the money to get it, and furnish him the stimulus and the means for action. If the advertisement breaks down in any of these five functions, so that at the end the desired action does not take place, it is a failure so far as that particular effect is concerned, although it may still have general publicity value. No advertisement, of course, could be expected to secure favorable responses from 100 per cent of the persons who read it; the percentage of returns that must be secured to justify fully the expenditure of the money the advertisement costs depends on various factors involved in the advertising campaign.

The means whereby attention, interest, desire, and decision are obtained have to do with style and display, discussed in later chapters. At present we need to examine only the final function of present-action copy, the feature in which it differs from other forms of advertising, namely, the method by which it produces action.

It is a tendency of human nature to respond to a direct command. We do many things with no conscious reason for doing them other than that someone has told us to do them. After discussion of a product, the salesman may slip a pen into his prospect's hand with a quiet but insistent "Sign here," and the prospect signs. Of course there is no compulsion and the prospect's reason may prevent his signing. Likewise, no reader of advertisements is compelled to buy or to send in an inquiry. Moreover, he has ample time to think things over. Still, there is a tendency to obey a direct command or suggestion, whether made by a salesman or by a printed advertisement.

The advertiser takes advantage of this tendency by ending his copy with such words as "Send 10 cents for trial package," "Send 50 cents for a full-size tube," "Mail the coupon today." These commands provide the stimulus to action. But it is not enough to furnish merely the stimulus. The effect of this may be offset by the conditions surrounding the reader at the moment. It requires time and effort to write a letter; stationery is not at hand and, by the time all conditions for writing are favorable, the stimulus may have lost its power or been entirely forgotten. To make immediate action easy, therefore, the means as well

as the impulse to action must be provided. In this type of advertising, the means will be found in the form of a coupon or other easy method of replying, which is usually placed at the bottom of the advertisement or across a corner of a page, so that it can be easily filled out and torn off. On page 97 are specimens of action-compelling coupons.

COUPON RETURNS

The fact that an advertisement contains a coupon or a request that the reader write for a folder does not necessarily classify it as present-action. What really determines this classification is the motive behind the advertisement. Frequently coupons are used in advertisements that are plainly future-action, as, for instance, in the advertisement of the Pittsburgh Plate Glass Company on page 24.

Most advertisers keep close count of coupon returns and, where possible, a record of sales that have resulted from them. Returns are figured out on a cost basis; *i.e.*, if an advertisement in a magazine costs \$5,000 for a page and 5,000 coupons were received, the coupon cost would be \$1 each. In a survey of 14,000,000 replies based on an expenditure of \$18,000,000, William T. Laing found that coupon costs varied from \$0.019 to \$1,200 each. Lambert Pharmacal Company spent \$2,072.81 in magazines. They offered free an attractive picture "suitable for framing." From this advertising they received 111,210 requests, which made the cost \$0.019 each.

Procter & Gamble Company in advertising Crisco offered \$1 cook-books for 25 cents. The first advertising program called for an expenditure of \$63,400. It brought in 109,951 requests, making the cost 58 cents each. The second schedule of advertising cost \$160,830 and only 2,381 replies were received, so that each request cost \$67.54.

It may be that the advertisement attempts not to make an immediate sale but merely to develop "leads" or inquiries from interested persons, which are to be followed up by sales literature in the form of booklets, letters, or samples and often by personal calls from salesmen. In this case the chief emphasis of the copy is on building up the interest of the prospect and stimulating in him a desire to know more about the matter under consideration. The coupon furnishes the means of satisfying that desire, and the completion of the sale is left to the more detailed literature which is sent to those who have been influenced by

Buck Skin Joe

c/o Lusberg, Nass & Co., Inc., Mfrs.
212 Fifth Ave., Dept. C-5, N. Y. 10, N. Y.

Send me, through your regular distribution source, a Buck Skin Joe 100% Wool Suit, size Camel Lion Coon Brown Size: Measure chest, tape under arms.
Here's my \$15.00 check or money order Send me, at no obligation, "Relax And Be Happy." FREE

Name _____
Address _____

Mail This FREE-TRIAL Coupon

WM. H. WISE & CO., INC., 50 West 47th Street, New York 19, N. Y.

I wish to examine, without obligation or expense, a copy of "Battle Stations—Your Navy in Action", handsomely bound in Blue Sea-Grained Sheer—with 400 pages and more than 500 illustrations. When it is ready, ship it prepaid. After 10 days I will either return the book and owe you nothing, or keep it and send you initial payment of only \$1, then \$1.00 a month until the low price of only \$3.95, plus a few cents postage, is paid.

SAVE CHARGES ON 3 LB. SHIPMENT—Mail only \$4.00 with this coupon on full payment and we will pay shipping charges. Some return privilege; refund guaranteed.

DO NOT WRITE IN BOXES

145
855

MR. _____
MISS _____ (Print plainly in block letters)

ADDRESS _____

CITY & STATE _____

Check here if you wish to examine beautiful de Luxe Edition in genuine Morocco-Grained Blue Air-trail (illustrated above) embossed with hand-tooled design in bronze. Only \$1.00 extra. Same terms.

FYR-FEEDER

Multiple SPREADER STOKER
IT'S EFFICIENT
IT'S AUTOMATIC
IT SAVES FOR ITSELF

AVAILABLE NOW!

FYR-FEEDER INDUSTRIAL STORES
15 W. E. Erie St., Chicago 11, Illinois

Interested in FYR FEEDER Distributorship
 Send literature and delivery information
 Have representative call

Name _____
Company _____
Address _____

RIT PRODUCTS CORPORATION,
1401 W. Jackson Blvd., Chicago 7, Illinois.

Please send All Purpose Rit booklet S4,
"Highlight Your Costume With Color."

Name _____
Address _____

MINNEAPOLIS-HONEYWELL REGULATOR COMPANY

2835 Fourth Avenue So., Minneapolis 8, Minnesota

Please send my free copy of "Heating and Air Conditioning the Postwar Home."

Name _____
Address _____
City _____ State _____

Tomorrow's Apartment will have Personalized Heat Control... with Moduflow

VETERANS: This course approved for Veterans' Training

Free

Send me, without cost or obligation, your writing aptitude Test and further information about writing for press, as provided in the Herald Tribune, May 14th.

Name _____
Address _____

(I check here if you are eligible under the G.I. Bill of Rights. All correspondence confidential. No salesman will call on you. 11-7-46 Copyright 1946 Ben Meyer Institute of America)

FRANKLIN SIMON, N. Y. 18 Tc-746

Please send me _____ dress, size _____
Color _____ 2nd color choice _____
Name (Print) _____
Address _____
City _____ Zone _____ State _____
Charge Check C.O.D.

Add 12c for shipping beyond our delivery area

DICTOGRAPH PRODUCTS, INC. #2

500 Fifth Avenue, New York 19, N. Y.

Gentlemen:

I'd like to know more about DICTOGRAPH.
Please have one of your men call to see

Name _____
Company _____
Address _____
City _____ State _____

VETERANS: This Course Approved for Veterans' Training

Lewis Hotel Training School
Room 161, Washington 7, D. C. **30** MINUTES

Send me the "FIVE" Book with our Big Presentation without obligation. If wish to know how to apply for a well paid position at home in my leisure time

Name _____
Address _____
City _____ State _____
(I check here if you are eligible under the G. I. Bill of Rights)

LIBERTY MUTUAL B-461

175 Berkeley St., Boston 17, Mass.

Send me free copy of "How to Protect Your Money and Savings." I want an analysis of my car and home insurance and an estimate of my savings.

Name _____
Street _____
City _____ Zone _____ State _____

FIG. 12.—Action coupons. If the success of the advertisements depends upon the number of returns, the copy is present-action.

the advertisement or to the skill of the salesmen to whom the name signed on the coupon is given.

When the present-action copy is convincing enough to cause a person to go into a store where the article is sold and ask for it by name, consumer demand has been established. We often hear advertising spoken of as creating a demand, but, strictly speaking, no advertising creates a demand; it merely awakens a demand that already existed and quickens it into life so that the public realizes the need and seeks to satisfy it by demanding the article. The need for more comfortable means of transportation existed long before the invention of the motorcar; the need for appliances that would relieve the housewife of the drudgery of cleaning and washing was present long before the first washing machine or vacuum cleaner appeared in a store window. Advertising for these products may be directed toward getting people to go to the dealers and ask by name for the articles advertised. Consumer demand is thus created for many articles in common use, like soaps and breakfast foods.

The general character of the copy directed toward establishing consumer demand depends largely upon the amount of competition. In case of a new article, or where there is little or no competition, copy may be used to establish in the reader's mind a vivid realization of his need and to convince him that the advertised article will satisfy it. Where competition is keen, more space must be given to the particular points of superiority in the advertised article over similar articles.

THE USE OF CONTESTS

A common form of present-action advertising is that in which contests are featured. Manufacturers are constantly experimenting to find new uses for their products as well as to improve them. Contests in great numbers appear in national and local advertising. Advertisers may have different objectives in conducting contests, but whether a manufacturer wants to get new recipes or a retailer wants to get more people to enter his store the ultimate purpose of both is to attain greater sales.

Among the objectives found in contest advertising are: to get new customers, to find new uses for the product, to obtain a list of suitable persons to whom may be sent samples and advertising novelties and literature, to get new recipes, to get new ideas for advertising, to get

a new name or slogan, to induce people to go to a retailer's store for application blanks and information, to enlist the cooperation of the dealer, to get ideas as to how the product may be improved, to obtain a new mailing list, to increase radio audiences. Contests may be advertised in publications or by radio and in some cases both at the same time.

As a result of contests, a large volume of sales to contestants is almost certain to result, and a certain percentage of the new customers, who may have bought merely to enter the contest, like the product well enough to become permanent users.

RETAIL PRESENT-ACTION ADVERTISING

The greater part of all retail advertising comes under the head of present-action advertising because its purpose is to persuade customers to take immediate action by entering a store and making a purchase. Retail advertising, however, may be future-action as described in the following chapter.

The importance of retail advertising is shown by the fact that in 1945 the expenditure for retail advertising in newspapers was 416 million dollars. While most retail advertising is placed in newspapers, it is also found in other mediums, including direct mail, radio, and poster boards.

The retail field furnishes many opportunities for positions as advertising managers, production men, copywriters, layout men and artists, window- and store-display men. To retail advertising also may be credited the jobs in the advertising departments of newspapers, which derive the greater part of their revenue from advertising.

Department stores can afford well-equipped advertising departments, but most small retailers assign the task of preparing their advertisements to a salesperson or to someone who may have studied advertising or may have shown ability along that line. The small retailer many times calls upon a local advertising agency to prepare his copy. He also finds that solicitors of advertising from the newspapers are ready to help him.

In the department store the advertising manager receives from department buyers requests that he feature certain merchandise, accompanied by descriptions of the items they want included in the store's advertisement for a particular day. The advertising manager assembles

these data and after consultation with the sales-promotion manager and perhaps other executives decides what to advertise and when. Perhaps one or more of the items is important enough to call for a window display, so the display manager is called in and the windows are planned to tie in with the advertisement. Radio copy may also be used when the advertisement appears. Usually several days must be allowed for the planning and production of the advertisement and coordinated activities. The planning may include the taking of photographs or the making of drawings by artists.

Mail-order catalogues are filled with present-action copy, usually exceptionally well written and attractively illustrated, the result of which is a strong urge to buy. Sears, Roebuck and Company in 1945 did a gross business of \$1,089,298,000, of which about 30 per cent was mail-order business and the rest retail store sales.

Retail advertising in newspapers is placed for the most part by "downtown" stores, or stores that draw trade from all over the city and perhaps from the country sections. Small stores located in neighborhoods away from the downtown section have other means of advertising, such as direct mail and window display, but they rarely use newspapers because they cannot afford to pay for city-wide circulation when their customers live in a particular section near the store.

There are two general classifications of retail advertising: first, regular day-by-day advertisements, which are filled with items and prices and ask for an immediate response; second, institutional advertising, which builds up good will and looks toward the future for results. This classification is not clear-cut, as all types of stores at some time or other are likely to use all types of advertisements. A conservative, high-class store often uses no prices at all, but tries to create an atmosphere of exclusiveness through attractive illustrations and conservative copy. This type of store, sometimes called a "nonpromotional" store, does less advertising than the more aggressive or "promotional" type. In retail advertising all kinds of copy may be used, as described in Chap. 10.

THE CLASSIFIED ADVERTISEMENT

There is one other form of advertising which may properly be considered as present-action copy, although it does not perform all the functions of the sales process. This is the classified advertisement—a

familiar feature of most daily newspapers and of many weekly or monthly magazines. The classified advertisement makes little attempt to catch the attention of the reader, because in most instances attention is deliberately directed to these columns of the paper and all the advertisements in a certain group are read until one is found which seems to fit the reader's needs. Some effort may be made through the use of heavy type, white space, or a catchy headline to draw the attention from other advertisements in the group, but even in such cases the task of getting attention is of minor importance in the classified advertisement.

It may further be assumed that interest is already present. Otherwise the reader would not take the trouble to scan the classified columns. The space should be used in convincing the reader that your house or school or job will meet his needs. In writing this kind of advertisement it is well to keep in mind the principle so aptly expressed by the *Chicago Tribune*: "The more you tell, the quicker you sell." Enough information should be given to enable a person who is looking for the sort of thing you are advertising to get a definite mental picture of what you have to offer. At the end of the advertisement the proper form of action should be indicated.

The success of present-action advertising done nationally depends upon the number of people induced to take some action leading to a sale immediately or in the near future. The reader of a periodical may return a coupon, the listener to the radio may write to the broadcasting station asking for further information or enclosing a check for the merchandise advertised. These prospects have been sold at least insofar as they are willing to be treated as prospects.

SELF-TEST QUESTIONS

1. What is the ultimate purpose of all advertising?
2. What may be the immediate purpose of any particular advertisement?
3. What is present-action advertising? What is future-action advertising?
4. Which of the selling functions must present-action advertising perform?
5. Is a present-action advertisement a failure if it does not perform all these functions?

6. Why do advertisers make such frequent use of the direct command?
7. What is the psychological value of a coupon at the bottom of an advertisement?
8. What is the correct place for the coupon? Why?
9. What is the nature of the copy in advertisements intended to produce inquiries? How is the sale completed?
10. What is meant by "creating consumer demand"? Why is the word "creating" not strictly correct?
11. What is the nature of the copy in advertisements intended to create consumer demand (a) when there is little or no competition; (b) when competition is keen?
12. How do contests help in stimulating an immediate demand for a product? Why are advertisers eager to find new uses for their products?
13. To what extent is retail advertising present-action?
14. Explain how the advertising of department stores is handled.
15. Which of the selling steps are omitted in classified advertisements? Why are they omitted?
16. Why is extreme brevity in a classified advertisement apt to be poor economy?
17. In general, what is the measure of success of any present-action advertisement?

PROJECTS

1. Which three advertisements in the current *Collier's* will, in your opinion, receive the largest number of *directly traceable* responses? Discuss fully, pointing out the elements in each advertisement that will contribute to this result.
2. Many advertisers give a good deal of attention to the problem of creating "brand consciousness" in the mind of the consumer as a means of stimulating consumer demand for their products. You can make an interesting small-scale study of the effectiveness of their efforts by questioning some of your neighbors and friends (see Project 2, Chap. 5) about their insistence on brand when buying certain products. Select half a dozen products with well-known brand names—Quaker Oats, Bayer aspirin, Parker fountain pens, Gold Medal flour, etc. Ask the person being interviewed whether she just asks for a package of rolled oats, a bottle of aspirin tablets, five pounds of flour, and so on, or whether she demands and insists on a certain brand. If the latter, try to find out why. She will probably say that she thinks it is the best brand. Try to find out why she thinks so and what led her to try that particular product in the first place. See if you can trace back her brand preference to the advertising of the product. Summarize and report your findings in writing.

8. Future-action Advertising

It is said: "A good name is rather to be chosen than great riches." In the field of business a good name IS riches. Advertisers spend large amounts of money to make certain that their products have good (and well-known) names. Such names are assets, more valuable than plant and equipment.

A LARGE number of advertisements published in periodicals of general circulation are of the future-action type, and even the advertiser who uses present-action advertisements may have the hope that, if the sale is not made at once, the advertisement will be remembered and result in action in the future.

The purpose of future-action copy is to create familiarity with the product. Familiarity creates good will, which is worth more to a manufacturer or merchant than his factory, his store, or any other material asset. The result of this good will may be observed in almost any retail store when the housewife wants a product but does not ask for it by its brand name. The conversation goes something like this:

HOUSEWIFE. I'd like a bottle of catchup, please.

RETAIL SALESMAN. What kind?

HOUSEWIFE. Oh, I don't know. What kind have you?

RETAIL SALESMAN. Well, we have Jones's, Smith's, and Heinz's.

HOUSEWIFE. I guess I'll take Heinz's. I've heard more about that than I have about the others.

The same result may be brought about if the bottles are where the housewife can see them. She picks out the brand she has seen advertised or the package that looks familiar.

The advertising has brought about an attitude of mind that is called "consumer acceptance." Had the housewife asked for the Heinz catchup at first, it would have been consumer demand. Consumer de-

mand usually comes after the first trial of the article, but it may be brought about by continued reading of advertisements, which results in the housewife's going into the store and asking for the product.

Future-action advertising does not attempt to perform all the functions of the selling process, but merely to take the preliminary steps, leaving the completion of the sale to other means. Its duty is to interest and educate, rather than to urge to action. It prepares the way for the salesman and makes his work easier by making the possible buyer familiar with the article, so that he is partly sold. It is evident, therefore, that the final or action stage of the sales process is not a primary purpose in this kind of copy. Its duties vary, ranging from merely attracting attention to presenting an array of selling points sufficient to carry the reader through the interest, desire, and decision stages, ready for the action which completes the sale.

GENERAL PUBLICITY, OR REMINDER ADVERTISEMENTS

Much of the advertising found in general magazines and most of that seen on poster boards and other outdoor mediums attempts to do just one thing—to catch a moment's attention from the chance reader. This type of advertising is commonly known as "general publicity," or "reminder" advertising. Its purpose is to create consumer acceptance at first, which later may become consumer demand. It places the principal emphasis on the initial step of the selling formula and secures its effect through general impression and display of the name, package, or trade-mark of the advertised article, rather than through the use of reading matter.

Everybody is familiar with the jovial spearmen of Wrigley's gum; with the blue and white clad Dutch Cleanser housemaid energetically chasing dirt; with the smartly appointed young man who wears the latest Arrow shirt; with the dozens of other personages whose pictures are in every streetcar, on every wayside poster board, and in every important magazine. We know them because we see them so often, not because we are told so much about them.

VALUE OF REPETITION

In other words, publicity, or reminder, advertising is effective by reason of frequency of repetition and attention-compelling display rather than by reason of its copy.

The Plymouth advertisement on page 106 is a reminder type.

If these were the only factors to be considered, it would be very easy to make this kind of advertising produce results. It would merely be necessary to create an attractive advertisement and then repeat it indefinitely. If this were done, however, the reader would soon grow tired of seeing the same old advertisement and would cease to give it any attention, no matter how attractive it might have been the first time he saw it. Reminder advertising must therefore have another quality—variety.

Variety is easily secured by means of simple changes in the advertisement which will not rob it of its identity but will avoid exact duplication of previous advertisements. The same general style of layout may be used, and the same trade characters may be shown each time, but shown in a variety of situations, surroundings, or actions. This gives the reader a constant renewal of interest and tends to prevent the advertising from being ignored or forgotten on account of its monotony.

The use of the same advertisement in several magazines circulating among the same people and covering in general the same field has been criticized as lacking the important quality of variety. While this practice saves expense in preparation of copy, illustrations, and plates, there is a loss in effectiveness.

The reading matter used in advertisements of the reminder type sometimes consists merely of the name of the article, with possibly a title for the picture. An advertisement of this kind is often called a "poster" advertisement, and represents reminder advertising in its extreme form. More often the reading matter consists of a brief sales appeal, setting forth in a somewhat general way the merits of the article.

The increased use of this type of advertising has been brought about in part at least by the popularity of pictorial magazines, tabloid newspapers, and rotogravure sections of various publications among almost every type of people.

Some such advertisements also contain certain details, such as a list of models, colors, or prices, printed in small type and placed at the bottom of the advertisement or in some place so inconspicuous that only the person who is interested enough to scan the entire advertisement closely would be likely to see them.

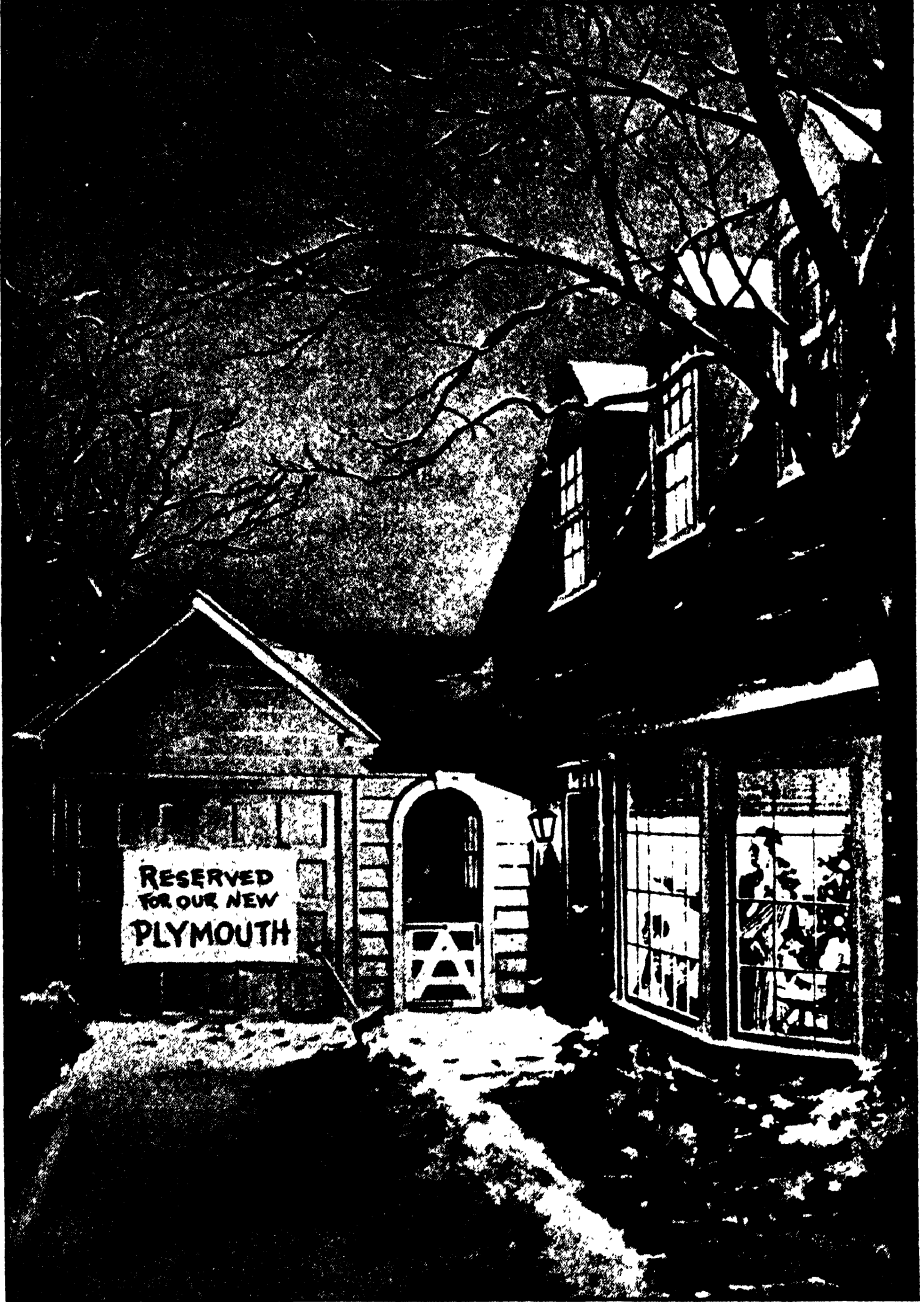


FIG. 13.—This advertisement of the reminder type was used during the war when there were no Plymouths available.

TEASER CAMPAIGNS

A kind of advertising which involves the arousing of interest as well as the attracting of attention is that known as the "teaser." Teasers are usually run in a series of three or more, appearing in successive issues of a newspaper or magazine or at regular intervals on car cards. Their purpose is usually to draw attention to and arouse interest in a new product that is being introduced. They do not tell what their product is or who is doing the advertising until several numbers of the series have appeared. They may attempt to create sufficient interest to cause a large number of initial purchases and depend upon advertising of another sort to carry the article after it is once on the market.

In this connection the question arises: "Would it not have been better to use the space for the usual kind of advertising?" It is argued that few people would see all of the teaser series and that there is danger that some readers resent this attempt to arouse and not satisfy their curiosity. Undoubtedly, however, there are conditions under which teaser advertisements are effective.

CONSUMER ACCEPTANCE THROUGH APPEAL TO REASON

It will be evident to the student of advertising that there are many advertisements, particularly in the magazines, which go farther than either the reminder advertisement or the teaser ad. Without trying to secure an immediate order, they attempt both to arouse a desire for the article and to convince the reader of its excellence. Their aim is to bring about consumer acceptance, not through familiarity with the article or through good will alone, but by pointing out convincing reasons for buying the product.

In an advertisement of this sort the reader's attention may be attracted by any of the methods already mentioned in Chap. 6. Something in the advertisement must then immediately arouse his interest, so that he will continue reading the advertisement rather than merely glancing at it and turning the page. This something may be contained in the picture, or in the headlines, or in both. Whatever it is, it must strike a responsive chord in the reader's mind, must make him feel that here is something which concerns *him*, something which he ought to read. That is, to catch the reader's interest, the first part of the advertisement must deal with something he is already interested in,

rather than with facts or selling points about the product. This appeal to an interest already in the mind must be continued and developed until his interest in the advertisement is assured.

When this has been accomplished, it is time to begin to talk about the product. The reader must now be convinced that this product will meet the need or satisfy the desire which caused them to become interested in the advertisement. To convince, we must present facts on which the reason can pass judgment. Hence from this point on, the advertisement presents an effective and convincing array of facts and claims.

Before he begins to write his copy, the advertiser must prepare a list of such facts as he thinks will prove convincing. This is where the material that has been gathered in the analysis of the product, as explained in Chap. 4, is put to practical use. The number and the kind of facts that should be used in any one advertisement will depend on the nature of the product, the amount of competition, the extent to which the public is familiar with this and similar products, and various other factors. Whether many or few facts are used, they should all center around the appeal that was used in the first part of the advertisement. If they are to be convincing, they must be not only definite and specific but believable and true. Glittering generalities and superlative claims, even though they may be actual facts, do not convince the reason. Neither do statements of facts which are so extreme that the mind refuses to accept them as facts.

INSTITUTIONAL ADVERTISING

One type of future-action copy is "institutional" advertising. Here no effort is made to sell any product immediately; the advertisement is intended to increase the prestige of the company in general. We may be told how long the company has been in existence, how large its plants are, how many employees it has, how many of its products are in use, how many tons of material it uses in its manufacturing processes. It is human nature to have confidence in products and concerns that enjoy good and widespread reputations.

During the Second World War, when many manufacturers were converted to war work and had none of their peacetime products for sale to the public, institutional advertising was prevalent. Advertisers realized that if they stopped advertising for several years it would be

difficult after the war to regain their prestige. Moreover a younger generation of consumers would come into the market who had for the most part forgotten the former advertising. Considering all these angles, most advertising concerns continued their advertising during the war years, using mainly institutional copy. This often took the form of telling what the company was manufacturing for the armed forces. In many cases the advertisers expressed regrets that none of their products were available to the public and promised improved products after the war. Many manufacturers emphasized their research departments and told of the better facilities they expected to have with which to serve the public.

A large number of advertisements were devoted to the war effort in general, assisting in the sale of bonds, in Red Cross and Community Chest drives, and in salvage campaigns and other government propaganda. By means of these institutional advertisements, the name of the company and in many cases the names of its products were kept before the public in a favorable light so that there would be no gap in the consumer's memory while the manufacturer had none of his regular products for sale.

In institutional copy care must be taken, while telling of the successes and the greatness of the company, not to let the copy degenerate into mere boasting, a type of copy which is objectionable to sensible people and hurts rather than helps the advertiser's cause. While the consumer may be interested in the concern, its past history, and its reputation, he is more interested in its products and what benefit they will be to him.

RETAIL INSTITUTIONAL ADVERTISING

Many retail stores use institutional advertising to build prestige for the store as a whole or to inform the public about some particular service or department. During the war this type of advertising increased because of the difficulty of getting merchandise. Whether he uses institutional advertising or not, the retail advertiser aims primarily at getting people into the store, trusting to human nature that persons who are induced to come in will look around and find many things they want to buy. Usually the advertising of items with prices results in sales not only of the items advertised but of many others as well.

In institutional copy the store may stress various policies, such as speedy deliveries, cheerful exchange of goods that do not suit, deferred-payment plans, or air cooling and other conveniences of the store. Prestige advertising may emphasize the ability of the store to bring to the shopper a wide variety of up-to-date and fashionable merchandise. The large department store, with its ability to bring under one roof, for the benefit of the customer, goods that have been manufactured in far-off places and even in foreign countries, offers interesting opportunities for institutional copy.

The purpose of institutional advertising is to create good will, to familiarize the public with the name of the store and with its policies and services, and to put customers into such a frame of mind that when they need anything sold by stores of this kind they will visit the institutions advertised whether attracted by price items or not.

Although institutional advertising may at times be used by any type of store, it is less likely to be used by the so-called "promotional" store, the type which advertises frequent "bargains," clearances, and sales of various kinds where price is emphasized. Institutional advertising is rarely used by chain credit stores or five-and-ten-cent stores, although the latter might use it to tell about such things as the great number of goods to be found on their counters, where these goods come from, the number of customers who trade there annually, and other interesting items.

TESTIMONIALS

The use of testimonials is widespread, and in spite of the fact that it is common knowledge that most of them are paid for, it would appear that their number is increasing rather than decreasing. Probably the most sincere and effective testimonials are found in business and trade magazines, where advertisements frequently feature the use of certain products by business concerns. Whether or not these advertisements are accompanied by testimonials, the fact that a reputable corporation uses the products is an implied testimonial. A great deal of the wartime advertising of manufacturers was of the implied testimonial type, in which the advertiser mentioned that his products had "gone to war" or were being bought by the government. Even though it was stated that "government use does not mean government en-

dorsement" the very fact that the product was good enough for Uncle Sam was an implied testimonial.

Where movie stars, society women, debutantes lend their names to testimonials, even though readers know they are paid for and no doubt worded by the advertiser, there is a tendency to associate the cosmetic, soap, or whatnot with the glamorous person whose name is signed to the testimonial (see Pond's cold cream advertisement, page 123).

MAKING A TRADE-MARK KNOWN

Since the earliest days of civilization, craftsmen have used some kind of trade-mark to let their friends and customers know that they made the article to which it was affixed. Today the trade-mark has a new significance, as it identifies advertised goods wherever they are found. The term has been broadened to include, many times, a trade name or an illustration. It may even differ in nearly every advertisement, yet it must always be recognized and be connected in the mind of the reader with the product. In fact, a trade-mark is valuable principally because it suggests the product or enables the consumer to identify it.

The subject of trade-marks and slogans is treated at length in Chap. 12. It is mentioned here because one of the purposes of general publicity copy may be to establish a trade-mark or the appearance of the package in the minds of the public.

As was pointed out in a previous chapter, no business has ever been built up without mistakes. In some cases trade names have been chosen that lacked publicity value or that were hard to pronounce. In such cases the manufacturers may later change the name and let the public know of the change by advertising, or, because much money has already been spent in advertising the old name, they may decide to keep it and tell the public how to pronounce it. In any event, as business expands it is important that the public recognize the goods, and advertisements are prepared that will attract the attention of the largest possible number of buyers to the trade-mark itself.

Such advertisements depend for their value upon a prominent display of the feature it is desired to impress. As a rule they contain but little copy. What copy there is may be a brief description of the article, mention of two or three outstanding features which distinguish it from other articles of its class, or an explanation of the significance of brand or trade-mark as a guarantee of quality.

GENERAL ADVERTISING OF ARTICLES USED IN MANUFACTURE

There is a growing tendency in modern times to advertise in general mediums certain articles used in the manufacture or construction of other articles. The average person knows that hinges are used for hanging doors; that lead is an ingredient of paint; that cypress is a kind of lumber. Beyond that his knowledge of these products may be decidedly vague. Producers of numerous commodities such as these have spent thousands of dollars to educate the public to a more thorough understanding of their products, so that they will accept identified products in preference to mere hinges or paint or shingles sometimes at a lower figure but minus the guarantee of quality.

The most effective copy in advertising of this kind is distinctly informative in character. It contains little or no emotional appeal, but appeals directly to the reason. It points out facts that the reader did not know before or calls his attention to facts that he may have known but which he never paused to think of.

INTERRELATION OF PRESENT- AND FUTURE-ACTION
ADVERTISING

In actual practice, as will be seen by looking at the advertisements in any magazine, the division into present- and future-action advertisements is not clean cut. Even in general publicity advertisements there may be some present-action impelling sentence like "Send for booklet," "Send for free sample," "Ask your dealer," or there may be a coupon which the reader returns, asking for a booklet, a sample, or further information. Yet the primary purpose of the advertiser is to gain acceptance through general publicity, and the replies obtained in the above manner are considered mere by-products and not the main purpose of the advertisement. It must also be remembered that general publicity or good-will-building effect may result from almost any present-action advertisement. The classification is therefore based on the purpose in mind of the advertiser rather than on the exact wording in the copy.

SELF-TEST QUESTIONS

1. What is the purpose of future-action advertising?
2. What is meant by the term "consumer acceptance"? How does consumer acceptance differ from consumer demand?

3. Which of the five steps in the process of making a sale does future-action copy perform?
4. What is publicity advertising?
5. How many of the sales functions does publicity advertising perform?
6. What makes it effective?
7. How is unity in variety secured in this form of advertising?
8. Why is variety important? Why is unity important?
9. What are teaser ads? For what purpose are they used?
10. Discuss some teaser campaign you have seen.
11. Show how consumer acceptance may be produced through an appeal to reason.
12. What is institutional advertising? How is it used by manufacturers? By retailers?
13. Of what value are testimonials and endorsements?
14. The Pro-phy-lac-tic Brush Company carefully divides the name of its product into syllables—"Pro-phy-lac-tic." What advertising principle is illustrated? Discuss fully.
15. Why are products that are used in manufacture so extensively advertised in general magazines?
16. Point out the interrelation of present- and future-action advertising.

PROJECTS

1. Select some well-known product with which you are thoroughly familiar—Ivory soap, for instance, or your favorite brand of toothpaste, or your Kodak. Assume that you are to plan several future-action advertisements of it for full-page space in national magazines. Describe in some detail the kind of advertisement you would use:
 - a. For general publicity or reminder purposes.
 - b. To help establish consumer acceptance by appealing to the reason.
 - c. To influence the reader by the use of testimonials.
 - d. To emphasize your trade-mark.
 - e. To help establish consumer acceptance by playing up the established prestige of the manufacturer.
2. Find an advertisement that is wholly or mainly institutional in character. Point out all the changes you would suggest making in order to transform it into an advertisement with more direct and definite selling appeal.

9. The Appeal

What interests people most? The answer is simple. People are most interested in themselves and their immediate families. That is why appeals to appetite, comfort, love, and self-interest are much used in advertising. In this chapter we encounter psychology, a study of the mind and its behavior. Don't forget that when we persuade a person to buy something, it's the mind and the will that are activated.

WE do not know just what electricity is, but we do know something about how it acts and, within certain limitations, how it can be controlled. Neither do we know just what the mind is, but through the researches of psychologists and through practical experience we have learned something of how the mind behaves and how, to some extent, its action can be influenced by advertising.

If advertising were an exact science, so that we could reduce its results to formulas and mathematical tables and could prove that the expenditure of a certain amount of money in a certain way would bring definite results, our problem would be much easier. While no such positive information is available and perhaps never will be, there are some fundamental principles of human behavior that we can learn which will help us to avoid certain errors and to make our advertising more effective.

DESIRES AND INSTINCTS

Every normal human being has certain fundamental needs and desires. Along with them go tendencies to react in definite ways, when the proper stimuli are present, to satisfy these desires. Such tendencies to react to stimuli are called according to psychologists "instinctive

tendencies." Here we shall use the more common term "instincts." Take, for example, the fundamental desire for food. Where the instinct (tendency to react) is aroused and when the proper stimulus (food) is present, the reaction (eating) takes place—unless for some reason the natural reaction should be inhibited. Reason may veto the normal reaction; for example, if we were hungry and food were offered which our reason told us was not healthful or sanitary, we might refuse to eat.

Most of the instincts are said either to have race survival value or to be conducive to the welfare, comfort, or progress of the individual. The strongest and most elemental desires are the desire for food and the desire to perpetuate the race. They go back, probably, to the beginning of human life. Then came other instincts and desires, many of which arose out of the fact that as men began to have various kinds of relations with other men, new wants, desires, and instincts developed.

Many advertisements are so written as to appeal to one or more instincts, traits, or desires. The writers intend advertisements of this kind to act as stimuli which will cause a reaction in the mind of the prospective customer and result in a purchase either in the present or in the future.

It is essential for the student of advertising at least to learn the principal desires and instincts that are the bases of a considerable portion of buying motives and also to inquire into the way in which people respond to the stimuli of the advertisements. Psychologists differ somewhat in their classifications and inventories of the instincts. Indeed, any inventory is more or less arbitrary and unsatisfactory because the mind works as a unit and cannot be divided into departments.

In the first column of the table on pages 116 to 118 we have attempted to give some of the most important desires or tendencies. In the second column are some suggestions of types of advertising that may be used as stimuli, while in the third column are examples of some products that may be advertised with an appeal to the particular desire or tendency named in the first column.

<i>Desire or Tendency</i>	<i>Type of Advertising That May Be Used As a Stimulus</i>	<i>Products That May Be Advertised by an Appeal to This Desire or Tendency</i>
Appetite for food and drink	Illustrations and descriptions of appetizing foods and thirst-quenching beverages.	Foods and food products, beverages, and materials entering into their manufacture.
Love of the opposite sex.	Association in illustration or text of the opposite sex with the article advertised.	Clothing, house furnishings, insurance, articles that might be bought for wife, husband, or sweetheart.
Parental love	Pictures of children at play, eating, climbing on mother's knee. Description of how the product would be beneficial to the children's welfare.	Foods for children, children's clothing, products that make the home comfortable, insurance, courses of study for the father. Musical instruments. Private schools.
Comfort	Advertisements that show the comfort to be gained by possession of the product. Illustrations of people enjoying the comfort of the advertised product.	Furniture, automobiles, heating systems, beds and mattresses, clothing, shoes, blankets.
Acquisitiveness	Advertisements showing the financial advantage accruing from the action desired by the advertiser.	Investments, study courses, articles for resale by dealers. Any product the possession of which may help to make or save money.
Fear	Illustrating or describing dangers from non-possession or non-use of the article advertised.	Fire extinguishers, non-skid automobile chains, safety devices of all kinds, life and fire insurance.
Imitation	Illustrations showing articles in use by others. Suggestions that the product has a wide popularity or that it is the "latest fashion."	Wearing apparel, toys that imitate articles actually used, house furnishings, silverware, articles for adornment.
Constructiveness	Illustrations showing the erection of buildings and engineering work. Advertisements telling of the pleasure of creating.	Tools, plans for houses and home-made articles, patterns, building blocks and toys of the Meccano type.
Moving about	Descriptions of foreign lands and the benefit to be gained from travel. Pictures of unfamiliar and attractive scenes.	Railroad and steamship tours, automobiles, bicycles, airplanes, skates, snowshoes.

<i>Desire or Tendency</i>	<i>Type of Advertising That May Be Used As a Stimulus</i>	<i>Products That May Be Advertised by an Appeal to This Desire or Tendency</i>
Health	Advertisements describing how the product conduces to health. Illustrations of healthy-looking people using the product.	Food products, clothing, heating systems, athletic goods, automobiles, summer resorts, houses located in healthful places.
Sociability	Illustrations of dinners, social events of all kinds, meetings, campfires. Copy describing how the product promotes sociability or is of help in entertaining friends.	Food products; furniture, automobiles, playing cards and other games, pool and billiard tables, guns and fishing tackle.
Sympathy	Advertisements telling about unfortunates. Illustrations showing effects of poverty, accidents, and unhappy conditions.	Insurance, safety devices, appeals for charity.
Loyalty (devotion)	Illustrations and text suggesting devotion to family, friends, country, city.	This appeal may be used by concerns that have had a long and honorable career. It may be used for almost any product or service that one might buy out of a sense of devotion to family. It may be used in political campaigns, in time of war, and in civic movements.
Competition (rivalry)	Advertisements describing contests, physical or mental. Illustrations of the product in use by one of social eminence.	Muscle-building foods, athletic clothing and sporting goods, correspondence courses, and articles the possession of which would tend to give the buyer social superiority.
Ornamentation	Illustrations and descriptions of clothing, jewelry, and articles for personal adornment.	Clothing, jewelry, house furnishings, paint and polish, haberdashery, toilet articles, razors.
Curiosity	Illustrations and headlines that arouse curiosity. Teaser advertisements. Copy in story form.	Almost any product may be advertised by the curiosity appeal.
Play	Illustrations and descriptions of sports, games, and amusements.	Sporting goods, automobiles, bicycles, motorboats. Clothing to wear when indulging in the sports.

<i>Desire or Tendency</i>	<i>Type of Advertising That May Be Used As a Stimulus</i>	<i>Products That May Be Advertised by an Appeal to This Desire or Tendency</i>
Hunting	Illustrations and descriptions of shooting, fishing, and campfire scenes. Anecdotes about the chase.	Guns, fishing tackle, tents, boats, hunting costumes, canned foods, cooking kits, remedies for sunburn and insect bites.
Worship	Illustrations of churches and scenes connected with church. Information about historical people noted for their religious character. Advertisements describing church services.	Bibles, hymnbooks, books treating on religious subjects, things used in connection with religious services. Church services.
Harmony (beauty)	Illustrations of musical instruments and noted musicians. Illustrations and descriptions of architecture, sculpture, painting.	Musical instruments, radio sets, works of art, clothing, house furnishings, flowers.
Humor (the comic)	Comic illustrations, cartoons, humorous anecdotes, humorous trade characters. Jokes.	Many articles of common use are susceptible to humorous treatment, such as soap, gum, toys, canned soup, tobacco, beverages, insect killers.
Cleanliness	Illustrations showing the housewife washing dishes, scrubbing the floors, giving the children their baths, fumigating the house, killing insects. Advertisements showing the care with which food products are prepared. Advertisements showing the dangers of lack of sanitary methods.	Soap, kitchen cleaners, insect destroyers, mops, sponges, washing machines, brooms, brushes, food products.

ANOTHER INVENTORY OF INSTINCTS

Dr. Daniel Starch ¹ gives the following inventory of fundamental desires or wants of human beings:

- | | |
|--------------------|---------------|
| 1. Appetite—hunger | 5. Warmth |
| 2. Taste | 6. Coolness |
| 3. Cleanliness | 7. Rest—sleep |
| 4. Bodily comfort | 8. Health |

¹ Starch, "Principles of Advertising," pp. 260-261.

- | | |
|---|--|
| 9. Safety | 28. Approval by others—pride |
| 10. Fear—caution | 29. Imitation of others |
| ✓ 11. Sex attraction | 30. Group loyalty |
| ✓ 12. Personal appearance | 31. Cooperation |
| 13. Style | 32. Courtesy |
| 14. Shyness and modesty | 33. Ambition |
| 15. Devotion to others | 34. Competition—rivalry |
| ✓ 16. Parental affection | 35. Managing others |
| 17. Love of offspring | 36. Pleasure |
| 18. Sympathy for others | 37. Play—sport |
| 19. Protection of others | 38. Amusement |
| 20. Domesticity—having a home | 39. Humor |
| 21. Home comfort | 40. Teasing |
| 22. Hospitality | 41. Activity—mental and physical |
| 23. Possession—ownership | 42. Constructiveness—wanting to
build or make things |
| 24. Efficiency—making things go
well | 43. Manipulation—wanting to
handle things |
| 25. Economy—saving of time, effort,
and material | 44. Curiosity—wanting to find out |
| 26. Gregariousness—sociability—as-
sociating with other people | 45. Respect for or devotion to a
superior power (Deity) |
| ✓ 27. Social distinction | |

SPECIMEN ADVERTISEMENTS APPEALING TO INSTINCTS

Probably the strongest instinct is that of appetite for food and drink.

Below is the text of an advertisement appealing to this tendency. The heading was "Man's Idea of Real Food."

Take a tired and hungry male, any age—set a big bubbling crock of beans before him—and watch him fall to! Baked beans—*Heinz Oven-Baked Beans*—are a man's idea of good eating. That's because these luscious beans are *really* baked until each nut-sweet little morsel is ready to burst its plump, deep-brown sides with mealy tenderness. And what a *sauce* *Heinz* chefs pour over these beans! It's a spicy blend of *Heinz* own pedigreed "Aristocrat" tomatoes and aromatic seasonings.

Serve *Heinz* Beans at your house, won't you? You'll see why they're a *woman's* idea of quick, nourishing, economical meals!

The sex appeal is frequently used, particularly in illustrations. The advertisement of *Keepsake Diamond Rings* on page 120 has a romantic appeal. The advertisement of *Nucoa* on page 121 appeals to parental

All your Dreams come True

All the happiness two hearts can hold . . . all the glory of your love . . . captured forever in the eternal flame of your Genuine Registered Keepsake Diamond Ring, traditional symbol of your engagement. Only one diamond in hundreds meets the demands of color, cut and clarity which Keepsake has maintained through six decades. You can't wear any Keepsake with confidence. True quality and value are assured by the name Keepsake in the ring . . . the nationally established price on the tag . . . and the Keepsake Certificate of Permanent Registration and Guarantee. At your Keepsake Jeweler . . . \$100 to \$5500.

Genuine Registered Keepsake DIAMOND RINGS
TRADE MARK ASSOCIATION

 PACIFICER Set Engagement Ring \$95.00 Also \$25.00	 LORRAINE Set Engagement Ring \$85.00 Also \$25.00	 CAMILLA Set Engagement Ring \$10.00	 MELINA Set Engagement Ring \$75.00 Also \$25.00	 HIDYON Set Engagement Ring \$85.00	 VALERIE Set Engagement Ring \$45.00 Also \$25.00 and \$10.00
 ORLEANS Set Engagement Ring \$45.00	 ASTORA Set Engagement Ring \$10.00				



FREE ETIQUETTE BOOKS
Ask for your copy of the useful 20-page book, "The Etiquette of the Engagement and Wedding" . . . a complete guide to social courtesies in planning the betrothal and wedding events.

Approved by Good Housekeeping

FIG. 14.—In this Keepsake advertisement the sex appeal is used.

love. Insurance companies make frequent use of this appeal and in copy and illustration stress the necessity of providing for the children's future.

Many advertisements of correspondence schools, life-insurance com-



Life begins at

Life, of course, doesn't wait to begin. Even at five years old, your children are building the futures or successes they may have at forty.

Your care . . . your wisdom . . . the way you feed your children day by day means so much now, while they're growing. They need all the right foods, every day. They need plenty of food energy to help them grow strong and sturdy.

Nucoa for food energy and Vitamin A

With your children—all Uncle Sam's children—in mind, Nucoa is made with extreme attention to nourishing quality as well as fine flavor. The first margarine whose chief ingredients—pure vegetable oils and fresh pasteurized, cultured skim milk—come entirely from American

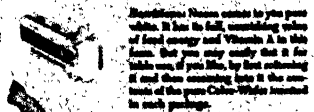


farms, Nucoa was the first to add Vitamin A. And now Nucoa is the first margarine to give you so much Vitamin A—15,000 U.S.P. units in each pound, guaranteed winter and summer.

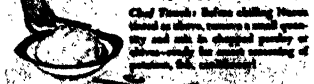
Two ounces of Nucoa (about three generous table spoons) supply 82% of a child's, and 47% of an adult's, minimum daily requirement of Vitamin A!

Children love plenty of spread on their bread. And they should! Don't skimp them. Nucoa supplies as much food energy as the most expensive spread for bread—at such low cost! And there's no "storage" Nucoa. Freshly made the year round, Nucoa always tastes sweet and fresh—so good on bread, vegetables, or baked potato, it really and truly "melts in your mouth."

Appetizing Tricks with Nucoa



Remember! Nucoa melts in your past when it has its full, nourishing value of food energy and Vitamin A in this form. But you may easily get it for little use, if you like, by first softening it and then spreading it on the outside of the same Color-Water loaves in each package.



Chief Health's Safety eating! Nucoa, used as above, contains a small quantity and will be changed quickly or absorbed easily for most remaining of protein, fat, carbohydrates!



Nutritious **NUCOA**

FIG. 15.—Here is a strong appeal to parental love.

panies, and investment houses appeal to acquisitiveness, showing the reader how he can earn or save more money. Advertisements in trade journals directed to retailers often emphasize money-making possibilities.



Can you afford to be a good neighbor?

Suppose you have an accident, your guest is injured. You're the host, remember . . . so it's up to you to offer the best medical care. And you can! For a few extra dollars—as little as

\$3 a year in many communities—your Hartford Automobile Insurance will take care of all medical expenses up to \$250 per person. It covers your guests, your family, *yourself*.



Did you forget something?

For instance, *protection!* For less than 2 cents a day, you can get Hartford Accidents Insurance. It pays up to \$200 for medical expenses caused by injuries in a transportation accident, up to \$1000 for loss of sight, life or limbs.



How to offset an ill wind

Be ready for it—Have Extended Coverage added to your Fire Insurance policy at little cost and secure protection against windstorm and other specified causes.

Here we go again... every two minutes!

Clang, clang...two minutes up...time for another fire! That's America's fire record. Don't let your property be next! Eliminate fire hazards. And make sure your fire insurance is adequate to cover today's higher values.



A Symbol worth knowing

Generations of Americans have found in the Hartford stag a sense of security when things were going well . . . a staunch and powerful friend when trouble threatened. It's a symbol of dependability . . . the Hartford trade mark.



Hartford Insurance

Hartford Fire Insurance Company • Hartford Accident and Indemnity Company
Hartford Live Stock Insurance Company

Writing practically all forms of insurance except personal life insurance • Hartford 25, Connecticut

FIG. 16.—The fear of financial loss resulting from injuries to "guests" in automobiles is appealed to in this advertisement.

The fear instinct, while a negative one and therefore considered of less value than a positive appeal, may be used with telling effect in the case of many products whose nonuse may bring disastrous results. The Hartford advertisement on this page appeals to this instinct.

HER RING—
three handsome emerald-cut
diamonds set with severe
beauty in platinum



She's Engaged!

Cornelia V. Clapp

charming young daughter of
Mr. and Mrs. Kenneth H. Clapp,
"Apple Meadow," Bedford, N. Y.
is to be the bride of
Lt. (j.g.) James R. Neal, Jr.
of the U.S.M.S.



Cornelia's complexion is soft, clear, white—her eyes blue-violet—her hair burnished brown

She's lovely!

SHE USES Pond's!



BOOKS FOR SAILORS—At the Seaman's Institute
Cornelia helps collect books to send out to the Merchant
Marines. A friendly service so important in peacetime as in
war-time. Cornelia is also a delightful hostess at a well-
known and popular officers' club in New York. It was
there she met her lieutenant fiancé.

"When Bob comes home from sea he's going to be a
lawyer, and we hope to live in Virginia," Cornelia says.
She has a gracious air of easy perfection—in her charm
of manner and her exquisite grooming. And, like so many
engaged girls, her complexion is "Pond's-care'd-for."

"I'm awfully choosy about using a very good cream,"
she says, "and Pond's Cold Cream is absolutely perfect
for me—so cleansing and soft, and so soothing."

This is how Cornelia uses Pond's . . .

She smooths snowy Pond's Cold Cream generously
over face and throat and pats well to soften and release
dirt and make-up. Then tissues off.

She rinses with a second coat of Pond's—making
quick creamy circles all around her face. Then tissues
off again. "I cream my face twice—for extra softness and
extra clean-ness," she says.

Use Pond's Cornelia's way every morning, every night,
for in-between freshen-ups, too. It's no accident more
women use Pond's than any other face cream at any
price. Ask for a big luxury-size jar today!



You'll love a big, luxury jar of Pond's!

A FEW OF THE MANY POND'S SOCIETY BEAUTIES

- Mrs. Reginald Vanderbilt*
- Princess Jay de Polignac*
- Mrs. Alister McCormack*
- Vicomtesse Milton*
- Mrs. Nicholas R. de Pons*

FIG. 17.—An example of imitation appeal. It is also an effective use of testimonial.

Indiscriminate use of the fear theme, however, should not be made. Under the head of "bunk," we may classify the invention of a number of mythical diseases which some advertisers claim may result from the nonuse of certain products and which may be prevented or cured by

the advertised articles. The Federal Trade Commission has issued "cease and desist" orders to a number of advertisers who have been

Comfortable as an old



"Comfortable as an Old Shoe!" You'll relax all over the place the first time you sink into cushions of Hewitt Restfoam.

That's because this foam rubber material is "comfortized" by an exclusive Hewitt process which makes it conform naturally to every curve of your body.

You'll find Restfoam in the new and better upholstered furniture you've been waiting for. When you buy, be sure you get furniture that is cushioned with Hewitt Restfoam.

You'll also find Hewitt Restfoam in the seats and arm-rests of smart new automobiles, trains and buses... in fact, wherever the need calls for comfort.

YOU'LL WANT RESTFOAM IN YOUR UPHOLSTERED FURNITURE BECAUSE IT IS:

Extra Comfortable... yields to every contour of any person's body.

Keeps Its Shape... always returns to its original shape; nothing to pack or mat down.

Long Lasting... far outlasts any ordinary cushioning material.

Sanitary... odorless, washable.

Cool... self-ventilated by millions of tiny interlaced air cells.



Made by
HEWITT RUBBER
of Buffalo... Quality Rubber
Products for 26 Years



HEWITT RESTFOAM

FIG. 18.—An effective appeal to comfort in both copy and illustration.

offenders. But more important in the long run is the necessity for consumers to become better educated with respect to what they buy and what they can believe.

The instinct of imitation, the desire to be like others, especially those who occupy an envied station socially or financially, is one of great buying force. The Pond's face cream advertisement on page 123 appeals to this instinct, while the Restfoam advertisement on page 124 appeals to comfort.

Following are some of the appeals in other advertisements illustrated in this book:

- Sympathy—Fig. 2, page 10
- Appetite—Fig. 4, page 26
- Economy—Fig. 23, page 157
- Appetite—Fig. 25, page 172
- Comfort—Fig. 31, page 191
- Cleanliness—Fig. 45, page 249
- Appetite—Fig. 61, page 355
- Loyalty—Fig. 63, page 358
- Humor—Fig. 70, page 380

✓ DIFFERENCE BETWEEN EMOTION AND INSTINCT ✓

A word frequently met in books and articles about advertising is "emotion." An emotion is a disturbed or agitated state of mind such as fear, love, grief, disgust, or anger. The instincts are in most cases the bases of emotions and in some cases the names of instincts and those of emotions are identical. Many advertising men and writers about advertising fail to make any distinction between fundamental desires, instincts, and emotions, using the terms interchangeably. Consequently, one advertising man may talk or write about "appeals to the emotions," another about "appeals to the instincts," and another about "appeals to the desires," and all mean the same thing.

The instincts, emotions, desires, needs, impulses, interests, and habits of people are many times referred to in popular speech as "human nature." An understanding of human nature is invaluable to the advertiser. Every man who mingles with people, who knows their desires, their weaknesses, their hopes and ambitions, is daily learning lessons of human behavior that will help him better to serve the public.

It will be noted that many products may be advertised to appeal to more than one instinct. A food advertisement, for instance, may be aimed at the following instincts and perhaps others: appetite, love of the opposite sex, parental love, comfort, acquisitiveness, fear, imita-

tion, moving about, health, sociability, loyalty, competition, curiosity, sympathy, play, hunting, humor, and cleanliness. Some of these appeals may not appear advisable, yet they can be and have been used.

From the standpoint of the buyer, we may say that the housewife, when she buys things to eat, things to wear, or things to use in the house, is influenced by many motives. If she does her own cooking she will probably consider ease of preparation as well as taste, cleanliness, nutritive value, and economy. She will no doubt consider the likes and dislikes of the family as well as of herself. In buying clothing, many motives impel. The housewife wants to be in style. She wants her children to look well and she wants to impress her neighbors and friends with the idea that she is prosperous.

The desire for approval, praise, ~~esteem~~, ~~distinction~~, is strong in most people. Consequently, what is popularly known as "putting the best foot forward" or "putting up a front" is a strong buying motive, although the buyer may not realize it himself or be willing to admit it were it called to his attention.

Many advertisers make it a point to appeal to the higher emotions rather than to the baser ones. Among appeals of this kind are those to love of family, home, the desire to get ahead in the world, loyalty, cleanliness, sympathy.

Automobile advertisements appeal sometimes to the instincts, sometimes to the reason, and sometimes to both. The student may find it interesting to make a list of the motives that influence the buying of automobiles. Among them would be the desire for easy and rapid transportation to and from business, the desire to get out into the open, the pleasure that comes from driving an engine, the sense of domination and power, the pleasure in giving the other members of the family a good time. No doubt the desire to impress others is responsible, many times, for the purchase of a more expensive car than would otherwise have been bought.

Like many other products that were at first luxuries but are now necessities or near necessities, automobiles are being bought by people of small incomes, so that almost every family has an automobile. An automobile advertiser now uses less space advertising the desirability of owning a car and devotes more space to telling of the characteristics and advantages of his particular make.

CHANGES POSSIBLE IN BUYING MOTIVES

In considering buying motives, the history of the bicycle is interesting. The bicycle of the type known today came into general use in the early nineties. Its rapid success was largely due to the fact that it satisfied a desire for locomotion and sport. The sales were also largely increased on account of the element of sociability which was expressed by the forming of riding clubs. Groups of men and women sometimes numbering up into the hundreds used to take trips into the country. The advent of the automobile soon cut into the sale of bicycles, but recent years have seen a steadily increasing use of them both by adults and by children. Many workmen pedal to and from the factories; other adults like the exercise and pleasure found in riding; and children use them for pleasure. It is probable that there are as many bicycles in use now as there were in the best days of the industry.

Many motives impel to action when clothing is bought. The desire to look well is important, many times overbalancing the price consideration or even that of durability.

The advertiser of house furnishings may appeal to various motives, including comfort, style, impressiveness, durability, and economy. Here the desire to impress others may be a strong motive. It may be said, however, that the appeal to this motive must be handled tactfully and in a way to suggest that these things would make an impression on neighbors and friends, rather than plainly to say so.

Maternal pride, the desire to have children look as well as other children, pours dollars into the cash register. Great is the desire for ornamentation, especially in women, who are usually closer followers of style than men.

The instinct of sociability is responsible for the purchase of many commodities. If there were no social events, no clubs, no crowds, business would greatly suffer. Many things are bought for the purpose of entertaining friends.

A large business is done in sporting goods and other products which appeal to the instinct of play. Not only the implements with which games are played, but the proper clothing to wear when playing them, are offered for sale. Hunting, fishing, automobiling, football, baseball, lacrosse, tennis, boating, basketball, skating, skiing, and many other games and sports help people to relax and to find pleasure.

✓ GETTING INTO THE SUBCONSCIOUS

Advertising men, in their writings and talks, frequently use the phrase "getting into the subconscious," by which they mean that, through frequent repetition of a name, trade-mark, slogan, or selling point, the prospective customer subconsciously or unconsciously is led to retain something of what he has experienced; hence when the need arises he will be able to recall the product he saw advertised or at least will recognize it when he sees it displayed in a store.

The person who is influenced by advertising does not always realize that he has been influenced and, in fact, may even say that he does not pay any attention to advertisements. In this connection Professor Walter Dill Scott gave the following experience:

Some time ago a tailor in Chicago was conducting a vigorous advertising campaign. I did not suppose that his advertising was having any effect upon me. Some months after the advertising had begun I went into the tailor's shop and ordered a suit. While in the shop I happened to fall into conversation with the proprietor and he asked me if a friend had recommended him to me. I replied that such was the case. Thereupon I tried to recall who the friend was and finally came to the conclusion that this shop had never been recommended to me at all. I had seen his advertisements for months and from them had formed an idea of the shop. Later I forgot where I had received the information and assumed that I had received it from a friend who patronized the shop. I discovered that all I knew of the shop I had learned from advertisements and I doubt very much whether I ever read any of the advertisements further than the display type. Doubtless many other customers would have given the same reply, even though, as in my case, no friend had spoken to them concerning the shop.¹

SUGGESTION

There are three approaches to securing the effect the advertiser desires: suggestion, appeal to reason, and rationalization.

Suggestive advertisements aim ultimately to secure action by display of name, illustrations of various kinds, and surroundings that impart distinction, or sometimes by direct command. The advertisement of Sonotone on page 129 is of the suggestive type.

¹ Scott, "The Psychology of Advertising," p. 83.



AND THERE, BUT FOR GEORGE BROWN, GO I—

Many successful men . . . looking down from a favorable position today . . . can thank the hundreds of Sonotone Consultants whose patient hearing care through the years has enabled them to make full use of their real ability and training.

The very nature of the Sonotone Consultant's work makes him in part responsible for the lasting success and happiness of the people whom he serves . . . because he accepts the responsibility of doing all he can to keep them hearing!

It's not always an enviable position that this Consultant holds. At times it is definitely a "spot" . . . During the war, for instance, when in spite of manpower, gasoline and battery shortages and production limitations, he still did two men's work, often hiked on foot to help his Sonotone users, and "wrest it out" to keep their hearing on the job.

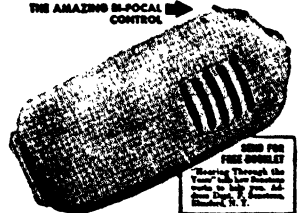
But "George Brown" enjoys unusual rewards! For instance, the pleasure of bringing people hearing

of the very finest quality . . . even helping many who never before could wear a hearing aid . . . through the greater power and closer fitting to individual hearing needs of the new Sonotone "600"!

The never-ending satisfaction of bringing such important hearing aid improvements from Sonotone's laboratories (world's largest laboratories devoted exclusively to hearing aid research and service). And, of course, the frequent letters which say in effect . . . *If it hadn't been for Sonotone and the patient care of your Mr. Brown, I couldn't hold a responsible job today!*

There are 820 Sonotone offices, 1611 regularly held Sonotone Hearing Centers, and hundreds of hard working Consultants offering you their constant service across the continent. Look in your telephone directory or write Sonotone, Elmsford, N. Y. In Canada—Sonotone, 229 Yonge Street, Toronto. Offices in principal cities of the world.

THE AMAZING BI-POLAR CONTROL



SEND FOR FREE BROCHURE
Hearing Through the Year! Ask for Brochure today to help yourself. Elmsford, N. Y.

SONOTONE "600"

FIG. 19.—There is a strong suggestion in this advertisement.

The principle underlying the use of suggestion in advertising is that every idea or impression in the mind tends ultimately to express itself in action. Suggestive advertising, therefore, tends to get ideas into the mind, largely through repetition, impressive size, illustration, and

short phrases. Most of this type of copy is brief and is sometimes merely poster or general publicity copy.

APPEAL TO REASON

In advertisements that appeal to the reason, logical arguments and facts are presented that will enable the reader to decide after due deliberation.

In trying a case before a jury a lawyer often appeals to the instincts and emotions of the jury, but when he is arguing before the judge in his chambers or in courts of appeals, where there are no juries, he emphasizes facts and law. If the judge feels any emotion, he tries not to allow it to influence his action.

Articles bought by businessmen for business purposes, such as adding machines, cash registers, factory machinery, and automobile trucks, are usually advertised by the reason appeal. When typewriter advertisements are intended for the eye of the businessman, the reason appeal is frequently used, but when they are directed to the operator they may appeal by suggestion.

In using the reason appeal, the advertiser tries to give facts—logical reasons why it will be to the advantage of the prospect to buy. The prospective customer wants information that will answer the questions: “What will it do to help me?” “What has been the experience of other users?” “Is the product durable, efficient, and made by a reliable house?” “What guarantee and service go with it?” “Will it be profitable to install it?”

Reason-appeal copy, as well as copy that appeals to acquisitiveness, is frequently used in advertisements that are inserted in trade journals and business magazines where commodities are advertised to dealers for resale. The dealer is mainly interested in the commodity from a business standpoint. He wants to know in what way it will be to his financial benefit to stock the goods; he is interested in profits, in what the manufacturer intends to do in the way of helping him move the goods from his shelves. Advertisements in technical and professional magazines are usually of the reason type.

The writer need not fear that reason copy will not be read if he makes it interesting, informative, educational, and filled with facts that are told from the standpoint of service to the reader.

The question is often asked: “Why do advertisers not use more

reason copy in their consumer advertisements?" This question is discussed in Chap. 3. It may be said here, however, that as soon as advertisers are convinced that consumers respond to reason copy in a greater measure than to the type which appeals to the emotions, they will gladly change their appeals. At present few are thus convinced.

MAY USE BOTH APPEALS

Many advertisements in which suggestion is used contain little copy but depend for their effectiveness upon an illustration and a few phrases. Reason-why copy, on the other hand, gives less emphasis to illustration and surroundings and more to logical well-thought-out copy. While both suggestion and reason-why copy are frequently used to advertise the same product, there is some difference of opinion among advertising men as to the relative value of the two types. Those who favor the suggestive advertisements would probably hold that this type makes a deeper impression on account of the size of the illustration, name, and trade-mark. This would especially apply, it might be claimed, to readers who glance hastily through the publication. On the other hand, those who might favor the reason-why type would argue that the suggestive value of this kind of copy is by no means absent, for the casual reader must see the name, trade-mark, and package, even though not so much emphasis is placed on them. It might also be said by those favoring the reason-why copy that if the copy were interesting enough it would be read and that an advertisement of this kind if read would have much greater effect than a poster type of advertisement hastily glanced at.

An example of a product frequently advertised both by appeals to fundamental desires and by appeals to reason is the automobile. In one advertisement of an automobile, for example, the reader is told of the luxury, the comfort, and the pleasure of the car, while in another advertisement he is told of tests that were made showing high gasoline mileage or he is presented with facts about the superior mechanical construction.

RATIONALIZATION

Some advertisements begin with an appeal to the instinct and close with an appeal to the reason. In fact, it is not always easy to draw a clear-cut distinction. If we try to analyze our own reactions we cannot

always tell where the influence of instinct leaves off and where the influence of reason begins. Sometimes reason and instinct may be in accord and at other times in opposition. My appetite may call for a cup of coffee before retiring but my reason may tell me that the coffee I drank the other night kept me awake several hours. My desire may impel me to buy a new suit of clothes, but my reason may restrain me on the ground that I cannot afford it.

The rationalization appeal seeks to prevent this possible conflict between desire and reason by presenting arguments that will justify the reader in yielding to his desire. These arguments must be stronger than the arguments the reason might otherwise raise against making the purchase. For example, my instinct says, "Buy a new suit of clothes." My reason says, "Don't buy a suit of clothes, you cannot afford it just now." The rationalization appeal in a clothing advertisement says, "To succeed in business you must be well dressed. You need that suit of clothes for the sake of your business success."

If this appeal is strong enough and plausible enough to outweigh the argument my reason advances against buying, the advertisement has been effective.

CONSUMER MUST USE JUDGMENT

One of the objections raised against advertising is that it often makes consumers buy things they cannot afford. Advertising of manufacturers, coupled with that of retailers who many times offer the further inducement of paying on the installment plan, no doubt results in some buying beyond the consumer's means. Window and store displays of attractive merchandise as well as the persuasive talk of the salesmen behind the counter, all may help to create purchases which the buyer can ill afford. Advertisers, however, claim that the consumer is charged with the decision to buy or not to buy. They contend that it is their task to offer their wares in as favorable light as possible and that the consumer is supposed to use judgment. The question of thrift versus spending and of the advantages and disadvantages of the installment system belong in the field of economics and social sciences rather than in that of advertising.

We have discussed in this chapter the various desires and tendencies to which we may appeal and also the fact that, in many instances,

articles may be advertised by logical arguments appealing to the reason. There remains the question: If we use appeals to desires and tendencies, which ones are more likely to bring the reactions sought for and how shall we decide whether to use appeals to the desires or appeals to the reason?

In determining the relative strength of various buying motives, the advertiser may consider his own reactions. He can also gain much information by talking with other people. He may consult the data collected by various psychologists on this subject. In general he will find that the strongest buying motives arise from the instincts of hunger, those which have to do with love of the opposite sex and love of children, the desire to get ahead in the world, the desire for pleasure and comfort, the desire to make money and to accumulate wealth, and the desire for companionship.

Sometimes it is helpful to the copy writer to think of an actual acquaintance who may be typical of a large group and write with this one man in mind. A manufacturer of overalls once made the mistake of advertising the fine appearance of his product, when if he had visualized Henry Jones wearing these garments, he would have advertised durability and service. Henry Jones works in a garage. He gets on the floor under the car and wriggles into all sorts of positions. He is covered with grease and dirt. Now and then he wipes his hands on his overalls. He puts nuts, wrenches, bolts, and screw drivers into his sagging pockets. He does not spare wear and tear. He wants strong, roomy, durable overalls, and looks count for little. After working hours, however, Henry's clothing wants are different and appearance may count for a great deal.

The advertiser, then, in making his choice of appeals may have to guide him the information that he has collected in the course of his analyses of the article and the market, the data accumulated by psychologists, and his own experience and knowledge of human nature; finally, he has open to him the methods of laboratory and other tests described in Chap. 29.

SELF-TEST QUESTIONS

1. Why cannot advertising be called an exact science?
2. What is an instinct?
3. What is the effect of instinct on our actions?

4. How may instinctive actions be inhibited or prevented from taking place? Give an illustration.
5. What instincts are of chief concern to the advertising man?
6. What is the difference between an instinct and an emotion?
7. May a product appeal to more than one instinct? Give an illustration.
8. How do buying motives for a particular product change? Give an illustration other than the ones in the text.
9. What is the meaning of the phrase "getting into the subconscious"?
10. How does suggestive copy secure its effect?
11. How does copy which uses the reason appeal secure its effect?
12. How does suggestive copy compare in length with reason-why copy? Why?
13. What characteristics should a reason-why advertisement have in order to be convincing?
14. What arguments may be offered in favor of each kind of copy?
15. What is a rationalization appeal?
16. How is the advertiser to decide which kind of appeal to use?

PROJECTS

1. Select some article with which you are thoroughly familiar. Assume that you have been asked to prepare a "reason-why" advertisement of this article that will help to create consumer acceptance for it or even possibly an active consumer demand. Without actually writing the copy, a part of the job that will come later in your study of advertising, plan in detail the kind of advertisement you would construct. Set down a list of all the reasons you can think of why people should buy the article. Then make a shorter list of five or six of those reasons, which you think would be most effective in inducing people to buy. Explain how you would use these in your advertisement; how you would capture the attention of the reader and get him to read the whole advertisement; how you would make your reasons convincing; what form of action, if any, you would try for at the close of the advertisement. In short, plan the whole thing so carefully that you could turn it over to a copy writer and tell him to prepare the complete copy for the advertisement.

2. Do the same thing for an advertisement in which the appeal is to be of the emotional type. From the classifications given in this chapter, list all the emotions or instincts to which an appeal could conceivably be made in advertising this article. Then select the one which might in your opinion be most effective and plan your complete advertisement as in Project 1.

10. Writing the Copy

Have you ever thought about the great importance of LANGUAGE? Down through the ages people have been stirred to action, good or evil, by WORDS—spoken and written. But back of words are thoughts and ideas with which the writer of advertising copy must deal. Skillful use of words is essential in advertising—and in almost every other line of human endeavor.

WHEN the appeal to be used in an advertisement or series of advertisements has been decided upon, the problem arises of expressing that appeal in copy or illustration or both. The relative importance of illustration and copy is a question that often arises and one that can be settled by no formula or arbitrary set of rules. There are many highly successful advertisements that contain nothing but copy. There are other equally successful advertisements that contain little if any copy and that rely for their effectiveness almost exclusively on an appealing illustration.

The only possible answer to the question of the importance of copy in an advertisement is that it depends on circumstances. If the purpose of the advertisement is merely to flash a message upon the consciousness of the reader, to remind him of the product, the illustration may well be the all-important thing. If, on the other hand, the purpose of the advertisement is to carry a considerable portion of the selling load, then the need of enough good printed salesmanship to accomplish the purpose becomes apparent. In these postwar years many new products are being introduced. The public is tremendously interested, wants to know about them, and is eager for details. Copy describing such products must necessarily be long or it will utterly fail of its purpose. So the question is not whether long copy as such is better than short copy as such. Rather it is whether a particular advertising strategy

calls for long copy or short copy. The following copy from a two-page advertisement by Willys-Overland Motors, Inc., illustrates an effective use of fairly long copy in advertising one of these new products. With the copy were sixteen small pictures showing the product in actual use, besides a larger cut of the Jeep itself. On pages 157 and 196 are other advertisements with long copy.

**ACROSS AMERICA, AROUND THE WORLD, THE 'JEEP' DOES MORE
JOBS FOR MORE PEOPLE**

WILLYS' 4-IN-1 'JEEP'

PERFORMS FOUR FUNCTIONS FOR ONE INVESTMENT

In teeming cities . . . on broad farm lands . . . in rock quarry and desert . . . in pampas and delta . . . in mountains and jungle, there's *one* vehicle known, respected and wanted everywhere. That's why, in many languages around the world you hear the advice: GET A 'JEEP.'

Industry has learned how this famed vehicle with its economy and maneuverability can be used as an industrial tractor; towing supply trailers in the plant; on and off freight elevators; speeding materials to and from the production line. Oil companies and utilities use it to carry men, their tools and the power to operate them to remote field installations, roads or no roads, in any kind of weather. That's why industry says: GET A 'JEEP.'

Farmers have found that they get more work hours and more all-day year-round usefulness from their one investment in the 'Jeep.' To pull plows and harrows; to power hammer-mills, sprays, ensilage cutters and silo fillers; to haul milk cans or bring supplies from town; to round up stock in the field or carry the family on the highway at 60 m.p.h. . . . this *one* vehicle does 'em all. That's why farmers say: GET A 'JEEP.'

Willys dealers are now showing this wonder vehicle, born of war, now proving it has only started in its usefulness to mankind. Remember, when there's work to do, *hard* work, GET A 'JEEP.'

- Willys-Overland Motors, Inc.
Toledo, Ohio

We need not here go into the tests that have been made by research organizations, psychologists, and others to determine just what part of the work is performed by the copy and what by the illustration; but we may assume that since most advertisements contain some copy other than the mere name of the product and perhaps a slogan, it has value and importance in most advertisements, and so is deserving of the careful attention of students of advertising.

The importance of the copy in their advertisements was brought home to businessmen—more strongly, perhaps, than ever before—during the years immediately following 1929, when the country was

suffering from the most severe business depression in our history. At that time the necessity of getting the greatest possible return for every dollar spent on advertising caused businessmen to scrutinize their advertisements with unusual care and to insist that every portion of the advertisement be made to carry its just and fair share of the selling load. This resulted both in a more intensive study of the art of writing copy and in the development of various systems for the testing of copy before the money is spent to put it into print. Some of these testing methods will be examined in a later chapter; our job now is to get at some of the principles that will help to increase our effectiveness in copy writing.

FIVE "MUSTS" FOR COPY WRITERS

The late Arthur Brisbane, with his customary terseness, once set down the following five "musts" for good advertising:

- You must make people see it.
- You must make people read it.
- You must make people understand it.
- You must make people believe it.
- You must make people want it.

Here in a nutshell are all, or certainly the most important, of the principles underlying good copy as well as good advertising in general: You must make people see it, read it, understand it, believe it, and act upon it.

Mr. Brisbane's first "must" has to do with principles of effective display—layout, typography, and color—which are discussed in later chapters. Let us look at the others.

"You must make people read it." How can you make people read your copy? Asking them to read it will not do any good, and there is certainly no law to compel them to read it. You can make them read it in only one way—by making it so interesting that they will want to read it. Except in the case of textbooks, isn't that almost the only reason why people read anything, because it is so interesting to them that they *want* to read it? It is certainly the reason why they buy the very magazine or newspaper in which your advertising copy appears—because there are stories and articles in it that they are interested in and want to read. They do not buy it because they want to read your

copy. Your job as copy writer, therefore, is to make your copy so interesting that, once their attention has been captured by the successful accomplishment of Mr. Brisbane's first "must," they will actually want to read what you have written.

If every copy writer would keep this point always in mind, would never forget that he must compete not only with other advertisements, but with the stories, articles, and poems of authors who have been paid good money to make their writings interesting, how much more compelling and vital, and therefore effective, many of the advertising pages of our publications would be!

How, then, can the copy writer make his copy so interesting that people will want to read it? The answer is found in a consideration of things in which people are most interested. First and foremost, people are interested in themselves, in their own welfare—their appearance, health, comfort, success, social standing, and the like—and in their own troubles and problems. If your copy shows an understanding of these fundamental desires and the ways in which the product will advance the reader's welfare or help him solve his problems, it will be interesting. Next, they are interested in the welfare of those dear to them, husband, wife, sweetheart, brothers and sisters, parents and children, friends. Many times a strong and interesting appeal can be made to this altruistic impulse in human nature, especially in the case of articles that may be used as gifts.

Everyone is interested in news, and most products offer opportunities to tie in with this interest. Such opportunities may be found in the introduction of new products or new models or styles of a familiar product, new ways to use the product, new features that will make the product better, information about where the product may be obtained, changes in price, services available to the purchaser, etc. People are eager to get information that will help to make their lives easier and richer and more enjoyable, and copy that gives such information is almost sure to be interesting. Educational advertising of this character helps in the stimulation of new wants, the gratification of which helps to keep the wheels of industry turning and constantly raises the American standard of living.

Again, copy may be made interesting by appealing to the reader's curiosity. This instinct is present to a greater or less degree in every human being, and if curiosity can be aroused by the headline and the

first few words of an advertisement, the reader will be interested enough to read on, at least until he learns the answer. By the time that point is reached, the writer must have tied in with one of the deeper needs or desires discussed above, so that the reader's interest will not be lost before the copy has had a chance to impress its message upon his mind.

"You must make people understand it." This next "must" of Mr. Brisbane's requires that your copy be absolutely clear to the type of person for whom it is designed. Clearness is a matter of word choice and of diction, or the manner in which your words are used. In general, the clearest and simplest words in our language, and at the same time the most vivid and forceful, are those of Anglo-Saxon origin. Copy in which such words abound can scarcely fail to be clear and is not likely to be drab or colorless. The copy writer should constantly study words and make frequent use of a good dictionary. He should not expect the reader, however, to have a dictionary at hand: he should make its use unnecessary.

The requirement of clearness does not prevent the copy writer from using any of the various gradations in tone, from language that is frankly slangy, on the one hand, to that which is dignified, sonorous, and picturesque, on the other, so long as the tone selected is appropriate for the type of audience addressed, the medium used, and the amount of space available. An excellent example of the dignified, picturesque style is this passage from an advertisement of the Farnsworth and Capehart radios:

All hearts, sometime in life, journey to the end of night. Fears hem in on every side, and the gates of morning are closed. Yet, for every valley of despair, there are resources of courage. One of these is great music. In the dark hour, music is a stone removed from the highway, a hedge cut through, a tree felled. It is a hand reached out, a door swung open in welcome. Music, interpreted by the new Capehart or the new Farnsworth, can enrich and deepen all the experiences of life.

In the magazine of college humor, the slangy or colloquial tone may be perfectly appropriate. In a technical or scientific publication the style of language familiar to the readers of the publication is wholly suitable, even though it may be so technical that it is meaningless to the layman. In copy intended for the highly educated, a more involved

style may be used than in copy for the masses, although even there the simpler Anglo-Saxon style will usually be more vivid and forceful. Certainly in all messages addressed to people in general through the advertising columns of the general magazine or the daily newspaper, the language should be as simple, clear, and direct as the writer knows how to make it. The language that most people speak is pretty sure to be understandable to anybody and is usually appropriate. It is made up of words that are in current circulation among people who habitually speak with reasonable correctness.

The student may ask, "If the above is true, why is slang so often used in some of our magazines of general circulation?" Slang, when skillfully employed, adds a touch of clean humor to the copy and gives it a human note to which many readers will respond. If it is not so extreme as to seem vulgar or offensive, and if it is in current circulation among the class of people for whom the advertisement is intended and appropriate to the article in connection with which it is used, slang may be harmless; otherwise it not only goes contrary to the requirement of clearness, it becomes a violation of both good taste and good salesmanship. It should also be remembered that today's slang may become good usage tomorrow.

The advertisement of New England Mutual Life Insurance Company reproduced on page 141 illustrates a mild and inoffensive use of the slangy style in general magazine advertising.

Next, "You must make people believe it." This "must" involves not only the principle of truth in advertising, which is the subject of Chap. 3, but also the principle of restraint or moderation in copy. This is a principle which is, unfortunately, all too frequently disregarded. We have all seen copy that abounds in glittering generalities, extravagant claims, and superlative statements which, if not actually untrue, are certainly far from convincing. If you keep constantly in mind the fact that your copy must be convincing if it is to do a good job of selling, you will not allow yourself to violate the principle of moderation in any of these ways. As a rule overstatement is less powerful than understatement.

The practice of exaggeration is often condoned on the grounds that it is necessary to be somewhat overenthusiastic in order to arouse in the buyer's mind enough enthusiasm to make him want the product. To make him believe that an article is good, you must tell him that it



"You're a swell looking guy in civvies, too!"

Sus's sure glad to have you back, and out of uniform—mighty proud of your war record—and certain that you're going places in civilian life.

Makes a man feel good to have some one so nice so interested in him, doesn't it? Makes him wonder, too, about how to arrange things safely and securely for her future. And that brings up your National Service Life Insurance. Do you need any advice on it?

If so, you'll find the New England Mutual Career Underwriter a friendly, well-qualified counsel. He knows all about the provisions of your Government insurance, some of which may not be clear to you, and he'll show you how it can form an important backlog in your protection and savings program for the future.

He doesn't make a dime on it, understand—but he knows what life insurance can mean to a family like yours: Why don't you see him? It won't obligate you in the least and may help you in a dozen different ways.

MEANTIME—if you'd like the *slope* on the G. I. Bill of Rights as recently amended, with details on educational benefits, loans, pensions, etc., plus a lot of information on the job situation, send for this free, 40-page booklet. It makes those complicated subjects simple and easy to understand. Your free copy's waiting at 501 Boylston Street, Boston 17, Mass.



New England Mutual
Life Insurance Company of Boston

George W. Ward, President Agencies in Principal Cities Coast to Coast
The First Mutual Life Insurance Company Chartered in America—1823

FIG. 20.—Slang is used in this copy but in a natural, inoffensive way.

is the *best* there is; to convince him that some new product might possibly be worth investigating, you must describe it as a "marvelous new invention" or a "sensational development that has set all the world agog." Another excuse sometimes offered is that the copy writer has actually become so enthusiastic about the product that it is natural for him to describe it in terms that are somewhat exaggerated—but it's just harmless enthusiasm; everybody knows that all advertising copy must be taken "with a grain of salt."

The trouble is that such so-called "enthusiasm" is not harmless, because it tends to destroy the believability of the copy that uses it. A few examples taken from a current magazine will illustrate. Many more can be found in almost any general magazine.

Extravagant Language: (italics ours unless otherwise indicated)

(From a gasoline advertisement) The new motor fuel *all America* has waited for.

(A radio-phonograph) This *master instrument* for musical reproduction has *always* been the choice of musicians and of leaders in business and social life. With its *revolutionary* new tonal system, it can be compared only with the original instruments or with the human voice it so brilliantly reproduces.

(A flashlight, with name changed) Next time say WHITE BAR for a *better* flashlight and *better* batteries. Famous since 1909 for quality, style, service. (*Note:* Better than what? More than one other manufacturer claims to have the *best!*)

(A watch) DOXA—Preferred by Millions Since 1889. Always a great name in watchmaking. The fame of DOXA has remained unblemished by exploitation. It is a prized family heritage, jealously guarded by skilled workmen producing a precision movement, and in the rare beauty of each DOXA watch. Created by the noted Georges Ducommum in 1889, DOXA still enjoys universal reputation with the Watch-World's famous Jacques Nardin at the helm. Thus today's DOXA is worthy of its fine tradition and the responsibility reposed in it. At better jewelers.

Glittering generalities, overemphasized through indiscriminate use of capitals:

This amazing Clasmic Pack is famous the world over for its help in giving Faces that Keen, Attractive, Well Groomed Look so admired and desired by everyone. BARBERS USE IT because MEN LIKE its Vigorous Cleansing, Skin Refreshing Action which makes the Face Look so Refreshed and Feel so Immaculate. SMART WOMEN USE IT because it is

so easy to apply and helps in so many ways to solve their problems in the care of the skin *to make and keep* it Beautiful. More than a million Men and Women enjoy (This) Beautifier because it does so many things so well. *You, Too, Will Enjoy (This) Beautifier.* (A beauty preparation. Italics theirs.)

Compare with the extravagant claims and vague generalities of the above examples the sincerity of the simple, straightforward language of the Pullman copy reproduced on page 144 and the convincing reasonableness of the following copy from an advertisement of the Lonville Utility Watch:

BURIED ALIVE!

A soldier, whose duty was digging graves, accidentally dropped his Lonville Utility Watch and covered it with wet mud. Twenty-eight hours later, he dug up the watch and it was still running—"never losing a second." Often he worked waist deep in water. Sometimes he scraped snow and dirt from the watch. He banged it against rifles, shovels and picks . . . but it kept perfect time. (Photostat of his remarkable unsolicited letter sent to anyone on request.)

The Lonville 17-jewel Utility Watch is protected against water, shock, dust and magnetism. If your dealer does not stock this, write to us. \$49.50, Federal Tax included.

Study the advertisements in your favorite magazine and see if you do not agree that moderation and restraint can be just as full of enthusiasm as extravagance and exaggeration, and at the same time far more believable, much stronger in carrying conviction.

Finally, "you must make people want it," referring in this case, of course, to the product. This does not mean that every advertisement is expected to lead to an immediate sale. As explained in an earlier chapter, some advertisements are not intended to do anything more than to leave in the mind of the reader a feeling of friendliness and good will toward the product; but if your copy does not do at least that, if it does not leave the reader with the feeling that if or when he might later be in the market for such a product, he would be favorably inclined toward yours, then it has to that extent failed of its purpose. Even if it has been seen, read, understood, and believed, if it leaves the reader cold it has accomplished nothing, assuming, of course, that the reader is a logical potential buyer of what you have to sell.



You'll travel in a private room *at a bargain price!*

New sleeping cars are coming!

And these new kinds of cars—of which the Duplex-Roomette car is one—will maintain the memory of travel hospitality for which Pullman has been known for more than 80 years.

Here, for example, is the largest-to-date Duplex-Roomette given you

Private Sitting Room!

Look at the picture at the left and see how you'll travel by day

That room is all your own—a private room equipped with every comfort and convenience that you'd have at home even some you may not have. Like air-conditioning

Whether you want to work enroute or just lounge in that soft cushioned seat, you'll be snug and safe and comfortable. Plenty of light! Heat that you regulate yourself! And service? Just buzz the bell and see how proud Pullman porters are of their art in serving you!

Private Bedroom!

Look at the room at the right and see what happens at night!

Just touch a lever and presto! there's your bed. It's big and soft—with crisp, clean sheets all ready to dress away the miles in as you speed safely and dependably to your destination.

Next morning, the bed disappears and you

have lots of space for dressing. Your own wash-bowl and toilet facilities, too.

Yes, when you go Pullman—day or night, in any weather—you'll enjoy comfort, service and safety that no other way of going places fast can match!

Bargain Price!

The new design of the Duplex-Roomette car (indicated by its staggered windows) brings the cost of private rooms way down.

Between St. Louis and Chicago, for instance, you could travel in a private room at present rates, for only *five* more than the price of a lower berth!

GO PULLMAN

THE SAFEST, MOST COMFORTABLE WAY OF GOING PLACES FAST—
THE SMOOTH WAY OF GETTING THERE IN TIME!

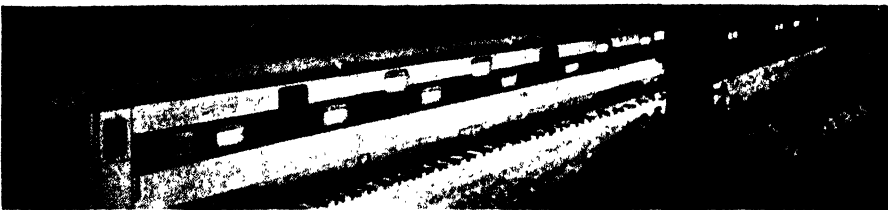


FIG. 21.—Sincere and straightforward copy with a conservatively worded appeal to comfort and economy.

To arouse the desired degree of enthusiasm in the mind of the reader, the copy writer must himself have enthusiasm. Enthusiasm has been defined as "a supremely sincere belief in something."¹ This means that the writer must have a sincere belief in the product about which he is writing, gained, if possible, through actual personal experience. If, as is often the case, the writer has had no firsthand experience with the product, he may develop enthusiasm for it through his observation of the experiences of others. But develop it he must, or he certainly cannot hope to impart it to others.

The copy writer has as working tools the same alphabet, the same words, the same parts of speech, the same rules of grammar as the writer of any other form of composition. He has, however, a very definite and special objective—to make a certain *impression* on the mind of his reader. He must allow no flights of fancy, no desire for self-expression, no rhetorical effusions or other forms of word trickery to distract him from his purpose. And since space is valuable, he must convey his message without waste of words. In the interest of economy, he must condense and revise and prune his copy until, to quote Arthur Brisbane again, he can "say a hundred words and make his reader think a thousand."

THREE BASIC FORMS

Let us suppose we have a vacuum cleaner that we wish to advertise in general magazines. We might do one of several things. We might tell its size, shape, and weight; picture the appearance of its brightly nickeled parts and its smooth ebony handle. Or we might tell the story of its development and manufacture, or of some woman's experience in using it. Again, we might explain its mechanism and show the method of operation or points of superiority over other machines. We have our choice of three basic forms—description, narration, or exposition. We may decide to use all three.

The *descriptive* form is used in almost all kinds of advertising. By means of description the copy writer draws a word picture of the product. He points out details of size, materials, construction, appearance, and the like, which will help the reader to fix the product in mind and to discriminate between it and competing articles of whose appearance or special features he may not have so clear a mental image.

¹ Hotchkiss, "Advertising Copy," p. 15.

Descriptive copy may be either *objective* or *subjective*, or it may combine both forms. Objective description pictures the object itself, or details of the object, as it actually appears to the eye. Its purpose is to create a mental image of the thing described. It is useful when the advertiser wishes the reader to visualize clearly the size, shape, color, dimensions, construction, or appearance of the article or of its parts. The following example, taken from an advertisement in a general magazine, will illustrate its use:

STYLE CHAMPION!

To look your best you naturally look to "Paris" for championship style. Now you can once again enjoy the soft, supple comfort of selected calfskin. The very finest top grade leather is selected, then each belt is individually bench-made with the famous "Paris" padded construction. It is smartly lined with pigskin and finished with a new brass buckle, modernistically shaped to fit the contour of the belt. Priced at \$3.50 in Suntan, Brown, Black and Cocoa—at fine stores everywhere.

Subjective description pictures the article in terms of the satisfaction, pleasure, or benefit its possession will bring to the user. It draws upon the imagination of the reader and helps him to see the object, not as a mere physical article, but as something desirable, agreeable, or useful for him because of the characteristics it possesses.

It gives an impression of excellence rather than a picture of detail.

Good subjective description is harder to write than objective description, but it has a stronger selling appeal and is therefore more widely used. Many advertisements of the descriptive type use both kinds, thereby appealing both to the imaginative person and to the matter-of-fact person who gets a better idea of an article when it is pictured to him as his senses actually perceive it.

On page 147 is an advertisement that uses both kinds, and on this page and on page 157 are some examples of the subjective type.

For a new experience in soft, easy-going comfort, wear the sensational new leisure shoe—Winthrop's In-'n-Outers.

(Winthrop Shoes)

When you see what you buy, you're sure of what you're getting. Wise shoppers, young or old, select products in Transparent Du Pont Cellophane because it reveals the quality . . . shows *how many* . . . *what kind* . . . *how appetizing*. But Cellophane does more than just show. It

protects what it shows . . . preserves flavor, keeps things clean, delivers your money's worth of original quality.

(Du Pont Cellophane)

Here's a weather forecast you can count on! It's going to be fair, cool and comfortable next summer in your living room, bedroom or private office. No sticky heat . . . no steaming humidity! Just fresh, cool, invigorating air to give you the zest of a mountain-top vacation all summer long! Carrier Corporation—the specialist in air conditioning—guarantees that forecast if you act now. For today your Carrier dealer is taking orders for the newest and finest in air-conditioning equipment for individual rooms. There are three smartly styled models—for average, large and very large rooms. Built in the Carrier tradition of leadership, they assure long, quiet service with real economy.

(Carrier Air-Conditioning Equipment)

The *narrative* form, or "story copy," is suitable when the writer wishes to make a vivid human-interest appeal to the emotions, taste, or personal side of the reader. It is usually built around some simple but interesting situation such as the reader himself might experience. If the copy is well written, the story will lead smoothly and naturally into a statement of the merits of the product. The advertisement of the *Automatic Transporter* on this and the following page shows a well-handled example of this form of expression.

"I FOUND A WAY TO SAVE \$24,480.00
IN MY WASTEBASKET"

"Something caught my eye in the wastebasket . . . a trade journal I had flipped through and discarded. It was turned up to an ad which promised a 46% saving in material handling costs. When they talked about cutting my handling costs that much, well, I wanted to be shown.

"Literature told how this saving could be accomplished simply through the use of a bright, shiny orange and black electric truck called 'Transporter' . . . the miracle truck that lightens life's loads. It was an impressive story. As a result I ordered one, and an A.T.C. Specialist showed up with it to demonstrate what they claimed.

"He piled 6000 pounds of our most unwieldy product on it. Then asked for one of our stenographers . . . and she promptly walked off with the load as easy as she'll powder her nose. Her thumb pressed a button, her hand gently guided it. That's all there was to it. Husky truckers accustomed to a three-man operation moving similar loads were amazed . . . couldn't wait to try this wonder truck that meant for them an end to back-breaking, grueling toil.

"I was more than sold on Automatic Transporters. They have cut our material handling costs 46% . . . a solid \$24,480.00 saved—the equivalent of \$244,800.00 worth of increased volume on a 10% profit basis. That's the money-saving, profit-making opportunity I found in my wastebasket."

Such savings may be duplicated many times over during the life of Transporters . . . may be multiplied many times, depending on the size of your material handling operation. Mail the coupon for complete facts.

Remember:

Only AUTOMATIC Makes the TRANSPORTER

This advertisement, it will be observed, is written in the first person, with the writer as the narrator. To tie up the story more closely to the reader's situation or experience, it may be told in the form of a monologue or dialogue, in which a real or imaginary user of the article is represented as relating his experience to someone not yet convinced.

In the following advertisement of the Mutual Benefit Life Insurance Company an insurance agent is talking with an architect about plans for the architect's future:

THE STORY OF THE ARCHITECT'S REVISION

"You are a man of practical vision," said a neighbor to an architect of note. "Tell me, how have you planned your own future?"

"Oh, I've arranged some life insurance, as a matter of course," replied the architect. "I'm not certain about its exact provisions."

"Will it," asked his agent-friend, "help you and your family at the critical times—say when your boy enters college—or when your regular income declines or stops?"

"I'm doubtful," was the answer. "But is it possible to put such a project on paper?"

"Let's work out the picture together," said his friend. "We'll sketch out your future security with the Analagraph. Then you'll see how your family can have an adequate income, *with you or without you.*"

"Well," remarked the architect later, "you have certainly shown an architect how to revise his plans. I'm glad to know a life insurance agent with a service so simple, so complete and so reassuring."

QUESTION: Which life insurance company shows by its Analagraph a clear, true picture of your future needs?

ANSWER:

The Mutual Benefit Life Insurance Company

The universal popularity of the “funnies” in the newspapers has in recent years carried over into advertising. Many advertising stories are told in the form of comic strips or a developing series of pictures that may or may not be of the cartoon type, in which some anecdote or experience is brought out that illustrates the merits of the product. At the present time this form of copy appears to be very popular. It is being widely used, not only for products that lend themselves to the comic treatment, but for more dignified products as well. An example is shown in the Sanka Coffee advertisement on page 150.

Whether ordinary narrative or the monologue or dialogue form is used, the story should be full of human interest, intimate and personal in tone, and carefully built to conform to the selling formula—attention, interest, desire, decision, and action. Narrative copy is well suited to the advertising of food products, tobacco, automobiles and automobile accessories, home-building materials or furnishings—in fact, to almost anything which has an intimate, human-interest appeal.

When dialogue is used, a secondary character is introduced to put leading questions or comments, in reply to which the person representing the user of the product tells of his experience with it and points out its desirable features.

A form of narrative copy that has been effectively used by many manufacturers is the *historical* advertisement. The development of the manufacturer's business, the experiments that have been made in the effort to find ways of improving the product, the story of the difficulties, dangers, or adventures connected with the production of the raw materials, notable examples of the service rendered by the product, all make good material for historical copy that is both interesting and instructive.

Exposition is that form of copy which “sets forth” or explains the construction, operation, uses, and points of superiority of the advertised article. It is appropriate chiefly for advertising things that appeal to the reason or the business sense of the reader. It will be found in advertisements of household and office appliances; investments; technical products such as machinery, building materials, heating systems, and the like; and to some extent in the case of articles that are usually advertised through human-interest copy.

The following passage from a B. F. Goodrich advertisement is mainly exposition, explaining how the product is tested for durability.

"My beloved left me— in a crystal ball!"

1 Lucy and I had been haunting fortune-tellers—trying to find out if and when we'd get spliced. Horoscopes, tea leaves, and cards all predicted a "tall, dark, and handsome" for Lucy. But for me—nothing. Finally, we went to a crystal-gazer.



2 And there in the crystal ball, was my future intended! "I see him clearly," said the seer, "see him meeting you, and falling hopelessly in love! But next time he sees you, something's wrong—and it's your disposition. So he goes away disgusted!"



3 "Oh, men!" I cried. "They should be more discerning! I'd probably had coffee the night before. And, after a sleepless night from coffee, anyone has a right to be cranky. I know I should give up coffee. I try, but I can't always resist it!"



4 "You don't have to," chuckled the gazer. "You can drink Sanka Coffee and still get your good-disposition sleep!" "Huh!" I said. "You see," she continued, "97% of the caffeine's been removed from Sanka Coffee. It can't keep you awake!"



5 "And with the caffeine out," I asked, "does Sanka Coffee still have coffee's grand taste?" "It certainly does," smoothed the prophet. "I see you drinking cup after cup of it, savoring its rich flavor, savoring its wonderful aroma!"



6 Well, she was right! Sanka Coffee's marvelous. I drink it every evening now—and get my 8 hours every night! Result? The disposition's easy all the time. Even when I get impatient because the man in the crystal ball hasn't shown up yet!



YOU CAN DRINK IT AND SLEEP!

Real coffee—all coffee—makes it so strong on you like, it's 97% caffeine-free! A product of General Foods.

SANKA HAS A NEW RADIO SHOW! A half-hour of laughs with Fanny Brice! Don't miss it—"The Baby Sanka Show"—Sundays evenings on CBS, 6:30 P.M. Eastern—5:30 P.M. Central—4:30 P.M. Mountain—7:30 P.M. Pacific.

FIG. 22.—Narrative copy in comic strip form.

BOXFUL OF LIGHT EQUALS 5 SUNS

KOROSEAL IS A TYPICAL EXAMPLE OF B. F. GOODRICH DEVELOPMENT

It isn't just the heat of the sun that is harmful to fabrics and flexible materials. It's the *light*. The most severe combination is light, heat, and moisture.

That machine in the picture, used to test Koroseal and fabrics coated with Koroseal, makes weather equal to the world's worst jungle. Temperature is 125. Three minutes out of every 20 there is a driving rain with high humidity between the rain storms. The powerful arc lamps burn like the sun, without clouds or shade, never set. This gives the effect of five suns. Twenty-four hours in this "jungle hot box" are equal to five days in a real jungle.

In weather like this, most flexible materials lose their strength, harden and crack or get soft and sticky in a few hours. But Koroseal seems to stand it indefinitely. It's the most permanent of all flexible, waterproof materials. So it makes the longest-lasting raincoats, shower curtains, and hundreds of other waterproof articles like those in the small drawings at the top of this page. It is used, too, for upholstered waterproof furniture, for luggage, wall coverings, automobile seats, to mention only a few.

The weather machine was used during the war to test and develop products for actual jungle use. Now it's being used to improve the peacetime products made of Koroseal that are coming back into the stores. Soon you'll find the name Koroseal on articles made to stand any kind of weather—and know you're getting the best product of its kind that money can buy. *Koroseal is a trade-mark of The B. F. Goodrich Company, Akron, Ohio. Koroseal made only by B. F. Goodrich.*

Description *pictures* the product or the results of its use. It answers the questions: "How does it look?" "What will it do for me?"

Narration *tells a story*. It answers the question: "What happened?"

Exposition *explains*. It answers the questions: "How?" "Why?" How does the product operate? How was it made? Why is it good? Why is such-and-such a claim true?

Often, of course, two or even all three of these forms of writing are used in the same advertisement, either merging smoothly into one another or separated by the natural divisions of the copy. The student should endeavor to gain a clear understanding of each of them, and practice writing them, so that he can consciously turn his hand to description, narration, or exposition as occasion requires.

The use of allegory, poetry, and other out-of-the-ordinary forms of

style should not be attempted by the beginner in advertising and need not be considered here. They are difficult and dangerous, and there is enough to do for a while in mastering the principles and practice of ordinary straightforward prose.

WRITING FOR RADIO

The writing of copy to be read over the radio presents problems peculiar to that form of advertising. The length of commercial announcements varies somewhat but all are comparatively brief. Moreover, the copy must be written so that it will *sound* well. This eliminates words that are harsh or difficult to pronounce. Sometimes commercials are dramatized. Frequently the artists who take part in the program help in the commercials. Further comments on writing for the radio will be found in Chap. 22 on Radio Advertising and in Appendix I, page 504.

SELF-TEST QUESTIONS

1. Upon what basis may the relative importance of copy and illustration in an advertisement be determined?
2. Why is the preparation of copy worthy of serious study and of pre-publication testing?
3. What are the five things a good advertisement must do?
4. Can the copy writer make people read his copy? If so, how?
5. How can advertising copy be made interesting?
6. What are the most important requirements for clearness?
7. Discuss the question of tone in advertising copy.
8. Is the use of slang ever justifiable? If so, when?
9. The prevalence of superlative and extravagant language in current advertising seems to show that the copy writer may "go as far as he likes" as long as his copy is not actually false or misleading. Discuss.
10. Must an advertisement, to be considered good, always make people want the product? If not, is Mr. Brisbane's fifth requirement valid?
11. Why is sincerity in copy necessary? Can one write with sincerity about a product that he does not know from firsthand experience?
12. How does the work of the copy writer differ from that of the writer of literature?
13. How is description used in copy writing? Explain the difference between *objective* and *subjective* description.
14. Which is the more difficult to write? Why? Which has the stronger appeal? Why?

15. Explain the various ways in which narration may be used.
16. What are the characteristics that good narrative copy should contain?
17. For what kinds of articles is narrative copy suitable?
18. What is historical copy?
19. What is exposition? For what kinds of products is it suitable?
20. Do you think the comic-strip style of advertising is a permanent development, or just a passing fad? Why?

PROJECTS

1. Any desired amount of practice in copy writing may be obtained by rewriting existing advertisements or by creating entirely new copy of your own for various kinds of advertisements of products with which you are familiar. First, try revising someone else's copy. Select any advertisement with fairly long copy and rewrite it in a different style. You may want to change a humorous advertisement into one that is more serious; a conservative, dignified message into one that is more familiar and chatty; a technical style into one that will interest everybody; a slangy advertisement into one that would deserve an A as an example of pure English, and so on. Try your hand at this type of work as suggested by your own inclination or as specified by your instructor.

2. Now try some really creative copy writing. Select any article with which you are familiar and which you can sincerely recommend. Write the copy for an advertisement of this article to be published in a general magazine. Careful planning should precede the actual writing. First, you will want to know the purpose of the advertisement, the class of people you wish to reach, the size space to be used, the appeal, and the copy theme or main idea of the advertisement. Then you must decide which of the kinds of style discussed in this chapter you are going to use. You will probably want to read other advertisements of your product to get talking points for your ad, but if you really want practice in copy writing, you will not allow yourself to "borrow" any of their language; the advertisement when finished will be your own.

Unlimited practice in copy writing may be had by following the suggestions of this exercise, varying the details for each assignment. Specifications may be decided upon by the student himself or may be assigned by the instructor.

11. The Headline

If an advertisement does not attract attention it is a hundred per cent failure. One of the most important attention-getters is the headline. It must induce further reading. Heads and subheads often give the reader a quick summary of the advertising message. Most advertisements, especially those of retail stores, contain news.

THE PURPOSE of a headline is to attract attention, arouse interest, and thereby induce further reading. It may go so far as to cause desire in some degree, but one can hardly imagine a headline that would cause decision and action without at least previous knowledge of the product advertised.

If, then, the headline must accomplish in part the first and second stages of a sale, and if it is depended upon to cause the reader to investigate further, its construction is an important part of advertising.

While many headlines tie up with the illustration in the advertisement, this is by no means the rule. We find some national and some retail advertisements without illustrations; in such instances the headlines become quite important.

In attracting attention the headline is an important factor, but not the only one. The general appearance of the entire advertisement attracts attention, but the headline focuses the attention upon the wording.

Attention is attracted by a headline, first, on account of the size of the type, and, second, by the wording. The question of type is treated under the chapter on Typography and Printing, so that in the present chapter we shall consider wording only.

ATTRACTING ATTENTION

The headline must not only attract attention but it should do so in a pleasing manner. Frequently unmannerly headlines are seen, mostly

in newspapers, which tend to repel rather than attract. "Wake Up!" "Get Wise!" "Do it Today!" "Big Slaughter in Prices!" "Don't Be Foolish"—these headlines may attract attention, especially when they appear in big type, but they do not arouse confidence or impel people to buy.

A salesman entering the office of a businessman does not rush in and slap his prospect on the back, nor does he stand on his head or act like a clown. He approaches his prospect like a gentleman and assumes that the businessman is also a gentleman. People resent familiarity and any attempt to bulldoze them into doing something that they do not want to do.

HOW COMPLETE SHOULD A HEADLINE BE?

Opinions disagree as to how much of the story the headline should tell. Some copy writers argue that if it tells too much the readers will not be interested in going farther. Consequently they favor a headline that merely arrests the attention and arouses the curiosity enough to make readers want to read the message. Other copy writers say that many people read only the headline and if it tells as much of the story as possible they are that much ahead.

Much has been written on the subject of the length of the headline. As short as possible is a good rule, yet no principle of brevity should interfere with the message. If it takes more words to express the thought, they should be used. Where a headline has to be broken into two or more lines it should be broken according to sense even though the lines may be of unequal length.

Many headlines are followed by subheadlines and frequently both together contain the substance of the advertisement. Too much emphasis cannot be placed on the importance of the headline. It has been found in testing the units of advertisements that the right kind of headline increases the effectiveness of the copy. In certain mail-order advertising a slight change in the headline has been known to increase the returns two or three times.

Headlines may appeal to any one of the desires and tendencies mentioned on pages 116 to 119. However, the following are the most common forms of headline appeal.

AROUSING INTEREST THROUGH CURIOSITY

The purpose of this type of headline is to get the interest of the reader through curiosity so that he will want to read more. Some examples of curiosity headlines follow.

"Quit Your Skiddin'" is a headline used by Lee tires. The reader recognizes an adaption of a well-known phrase and is curious to read further.

"The City Slicker and the Farmer's Daughter" is a Sanka Coffee headline.

"Got room for a cow in your garage?" is a headline used by Sealright to advertise milk-bottle hoods. A picture of a girl pulling a cow into the garage adds attention power.

"Who Said Beautiful Blondes Are Dumb?" is a headline used by the Mutual Life Insurance Company of New York. The advertisement tells how a man's wife persuaded him to buy insurance.

"He Wrestled with the Wind—and Won." The Inkograph pen arouses curiosity with this headline.

"A Package of Quiet," says Fafnir Ball Bearings.

"Busy Doing Nothing" heads a Marco Better Business Forms advertisement.

"We Even Added a Whisper of Smoke," says General Mills to describe the taste of pea soup.

MENTIONING THE PRODUCT

The name of the product is frequently mentioned in head or subhead.

"Anyone Can Fly Aeronca," an advertisement for a private airplane. See page 157.

"Hires to You!" The name of Hires denotes root beer.

"The 'Jeep' Does More Jobs for More People." This headline was used by Willys-Overland, manufacturers of Jeeps.

"Yes, They're all Frigidaire." In the advertisement in which General Motors used this headline are shown pictures of an electric range, a home freezer, an electric water heater, all made by General Motors.

Say "Shefford for Fine Cheese," advises Shefford Cheese Co., Inc.

"Perfect Circles Will Keep You in the Driver's Seat" names a well-known piston ring.

*So Safe—
So Simple—
Now—*

ANYBODY CAN FLY AERONCA!

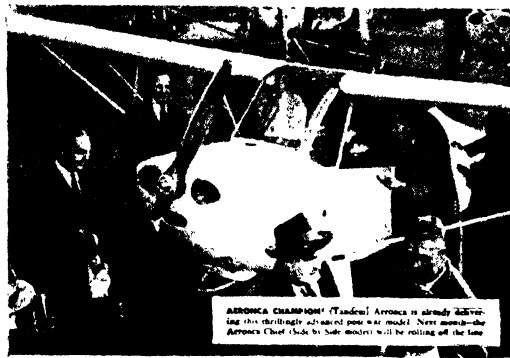
**HERE'S YOUR POST-WAR PLANE! Completely New in Design!
AERONCA Champion is today's easiest plane to fly! Requires no special skill!
THOUSANDS ACTUALLY SOLO IN 8 HOURS OR LESS!**

Throw away your old ideas of travel! The age of flight has arrived—for YOU! If you drive a car, you can fly this Aeronca. It's vastly improved! Completely new in design. A personal plane built for average people. So easy to handle, so steady in flight that thousands learn to solo in 8 hours or less.

Think of the many ways you could use Aeronca... the pleasure you and your family will get out of it. It's the new way to commute from country home to city job. Such an easy, pleasant way to visit family or friends in "far off" places that are now only hours away. Thousands fly Aeronca in business—to cover territories faster.

Right today, there are 3400 airports operating in America. You can land "almost anywhere". You can take-off and land an Aeronca on a 3-acre field. Its low landing speed and greatly improved visibility have made flying infinitely safer and simpler.

Go see your Aeronca dealer. Take a flight in this plane that has made flying simple... discover yourself how easy it really is. Remember—if you drive a car, you can fly Aeronca. Thousands learn to solo in 8 hours or less.



AERONCA CHAMPION! (Trademark) Aeronca is already setting this thrillingly advanced post-war model. Next month—the Aeronca Chief (also by side model) will be setting off the low



NEW LUXURY AT LOW COST!

Aeronca cabins are big, roomy. Luxuriously finished. Lounge-type seats. Wide removable type door allows easy access.

Aeronca Aircraft Corporation, Middletown, Ohio
Export Agency—Aerofly, Inc., 25 Beaver Street, New York 4, N. Y.

GO PLACES FAST... ECONOMICALLY!



You can go so many places—in much faster—in much more pleasure—in Aeronca. 100-mile trips are a matter of a few hours. You cruise along at 90 miles an hour. Many use Aeronca in business—to cover territories faster.

Aeronca serviced! Over 1000 Aeronca qualified dealers to serve you. Write us for name of the nearest you.

AERONCA

 *America's No. 1 Low Cost Plane*

FIG. 23.—The name "Aeronca" is prominent in the headline as well as at bottom.

REFERRING TO THE ILLUSTRATION

A good many headlines must be read in connection with the illustration to make sense. Attention is attracted and interest aroused by the combination of words and pictures. Many times the illustration, as explained in Chap. 13, presents in dramatized form the idea contained in the headline, which in turn sounds the keynote for the copy.

"Planned to Please a Man." The illustration shows Ritz crackers in connection with shrimp tomato bisque.

"A Little Extra Glass Means a Lot of Charm." In this advertisement on page 24 the Pittsburgh Plate Glass Company has illustrations of glass table tops, mirrors, and kitchen walls, all showing the advantageous use of glass.

"3 Round Bowls and 3 Square Meals." Campbell's Soups show bowls of Scotch broth, cream of spinach and tomato soups.

"What's Your Eye Q?" This is used in an advertisement of Better Vision Institute and refers to an illustration of a section of the face showing the eyes in large size.

"What Makes Babies Tick?" In this advertisement of National Dairy Products Corporation a nurse is examining a baby with a stethoscope.

"You'll Travel in a Private Room at a Bargain Price." So says the Pullman Company. The illustrations show how comfortable such rooms are.

"Won't Daddy Be Surprised?" Here the illustration shows a little girl putting Daddy's hat into a Norge washing machine.

SELECTING THE AUDIENCE

Headlines can be so written as to select the reader; they may appeal to a particular class of men, women, or even children. The following are examples of headlines of this type.

"Ford Trucks Mean Business—What's Yours?" Here Ford selects users of trucks.

"Count Heads When You Buy an Electric Shaver." An advertisement of Remington Rand.

"Don't Suffer from Sore, Chapped Hands." This was used by Noxzema.

"Liability Hair Held Him Back." This appeals to people having trouble with their hair; it is used by Kreml Hair Tonic.

DIRECT COMMAND

The psychological theory back of this type of headline is that people tend to do what they are told to do.

"Look Sharp, Feel Sharp, Be Sharp," says the Gillette Safety Razor Company.

"Don't Give Germs a Break—Treat 'Em Rough the Way Hospitals Do." This advertisement was published by Lysol disinfectant.

"Drink a Bite to Eat at 10, 2, and 4 o'clock." Dr. Pepper stresses the food value of the soft drink of that name.

FEATURING LOW COST

Low cost has always been important and is featured in many national and retail advertisements.

"G-E Lamps 10 cents and up," says General Electric.

"The Lowest Priced Nationally Advertised Toothbrush in America—Only 23 cents." This is a headline of a Pro-phy-lac-tic advertisement.

"\$2.98 Paints a Room," says Kem-Tone.

"Stoker with Fire-Bed that Breathes—Cuts Fuel Costs 20 to 35 per cent." This is an advertisement of Combustioneer Automatic Stoker.

"Imagine a Pen Like This for Only \$3.50," says the American Pencil Company in advertising the "Venus."

Most of the types of headlines mentioned above may be written in the form of questions. Concerning the interrogatory headline, Professor Harry W. Hepner¹ says:

Question headlines . . . should be carefully phrased with an element of the provocative. First, they should cause the reader to want to answer the question by reading the copy. "What is the most important nut on a locomotive?" (Answer: the loose nut.) Of the two question headlines *Is Your Bathroom Ten Years Old?* and *How Old is Your Bathroom?* the first inspires a matter of fact answer of "yes" or "no" that in the reader's mind closes any doors that have been opened by the question. The second question arouses curiosity, even though the reader is able to respond immediately with the exact figure. Another form of question headline is writ-

¹ "Effective Advertising," p. 443.

ten with a view to having a "yes" effect on the reader: "Would You Spend a Dollar on a Good Book?" versus "Wouldn't You Spend a Dollar on a Good Book?" The former question is antagonistic in its approach. By its very phrasing, it inspires sales resistance through its argumentative approach. The second headline strikes a responsive note in every book-lover.

RETAIL-STORE HEADLINES

All the forms of headline named above are also found in retail copy. Headlines that contain news value are especially effective. Headlines dealing with styles, with clearance and other sales, and with new ways to arrange or use products are frequently employed. In many retail advertisements the name of the store, especially if the store is an old-established institution, is the headline. A nameplate or "slug" is often run at both top and bottom of the page so that it will show prominently when the paper is folded as it often is by car and bus riders who read as they ride. Usually the store name is hand-drawn and becomes practically a trade-mark. For specimens of name slugs, see page 175.

If a retail advertiser uses a full page, or a major part of it, there may be sections devoted to particular items, in which case each "block" usually carries a headline. Often retailers run several advertisements of varying sizes on different pages, each one having to do with a different department or article of merchandise. In such advertisements headlines are likely to have strong attention value.

Good headline writers in retail stores will find plenty of use for their talents in writing copy for interior display, window cards, and window strips, which may be said to be *all* headlines. Headline writers acquire the facility of directness—getting to the main point with the least possible delay. This is especially important in newspapers, which may not be read in so leisurely a manner as magazines.

Perhaps the most widely used type of headline in the retail field is the one which tells the name of the item along with the price. Below are specimens of retail headlines found in recent advertisements.

"Fair Adventure into Spring" is the caption of a Bloomingdale advertisement that tells about new spring garments.

"Your Short White Coat Could Be Fur," says an advertisement of Russeks, New York City.

"Ideas for a Pleasant Home Life" is the introduction which Witherrill's of Syracuse, N.Y., gives to an advertisement showing many items used in the home. This store also had an advertisement captioned "Spring Heart Beats."

"What Has a Conveyor Belt to Do with Your Morning Toast?" asks the Philadelphia Electric Company in a Morristown, Pa., advertisement in which are shown a number of electrical household appliances.

"Fashion Snapshots of Spring" is the headline of Slattery's, Boston, Mass., while Hovey's of Boston tells about "Sweet Harbingers of Spring."

"Such Festive Fashions for Your Fall Frivolities" is the alliterative headline of the Boston Store of Utica, N.Y. H. D. Wasson & Co. of Indianapolis, Ind., has an illustration of a youngster shouting "Hey, Boys—New Duds!"

"Look Twice—Once for Quality, Once for Price," admonishes the National Food Store of La Crosse, Wis. Schuneman of St. Paul, Minn., assures readers that its offerings are "As Good Tomorrow as They Are Today."

"Big Savings Still Available at Sun Ray" is a headline of Sun Ray Drug Co. of Trenton, N.J. "Give Her the Warm Shoulder," says Dreyfus & Son of Dallas, Tex., meaning "Buy her a warm coat."

Hutchins Bros. of San Antonio, Tex., heads an advertisement with "If You're Up a Tree About His Gift," and shows some pyjamas which will solve the predicament. "It's Times Like These When Outlet Stocks are Appreciated Most," declares the Outlet Company of Providence, R.I. "19 Days, Then Spring" warns Chappell's of Syracuse, N.Y., and gives some suggestions for spring buying.

DIFFER FROM NEWS HEADLINES

Advertising headlines differ in purpose from headlines on news articles. It is no part of the news headline to sell an article or service. It usually summarizes the gist of the article in a few words, and one of the accepted rules is that there must be a verb in the first deck—*i.e.*, the top line or lines. The advertising headline has back of it the psychology of selling and is constructed with that in mind. It is not limited in number of letters and spaces, as is the newspaper headline, so that the writer has greater latitude in the number of lines the headline may require.

In some advertisements there are no headlines at all, the writer depending entirely upon the picture. Nor are headlines always at the top of the advertisement. In general we call them headlines if that is their purpose, no matter whether the writer has seen fit to place them at the top, side, or even center.

Inasmuch as the selling process starts with the headline, too much study cannot be given to it. We cannot afford to be facetious, flippant, or anything but frank, honest, and sincere. Cleverness has no place here because if any advertising copy calls attention to its cleverness it calls attention away from the article advertised.

SELF-TEST QUESTIONS

1. Why is the headline an important part of an advertisement?
2. How does the headline attract attention? What must it do besides attracting attention?
3. In what two principal ways may attention be attracted?
4. How complete should a headline be?
5. How may curiosity be aroused through headlines?
6. How may the headline be tied to the illustration?
7. What is meant by "selecting the audience"?
8. How may the direct command be utilized?
9. What is the nature of retail headlines?
10. How do advertising headlines differ from news headlines?
11. What is the best length for a headline?
12. Why is cleverness out of place in a headline?

PROJECTS

1. Advertising men agree that the headline is one of the most important features of an advertisement. The ideal headline, according to many authorities, does three things: (a) arouses curiosity, (b) contains news value, (c) appeals to the self-interest of the reader. In the current issue of *Collier's* or *The Saturday Evening Post*, study the headlines of the first 10 full-page or double-page advertisements. Clip them out, with enough of the advertisement to show what the headline is intended to do; mount them on sheets of paper, and give each headline a percentage rating, (a), (b), and (c) being rated at $33\frac{1}{3}$ per cent each. Comment briefly on each, explaining why you rate it as you do.

2. Proceed as in Project 1, using some of the larger advertisements in a local newspaper.

12. Trade-marks and Slogans

If your name were "Ford" could you make and sell a "Ford" car? The answer is "yes," but there are important restrictions. Manufacturers spend millions to make known their trade-marks and trade names, which may become their principal asset. Slogans were originally rallying cries of Highland clans in Scotland. The government adopted slogans for each of several war-bond drives. Can you remember them?

AS FAR back in history as men began to make things to sell, they impressed upon them some sort of mark, symbol, or design, the purpose of which was to let people know that the article was made by some one man. They may have done this from mixed motives. It is natural for a boy to want to cut his initials on a tree, a desk, a fence, or on something that belongs to him. So it was natural for a maker of any article to want to place upon it some mark that would identify it. If he were an especially skilled artisan, his mark added value to the thing he made. Because in early times not many people could read, the marks were frequently pictorial. Those who were more learned might use a monogram or some device to denote the place of manufacture.

The question of trade-marks assumed new importance with the specialization of labor, the growth of factories, and the increase of commerce. For if a manufacturer has adopted a particular symbol or picture or word to stamp upon each thing he makes, it follows that he must be protected by law in the use of his particular trade-mark. Unless he is so protected, buyers cannot be certain that they are getting what they ask for and the manufacturer loses the asset of good will that he has built up with great care and expense.

DEFINITION OF TRADE-MARK

In the following paragraphs a trade-mark is defined and information is given as to what cannot be registered: ¹

A *trade-mark* is a distinctive word, emblem, symbol, or device, or a combination of these, used on goods actually sold in commerce to indicate or identify the manufacturer or seller of the goods. The mark must have been used in interstate or foreign commerce, or in commerce with the Indian tribes, *before* an application for registration can be filed in the Patent Office.

A trade-mark *cannot* be registered if it contains immoral or scandalous matter. No one can register a mark including the flag or coat of arms or other insignia of the United States or any simulation thereof, or of any State or municipality or of any foreign nation, or of any design or picture that has been or may hereafter be adopted by any fraternal society as its emblem. Registration is prohibited of any name, distinguishing mark, character, emblem, colors, flag, or banner, adopted by any institution, organization, club, or society which was incorporated in any State of the United States prior to the date of adoption and use by the applicant provided use by the organization was prior to use by applicant. No portrait of a living individual may be registered as a trade-mark except by the written consent of the individual, nor may the portrait of any deceased President of the United States be registered during the life of his widow except by written consent of the widow. No mark which is identical with that used by another on the same class of goods or so nearly resembles it as to be likely to cause confusion in trade, can be registered. These limitations do not prevent the registration of a trade-mark merely because it is the name of the applicant, provided it is distinctively written or printed.

Any mark which has been in actual and exclusive use as a trade-mark by the applicant during the 10 *years* next preceding Feb. 20, 1905, may be registered, and such a mark when once registered may be registered when used on other goods of the owner of the mark.

Specimen trade-marks are shown on page 165.

USE OF TRADE-MARKS IN ADVERTISING

A trade-mark is primarily intended for use on merchandise or the package in which it is contained; its use in advertising is supplemen-

¹ From a pamphlet issued by the U.S. Department of Commerce, revised Dec. 1, 1943, entitled "General Information about Protection of Trade-marks, Prints and Labels."



FIG. 24.—Specimen trade-marks which have become well known by long usage. They have a distinct asset value to their owners.

tary. Some advertisers show their trade-marks only as they appear on packages or products pictured in illustrations while others display them apart from product illustrations.

Important as trade-marks are it is well to remember that usually the most important thing to impress upon the minds of the public is the name of the brand. For instance, the trade-mark of the Buick car has been continually advertised for many years. It consists of the word "Buick" written diagonally across an oblong. It is the brand name, however, that is important rather than the trade-mark. This is true of many products whose manufacturers display trade-marks and trade characters prominently in their advertising, which, no doubt, would be successful without any trade-mark display. However, if the name is prominently shown set or hand lettered in a distinctive type, whether in the form of a trade-mark or not, and that type is continuously used, the name stands a better chance of being remembered.

Modern merchandising is largely built around brand advertising. Chain stores may have brands of their own which compete with brands of national advertisers, yet most of them are compelled to handle advertised brands and sell them to customers who ask for them.

Approximately 500,000 trade-marks have been registered in Washington and each year around 12,000 new ones are added. It is obvious that few of them ever become known to the public and that those which do are those which have been advertised over a period of years.

In 1923 the Periodical Publishers' Association issued a study entitled "300 Trade-Marks That Stand Out Conspicuously among 160,000 That Have Been Registered in the United States Patent Office." In 1934 the same association issued a study in which it undertook to find out what had happened to these 300 trade-marks in 10 years. The total number of companies owning the 300 trade-marks was 267, of which only 8, or 2.9 per cent, were no longer in business. Forty-four had been sold or merged with other concerns, but 36 of the trade-marks owned by such companies were still in use. The names of 26 companies were changed without merging, 17 of which took the name of the advertised product as the new company name. Of the 259 companies still in business at the end of 10 years 203, or 78 per cent, advertised in magazines in 1933. This study referred only to magazine advertising. It is probable that some of the companies reported as advertising no longer in magazines did continue to advertise but used other me-

diums. Companies frequently change their advertising policy, and, although they may use magazines almost exclusively one year, in other years they may use newspapers, radio, or some other medium.

A study by the Grocery Manufacturers' Association of America¹ revealed that more than 100 brand names of grocery products had been on the market at least half a century. The oldest brand name among grocery products is said to be Baker's chocolate, which was introduced in 1780, four years after the signing of the Declaration of Independence. Bookkeeping records show that Abraham Lincoln sold Walter Baker's breakfast cocoa in 1833 when he was a groceryman in New Salem.

In a double-page spread *The Saturday Evening Post* listed 349 American companies that had advertised consistently in the *Post* for from 10 to 47 years. The list was limited to advertisers spending \$10,000 or more in the *Post* during 1942, 1943, 1944, or 1945. The company with the longest record of *Post* advertising was Eastman Kodak Company—47 years.

Making and keeping the name of a product known not only creates insurance for a manufacturer's business but enters into all functions of advertising enumerated in Chapter 2.

MAY HAVE SELLING VALUE

Some trade-marks in addition to denoting origin have a decided selling value. The pictorial trade-mark of Old Dutch Cleanser showing a Dutchwoman "chasing dirt" presents in a strong aggressive way the fact that the product will clean.

Some products are difficult to trade-mark. The Bigelow-Sanford Company solved its problem by attaching a trademark showing the weaver's knot to the rug. Lumber and citrus fruits are now being trade-marked.

A trade-mark is like a bank account. It grows more valuable as the depositor puts more money into it. A splendid trade-mark would have no value unless it were advertised either in print or by long usage. It grows in value through advertising and the more it is advertised the greater its value tends to become.

The original drawing of Old Dutch Cleanser was worth what the artist was paid to produce it, but this was small beside what it came to

¹ *Printers' Ink*, Feb. 1, 1946.

be worth when it was actually used commercially. It now helps the housewife to remember the product whenever she needs anything of the kind; it aids in identifying the package when she sees it on the grocer's shelves; and it is a guarantee to her that she is getting the same quality of cleanser that she has been accustomed to buy or that her friends have told her about. Knowing just what she wants, she is not likely to accept a "just as good" substitute.

Some trade-marks, used for a considerable period, have a large value which may or may not be stated on balance sheets. In many cases good will, patents, and trade-marks are given only nominal or no value in financial statements, whereas actually they may be worth many millions of dollars. Coca-Cola, Uneeda Biscuit, Kodak, Victrola, Dodge, Chevrolet, Ford, Packard, Mennen's, Postum, Jello, Cream of Wheat, Gillette, Gold Dust, Kellogg's, Carnation Milk, Aunt Jemima's Pancake Flour, B.V.D., and many others have become valuable by continued use and continued advertising. Should the advertising be discontinued the trade-marks would decrease in value.

REGISTRATION IN THE PATENT OFFICE

The laws applying to trade-marks come under the broader laws defining unfair competition. These laws and the specific laws applying to trade-marks give the advertiser ample protection against infringement.

Trade-marks are *not* protected by copyright laws but may be registered in the Patent Office. In general they are registered under the Act of Feb. 20, 1905, which provided among other things that mere words or devices descriptive of the goods with which they are used, or the character or quality of such goods, may not be registered. Nor may a mere geographical name or term be registered under the Act of 1905.

The objection to descriptive words is that one manufacturer might register all the desirable descriptive words in the language, and others would be prevented from describing their products. Geographical names are similarly objectionable. In the Act of 1905 exceptions were made in favor of certain trade-marks that had been in actual use 10 years previous to the passage of the Act, or since Feb. 20, 1895. On Mar. 19, 1920, another act was passed permitting the registration of descriptive and geographical names provided they had been in actual use as trade-marks in interstate, foreign, or Indian commerce at least

one year prior to the date of filing the application for registration. A signature can be registered only under the Act of 1905.

The trade-mark of the Ford Motor Company is the name "Ford" written in a distinctive manner. The question has often been asked, "Could another man named 'Ford' use his own name as a trade-mark to advertise his cars?" The answer is that he could, but that he would have to write it in a distinctive manner so that it would appear to be entirely different from the mark of the original "Ford." Moreover he would be likely to run afoul of the fair-trade laws, which would prohibit any propaganda to make people think that he had any connection with the original "Ford" and might even require him to state in his advertising that he had no such connection.

The requirement that to be registered a trade-mark must be physically affixed to merchandise excludes trade-marks used to identify services such as insurance, financial houses, collection agencies, cleaners, cab service, and the like. While such trade-marks cannot be protected by registration, they do find protection in the fair-trade laws.

Color has been ruled as in public domain; consequently it cannot be registered.

The entrance of radio into the advertising field has raised a number of interesting questions. In various programs sponsors have built up for themselves by songs or names of actors or musicians something similar to trade-marks. Courts have held that a sobriquet is entitled to the same protection whether it is written or spoken.

It is possible to copyright advertisements, but this does not mean that facts or charts or any information available to all can be taken out of public domain. It is difficult to prove damages in actions based on imitation or appropriation of competitors' advertisements; consequently such litigation is not common. The courts recognize the fact that words and ideas are public property. There have been court decisions, however, in which it has been found that the appropriation of certain distinctive language from competitors' advertisements with intent to deceive was illegal.

Advertising agencies and advertising managers of well-known companies frequently receive ideas, phrases, and slogans sent in by persons who believe that their ideas are exceptional and who offer them for sale. In the majority of instances the originators receive a polite

letter stating that it is against the company's policy to buy outside ideas. Considerable litigation is on record in which the originator has later sued the company that refused to buy, claiming that his idea was later used. Which side won depended upon the evidence.

TRADE NAMES AND TRADE-MARKS

There is a technical difference between trade names and trade-marks. Trade names, however, are often used and registered as trade-marks. G-E Mazda is a registered trade-mark of a product manufactured by The General Electric Company. Arrow is a trade-mark of a product manufactured by Cluett, Peabody & Co., Inc. In this case the trade name does not reveal the name of the company.

Frequently a number of trade-marked products are manufactured or distributed by the same company. Standard Brands, Inc., manufacture Chase and Sanborn's coffee, Fleischmann's yeast, Royal baking powder, and other products.

COINED NAMES IN THE DICTIONARY

It is possible to make a trade-mark so well known that it gets into the dictionary. Kodak, celluloid, frigidaire, and vaseline are examples of this. Kodak is a trade-mark adopted by the Eastman Kodak Company. By common usage it came to mean any small camera. This is the reason why the Eastman Kodak Company, in order to counteract that tendency, for some time advertised the phrase—"If it isn't an Eastman, it isn't a Kodak."

Celluloid is the property of the Celluloid Company of America, Vaseline is the property of the Chesebrough Company, Cellophane is the property of the Du Pont Company. When player pianos were first made, people thought they were all pianolas, when as a matter of fact the pianola was only one make.

The Obear-Nestor Glass Co. of St. Louis brought a court action to prevent the Corning Glass Works from using the trade name Pyrex, claiming an infringement of the Obear-Nestor trade name. A Federal court upheld the contention and issued an order prohibiting the Corning Glass Works from using Pyrex. The U.S. Circuit Court of Appeals in St. Louis reversed the lower court's decision and ruled that the word Pyrex had become public property through usage and was therefore a generic name. Said the higher court: "To remove it from

the dictionary transcends the power of a court of equity and if attempted would result in confusion worse confounded."

An unusual development has taken place in connection with the trade-mark Coca-Cola. In asking for that soft drink it became customary to call for "Coke." The Coca-Cola Company resolved to cash in on this tendency and registered "Coke" as a trade-mark. In many of their advertisements both trade-marks are named.

FORMS OF TRADE-MARKS

The apparent inconsistencies of the trade-mark laws make it advisable for one contemplating a new trade-mark to consult with attorneys who specialize in this field, so that a trade-mark about which there can be no question can be selected. Forms of trade-marks usually come under one or another of the following heads:

1. A picture with words like Old Dutch Cleanser, Cream of Wheat, Aunt Jemima's Pancake Flour. This is the kind of trade-mark that is most easily remembered and recognized on the dealer's shelves. The manufacturers of Cream of Wheat and Old Dutch Cleanser frequently represent their trade characters as live persons. Aunt Jemima is shown in action on page 172.

2. A coined word like Kodak, Socony, Coca-Cola, Celluloid, Armco, Uneda, Nabisco, Ampico, Cellophane.

3. A design—usually a circle or an odd-shaped form—enclosing letters or words.

4. Words used in a fanciful sense, like Carnation milk, Ivory soap, Arrow shirts.

5. Names of great men now dead or of mythological characters, like Robert Burns cigars, Venus pencils, G. Washington coffee.

6. Letters, like B.V.D. underwear, G-E (General Electric), RCA (Radio Corporation of America).

7. The name of the proprietor, either an individual or a corporation, provided such name is printed in a distinctive manner or in autographic form—Gillette, Ford, Borden's come under this head.

Taking into consideration that fact that a trade-mark must conform to certain legal requirements and that it should have a selling value, we may list some specifications for the ideal trade-mark:

1. It should be registrable in the Federal Patent Office. This may prove of great assistance in infringement litigation.



FIG. 25.—Aunt Jemima, a trade character, is seen in action. In the Fisk advertisement on page 177 the trade character is retiring.

2. It should be easy to spell, pronounce, and remember. Advertisers should not have to print the pronunciation in addition to the brand name. The product originally named Bengué is now advertised as Ben-Gay, which is easy to pronounce. Most people do not know how to pronounce Cliquot, while the name Bon Ami has been criticized for the same reason.

3. It should help create a pleasing atmosphere for the product. The word Spearmint does this for Wrigley's gum. Aunt Jemima does it for her pancake flour; the log cabin does it for Towle's Log Cabin Syrup, and the smiling chef does it for Cream of Wheat. Sun-Maid, Sunkist, Sealdsweet are pleasantly suggestive.

4. The design should be simple. This does not mean that it should not be distinctive.

5. It should be capable of reproduction in all the different ways in which it may have to be used, in one or more colors, on letterheads, in newspapers and magazines, on packages and containers, on signs, and by the principal methods of reproduction on paper.

6. It should be pleasing to the ear. Shinola, Keepsake, Sunkist, Sealtest, Del Monte have this quality.

In some cases trade-marks and trade names have been used as verbs. Here again is a danger that the word may become a common word and that the originator of it may lose his trade-mark rights. An example is Alemite-ing. The company has been careful to feature in its advertising that Alemite-ing is a process identified with a particular company. If the public comes to use that word, however, as meaning "greasing," the value of the word built up by continuous advertising and service would be greatly lessened as far as the originating company is concerned.

The advertiser must therefore see to it in some way that his trade-mark continues in the mind of the public to be associated with his product and that of no one else. He must make his trade-mark stand for origin as well as for a selling aid.

Another danger in trade characters should be pointed out—lack of time vision. If a business is to be permanent, the trade-mark must be as appropriate in the next generation as in this. Costumes go out of style; what is humorous or striking to us may not be so to our children. For this reason photographs of people should not be used as trade-marks.

Philip Morris cigarettes has made an unusual use of a trade char-

acter. "Johnnie" is a real person who takes part in radio programs and whose likeness appears in advertisements and window and store displays.

Few retail stores use trade-marks but many publish in every advertisement a distinctive signature, sometimes called a "slug," which helps to identify the store at a glance. Specimens of retail signatures will be found on page 175.

SLOGANS

Probably no subject in advertising is more misunderstood than that of slogans. There has existed in the past a popular idea that if an advertising man could think out the right combination of words, it would mean instant success for the product he was advertising. In order to disillusion those who still have that belief, we shall make two statements:

1. If it were possible to invent a better slogan than anyone has ever invented, the slogan would be of little value until many hundreds of thousands of dollars were spent in advertising it to the public to make it valuable.
2. A large percentage of the slogans in use today have no particular effect except as any selling phrase has an effect in an advertisement.

The truth of the first statement will be immediately recognized by going through the advertising columns of a current magazine. The slogans that you recognize because you have seen or heard them before are the slogans of products that have been heavily and consistently advertised over a period of years. The advertisers have spent millions of dollars to make their products known and upon the wings of their publicity have flown their slogans.

A slogan should suggest the thing it advertises. If it does, well and good, but the thing that suggests the product hundreds of times more strongly than the slogan is the name and the general appearance of the package, or, if the product is not contained in a package, then the appearance of the article.

It may be pertinent to ask in contradiction of the above statement, "Why, if a slogan is of no value at the start, do concerns offer thousands of dollars in prizes for the best slogan?" The answer is that the prize contest makes people concentrate upon the product and creates among those who try to coin a slogan a good will toward the product. For it

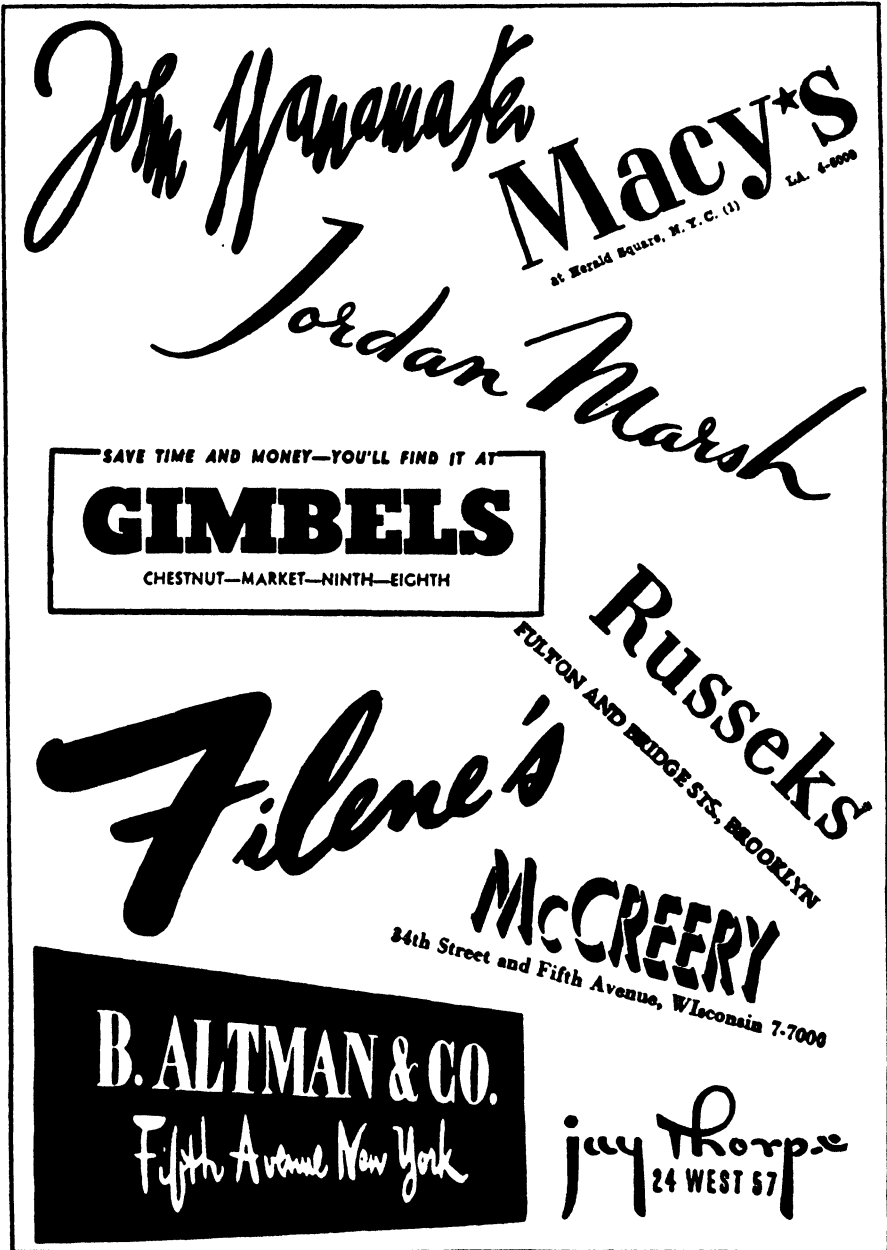


FIG. 26.—Specimens of retail store signatures, often called “slugs.” They may be regarded as trade-marks similar to those used by national advertisers.

is a well-known principle of human nature—or psychology, if you prefer—that when a person works for anything he becomes favorably disposed toward it. The officers and directors of the various charitable organizations are enthusiastically favorable toward the activities of their particular charities because they have worked for them. And so by getting people to work in these slogan contests the advertisers get their good will. They also usually get a number of good slogans from which one can be chosen if desired. As a matter of fact, phrases with a selling punch are just as likely to come from an outsider as from experienced advertising men.

Having selected a slogan, however, the advertiser must be patient over a period of years of advertising before his slogan sinks into the public consciousness.

The truth of the second statement can also be proved by going over the current advertisements. One reason for the assertion is that few slogans have been advertised long enough to accumulate value and another reason is that few of them have the qualities that will ever give them any permanent value.

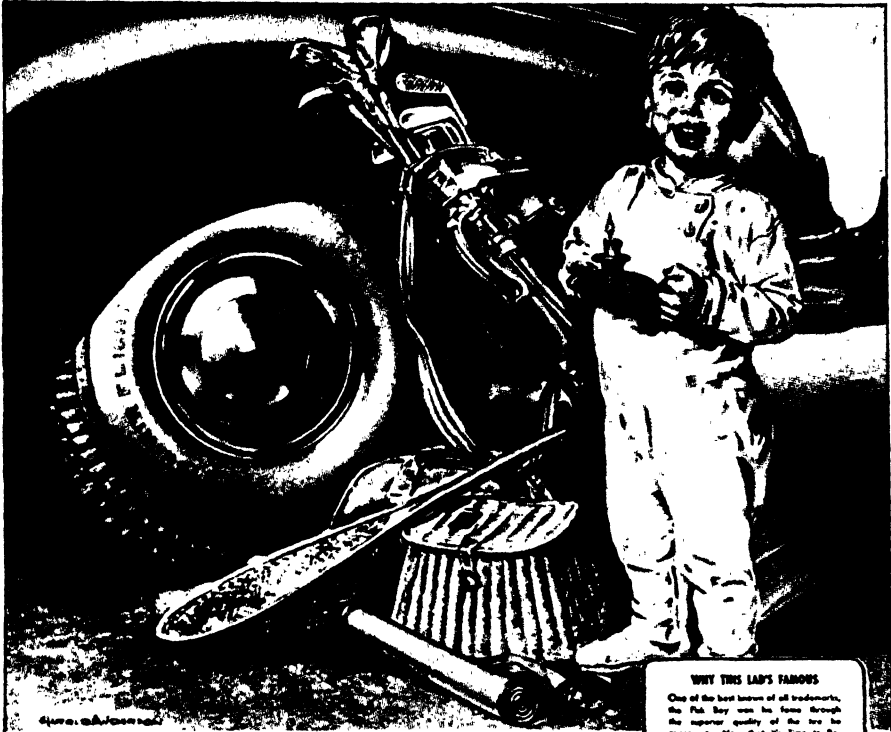
CANNOT BE REGISTERED

No provision has been made for the registration of slogans in the United States Patent Office as in the case of trade-marks. *Printers' Ink*, a publication devoted to advertising, maintains a clearinghouse for the registration of slogans and gives gratis information as to whether a proposed new slogan has been previously used. More than 8,000 have been registered there. This service, of course, provides no legal protection.

CHARACTERISTICS OF A GOOD SLOGAN

An ideal slogan is short, simple, easily remembered, timeproof, and filled with a pleasing suggestion of the product. "Good to the Last Drop" has all these qualities.

The automobile manufacturers have been large advertisers, but only one automobile slogan may be said to have attained an ideal slogan status—"Ask the Man Who Owns One." This will suggest Packard to a good percentage of people upon whom a test is made. While it may be objected that this phrase has no connection with the Packard car, it has come to have that connection in the minds of the public, and



WHY THIS LAD'S FAMOUS
 One of the best known of all trademarks, the Fish Boy was his fame through the superior quality of the tires he represents. Here that it's Time to Re-Tire—do it the quality way—buy Fish.

It's Time to Re-Tire...and enjoy life again

Drive with the open road ahead of you—and all the care and worry about the perils of wartime tires back of you. Give yourself the complete security, the priceless luxury of the tires you know in your mind are the ones you really want—Fish.

Fish safety is more than just a good buy.

Fish safety is the complete car control you feel in the driving wheel... the authority you sense in your brake pedal as you make a quick stop... the freedom with which you roam along a high-speed highway. Fish is a surer of real quality—something you can have, now that it's Time to Re-Tire.



TIME TO RE-TIRE
 Buy U.S. Pat. Off.

Buy Quality...Buy **FISH**

MAKERS OF THE FAMOUS SAFETY STYRE TREAD...

THE TIRE COMPANY, DIVISION OF
 UNITED STATES RUBBER COMPANY

FIG. 27.—In this advertisement the slogan “Time to Re-Tire” is used in the headline. In the illustration the boy who has become well known in connection with the trade-mark is featured.

while almost any manufacturer might have adopted that slogan (it would answer equally well for a bicycle, a gun, a fountain pen, a trunk, a golf club, or what not) the fact remains that it was the Packard Motor Car Company that adopted it and it will always be associated in the minds of the people with the Packard car. This slogan says much in a few words. It breathes an air of confidence and success. It is full of suggestion. It is a real asset to the Packard Company. On page 177 is an example of a slogan used in the headline by Fisk.

MAY BE A COPY THEME

Frequently advertisers use their slogans for copy themes and build advertisements around them. "Keep That Schoolgirl Complexion," for instance, has been the topic of many advertisements of Palmolive soap.

A slogan that is not used today but which once had a great value to the Eastman Kodak Company was "You Push the Button, We Do the Rest." This was used in the early days of the kodak and was intended to show people how simple it was to snap a picture. This slogan was talked about, joked about, and forced into the public consciousness about half a century ago. It did its work well and when no longer needed was given a rest.

Below are some of the slogans used today. Most people would have trouble in bringing a quarter of them to mind if they were given the slogan and were asked to recall the product. They would have still more trouble if they were given the name of the product and asked to recall the slogan.

SOME WELL-KNOWN SLOGANS

Ask the Man Who Owns One	Packard cars
The Greatest Name in Socks	Interwoven socks
Next to Myself I like B.V.D. Best	B.V.D.
Delicious and Refreshing	Coca-Cola
99 ¹¹ / ₁₀₀ % Pure	Ivory soap
From Contented Cows	Carnation milk
Good to the Last Drop	Maxwell House coffee
Chases Dirt	Old Dutch cleanser
Most Miles per Dollar	Firestone tires
As Strong As the Rock of Gibraltar . .	Prudential Insurance Company
The National Joy Smoke	Prince Albert tobacco

Keep That Schoolgirl Complexion . . .	Palmolive soap
Covers the Earth	Sherwin-Williams paint
The Skin You Love to Touch	Woodbury's facial soap
No Brush—No Lather—No Rub-in . . .	Barbasol shaving cream
Say It with Flowers	Society of American Florists
Save the Surface and You Save All . . .	Paint and Varnish Manufacturers
White without Bleaching	Oxydol
Famous for Quality the World Over .	Philco
For Vigorous Morning Freshness . . .	Ovaltine
Goes a Long Way to Make Friends . .	General tires
The Choice of Successful Men	Blackstone cigar
Best for Juice and Every Use	Sunkist oranges
A Name You Can Trust in Rubber . .	Seiberling
Keeps America on Time	Big Ben clocks
It Cleans Your Breath While It Cleans Your Teeth	Colgate dental cream
If It's Borden's It's Got to Be Good . .	Borden products
25 Years of Thriving Babies	Clapp's baby foods
There's a Ford in Your Future	Ford cars

In many instances the slogan may indicate an important and dominant policy of the concern and become more than an advertising catch phrase. The slogan "Chases Dirt," is an effective catch phrase while the slogan "When Better Automobiles Are Built Buick Will Build Them" indicates a desire of the concern always to build better cars than any other manufacturer.

A slogan should be timeproof. A good example of one that was not is the former slogan of the Ingersoll watch, "The Watch That Made the Dollar Famous." As long as it was possible to sell a watch for a dollar, this slogan was all right, but when the increased cost of labor and materials made it impossible to manufacture and sell a watch for a dollar, the slogan had to be abandoned. Some slogans have been discarded after having served their purpose for the time being.

As with the trade-mark, the more a slogan is advertised, the more valuable it becomes, provided, of course, it has any selling value to begin with. A number of experiments made by the authors tend to prove this statement. The tests were conducted as follows:

A list of 50 slogans was made up from advertisements in current magazines. Several groups of students, not necessarily in advertising classes, were given sheets of paper bearing 50 numbered lines and

asked to write on the lines the name of the corresponding product as each slogan was read. The results were carefully checked and percentages computed of the number correctly identified. Then each company's appropriation for general magazine advertising during the preceding year was looked up and the amount set down on the control sheet. A comparison of the percentage of recognition with the advertising expenditure showed conclusively that the recognition value of the slogan was in direct proportion to the extent of advertising enjoyed by the product.

Some slogans in the group were poor from the standpoint of selling value, but were remembered more frequently than certain other better ones simply because they had been more widely publicized. If the public can be made to remember a poor slogan by extensive advertising, surely they can be made to remember even more strongly one that has real significance. Putting it another way, any company that is going to advertise a slogan widely should be sure to get one that will help rather than hinder the sale of the product.

EFFECT ON SALES ORGANIZATIONS

With respect to the consumer we have found that we must discount the popular conception of the importance of the slogan to a considerable extent. There are, however, other ways in which the slogan is important and here we do not have to discount at all. The slogan harks back in history to the time when the Scottish clans had war cries, called "slogans," to put spirit into their own men and fear into their enemies. Our present-day commercial slogans do just that thing.

In Chap. 2 we learned that one of the great results of advertising was its effect on the sales organization of the advertiser. It is here that the slogan serves a useful purpose. It serves as a rallying cry for executives and salesmen. It is a text from which to preach a sermon. It is something to live up to. Like the Scottish war cry, an advertising catch phrase seems to strike terror to the enemy's camp. The competitor's slogan looms much larger than it should. The salesman is obsessed with the idea that the whole world is talking about his competitor's slogan, when as a matter of fact the world isn't doing anything of the kind.

COOPERATIVE SLOGANS

Under the subject of slogans we must give attention to at least two slogans used by associations of businessmen.

The first is "Say It with Flowers," used by the Society of American Florists. This slogan was prepared by an advertising agency for a cooperative campaign of national advertising in a large number of national magazines, the idea having been suggested by a quotation from Bishop Coxe: "Flowers are words which even a babe may understand." This slogan is used by the florists all over the country who are members of the Society of American Florists—on their delivery wagons, their windows, their letterheads, and in their newspaper advertisements. Probably no slogan is more widely known today. It has a tremendous heart interest that seems to remove it from the realms of money making, yet it has coined money for the florists and will continue to do so for a long time.

Another successful slogan used by an organization of interests in a cooperative advertising campaign is that of the paint and varnish manufacturers, wholesalers, and retailers: "Save the Surface and You Save All." This is more than a catch phrase; it says something. It has caused many to think, and when its meaning has sunk into their minds they have had their houses painted.

Perhaps the reason why these two slogans have such a punch and have been so successful is because they transcend the ideas of money making and enter the realm of real service to the consumer. Perhaps if the slogans of other commodities were written with this in mind, they would amount to more—and in a shorter space of time.

An example of cooperative advertising and the use of a cooperative slogan is shown in the advertisement of the Can Manufacturers Institute, Inc., on page 182.

To sum up the case: (a) A slogan, if advertised continuously, may drive home a selling point or policy through repetition. There are many soaps that float, but in the mind of the public floatability is associated with Ivory. (b) A slogan inspires the selling organization and is a rallying cry. (c) No slogan is valuable until made so by much advertising. (d) Comparatively few of the slogans used today have much worth.



ABOUT 1905, motoring was more of a guessing game than a means of transportation. The roadside "service station," for example, was apt to be anything from a grocery store to a blacksmith's shop. And motor oil was dispensed from a wooden barrel, often exposed to dirt, dust, and—*horrors!* Even as recently as in "the good old days of 1929," built-in sills were the rule . . . What a far cry from having your motor oil come in individual cans—sealed against contamination and substitution—brand name and grade plainly printed right on the can!

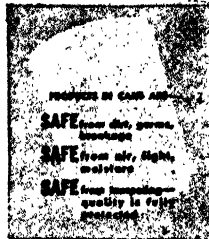
Gone are "the Good Old Days" THANK GOODNESS!



EVERY one likes apple pie without a dash of nutmeg! But if you still had to "grate your own" (ouch!) you would probably turn *skunked* down on this tasty spice! How convenient it is, nowadays, to have always handy a whole

shelf of fine prepared spices—in ready-to-use cans, many with shaker tops—kept full-strength and free of contamination by the same sure protection that makes cans the ideal containers for hundreds and hundreds of food products!

WOULD you like to have Sheraton's own recipe for polishing fine furniture? Here it is: "Melt some beeswax, when 'tis cool make it up into a ball and rub it over with a polishing brush; labour it til the lustre be to your liking" . . . Note that word "labour"! Efficient, labor-saving waxes and polishes were made possible by the modern steel-and-tin can, which brings these and many other household items ready to use—always convenient—always protected against drying out, dust and dirt!



**NO OTHER CONTAINER
PROTECTS LIKE THE CAN**

So familiar has the dependable steel-and-tin can become that its many conveniences—and the protection it affords—are simply taken for granted . . . More than 2,500 products—from foods to pharmaceuticals, and from motor oil to milk—are normally packed in cans by over 136 different industries. Cans don't shatter, crack, tear, or split. They're easy to store—easy to open, and to dispose of. And they give lasting protection against dirt, germs, light, and spoilage.

CAN MANUFACTURERS INSTITUTE, INC., NEW YORK

FIG. 28.—A cooperative advertisement of can manufacturers who make up the Can Manufacturers Institute, Inc. The cooperative slogan "No other container protects like the can" is used.

SELF-TEST QUESTIONS

1. Explain the origin of the trade-mark.
2. What is a trade-mark as defined by the government?
3. What makes a trade-mark valuable?
4. In what ways is the trade-mark a selling help?
5. Is a trade-mark a tangible or an intangible asset? How highly is it valued as an asset?
6. What are the advantages of registering a trade-mark?
7. Can a trade-mark be protected by copyright laws?
8. What kinds of trade-marks cannot be registered?
9. Could a man named John Ford use the name "Ford" in connection with the manufacture of automobiles?
10. What is the situation with reference to the protection of radio "trade-marks"?
11. To what extent can advertisements be protected by law?
12. Why are corporations and their advertising agencies reluctant to buy ideas?
13. What are the seven sources from which most trade-marks are selected?
14. What constitutes an ideal trade-mark?
15. What are some of the things to be avoided in the selection of a trade-mark?
16. What is the difference between a trade name and a trade-mark?
17. Under what conditions may a trade-mark be said to be "too good"?
18. What makes a slogan valuable?
19. Why are prizes offered for the best slogans suggested by the public?
20. Why do so many of the slogans in use today have no particular effect?
21. What are the characteristics of the ideal slogan?
22. Of what value is a slogan to the sales organization of the advertiser?
23. What is the slogan of the Society of American Florists? What is its origin? Comment on its value.
24. What is the slogan of the paint and varnish manufacturers and merchants? Why is it a good one?

PROJECTS

1. Using some product with whose trade-mark you are familiar—Texaco, General Electric, Cellophane, Whitman's chocolates, for example—work out the plan of an advertisement the purpose of which is to emphasize the trade-mark as a badge of quality. State in considerable detail just

what you would have in the advertisement. Do not attempt to make a layout, but attach a rough sketch, if you wish, to help make your plan clear. The advertisement is to be full-page size.

2. Study all the trade-marks you can find in the current issue of your favorite magazine. Which one would you be proudest to display as your own if you were head of the company represented? Which would you be most eager to exchange for a better one? Discuss fully, giving your reasons.

PART III

How to Display Advertising

13. Types of Illustrations

Pictures, pictures everywhere! In magazines, newspapers, television, movies, on poster boards, and in windows. The old adage that a picture is worth a thousand words usually is true. Illustration is a powerful tool that advertising men are using with great effectiveness. In this chapter we learn about various kinds of illustrations and their purpose.

THE PURPOSE of an illustration in an advertisement is to help the advertisement perform whatever sales functions the advertiser intends it should perform. In a greater or less degree it may enter into all five of the mental steps of the sale: attracting attention, creating interest, arousing desire, inducing decision, and causing action. Its functions are usually confined, however, to attention and interest.

Man used pictures to express ideas before he used letters. Everyone understands pictures. The mind grasps them quickly. They appeal to old and young, literate and illiterate.

Since the early history of advertising, the use of illustrations has been increasing until at present almost all the larger advertisements in magazines are illustrated, as well as a majority of the newspaper advertisements, the poster-board and painted sign advertisements, and practically all direct advertising. This is due, first, to the improved processes of transferring illustrations to paper; second, to the fact that advertisers have a better understanding of advertising; and third, to the hustle and bustle of modern life that makes necessary a method of expressing thought that will be quickly understood by the reader without much study on his part. The popularity of moving pictures and the pictorial magazines has no doubt had its influence on advertising. The screen has made people expect to have many of their impressions given to them in picture form.



ORDER THESE NEW TIRES NOW FOR YOUR CAR

HERE'S THE NEW B.F. GOODRICH TIRE THAT OUTWEARS PREWAR TIRES

POLICE CARS have tested them! Taxi fleets have tested them! The B. F. Goodrich fleet has tested them! These new tires have passed more than 17 million miles of tests with flying colors.

Why?

Because the new wider, flatter tread (see picture above) puts more rubber on the road—more rubber to absorb the wear. No part of the tread has to take too much of the burden.

Because the body of the tire has been made 55 per cent stronger by using tougher cords—and more of them.

Because an extra shock-absorbing breaker strip is included in the new tire.

The result is a tire that offers better than prewar mileage. But that's not all. In laboratory tests it resists bruising better than prewar tires, and it will stand more rough wear than you are ever likely to give it. Even at high speeds this new tire will outwear prewar tires.

The demand for these new, better tires is still running ahead of our ability to make them. But we are making tires and shipping them every day.

If your B. F. Goodrich dealer does not have these new sizes in stock, let him take your order. He'll notify you as soon as they arrive. Meanwhile he'll help you get the most out of the tires you now have. The B. F. Goodrich Company, Akron, Ohio.

B.F. Goodrich

FIRST IN RUBBER

FIG. 29.—The product is shown in heroic size.

The advertiser studies pictures from a sales standpoint. When he uses a picture, he uses it for a purpose and not because it is a pretty or artistic representation. He has no quarrel with art as art, but from a business standpoint he selects pictures for what they can do to help

him deliver the sales message. This does not mean that the pictures used in advertisements are or should be poor art. On the contrary, some of the most noted artists in the world make commercial pictures, for which they are well paid.

In this chapter we shall consider the various types of illustrations found in advertising mediums, leaving the study of how they are made and how they are reproduced on paper for the next chapter.

PACKAGE OR PRODUCT

Modern consumer advertising is largely built upon recognition of package or product. Much space is used to publish illustrations of this kind. The size of the pictured product varies. Sometimes it is represented as of heroic proportions, as is the Goodrich tire shown in the advertisement on page 188. The product may be pictured in the foreground, in the background, at the top, bottom, center, or sides of the advertisement, but, regardless of position, given the major emphasis. Sometimes the package is shown open so that the contents may be seen. In the advertisement for Neolite soles on page 190 the product is featured.

Where products are not sold in packages, or where the appearance of the package is not important, the product itself may be shown in any of various ways. It may be pictured alone, against a background, in a setting, through a vista formed by a doorway or other opening, reflected in a mirror—any way that the ingenuity of the artist can devise. There may or may not be persons in the picture. A machine is usually more interesting if people are shown with it. For this reason automobiles are often illustrated with one or more persons standing near or seated in the car. Clothing, particularly women's clothing, can be shown to better advantage on a model than by itself. Sometimes it is shown both ways in the same advertisement. Jewelry seems to look best when pictured against a contrasting background, though it is sometimes shown as it is to be worn.

SHOWING THE PRODUCT IN USE

Showing the product in use is a popular and efficient way of employing illustration. It not only makes possible a picture of the product, but it educates to new uses. To the reader a picture of an article actu-

STEP ON IT!..
THIS is worth getting out early for!*

STEPPING OUT in this year's Easter Parade is like walking on rainbows. Because **NEOLITE**—the magic new sole, now comes in colors! In shades that match or contrast with America's smartest shoes, by America's top-flight designers. You can have these high-fashion soles in red, natural, white, black, brown—with moog brilliant colors coming soon!

Yes, **NEOLITE** puts new color in your life, but that's not all! **NEOLITE** is the most blissfully comfortable shoe sole ever made. Easy as a slipper—yet with plenty of good, firm support. Even insulates your feet against heat or cold!

What's more, **NEOLITE** is waterproof—keeps your feet dry in sleet, slush, showers. Makes you more sure-footed on any kind of surface. Keeps those slim, trim lines in your new shoes, too. And extra! **NEOLITE** for out-wears leather. Yet won't mark floors any more than leather does. You'll find **NEOLITE** Soles on over 150 famous brands of men's, women's and children's shoes, in dress, street and spectator sports styles, for your 'round wear. And don't forget to have your shoes resoled with **NEOLITE**—it doubles their life, improves their looks!

NOT RUBBER! NOT LEATHER! NOT PLASTIC! NOT FABRIC!

NEOLITE SOLES

* *Easter colors underfoot*

THE WHOLE FAMILY STEPS OUT ON NEOLITE THIS EASTER

FIG. 30.—The product Neolite soles is featured here. It is also shown in use.

ally being used has a strong suggestive value. This is true of the advertisement for Kroehler's furniture, page 191.

Automobile advertisers frequently choose the "use" illustration. The car is shown as a means of taking the family for a ride, the chil-



It's Here! Kroehler's Marvelous New Luxury Lounge Furniture

Here's the thrilling, new Kroehler furniture you've waited for. Excitingly... buoyantly... restfully different!

Just sit down and lean back in any new Kroehler sofa or chair. Move your shoulders... shift your weight. Feel how the amazing new back and seat cushioning actually gives you the sensation of floating—how it moves with you—co-operates with you.

No Other Furniture Like It

You see, there's nothing to interfere with sensational, new, free spring action. No needless stuffing to get in the way, bunch up or become lumpy. No strings to come untied. Nothing can level, or slip out of place. No bumps or

bumps, ever, to ruin the comfort or looks of your furniture.

New Luxury Lounge Features

Here, for the first time in upholstered furniture, Kroehler has developed springs of scientifically graded weight and resilience to work in unison for your utmost rest and relaxation.

Now, Kroehler gives you two complete sets of springs in the back—and two complete sets of springs in the seat. Each working independently, yet in complete harmony, they give you a buoyancy never before possible in furniture at any price.

From fine hardwood frames to the tiniest spring, every hidden feature is perfectly or-

minated to assist every other feature. This precision construction not only gives new luxury lounge comfort, but also makes Kroehler furniture stay beautiful years longer!

See Your Authorized Kroehler Dealer

Think to this triumph of Kroehler scientific war-time research. Doubly thrilling, Kroehler has the resources to bring you this new "million dollar" comfort for no more than average furniture costs. Sit in it just once and you'll never be content to own any thing but Kroehler furniture!

Look for This Famous Label—Your Guarantee of Authentic Luxury Lounge Furniture.



KROEHLER

(Say KRAY-L&K)

WORLD'S LARGEST FURNITURE MANUFACTURER

FIG. 31.—This Kroehler advertisement shows the product in use. With this idea is combined that of showing some details of construction. There is also here an appeal to comfort.

dren to school, the businessman to his work. Telephones, typewriters, and other office machines, household appliances of all sorts, automobile accessories, soaps and cleaning powders, shaving creams and razors, and a host of other products are pictured in use in nearly every general magazine. Where the product cannot actually be seen in use, the picture may suggest what it will do for the user.

RESULTS OF USING THE PRODUCT

Many ingredients used in cooking are in themselves uninteresting things to show in a picture. A favorite way of illustrating such products is to show the results that may be obtained by using the product. Cookies made from Gold Medal flour, biscuits baked with Royal baking powder, dainty desserts made with Jello, and many other appetizing dishes have been advertised in this way. Often a number of easy recipes are included in the advertisement.

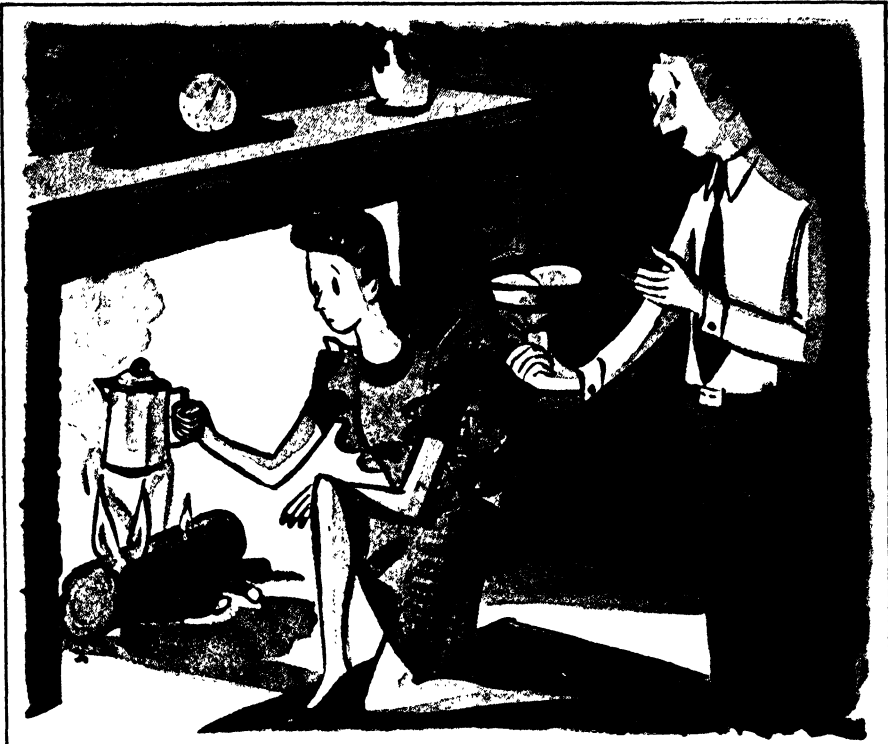
Certain products not in the grocery line also may effectively use this type of illustration. The National Lead Company has pictured in color the results that may be obtained by painting old houses with paint made from Dutch Boy white lead. Makers of aluminum kitchenware have shown the cakes and pies baked in aluminum utensils.

Even the advertiser of such an intangible product as insurance may use this type of illustration. Fire-insurance companies have shown home owners happy in the consciousness of protection against loss in case of fire, while life-insurance advertisers have pictured the widowed mother in comfortable surroundings made possible through the money from insurance policies.

It seems safe to say that practically every advertiser at some time or other uses the package or product illustration in one of the three above ways, or in all of them.

DETAIL OF PRODUCT

Automobile manufacturers sometimes show only the engine instead of the entire car. Numerous other advertisers have used pictures in which some detail of the product rather than the entire product appears. This form of illustration is useful when it is important to draw special attention to the detail because of some new feature or some change in design or construction.



"It would be a lot handier, if we had a stove!"

AT LONG LAST, life is looking rosier for newlyweds who have been doggedly struggling to keep house with a minimum of housekeeping equipment. Macy's, World's Largest Cupid, is now staging a housewares show, that will cement countless connubial alliances on the firm foundation of superior cooking and fastidious housekeeping. No longer need the young bride wince over make-shift dinners, while her mate hesitantly suggests dining out. Nor need she break her back trying to keep the home grounds sweet and clean with inadequate tools.

We don't say we have everything. Not quite yet. Our assortments, though wide, don't equal our prodigious pre-war stocks. But they are much wider than they've been in years, which means they're far wider than you'd encounter anywhere else, (our shop being the

World's Largest) Though quantities in some cases are limited, we've contrived to assemble such a galaxy of elusive housewares, that you can't avoid finding lots of things you've been needing, if you'll just pay frequent visits to Macy's Famous Housewares Basement. We ask you to come often, not only because we're stuck on you, but because we can't promise which day we will have that washing machine and refrigerator and stove you've been lying in wait for.

We can promise you, though, that we'll have a good many of the things you want each day you do come. So we know you won't squawk, if you buy bathroom scales and an electric mixer and brass fireplace accessories the morning you planned to settle for a vacuum cleaner, a step-on garbage pail, hedge shears, and a lawn mower. Just be faithful to us,

and we'll make it worth your while. For, don't forget, Macy's good, old-fashioned, low-for-cash price policy still works day in and day out to make 94 cents act like a buck.

Now more than ever, it's smart to be thrifty **macy's**



FIG. 32.—The headline in this advertisement of Macy's store is well dramatized.

DRAMATIZATION OF HEADLINE

A great many advertisements use illustrations that express in dramatic form the idea contained in the headline. "Don't rob one socket to fill another," cautioned the headline of an advertisement of Mazda lamps. The illustration showed a young woman removing the bulb from a wall socket to put it in an empty socket in the table lamp. In the advertisement of Macy's store on page 193 the headline is dramatized.

ATMOSPHERE

In order to throw around their products an atmosphere of quality, tone, and high class, many advertisers use illustrations which, by association of ideas, impart to the product the qualities illustrated. Maxwell House coffee is a consistent user of this kind of illustration. Its advertisements have often shown scenes representing the life of the colonial aristocracy of the South, suggesting that the coffee is the choice of people of the most discriminating tastes. The illustrations used by the Oneida Community, Ltd., are frequently of this kind. Many of them that show Community plate in use in homes of the socially prominent are in the atmosphere class. The manufacturers of the higher priced automobiles often use atmosphere illustrations, and some of the lower priced cars are advertised in the same way, to give those of slimmer purses the idea that, after all, that car is one of class. The Philco advertisement on page 195 gives an atmosphere of luxury and beauty.

IMAGINATIVE

Some illustrations depart from realistic themes and appeal to the imagination. The advertisement on Chrysler Corporation on page 196 is of this type.

DEMONSTRATION

Many illustrations have for their purpose a demonstration of the product. If it were possible for a salesman to talk to every reader and point out the features of the product, that would be the best way of explaining its merits and functions. As this is impossible, advertisers often use a picture that does the demonstrating. The Simoniz Com-

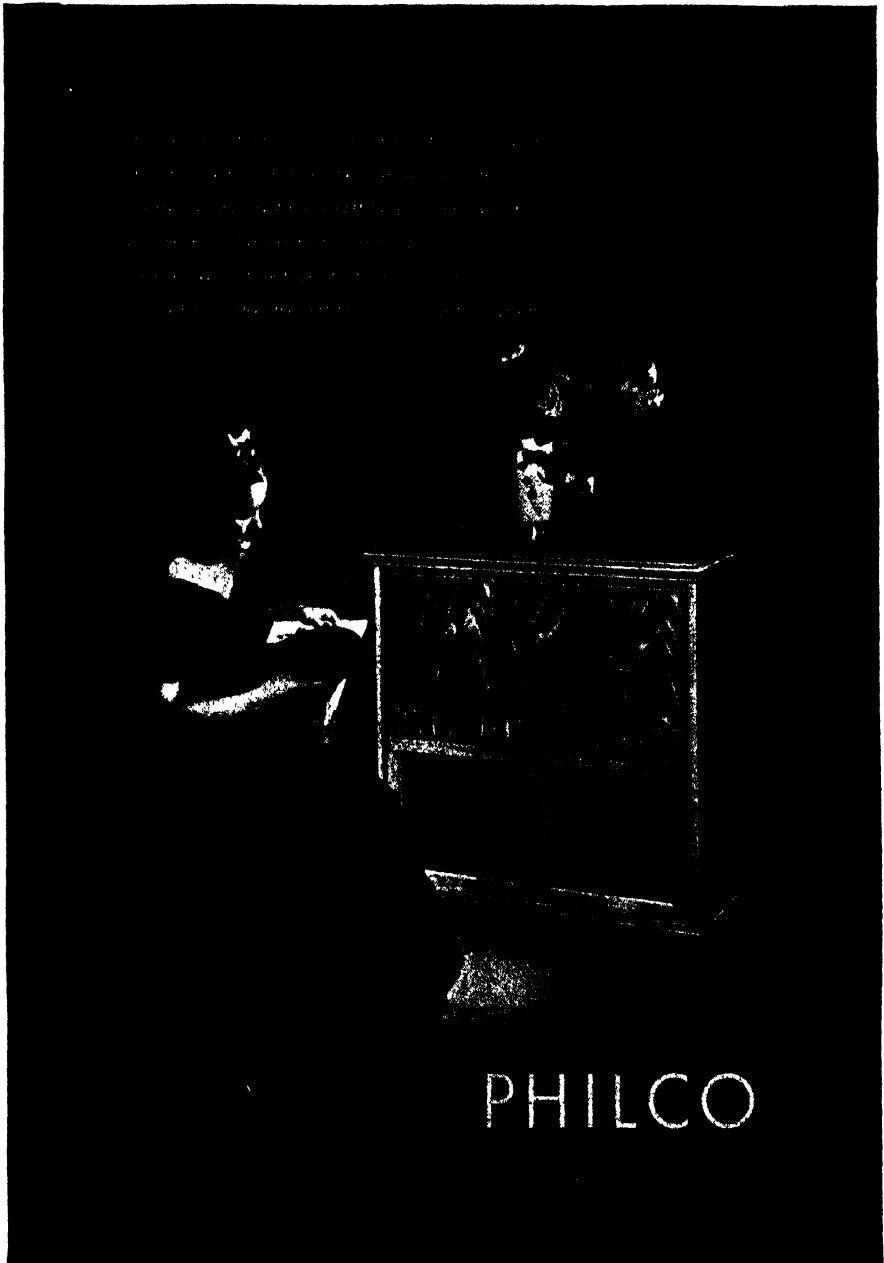
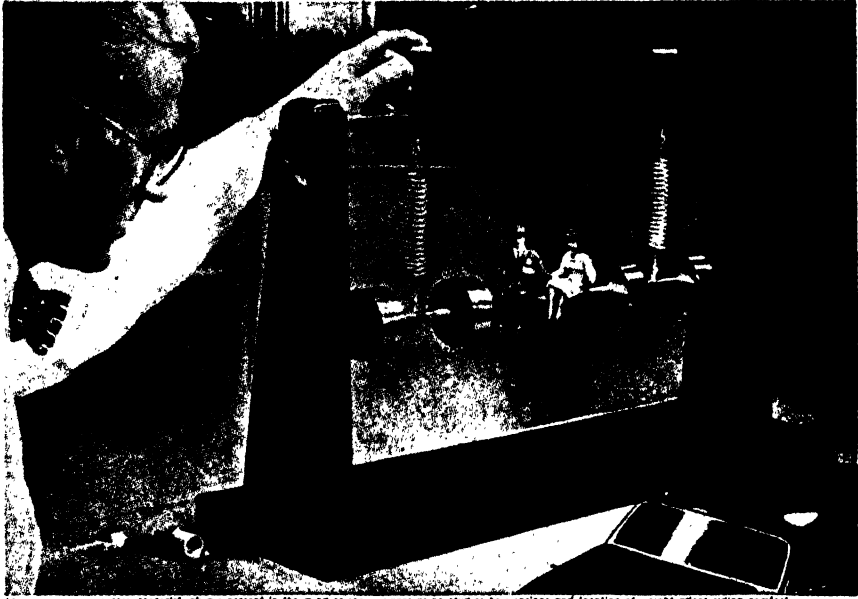


FIG. 33.—*This advertisement gives an atmosphere of luxury, beauty and high class in general.*

IMAGINATION IS THE DIRECTING FORCE AT CHRYSLER CORPORATION

IMAGINATION IN COMFORT

HOW IT BENEFITS YOU



That's you, Mr. and Mrs. Motorist, always present in the mind of the engineer as he studies how springs and location of weight affect riding comfort.

Imagination sees for you with thousands of eyes, rides for you over good roads and bad—in order to make our cars more comfortable for you.

Imagination at Chrysler Corporation has pioneered twenty of the most important improvements in automobile comfort!

These shiny weights and springs help predict how changes in design will affect a car's ride. They make up one of the tools *imagination* uses to insure the unusual comfort you get in a Plymouth, Dodge, DeSoto or Chrysler.

Creative *imagination* at Chrysler Corporation is always developing improvements. It revolutionized automobile design by finding how to match a car's motion to your body's natural, comfortable rhythm—so you can drive any one of our cars hundreds of miles a day with minimum fatigue.

The same practical *imagination* moved front and back seats to the most comfortable locations in the car, redesigned them to give you restful support. It brought you the effortless driving of *gylrol* Fluid Drive . . . new ideas in all-weather heating, ventilation and vision.

In our new cars—as in the very first Chrysler—*imagination* has supplied the extra values that always set Chrysler Corporation products apart.

REMEMBER THURSDAY NIGHT! . . . The Music of Andre Kostelanetz and the musical world's most popular stars—Thursdays, CBS, 9 P.M., EST.

Plymouth DODGE DeSoto CHRYSLER
PRODUCTS OF CHRYSLER CORPORATION

AIRTEMP Heating, Cooling, Refrigeration • CHRYSLER Marine and Industrial Engines • OILITE Powdered Metal Products • MOPAR Parts and Accessories

FIG. 34.—An imaginative illustration of the Chrysler Corporation.

pany pictured one car owner showing another how Simoniz preserved the finish of the car in winter. Makers of vacuum cleaners, tires, refrigerators have often used pictures showing the salesman demonstrating products to prospective buyers.

In this class are pictures with arrows pointing to parts that are emphasized in the text. Some advertisers use an imitation of moving-picture films to demonstrate their products pictorially. The demonstration type of illustration is extensively used in direct advertising as well as in publications.

PREDICAMENT

Predicament illustrations are used to make a vivid impression of experiences that are disagreeable, embarrassing, or painful. The remedy for such experiences is, of course, the advertised product.

This type of illustration is sometimes condemned by psychologists on the ground that it creates a negative impression which may carry over to the product. In certain cases, however, the desirability of the product can be more forcefully impressed upon the mind by showing the difficulty, discomfort, or danger of being without it than in any other way. This is particularly true with articles whose chief purpose is to protect against trouble or danger—such articles as tire chains, fire extinguishers, shatterproof glass, and the like.

SENSE VISUALIZATION

Sometimes the illustration attempts to visualize one or another of the five senses.


The sense of touch is often appealed to. Fountain-pen and pencil manufacturers have visualized this sense in pictures showing the lightness of touch required for writing with their products.

The sense of taste is often visualized by an appetizing illustration of a food product, and the appeal is sometimes made stronger by a picture of a person expressing pleasure at the taste.


HISTORICAL

Sometimes an advertiser wishes to feature a certain time or episode in history. In the advertisement on page 198 The Great American Group of Insurance Companies uses an illustration that has a definite historical appeal.

GREAT AMERICAN GROUP



One hundred years of Presidents (1789-1889)—from an old print. Front row (seated left to right): James Madison, Thomas Jefferson, George Washington, Alexander Hamilton, James A. Garfield, Rutherford B. Hayes. Standing (left to right): Grover Cleveland, James Monroe, Martin Van Buren, Thomas Jefferson, Franklin Pierce, Zachary Taylor, John Tyler, William H. Harrison, Andrew Jackson, James K. Polk, Andrew A. Taylor, James Buchanan, John Adams, Andrew Johnson, Edward F. Johnson, John Quincy Adams.



Member Companies—Providing practically every form of insurance except life

Great American
Great American Indemnity
American Alliance
American National
County Fire
Detroit Fire & Marine
Massachusetts Fire & Marine
North Carolina Home
Rochester American

LENGTH OF SERVICE

The aggregate period served by this group of Presidents was one hundred years—a long period of time. Yet it was only 27 years longer than the Great American Group of Insurance Companies has been furnishing sound insurance protection.

You can avail yourself of Great American protection through one of its 16,000 conveniently located agents—or your own broker.

★ ★ ★

If you have a sprinkler system in your building, be sure you also carry Sprinkler Leakage Insurance in the Great American.

INSURE YOUR COUNTRY'S FUTURE . . . BUY U. S. SAVINGS BONDS

FIG. 35.—All the Presidents of the United States for the first hundred years are assembled in one group in this advertisement. The illustration combines history and imagination.

Such advertisements are interesting to read, and if a series is used are followed by many people from issue to issue of the publications in which they appear. A story of development, of success, told in this way is almost sure to increase the prestige of the advertiser.

DECORATIVE

Many advertisements contain artwork that is purely decorative in character. It does not really illustrate the product, nor does it relate particularly to the subject matter of the copy. It should, however, be in keeping with the character of the product and may be very directly suggestive of the product. Its chief value is in adding atmosphere. Decorative material may be used along with other forms of illustration, or it may be the only art feature in the advertisement.

MISCELLANEOUS

One of the oldest forms of illustration is that known as the "before and after" type. Patent-medicine advertisers used it extensively in days gone by, and still use it to some extent, to show the condition of the patient before and after taking. It is allied to the predicament illustration in that it presents a difficulty and the remedy. Too often, however, such photographs are dishonest in that they are made with posed models and "retouched" by an artist to give the effect desired by the advertiser.

Another old-time favorite, which is now used much less than formerly, is the factory-and-owner illustration. Unless there is some particular reason for showing a picture of the factory or its owner, it is generally a waste of space. The public is more interested in the product and what it will do for them than in the plant or the president.

Sometimes the advertiser wishes to emphasize the trade-mark, as in the Fisk advertisement on page 177.

CARTOONS AND COMIC STRIPS

This type of illustration may be classified under any one of the kinds mentioned in this chapter. It may emphasize the package or product, show the product in use, give results of using, solve a predicament, and so on. Readership surveys of newspapers made many years ago showed, and later researches still show, that comic strips and cartoons have a large readership among people of all ages. For the

past decade the use of comics has been increasing principally in the advertising of such products as foods, beverages, and others that do not particularly appeal to the reason, although this technique has been used for a wide variety of advertisements.

In many instances advertisers have made use of "characters" already nationally known, such as Little Lulu and Charlie McCarthy (see page 201).

In most magazines for the general public, cartoons are liberally sprinkled through the pages so that readers have become accustomed to them and expect to find them. Naturally advertising cartoons are assured of good attention whether nationally known characters appear in them or not. The Pepsi-Cola advertisement on page 202 is similar to nonadvertising cartoons. Cartoons are effectively used in the Statler Hotels advertisement on page 203 and in the *Business Week* advertisement on page 305.

To determine whether a cartoon is "funny" or not requires considerable judgment. The artist cannot always "ring the bell" and a poor cartoon is worse than none. Cartoons can easily be pretested by showing them to a number of people and observing their reactions.

The classifications that have been given in this chapter cover most of the illustrations that are used with any frequency by modern advertisers. Some illustrations will be found, of course, in almost any medium which do not fall in any of these groups. An analysis will usually show that such pictures have rather a remote bearing on the subject matter of the advertisement. No advertiser will go far wrong if he uses a type of illustration that has been found good by others. Neither will he find that his originality is restricted in the least, as there are endless possibilities of artistic treatment in these accepted styles.

An examination of the advertisements in publications will show at a glance that it is a rather common practice to combine two or more types of illustration in the same advertisement. All forms of illustration may be used in both present- and future-action copy. In present-action copy the various ways of showing the product, the dramatization of the headline, demonstration, predicament, and sense-visualization types are most effective.

The question of how much space to devote to the picture and how much to the text depends upon the product, upon what the advertiser



FIG. 36.—An advertiser uses a cartoon character already well-known.



"His uncle willed him five pounds of sugar."

FIG. 37.—A cartoon advertising Pepsi-Cola.

1. Even if it's raining cats and dogs outside, it's a beautiful day for you when you awaken in your Statler Hotel bed after a really relaxing sleep. There's nothing quite as restful as a 337 coil built-in springs Statler bed!

2. You're in your private bath. There's an abundance of snowy white towels and plenty of lathers soap. And the whole place is immaculate—even your drinking glass is sterilized and wrapped for your protection.

3. You stroll in for breakfast, expecting the finest menu in town. And that's exactly what you find!—the most appetizing menu in any Statler city. And served in the hospitable Statler tradition.

4. You're off to a busy day—and you'll find that the heart of the business district is only a short distance away. If it has stopped raining, you might even walk. Most Statler Hotels are strategically located near business, shopping, and theatrical districts.

5. Comes nightfall you're back in your Statler Hotel, enjoying some of the finest entertainment in town. From morning to night there's nothing quite like a stay at the Statler!

STATLER HOTELS

STATLER OPERATED

BOSTON \$2.85	BUFFALO \$3.30	CLEVELAND \$3.00
DETROIT \$2.80	ST. LOUIS \$3.00	WASHINGTON \$4.50

STATLER OPERATED

HOTEL PENNSYLVANIA \$2.85	HOTEL WILLIAM PENN \$2.80
NEW YORK	PITTSBURGH

Rates Begin at Prices Shown

FOUR DOLLARS ARE URGENTLY NEEDED FOR VICTORY BONDS

FIG. 38.—This Statler Hotels advertisement is a good example of humor.

wants to accomplish, and upon various other factors, which must be studied in each case. Without doubt many illustrations of foods, especially where color is used, perform all steps of the sales process, including action. After seeing the illustration, the mouth waters for the

article and a purchase is the result. Here the illustration is all important and the name and a phrase or two is all the copy necessary. Where, however, the illustration has not much importance, the copy must bear the burden of selling.

SELF-TEST QUESTIONS

1. Why are illustrations used in advertising?
2. What factors are responsible for the great increase in the use of illustrations?
3. Can pictures used in advertisements be considered works of art?
4. How is illustration used for familiarizing the public with the appearance of the package or the product?
5. Discuss illustration as a means of showing the product in use.
6. How is illustration used for showing the results of using an article?
7. When is it suitable to show merely a detail of the product?
8. Give some examples of illustrations that dramatize the headline.
9. What are atmosphere illustrations?
10. What are imaginative illustrations?
11. What is a demonstration illustration?
12. What are predicament illustrations? What objection is sometimes made to this type? Is this objection valid?
13. How may the senses be visualized in illustrations?
14. What are historical illustrations?
15. Explain the decorative illustration.
16. What is the before-and-after type? The factory-and-owner type?
17. Why are cartoons and comic strips so widely used?
18. What types of illustration are most used in present-action copy? In future-action copy?
19. How can the advertiser determine the amount of space to give to illustration?

PROJECTS

1. Find examples of at least five of the types of illustrations discussed in this chapter. Write a short critical comment on each one. Why do you think the advertiser has chosen this particular type of illustration? How well does it accomplish its purpose? Is it relevant to the article advertised? Is it likely to be of interest to the class of people who will see it? Does it help to create a favorable attitude of mind toward the product? In general, do you consider it a judicious, well-handled use of illustration, or can you suggest changes or improvements? Be sure to clip the advertisements and submit them with your criticisms.

2. A picture of a pretty girl may catch a moment of your attention, but if it doesn't do more than that, if it doesn't "tie in" with the product advertised or lead the reader into the advertisement, shouldn't it be reserved for some more useful purpose? See if you find in your favorite current magazine or daily paper any advertisements in which the illustrations seem to you to be more or less useless and irrelevant. Write a brief, pointed criticism of any that you find, and then suggest a type of illustration that would, in your opinion, be better. Be sure to explain why your suggestion is better.

14. Preparing To Print Illustrations

No one ever saw a photograph of President Lincoln in a magazine or newspaper while he was living, nor for a quarter of a century after he died. You may be surprised to learn why. Photographers, artists, engravers play an important role in advertising.

WHAT to illustrate and the kind of illustration to be used are problems in the solution of which several may confer. If the account is being handled by an agency, the illustrations for the advertising campaign may be determined by the artist, the layout man, the account executive, and the client represented by the advertising manager. In some instances the sales manager will offer valuable suggestions.

After the decision is made as to what illustration or illustrations will best assist in performing or helping to perform the sales steps in the advertisements under consideration, a choice must be made from the various methods of making illustrations of the one that is best for the mediums to be used for the general sales and advertising plans. These methods will vary in accordance with whether the campaign contemplates the use of smooth-paper magazines or the rougher paper newspapers.

The kinds of illustrations most used are photographs, wash drawings, pen and ink, pencil, crayon, oil or water-color painting, charcoal, dry brush, scratchboard, or a combination of two or more of these.

Some advertising agencies employ an art visualizer whose advice is sought about the illustrations wanted and the method of making them.

The simplest way to reproduce an article, whether it be a can of beans or a ponderous machine, is to photograph it. Examples of illustrations made from photographs are shown on pages 121 and 144. If

it is desired to enliven the product and to show it in use, human beings may be introduced into the picture. They can be drawn in after the photograph of the article is taken, or they can be posed and photographed. Professional models may be used, or suitable persons may be induced to allow their pictures to be used for advertising. Sometimes, as in cases where workmen are wanted, better results can be obtained by photographing a workman just as he is, working clothes and all.

Practically all photographs that are to be reproduced on paper must be retouched; that is, the artist must go over them with a brush and water color, to give them greater contrast so that the reproduction will be clearer and sharper.

A wash drawing is really a transparent painting in black and white. The artist first sketches with a pencil, then with a brush makes the finished drawing. Many illustrations are combinations of photographs and wash drawings. The illustration on page 120 was made from a wash drawing.

Pen-and-ink drawings are used in both newspapers and magazines. On page 202 is a reproduction of an advertisement in which pen-and-ink drawings are used. These are sometimes called "line" drawings, and the cuts made from them are called "line cuts." If a line cut is needed to show a product of which a photograph has been taken, it is possible to make a "silver print" from the photographic negative. The artist draws on the photographic print with pen and ink the lines which he wishes to retain, then the rest of the photograph is bleached out with chemicals. In pen-and-ink drawings a fine brush may be used instead of the pen.

Where especially fine color reproductions are desired, the advertiser may use an oil or water-color painting, the latter a transparent medium. Some of the noted artists do this work for commercial purposes, charging as high as \$1,000 and upward for each painting.

The gouache drawing is an opaque medium in which water-color paint is used.

Where a soft effect is desired, the artist, if he prefers that medium, may use pencil or crayon.

The artist who uses the dry-brush method dips his brush into ink, then wipes it nearly dry before using. This technique is frequently used when a soft, diffused effect is desired.

The scratchboard technique requires a cardboard that has been coated with India ink. The artist, using a sharp tool or stylus, scratches the coating until the white of the board showing through forms the picture. The result looks not unlike the time-honored wood-cut (see page 212).

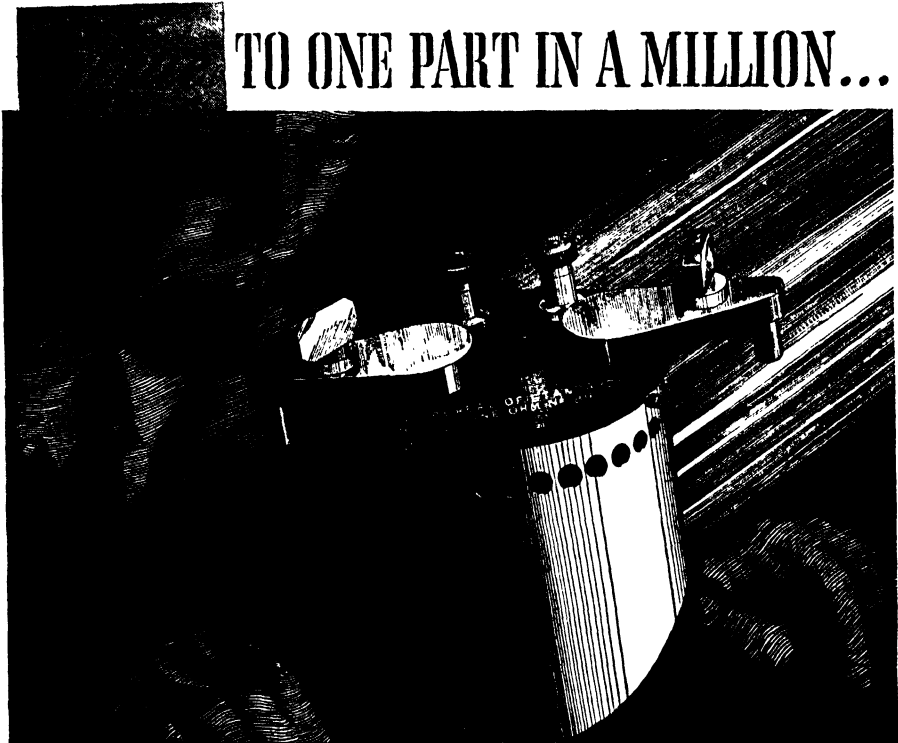


FIG. 39.—*Reproduction of a print made from a scratchboard drawing. A similar result can be achieved by pen-and-ink drawings.*

PROCESS OF MAKING CUTS

Assuming that we have a photograph, a wash drawing, or a painting, let us see how it is reproduced on paper by the half-tone process. The problem is in some way to transfer the picture to a metal plate which will be as strong as metal type and from which thousands of copies may be printed if they are needed.

It is easy enough to sensitize copper or zinc and to take a photograph on it, just as paper is sensitized and developed, resulting in a



The above four-color illustration was used by Will & Baumer Candle Co. to advertise candles in national magazines. To produce this illustration four half-tone plates were made by the process described in Chap. XIV, one each for yellow, red, blue, and black. The completed illustration was made by the printing of the four plates in the sequence shown on the three pages following. The coated paper of this insert made possible the use of a half-tone screen in the making of the four plates. (Barlow Advertising Agency, Syracuse, N. Y.)

Yellow plate.



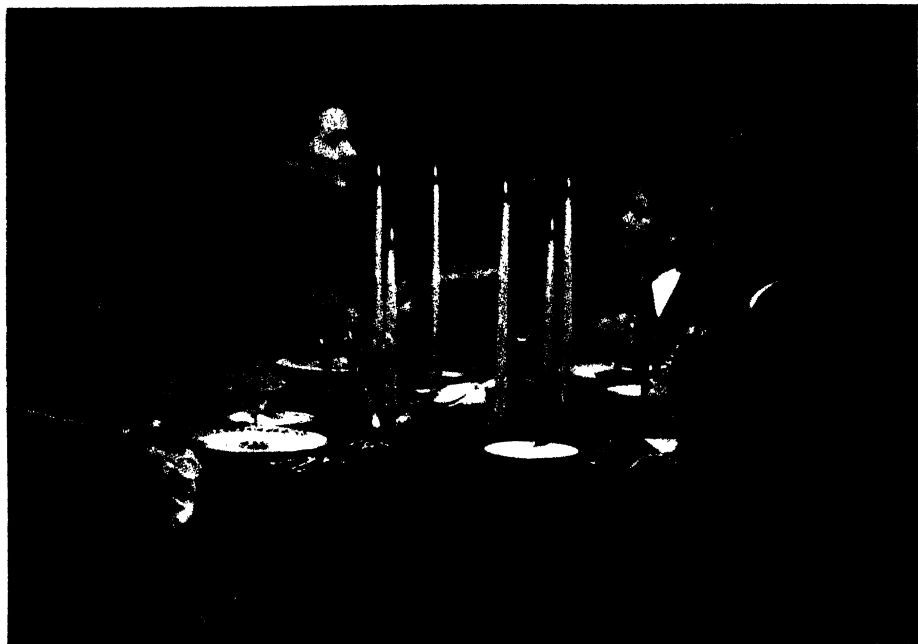
Red plate.



Red plate printed over yellow plate.



Blue plate.



Blue plate printed over red and yellow.



Black plate. The addition of black completes the process and gives the four-color illustration on the third preceding page.



65-line screen, used for newspapers, rough papers, cover stocks, etc.



85-line screen, used for better-grade news stock and low-grade machine-finished papers.



100-line screen, used for machine-finished papers and low-grade book papers.



120-line screen, used for book papers and medium-grade coated papers.



133-line screen, used for coated papers of average good quality.



150-line screen, used for best grade enamel-coated papers.

Examples of some of the many half-tone screens available, with a brief description of the types of paper on which the plates may be printed. All these cuts are half-tones, finished without line. The style of finish refers to the way in which the outer edges of the plate are treated in the engraving. The square-finish half-tones above are simplest and usually cheapest. For other styles of finish see next page.



Silhouette half-tone.



Half-tone with silhouette top and square bottom.



Silhouette half-tone with vignette bottom.



Half-tone with full vignette.



Square half-tone with line.



Oval half-tone with line.

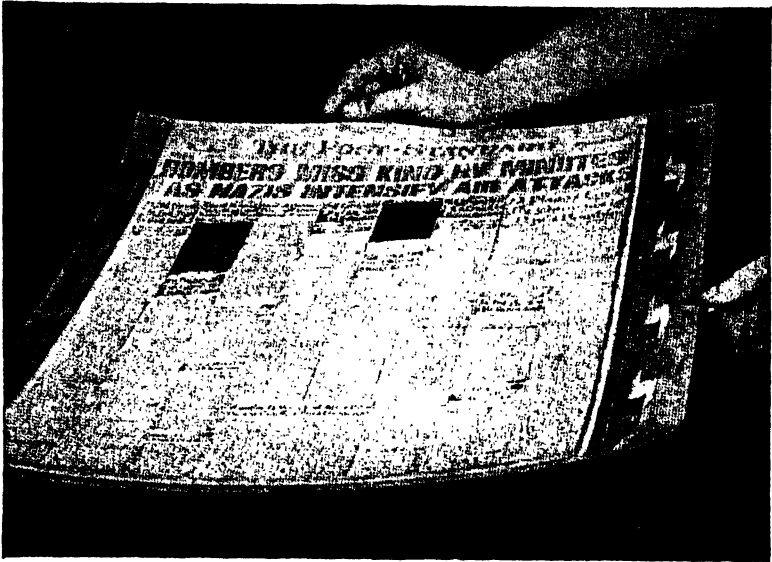
A few of the many styles of finish for half-tone plates furnished by engravers. "Square finish" is a term used in connection with a rectangular plate, not necessarily square. In addition to the styles shown above there are the circle finish, the elongated-oval finish, the double-border finish, the black-and-gray-border finish, and others.



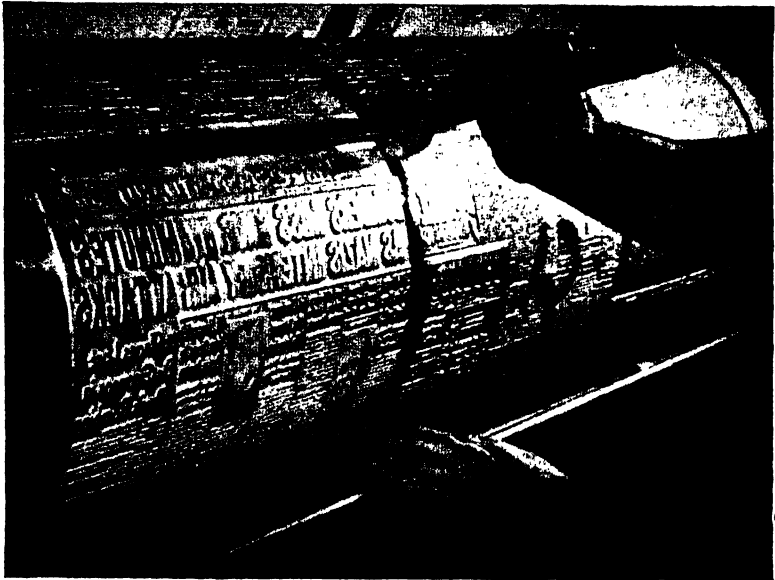
Combination line and half-tone.



Enlargement showing dots produced by half-tone screen.



Stereotype mat.



Curved stereotyped plate.

See Chap. XV for detailed explanation of stereotype process.

photograph. The trouble is, however, that if such a plate were placed in a printing press, inked, and impressed on paper, there would be nothing but a black daub.

HOW TO PRINT PHOTOGRAPHS

Photographs have been taken successfully for more than 100 years. By the time of the Civil War the art had been developed until photographs of great excellence were produced. Matthew B. Brady made at least 7,000 negatives during that war, including many fine ones of President Lincoln, yet a reader of the magazines and newspapers of that time will not see one photograph in print, a great contrast to the periodicals printed during the recent war, when photographs formed a considerable part of the news. All the illustrations of the Civil War period were made from artists' drawings based on photographs or on the artists' imaginations. While these reproductions often were good there is a great difference between them and photographs. The reader of a newspaper in 1860 could see only drawings of President Lincoln and could never be certain whether they really looked like him or not. Why was it that the publisher of that period was not able to print photographs? The difficulty lay in the fact that there was no method of reproducing photographs in print. This was true until the invention of the half-tone process, which was the most revolutionary innovation in the printing art since Gutenberg began to print from movable type in the middle of the fifteenth century.

THE HALF-TONE SCREEN

About 1890 there came into commercial use a wonderfully ingenious, yet simple, invention that revolutionized the art of printing pictures, so that, instead of a black daub, a perfect reproduction of the picture could be printed from a metal plate. That invention is the screen used in making half-tone cuts. To explain the use of the screen, let us go back to the original retouched photograph and trace the entire process.

The photograph that we want to print is tacked up on a board in front of a camera, in which is placed a photographic plate or film. In front of this plate and between it and the original photograph is placed the screen referred to above. This screen is simply two plates of glass upon each of which straight lines have been scratched, run-

ning diagonally. These two plates are fastened together so that the lines intersect each other, forming tiny squares like the meshes of a window screen. The number of lines to the inch varies from 65 to 250, and the squares are so small that an enlarging glass is necessary in order to see them. The fineness of the screen used is determined by the quality of paper upon which the printing is to be done.

Having interposed the screen, the operator now takes a picture of the original photograph on the regular photographic plate and develops it. He then has a negative, just like any negative, except that all of the fine crisscross lines are opaque and have prevented the light from going through, so that where the lines were, the plate was not affected by the light. When the plate is developed, the picture appears to be crisscrossed with fine lines.

The next move is to transfer this crisscrossed picture to the metal. The first thing to do is to get the thin film, which constitutes the negative, off the glass and on to another plate of glass. The film of an ordinary negative consists of a substance similar to liquid court plaster. This is stripped or peeled off very carefully, after being treated with chemicals, and placed on a large square of heavy plate glass, face down (reversed).

The operator is then ready to print on the metal. The plate glass on which the film rests is placed in a printing frame. The copper or zinc plate to be used is sensitized so that the image can be photographed on it. It is also coated over with an enamel which, where the light strikes, will be acid resisting. As the opaque lines of the screen do not let the light through, the enamel will not be acid resisting where the lines appear. A powerful arc light then photographs the negative on to the metal plate, which is then taken to the etcher, who places it in a tub filled with acid. The acid eats away the metal where the lines come and leaves the metal in the squares. These squares are so small as to look like dots. The dots will vary, some being light and some heavy, corresponding to the light and heavy shadings of the original photograph. On the insert between pages 208 and 209 is an enlarged half tone showing the variations in the dots and the clear spaces, which correspond to the lines of the screen.

The screen, then, is what breaks the photograph up into dots and makes possible a printing surface. In ordering a half-tone cut, the advertiser must know whether he intends to use a smooth paper, or a less

smooth one like a newspaper, for if the screen is too fine, the dots will be so close together that the ink will smudge. Screens run from 65 lines, which is good for newspapers, to 250 lines, which is used on the smoothest coated papers. The finer the screen the better the details of the picture are brought out. For ordinary catalogue and booklet work, 133-line is satisfactory. Most national magazines use 120-line screen. Retail advertisers can find out from the newspapers that they patronize the proper screens to use. Screens for this purpose usually vary from 65-line to 85-line, depending upon the grade of paper and the use of mats (see page 232).

The process of zinc and copper half-tones is essentially the same. Zinc cuts are used in newspapers because of the fact that they are less expensive. Copper is generally used for finer printing and gives a sharper impression than zinc.

On the insert between pages 208 and 209 are shown the most common finishes and some of the different screens.

A half-tone cut can be made from almost any kind of picture or painting. It is the kind of cut most frequently used for the reproduction of photographs, wash drawings, water colors, and oil paintings. Sometimes the negative is made from the actual object itself, instead of from a photograph. This is known as "direct" work.

ZINC ETCHINGS

Pen-and-ink drawings are reproduced by zinc etchings, largely used in newspapers and on any paper, rough or smooth. The process, like that of the half-tone, is one of photoengraving. Here there is no need of imposing a crisscrossed screen, because the lines themselves form a printing contact. The zinc plate is sensitized so as to receive the lines of the illustration. Acid then eats away the zinc between and around the lines so that all that is left is a reproduction of the line (pen-and-ink) drawing. Zinc etchings are less expensive than half-tones.

QUARTER TONES

Quarter tones, or double-process half-tones, are sometimes used. To produce the desired result a half-tone of the original photograph or drawing is made one-half the size the cut is to be when used. This preliminary half-tone is double the final screen value desired. A proof of this plate is then carefully taken. This proof is retouched,

fading grays being painted out and the blacks made more prominent. From this retouched proof a line plate double its size is made. The result is that the "screen pores" are enlarged until they resemble the boldness of line plates.



FIG. 40.—*Reproduction of a woodcut of the type sold to newspapers about 1825–1850. In soliciting advertisements newspapers offered stock cuts to advertisers. The woodcut shown above was used by pharmacists, dentists, oculists, auctioneers, and lottery agents. (Courtesy of Carl W. Dreppert and the Youth Group of Magazines.)*

WOODCUTS

Before the day of half-tones and zinc etchings, the woodcut was used. In this form of illustration the artist engraves the picture with sharp tools on the face of a wooden block. Figure 40 shows an old-time woodcut, while Fig. 41, page 213, shows a modern woodcut. In some of the mail-order catalogues this type of engraving is used to-day. Even on thin and cheap paper it brings out detail clearly. Woodcut imitations (line drawings) are frequently used. Striking results are often secured by artists who use scratchboard technique, described earlier in this chapter. Reproductions of these drawings resemble woodcuts.

COMPOSITION CUTS

Cuts are being made today from a composition that resembles hard rubber or linoleum. Handwork is employed as it is in woodcuts. This method gives excellent results for window and store posters, where a limited number is required.

ELECTROTYPES

Where an advertiser wants a number of cuts of the same subject—for instance, to send to his dealers for use in local newspapers—he has

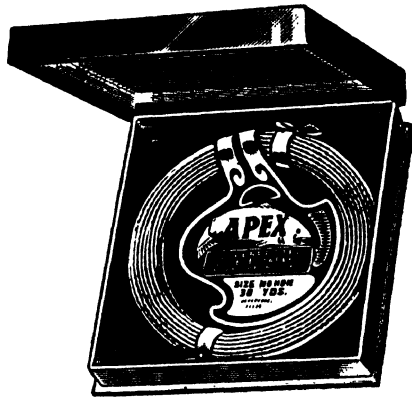


FIG. 41.—*Small modern woodcut currently used to advertise fish lines.*

electrotypes made. These are simply duplicates of the original half-tone, zinc etching, or woodcut. A wax or lead mold of the cut is made, and by the process of electroplating a thin layer of copper is deposited, which is backed up by heavier metal and mounted on a wooden block.

Electrotypes are also made of type matter where a large number of impressions are desired or where future editions may be wanted, as the “electros” save resetting the text.

Electrotypes are made of both copper and nickel, the latter being more expensive.

PLATES FOR PRINTING IN COLOR

To produce plates for color printing in either magazines or newspapers requires great skill in the art of photoengraving. For a four-

color half-tone illustration, plates must be made according to the half-tone process described earlier in this chapter. Four plates are necessary—one each for the colors yellow, red, blue, and black, the first three being primary colors, while black in all printing processes is considered as a color. Color plates can be made from photographs, wash drawings, or paintings; in fact, from almost any original.

To explain the process of color-plate making we may start from the most common original, the photograph. To guide the photoengraver the artist may hand-color the original or he may furnish color overlays, which do not injure the photograph. If the photograph has been taken with a Kodachrome or similar film, the print made from it is already colored.

In order to make the four negatives the operator uses filters, which are pieces of colored glass or gelatin. A violet filter serves to filter out as much as possible all of the other colors, leaving the yellows and reds to predominate. A green filter filters out as much as possible all the other colors, leaving the red strongest. A red filter leaves the blues strongest. A yellow filter is used for the black or "key" plate.

Four half-tone plates are made by use of half-tone screens as for one-color plates, but with this important difference: the screen is circular, so that it can be set at different angles when the different negatives are being made. In the use of the four plates in one illustration it would not give good results to have the "dots" (see page 210) print one on top of another. Through use of a circular screen the final result is that when the plates are printed the dots are interspersed or overlapped, giving more colors than the primary ones and black. This may be compared with the mixing of paints, which gives various secondary colors, tints, and shades.

In four-color work the screen for making the yellow negative¹ is turned to an angle of 90 degrees, for making the red negative 75 degrees, for making the blue negative 105 degrees, for making the black negative 45 degrees. In printing, the usual practice is first to print the yellow plate, then red over yellow, then blue over red and yellow, and finally the black. However, this order is sometimes changed.

Color cuts made from line drawings and other techniques can be used on rough as well as on smooth paper; they are especially popular

¹ More accurately read "in making the negative to be used in making the plate for printing the color yellow."

for cover designs when the cover is made from rough paper. As the first step in this process the artist usually submits to the photoengraver a color sketch showing how the final print will look. Four, three, or two colors may be used, often with striking effect. No screen is used in making these plates, but it is possible by printing one color over another to obtain secondary colors and various color combinations. In arriving at some effects similar to four-color half-tone work, Ben Day (see page 215) is often used.

The advertiser usually furnishes to the printer electrotypes made from color plates, thereby saving the originals for future use. Moreover, if the illustration is to be run in several magazines, electrotypes are less expensive than originals. To some magazines, however, originals (whether color plates or not) must be sent so that the magazines can make their own electrotypes and curve them for printing on cylinders.

Newspapers that accept color advertisements can use color plates made from both line drawings and photographs, the latter requiring coarse half-tone screens. There are available for the use of advertisers color mats (see page 239), which greatly reduce the expense.

BEN DAY

Ben Day is generally applied to line cuts. It is a treatment of those parts of a cut which would usually show up white, to make them appear shaded, tinted, or altered by various designs. It is done by impressing the design through a stencil, with acid-resisting ink, on the zinc or copper before the plates are etched, or on the original artwork from which the photoengraving is to be made. Many photoengravers use, instead of a stencil or shading machine, films made in various designs, which can be cut and pasted on the artwork to bring about the effect desired. On page 216 are shown a few of the many stencils available, together with an original pen-and-ink drawing, before and after the Ben Day has been applied. Figure 43, page 217, shows the application of Ben Day to the sketch of a gown.

OTHER METHODS

Illustrations may be reproduced by lithography and its allied processes, by rotogravure and other forms of "intaglio" printing, and by the silk-screen process. Further mention of these methods will be found in Chap. 15, on Typography and Printing.

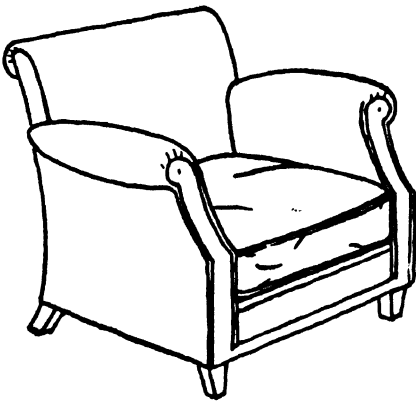
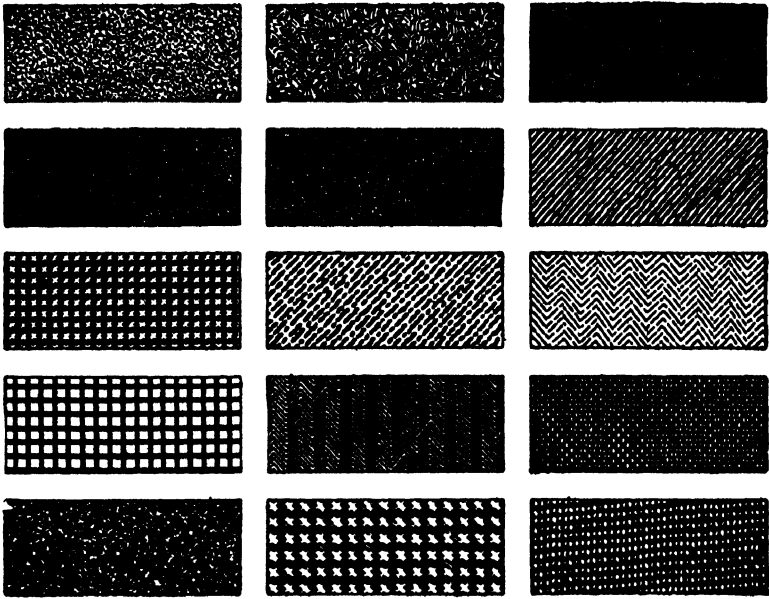


FIG. 42.—Top: A few of the many Ben Day shadings available to photo-engravers. Bottom left: Original line drawing of chair. Right: The same drawing to which has been applied the Ben Day shading shown at the left of the second row of specimens above.

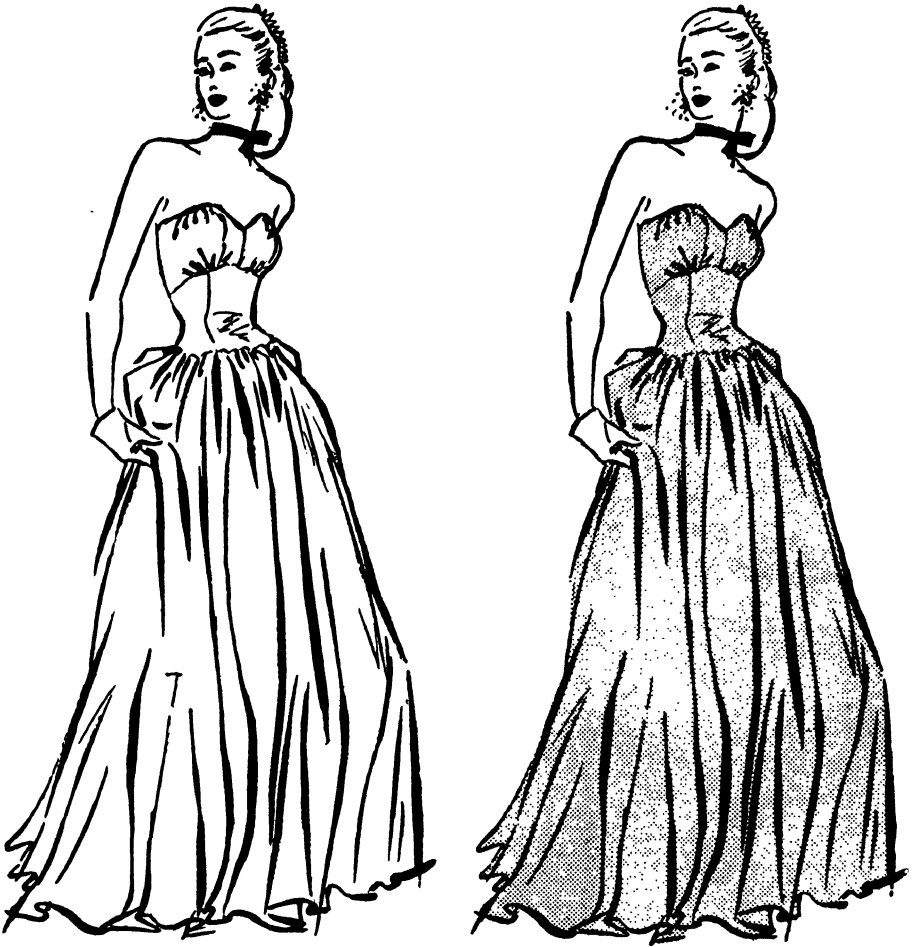


FIG. 43.—*Left: original line drawing. Right: The same drawing to which has been applied the same Ben Day shading used for the chair on page 216.*

SELF-TEST QUESTIONS

1. What kinds of illustrations are most used for advertising purposes?
2. Discuss the photograph as a means of illustrating an advertisement.
3. What is a wash drawing?
4. What is a line drawing? A silver print? For what kind of work is the line drawing suitable?
5. When are oil paintings used for reproduction?
6. For what purpose is the crayon drawing suitable?
7. Explain how half-tone cuts are made.

8. How does the quality of the paper to be used affect the making of the cut?
9. For what kinds of illustration is the half-tone cut used?
10. How are zinc etchings made? For what are they used?
11. What are quarter tones?
12. How are woodcuts made? For what are they used?
13. What are composition cuts?
14. What are electrotypes? What are the advantages of electrotypes over originals?
15. How are color plates made?
16. What is the Ben Day process?

PROJECTS

1. Find in a current magazine examples of as many as possible of the following kinds of illustrations: photograph, wash drawing, pen-and-ink, charcoal or crayon, woodcut imitation, Ben Day, four-color work, two-color work, combination of half-tone and line cuts. Mount each separately and identify. Feel free to add any comments that occur to you; for example, do you think the form of illustration used is appropriate or inappropriate, and why? Can you suggest any changes in art treatment (*not* in layout) that would improve the effectiveness of the advertisement?
2. Again using the current issue of your favorite magazine, which advertising illustration do you consider the finest example of the photo-engraver's art? Discuss fully, showing the reasons for your selection.

15. Typography and Printing

Carving type and illustrations on a wood block was the principal method used in printing up to 500 years ago. No wonder so little printing was done! Then Gutenberg revolutionized the art of printing and made possible the easy duplication of books and the periodicals that mean so much today. Hats off to William Caslon, who, two and one-quarter centuries ago, designed a type face that is one of the most popular in use today.

THE invention of movable types, which made possible printing as it is known today, was one of the most important inventions in the history of the race. It made possible widespread dissemination of books and periodicals; it increased the literacy of people; it has been an important factor in education and progress.

Credit for the invention is usually given to Gutenberg, who first printed from movable types at Mainz, Germany, about 1440. Some historians believe that the honor should go to Laurens Coster of Haarlem, who is thought to have printed in 1426 part of a book entitled "Mirror of Human Salvation" from movable types and part from blocks. As the printer failed to put his name on the work, there is no direct proof that it was printed by Coster. Other authorities claim that movable-type printing was done in China long before either Gutenberg or Coster.¹

Whatever the truth of the controversy, recognition was given to Gutenberg by the 1940 celebrations of the five-hundredth anniversary of the invention of printing. In the United States and many other

¹ In "The Invention of Printing in China" (Columbia University Press, 1925) author Thomas Francis Carter gives evidence to prove that about the middle of the eleventh century Pi Sheng invented movable type.

countries, exhibitions were held and the name of Gutenberg was honored.

Before the invention of printing all documents were handwritten and only a small part of the population could read or write. Early Roman scribes used a reed pen for writing and a chisel for cutting letters in stone. Progress was made when text and illustration were cut in relief on a wooden block. This was inked and paper laid upon it and pressed down. Blocks were expensive and difficult to make. Moreover, the type could not be redistributed and used in printing other documents. Necessity for a better method was the mother of an invention whose benefit to civilization can hardly be estimated.

The first movable type faces were similar to what is now known as Old English, derived from the Gothic letter. This should not be confused with Commercial Gothic of present-day print shops, which has little or no resemblance to Old Gothic.

About 1470 Nicholas Jensen in Italy, recognizing the need for a simpler type, originated the Roman type face from which the Roman type faces of today have descended. Jensen's successor, Aldus Manutius, in 1481, originated the type known as Italic, named in honor of his country. This was originally a separate face but later an Italic was designed for practically every family of type that is generally used in advertising, to give emphasis and to relieve monotony.

Another name that stands out in the history of printing is that of William Caslon of London, who in 1722 designed the face now known as Caslon. It is doubtful if a better type for all-around use has ever been designed, and even today it is one of the stand-bys. It is easy to read, attractive, dignified, and clear cut. Before the advent of the present modernistic faces the saying used to be, "When in doubt, use Caslon."

PRIMARY FUNCTION OF TYPE

The primary function of type is to help convey a message to the reader. It should not attract attention primarily to itself, but it should be considered as an instrument by which the advertiser can make plain the thought he wishes to express. It must, therefore, first of all be easy to read; then, if possible, it should harmoniously suggest by its design something of the character of the product advertised. This appropriateness may be illustrated by thinking of two vastly different

products, like confectionery and heavy machinery. Obviously, a light, rather ornate type would appropriately suggest confectionery, while a heavier type would help convey the idea of the sturdiness of machinery.

Typography is an art to which some men devote many years of study. The average advertising man cannot hope to become an expert in this art, but he can learn some of the fundamental principles. If a good typographer is present in the printing shop, consultation with him will be conducive to good results, for he has trained himself to visualize how the advertisement, circular, or whatever it may be will appear when set up in type.

SELECTION OF TYPE

In selecting the type the advertising man will carefully consider the copy. He will decide whether one continuous thought runs through it or if there is an outstanding idea that should be featured. If the thought is continuous he will use a uniform style. If there is an idea that should be emphasized it will probably require some different type. If the headline makes a calm statement and the copy is conservative both would be set with a continuous and even effect. Where the contrary is true the headline and copy might be broken up into different styles and sizes of type.

Many times the illustration gives a hint as to what type to use. If the drawing has a bold poster appearance, a type in keeping should be used. Some products like machinery may call for a heavy type, while dainty products like cosmetics, lingerie, confectionery may need a lighter type face, which will be harmonious with such products. Expert typographers agree that the number of families of type used in one advertisement should be limited, probably to one family only or at most to two.

In nearly every advertisement in the popular magazines examples of hand lettering will be found, especially in headlines and logotypes (name plates of the advertiser). Hand lettering requires the services of an artist to make a drawing and of an engraver to make a plate.

SIZES OF TYPE

We shall consider the sizes of type and how they are designated. Printers use the point system—that is, they grade type according to

its height, 72 points amounting to an inch. When the term "6-point," "8-point," or "12-point" type is used, it means $\frac{6}{72}$, $\frac{8}{72}$, or $\frac{12}{72}$ of an inch. Following are a few of the sizes:

This is a sample of 6-point

This is a sample of 8-point

This is a sample of 10-point

This is a sample of 12-point

This is a sample of 14-point

and so on up to 72 point, which would be one inch in height. The metal type itself would be an inch, but the actual print would be a little less than an inch, as allowance must be made for a small shoulder on the metal. The point system was first recommended by a French type founder, Pierre Fournier, who issued in 1764 a treatise on typography in which he outlined a plan of type measurement practically identical with the one in common use today. It was not until 1885, however, that the type founders of the United States adopted it. Previous to that time the type sizes were designated by names, as agate, nonpareil, minion, bavier, pica, and many others. Of these names, which have passed out of use to designate type sizes, two survive because they are units of measurement—the agate and the pica.

The agate line is made the basis of advertisement space measurement, 14 agate lines equaling one inch. Many publications charge so much per line, say 10 cents a line, for space. That means \$1.40 per column inch. Agate type, if expressed in the point system, would be $5\frac{1}{2}$ point. In actual practice that size type has been discarded, but the unit of measurement remains.

PICA AND EM

The other name that still survives is the pica, which was the old name for the size of type now called 12-point. The em quad of that size being square, 6 pica ems or 6 picas equal one inch measured either way, so that the pica when considered by itself is the measurement for one-sixth of an inch. The em should not be confused with the pica, as the em is always the square of the body of type under consideration. There is an em for every size of type. For instance, an 8-point em is 8 points wide and 8 points high and a 12-point em is 12

points square. Similarly there are 14-point ems, 18-point ems, and so on up. The chief use of the term “em” is to designate the spacing or indentation (called “indention” by printers) of paragraphs and lines.

The term “pica” is frequently used to designate the length or width of pages or columns. As the point system is used universally it is a decided advantage to designate the measurement of plates in picas so that they will justify with other material.

STYLES OF TYPE

We now come to a more difficult matter—that of type styles. Many men have made a life study of this subject and have become expert typographers. In this book we can do little more than indicate what some of the problems are, leaving the more detailed study for advanced work.

More than 1,000 styles of type faces have been manufactured by type foundries. They may be divided into the groups named below. In each case the name of the group has been set in 14-point type of the style named in the line, and in parentheses is the name of the type face in which the line has been set. Under the 14-point lines are the names of some additional members of the group named in the 14-point type.

1. **This is Old Style Roman.** (Caslon)

Cheltenham, Cloister, Garamond, Garamont, Goudy Old Style

2. **A Modern Roman Face.** (Bodoni)

Bernhard Modern, Century Corvinus, Goudy Modern, Scotch Roman

3. **This is a Gothic Face.** (Lining Gothic)

Gothic Modern, Kabel, Lightline Gothic, New Gothic, Steelplate Gothic

4. **Sans Serif, Related to 3** (Spartan)

Futura Book, Sans Serif, Kabel, Gill

5. **This is Text.** (Cloister)

Caslon Old Black, Engraver's Old English, Wedding Text

6. *This is Script (Commercial Script)*

Bond Script, Trafton Script, Type Script

7. *This is Cursive.* (Bernhard Cursive)
(16 point)

Cheltenham Cursive, Cloister Cursive, Raleigh Cursive

8. **A SHADED TYPE.** (Caslon Shaded)

Bodoni Bold Shaded, Copperplate Gothic Shaded, Waldorf Text

9. **A Poster Face.** (Winchell)

Foster, Goudy Stout, Pabst Extra Bold

10. **A Square Serif Face.** (Antique)

Breton, Cushing Antique, Memphis, Tower, Ultra Bodoni

11. **This is an Open Face.** (Goudy Handtooled)
(12 point)

Gothic Outline, Beton Open, Caslon Shaded, Futura Inline

12. **This is Typewriter Type.** (Reproducing Typewriter)
(12 point)

Goudy Remington Italic, Oliver Printype, Royal Typewriter

CHARACTERISTICS OF TYPE FACES

The most important style of type is the Roman, which is itself divided into two classes, Old Style and Modern. There are many families of each and more are being designed. The Roman type is used for practically all books, magazines, and newspapers.

The Old Style Roman was originally designed for use on soft paper.

Originally all paper was soft and had to be moistened before it was printed upon. The type was designed with fine lines so that when the ink ran into the moistened paper, it would not appear too black and coarse. The Old Style type, therefore, was designed to allow for expansion after the printed impression was made.

We shall now examine the characteristics of the Old Style Roman letter.

TpdrR

This is a sample of Old Style Roman

The above letters are Caslon, a modification of ancient Roman. Whether written with a reed pen or cut with a chisel on stone the letters were similar. The chisel cut a troughlike stroke with ends rough and unfinished. To make the job more workmanlike the cutter made cross strokes at the ends, giving rise to what we call the "serif." The fillet was added to fill in the space between the serif and the stroke and to give a more graceful appearance.

The original Roman letters were all capitals or upper case. Later lower-case letters were designed to relieve the monotony and make reading easier. The ascender is that part of the letter above the guide line, as in lower-case b, d, f, h, k, and t, and the descender is that part below the guide line, as in lower-case g, j, p, q, and y. The swash, illustrated above in the capital R, was often used for ornamental purposes.

Gothic, it will be noted, is a simple straight line without shadings or "serifs." Serifs are the little cross lines and ornaments which may be seen by comparing a Gothic **T** with a T of another style.

Gothic type is used for cards and invitations and in some cases for headlines of advertisements where the advertiser wants to express the idea of strength or reliability, as of a ponderous machine. However, under certain conditions it may be used to express cheapness.

Script is an imitation of handwriting and is not used to any extent in advertising.

Old English, also known as "text," has come down to us from the early history of printing. It may be used in formal documents and for decorative purposes, but rarely in advertisements, as it is not easy to read.

TYPE "FAMILIES"

Many of the most used type faces are subdivided into "families." Futura is one of these. Below we give specimens of 13 varieties of Futura type, followed by descriptions of some of the other faces:

Futura is a modernistic sans-serif type which has gained great popularity and is extensively used in advertisements and booklets.

Futura Light

Futura Oblique Light

Futura Book

Futura Oblique Book

Futura Medium

Futura Oblique Medium

Futura Demibold

Futura Oblique Demibold

Futura Bold

Futura Oblique Bold

Futura Medium Condensed

Futura Bold Condensed

Futura Display

Garamond—One of the faces most used in advertisements. Legible and attractive.

Caslon—A clean-cut type that leaves an impression of quality, dignity and definiteness. It is used for both body and display.

Bookman—This is also called Old Style Antique. It is simple, masculine, and leaves the impression of reliability, without heaviness.

Cheltenham—A good, all-around type, giving the impression of honesty and sincerity. It is cut in a variety of shapes.

Estienne—This is feminine, expressing daintiness, grace, cheerfulness, and refinement.

Goudy Oldstyle—This type has a free and easy swing that makes it express frankness and activity.

Fairfield—This type conveys a hand-lettered effect and expresses quality and class.

MODERN ROMAN

The division of Roman type into Old Style and Modern is no longer clear cut, as some of the Old Style faces have been modernized. New faces are constantly being put on the market by type founders and by companies that manufacture typesetting machines. Modern

A	A	a	a
B	B	b	b
C	C	c	c
E	E	e	e
J	J	j	j
M	M	m	m
Q	Q	q	q
R	R	r	r
Y	Y	y	y
24-point Caslon, upper case	24-point Bodoni, upper case	24-point Caslon, lower case	24-point Bodoni, lower case

faces, as a rule, have a sharper contrast between the hairlines and body strokes. Another difference is in the serifs, a study of which will help

us to distinguish between different faces of type. On page 227 are comparisons of Caslon Old Style and Bodoni, a modern face.

It will be seen that Modern face serifs are more nearly square and more regular while Caslon has a designed irregularity. The Bodoni has no fillets and the contrast between the hairlines and stem strokes is marked.

Scotch Roman—This type is masculine and gives the impression of activity, business efficiency, and common sense.

Bodoni—Bodoni is sharp, active, full of pep, giving an impression of being wide awake and up and doing.

There are many other Modern families that are Old Style in name but modernized.

ITALICS

Slanting lines have always been used by artists to express action. So the Italic types of all the families are used for emphasis. Following are samples of Italics:

This is Cloister Italic

This is Caslon Italic

This is Scotch Roman Italic

This is Century Italic

This is Garamond Italic

This is Bodoni Italic

This is Baskerville Italic

This is Caledonia Italic

Bold, or black-face; type is also used for emphasis. It should be remembered, however, that too much emphasis means no emphasis; hence Italic and bold-face type should be used sparingly.

MODERNISTIC TYPE FACES

During recent years a large number of new type faces called "modernistic" have been created. Some of them are based on Old Style Roman faces, some on Modern Roman faces, while others are entirely new designs. Modernistic faces for the most part have no serifs and consequently are called "sans-serif" types.

Modernistic type faces came into being about the time that modernistic art appeared in advertising. It is yet too early to predict the future with respect to which of the modernistic faces will survive or whether or not they will supplant the traditional faces. Both are now being used and probably will be for some time to come.

THE TYPE USED IN THIS BOOK

This book is set in 11 point Linotype Baskerville, leaded 2 points. Baskerville is one of the transitional types, falling between the Old Style Roman and the Modern Roman faces, and having characteristics of both.

LEADS

Leads, pronounced "leds," are thin strips of metal inserted between lines of type. They are used to make crowded text more readable and sometimes to "pad out" where copy does not quite fill the space in which it is intended to go. The effect of a 2-point lead may be seen from the following:

Solid

There is grandeur in this view of life, with its several powers, having been originally breathed by the Creator into a few forms or into one, and that, whilst this planet has gone cycling on according to the fixed law of gravity, from so simple a beginning endless forms most beautiful and most wonderful have been, and are being evolved.

Leaded

There is grandeur in this view of life, with its several powers, having been originally breathed by the Creator into a few forms or into one, and that, whilst this planet has gone cycling on according to the fixed law of gravity, from so simple a beginning endless forms most beautiful and most wonderful have been, and are being evolved.

TYPE FACES USED BY THE CURTIS PUBLISHING COMPANY

The Curtis Publishing Company lists the following type faces as available at the company's plant for setting advertisements. The numbers in parentheses are the number of styles of the face carried: Bernhard Gothic (6); Bodoni (16); Bruce Roman (2); Caslon (29); Century (7); Cheltenham (11); Cloister (14); Forum (1); Garamond (9); Goudy (11); Kennerley (5); Modern Extended (2); Old Style Antique (4); Scotch Roman (5). Sizes of these faces run from 5-point to 120-point, but the company does not carry all sizes in every face or style.

It should be noted that in practically all magazines and newspapers a wider variety of type faces will be found than are carried by the printers of those publications. This is because of the fact that most advertisements of a national character are sent to the publications in

plate form—that is, they are set up in job printing shops and electroplated so that the complete advertisement is forwarded. Most newspapers, however, set local advertisements in their own plants, so the retail advertiser works with the type faces the newspapers have.

TYPESSETTING COMPANIES

Much of the setting of type for advertisements and other printed matter is now done by typesetting companies, who serve advertisers, advertising agencies, lithographers, and printers. This does away with the necessity on the part of the printers of installing typesetting machines or carrying a large stock and wide variety of type faces. Here are the faces carried by one the larger typesetting companies:

Linotype. Antique, Benedictine Book (2); Caslon (10); Century (2); Cheltenham (7); Gothic (3); Egmont (2); Memphis (4); Metroblack, Metrolite, Modern (2); Old Style, Pabst Bold, Ronaldson (2); Scotch (2); Typewriter.

Monotype. Bodoni (7); Bookman (2); Caslon (5); Cheltenham (3); Clear-face Italic, Condensed Gothic, Cushing (2); DeVenne Outline; Garamond (6); Gothic (3); Goudy (5); Modern (3); Old Style (2); Sans Serif (3); Stymie (2).

Foundry. Airport (3); Bernhard (6); Beton, Bodoni, Caslon (2); Corvinus, Futura (2); Gillies, Kaufman, Metropolis, Newland, Onyx Stymie (2); Trafton, Weiss.

Specimens of some of the most commonly used faces will be found on pages 484–488, Appendix F.

Trade compositors frequently employ layout men and typographic experts, who will assist their customers if such service is desired.

TYPESSETTING MACHINES

In the majority of newspaper offices, typesetting companies, and the larger printing establishments type is set by machines. Many of the headlines and display words or sentences are also machine set, but some of the headlines, where a large display type is used, must still be set by hand or done on the Ludlow. The following types of machines are available:

Linotype. In Linotype composition the type is cast in “slugs”—*i.e.*, the entire line is cast in a single piece of the desired width, type face, and size. Most newspapers use this type of machine. In correcting

proof, even though only one letter is wrong, the entire line has to be reset.

Intertype. This is also a slug-casting machine and is similar in principle to the Linotype. Matrices of the Linotype and Intertype are interchangeable.

Monotype. A Monotype is actually two machines, one of which is operated by a keyboard, which cuts a paper stencil similar to those used on player pianos. This stencil is run through a second machine, which casts each character separately. The cost of Monotype composition is somewhat higher than that of Linotype or Intertype. Monotype is much used for intricate work such as tabular matter.

Each of these three machines is operated by means of a keyboard similar to that of a typewriter, although the arrangement of the characters is different.

Ludlow. This is a device that casts metal slugs from brass matrices that are set by hand. It is used mostly for setting large display faces. The operator picks up the matrices and inserts them in a stick. The matrices are locked up and placed in a casting machine, where the line is cast in a single slug.

In most advertisements the amount of text is relatively small; consequently the advertiser will have it hand set if he believes that by this method he can get a better job.

Type that printers carry in stock for hand setting is usually called "foundry" type and is obtainable by all printers who have use for it. Hundreds of faces, styles, and sizes are available. Foundry type is often used in conjunction with Linotype or Monotype composition in the same advertisement or booklet. On page 231 is a catalogue page of American Type Founders. Information on the filling of a given space with type will be found on page 489, Appendix G.

STEREOTYPING

Practically all daily and many weekly newspapers are printed from stereotype plates. Type is set on machines and a page-size form is made up on a table. Over the entire page form is placed a prepared sheet of cardboardlike material the size of the page. Great pressure and heat are applied, resulting in an exact reproduction of the newspaper page on the cardboard sheet, which is thenceforth called a matrix, popularly abbreviated to "mat." This mat is placed in a curved box, if the

paper is printed from a cylindrical press, and melted metal is poured on its face. The result is a curved plate, exactly reproducing the page. This plate is fastened to the cylindrical press. Where newspapers are printed from flat presses the pages are molded flat. The mat is an economical way for a manufacturer to send to his dealers all over the country illustrations and completely prepared advertisements. All the dealer has to do is to take these to the newspaper office, where first a metal cast is made. This is placed in the page make-up and another mat and page cast are made for use on the press.

PRINTING PROCESSES

Letterpress. The most used printing process is called "letterpress," "relief," or "raised surface" printing. This is commonly employed for producing newspapers, magazines, booklets, books. The type may be set by hand or by machine.

Lithography. Another form of printing is lithography, which includes offset printing and a number of similar processes bearing different names. This method is often called "planographic" or "surface" printing. In direct lithography, a special kind of stone is used. The type or illustrations to be reproduced are drawn on the stone in reverse with a greasy ink or crayon. A water roller is passed over the stone before the ink is applied; the ink roller is then passed over the stone and, as water repels grease, only those portions of the printing surface that are covered with the design receive the ink. "Offset" is an indirect lithography, in which the transfer surface transfers its design to an intermediary rubber roller, which in turn prints on the paper.

Photolithography. A process that has had rapid growth in recent years is photolithography. One of its advantages is that illustrations, both line drawings and photographs, can be reproduced without the expense of making cuts. In photolithography, copy, including pictures, is photographed, the negative is transferred to a sensitized plate (zinc or aluminum), after which the plate is printed on fast offset presses. For reproduction of a photograph, a screen is used as in the first steps of making a half tone, but no cuts are made. Text matter must be set up and proofs taken, which are then pasted on the copy to be "photolithed." In many instances, typewritten material is reproduced directly from the original typewriting. It is possible to reproduce as many colors as desired. A comparison of a half tone produced

by the letterpress process with a photograph reproduced by "photolith" will show that the former gives clearer detail while the latter gives a softer effect.

Intaglio. "Intaglio" or "subsurface" printing includes rotogravure, which is found in Sunday newspaper supplements and in other printing, and engraving. An example of intaglio printing is the common "engraved" calling card. The letters are etched out on a copper or steel plate, ink is applied to fill the grooves, the surplus ink is wiped off. When the plate is pressed against the printing surface, ink adheres to the paper in ridges, giving a raised effect. Steel and copper plates engraved by the intaglio process are often used for bonds, bank notes, and certificates of various kinds.

In lithography and intaglio printing, beautiful results are obtained at prices for large runs which compare favorably with those of letterpress printing. The advertiser who contemplates issuing booklets or folders must take all conditions into consideration—the effect he wants to obtain, the character of the illustrations, the colors, and the comparative costs. Some advertisers print one booklet by one process and the next by another, a policy that tends to avoid monotony.

To summarize—there are three principal processes of printing: letterpress, which utilizes a raised surface; planographic or lithographic, which prints from a flat surface; and intaglio, in which the surface is depressed.

SILK-SCREEN PROCESS

A process that can hardly be included in the three principal processes named is the silk-screen process, now largely used for window and counter displays and other point-of-sale advertising. Oil paints in a variety of colors are forced through silk screens and applied directly to cardboard, paper, wood, or metal. Full-strength colors are used so as to secure additional depth. This process when properly executed gives a film coverage which can be washed with soap and water to bring the display back to its original freshness when it becomes soiled. Methods originally confined to poster art have recently been developed which make possible faithful reproductions of artwork, carrying out details, including half-tone work, in a screen somewhat finer than a newspaper half tone. The silk-screen method is economical especially in short runs, as color plates are not required.

SELF-TEST QUESTIONS

1. Sketch the history of type.
2. What is the function of type?
3. What considerations should govern the selection of type for advertising purposes?
4. To what extent is hand lettering used in advertising?
5. Explain: point system, agate line, pica em, italics, serif, fillet, ascender, descender, swash, upper case, lower case, leads.
6. Name and describe the general groups of type.
7. Name and describe the most important families of Old Style Roman and Modern Roman.
8. What are "modernistic" type faces? To what extent are they used?
9. What is the function of typesetting companies?
10. Explain the uses of the Linotype, Monotype, Intertype, and Ludlow machines.
11. What is foundry type?
12. Explain the process of stereotyping.
13. Explain letterpress printing; lithography; offset; photolithography; intaglio printing; the silk-screen process.

PROJECTS

1. Which advertisement in the current *Saturday Evening Post* wins the blue ribbon for its typography? Bring in the advertisement, with a carefully thought-out comment showing why you have chosen it as the winner.
2. Almost any general magazine will show you type display that is distinctive, pleasing, dignified, simple, restful, and legible and will set it off against typography that is ordinary, irritating, flashy, overdone, tiring, or hard on the eyes. Clip and paste a set of contrasting pairs of examples illustrating these typographical opposites, with a very brief comment on each.

16. Color

As Nature seems to be so fond of bright colors, what is more natural than the fondness of human beings for them? The use of color in advertising has greatly increased during the past decade. Some magazines carry more color pages than ordinary black and white ones. Newspapers, too, have fallen in line. Color television makes it possible to show products or packages in their actual colors, and right in our homes.

THE perfection of photoengraving and of printing processes has made possible the use of color in magazines, newspapers, posters, and direct mail, whether produced by letterpress, photo-offset, lithography, rotogravure, or silk screen.

The advertising man looks at color, not from the standpoint of the artist, but from the standpoint of the salesman. He must answer the question: "Will the use of color increase the selling value of the advertisement enough to justify the added expense for space, printing, and preparation of plates?" The principal reasons for using color are

1. *To Attract Attention.* A colored illustration has much greater attention value than one printed only in black. Color also has high memory value and can quickly bring about emotional reactions that no word descriptions can accomplish. In magazines where there are many pages of advertisements competing with each other for attention, those in color stand out over those printed only in black.

2. *To Reproduce the Package or Product.* The red bottle of catchup, the green wrapper of soap, the light red slices of ham, the varicolored labels and packages, the warm colors of rugs—all are examples of the effective use of color in both attracting attention to and fixing the appearance of the product or package in the mind.

3. *To Direct the Eye to Parts or Qualities Needing Emphasis.* It is sometimes desired to attract special attention to some detail of the product. Showing that detail in color, with the rest of the picture in black and white, is a most effective means of directing the reader's eye to the part it is desired to emphasize. If the product is one in which the important feature does not normally appear in color, the eye may be directed by means of a colored arrow pointing to the special feature, a circle of color surrounding it, or a spot of color used as a background for it.

In many cases the trade-mark is the only part of the advertisement shown in colors.

4. *To Create Atmosphere.* Automobile advertisers use color to create the outdoor atmosphere. In advertising food products an exceedingly strong appeal to a fundamental human desire may be made by an appetizing picture of the product, prepared for the table. Cheerfulness, warmth, gaiety, coolness, luxury, dignity, and refinement—almost any atmosphere the advertiser may want—can be suggested by a judicious use of color. It may be pointed out, however, that some of the largest and most successful advertisers have created an atmosphere of quality without the use of any color save black and white.

It will be seen that the advertiser is not justified in using color simply for the sake of beauty. Here, as in the other physical elements of the advertisement, the effect which the advertiser desires to secure is paramount.

WHEN TO USE COLOR

Color can be used in magazines and in some newspapers. Most magazines run the covers and a number of the inside pages in color. A color page costs considerably more than a page in black and white, and a four-color page costs more than one in two colors. The relative costs of color and black and white may be understood by reading the rates of *The Saturday Evening Post* on pages 292-293.

Where a double spread in *The Saturday Evening Post* is used, it is possible to have two colors on one page and two different ones on the other page. Or two colors may be used on one page and black and white on the other, thus effecting an economy and still using color in the advertisement.

The problem of when to use color must be decided in each individ-

ual case, with all the facts and conditions in mind. Whether or not the added expense is justifiable depends, among other things, upon what the advertising must accomplish, how large the appropriation is, whether the product is such that a reproduction in colors will have great selling value, whether it is desired to impress a colored trademark or package on the minds of the people, and whether quality can be better suggested by color than by black and white.

In outdoor advertising, color is almost essential, and in most catalogues, folders, booklets, and other varieties of direct mail color is much used.

COLOR RATES HIGH READERSHIP

A study in which advertisements in color in newspapers were rated was made by the Advertising Research Foundation (see Chap. 18). The 140-page edition of the *Milwaukee Journal* of Sunday, Nov. 11, 1945, with a circulation of 314,298, was used. The foundation interviewed for this study 1,100 readers, equally divided between men and women. Twenty-seven per cent of the 91 national advertisements of 70 lines or over were in color, as were 5 per cent of the 141 local advertisements. Some advertising in the Sunday paper was read by 91 per cent of the men and 99 per cent of the women. In 1941 a survey was made of the daily edition of the same paper, in which it was found that only 80 per cent of men and 86 per cent of women read "some" advertising.

Among the national advertisements in the Sunday paper six advertisements in color appeared on the men's list of the ten best read, while eight appeared on the women's list of the ten best read. Only seven local advertisements were in color but four of them were in the men's ten best read and five in the women's ten best read. The best read national advertisement was a 1,015-line Chevrolet color advertisement in the rotogravure section, which was read by 65 per cent of the men and 56 per cent of the women.

In the local field two department-store advertisements tied for first place among the women, each scoring 76 per cent readership. A color display of sport shirts was first among the men, with 48 per cent readership. The rotogravure section of the *Sunday Journal* had the highest average page readership of all ten sections, with 80 per cent of men and 86 per cent of women.

COLOR IN NEWSPAPERS

About 500 newspapers are equipped to run advertisements in color in their regular daily issues, and most newspapers use color in the supplementary sections of their Saturday and Sunday editions. Technical difficulties connected with high-speed printing, plate making, and stereotyping have prevented most of the dailies from adopting color printing, but as these difficulties are being overcome more dailies are accepting color advertisements. There is no question as to the superiority of color advertisements in many respects, but the advertiser in newspapers, like the advertiser in magazines, must decide whether or not color with its additional cost will do a better job for him than plain black and white.

In newspapers the cost of color advertisements compared to the regular black and white varies. Here are some typical charges: the *Syracuse* (N. Y.) *Post-Standard* gets for black and white and one extra color \$40 additional, regardless of the size of the space used, but a minimum of 800 lines is required. The *Herald-Journal* in the same city charges 25 per cent additional for black and one color, with a minimum requirement of 840 lines. The *Birmingham* (Ala.) *News* asks \$100 for black and one extra color and \$200 for black and three extra colors. The *Gary* (Ind.) *Post Tribune* charges 20 per cent more for one extra color and 30 per cent more for 2 or more extra colors. The *Indianapolis* (Ind.) *Star* places the extra charge on a line basis. Its regular black and white line rate is 26 cents, while for black and one color the charge is 35 cents and for black and three colors, 38 cents.

Besides the extra cost for space, the advertiser is faced with greater cost of plates and artwork and the fact that he must submit his copy longer in advance than would be the case with black and white copy.

COLOR IN MAGAZINES

During the war the use of color in magazines increased greatly. This was caused by a combination of circumstances. Advertisers for several years before the war had been becoming more and more "sold" on color as studies made to determine the effectiveness of advertisements clearly showed better attention-getting and pulling power when color was used. When the war began most advertisers

continued their advertising appropriations even though they had nothing, or little, to sell. Coupled with this was a shortage of paper on the part of the magazines. An advertiser who used color could make a greater impression on readers with fewer pages and stood a better chance of getting his advertisements accepted by publications, which had to refuse many advertisements and to ration others.

In *The Saturday Evening Post* of January 18, 1947, there were 41 full-page advertisements in color (two to four colors) and only 16 full-page advertisements in black and white. Of the half-page advertisements in that issue, 16 were in color and 11 in black and white. Advertisements smaller than half-page were all in black and white, as the *Post* does not accept any smaller unit in color than half-page. Some magazines, however, such as *Collier's*, *Cosmopolitan*, *Redbook*, *Look*, and *Liberty*, accept one-column copy in color.

COLOR IN PACKAGING

Modern advertising is based largely upon recognition of brand name and appearance of the package. The package serves both as a container and as an advertising display piece. Packages are designed from the standpoint of how they will look on the retailers' shelves and how easy it will be for the housewife to identify the product as she passes through the store, where many varieties of packages are stacked. Manufacturers have done much research before adopting a new package or changing an old one. They make every effort to learn the consumers' preferences as to shape, size, and color, sometimes by the simple expedient of making a number of different packages and checking the customers' choices. For instance, it has been found that the most desired colors and combinations of colors for containers vary with the contents. Red for tomatoes, green for peas, and yellow for peaches are obvious selections for those products; they have become standard colors for the packages and in many cases for the advertisements.

IF COLORS, WHICH ONES?

If it is decided to use color, then comes the problem of which color or colors. If the purpose of the color is to reproduce a package, the problem is solved. It will merely be necessary to make the picture as nearly like the original as possible. But where there is no package or

label to reproduce or where a package or label must be originated, the problem is more complex. In order to make a wise selection in such a case, the advertiser should have some understanding of the theory of color, which we shall now briefly examine.

Nature delights in color. The leaves, the flowers, the sky, the rising and setting sun, the spectrum, the rainbow of promise—all remind us that color is something of great importance in the scheme of the universe. The advertising man is concerned with the study of color from the standpoint of the artist rather than from the physical standpoint, for the artist must work with pigments and must actually mix them to produce various colors.

From the study of pigments we learn that there are three primary colors: red, yellow, and blue. These colors are elementary and cannot be produced by mixing any other colors together.

Each of these primary colors has a certain effect upon the mind. Yellow is most closely akin to light. It is optimistic, cheerful, and luminous. Red resembles fire. It excites and stimulates to action. In the flags of various nations it runs true to form. Blue is the opposite of yellow and red. It represents restraint. It is quiet and soothing. Where red is warm, blue is cold. It is even used as a symbol for a depressed state of mind, having which we say we are blue.

If we mix equal parts of yellow, red, and blue pigments we find that they neutralize each other and we get a neutral gray. If, however, we mix two primary colors at a time, we get some interesting results called "secondary" colors.

Mix yellow and red and we have a secondary color, orange. This partakes somewhat of the nature of both yellow and red. It is a warm color, but not so light as yellow nor so exciting as red.

If we mix yellow and blue we get the secondary color, green, which also partakes of the nature of both components. It is more cheerful than blue and more reposeful than yellow. Nature uses this color for the grass and the leaves, affording our eyes relief from the glaring sun.

By mixing red and blue we get violet, the third secondary color. As might be expected, the cold color, blue, neutralizes the warm color, red; and violet, the resulting color, is nearest to black. It denotes solemnity and great dignity.

If we continue to mix the colors we already have, we can make still other colors. Mix the primary color yellow with the secondary orange

and we have yellow-orange. So we can get by mixing primary and secondary colors, red-orange, red-violet, blue-violet, blue-green, and yellow-green. These colors are called "hues." There may be a large number of them as preponderance of one color or the other is put into the mixture.

A tone of color lighter than normal is called a "tint" and a tone darker than normal is called a "shade." The question of what we mean by normal naturally arises here. We may say that red, yellow, and blue are normal when they are just as red, yellow, and blue as they can be—that is, when they are at their full intensity.

If we mix yellow and violet, they neutralize each other, producing gray. The same is true of orange and blue, red and green. These pairs of colors are called "complementary." The complement of any primary color is the secondary color formed by mixing the two other primaries. The hues also have their complements.

We have seen that yellow mixed with red produced orange and that orange mixed with yellow produced yellow-orange. Yellow, yellow-orange, and orange are harmonious or analogous colors. So are violet, red-violet, and red, and likewise blue, blue-green, and green. These groups are harmonious because they are near relatives. Harmony can be produced in complementary colors by adding to each color some of its complement, bringing both to a grayish, half-neutral point where they are harmonious.

COLOR IN THE TEXT

Color may be used to advantage in decorative initials, in borders, and in the background. The latter, however, should never be so strong as to attract attention to itself. In the text, nothing is so readable as black on white or India tint paper. Color is used in headlines or other words for emphasis. Too much color is worse than none at all; inartistically used it detracts rather than adds.

Mail-order concerns and others using direct-action copy have found that the returns from both display and direct-mail advertising are increased by the use of color. Users of future-action copy who are willing to pay the advanced rates for colored pages are usually convinced that the added attention value and impressiveness are worth the money.

That there are many who are so convinced is evidenced by the

great increase in the use of color. The leading general magazines are now running a substantial portion of their total advertising space in color.

Many tests have been made by psychologists to determine which colors are most pleasing to people from an artistic point of view. There is some difference between the preferences of men and women. With men the color most preferred seems to be blue, followed by red, while women prefer red with blue as a second choice.

Red has the greatest attention value and is used more than any other color except black, which comes second to it in attention value when used on a white background. This is true of both publication and direct-mail advertising. Green and orange, according to various tests, come next in attention value, being somewhat weaker than red and black. Blue, purple, and yellow have low attention value.

Dr. Starch¹ reports some experiments carried out under his direction to determine the preferences of artists and of ordinary consumers with relation to color combinations in advertisements. Dr. Starch's assistant obtained 10 single-color advertisements, 10 two-color advertisements, and 10 multicolored advertisements. One test was made with the colors on the advertisements, and the other with patches of color off the advertisements.

The tests were made on 32 male and 25 female consumers and 25 artists. Dr. Starch concludes from the results that there is a fairly decided preference for complementary combinations and the more nearly complementary the colors are, the more highly they are preferred. Dr. Starch says:

The preferences of the artists differ quite materially from the preferences of the consumers. The specific inference is that the consumer, who is ultimately the person to be reached and influenced, is a more reliable index of color preferences than are commercial artists. The difference in the results between artists and the other men and women may possibly be explained on the ground that the artists had certain preconceived ideas and theories regarding colors which kept them from showing a naïve color preference. The suggestion here then is that when colors are an important matter the particular colors, tints, or shades to be used and their combinations should be determined by means of color tests such as those outlined. The tests should be carried out with the consumers to whom the

¹ Starch, "Principles of Advertising," pp. 597-605.

advertisement is intended to appeal. Such a procedure will avoid the use of disagreeable, inappropriate, and ineffective color.

SELF-TEST QUESTIONS

1. What are the principal reasons for using color in advertisements?
2. Explain and illustrate its use for each of the purposes.
3. What factors determine the question of when to use color?
4. How do color advertisements in newspapers rate with reference to readership?
5. To what extent can the advertiser use color in newspapers?
6. How do you account for the increase in the use of color in magazines?
7. Of what value is color in packaging?
8. What are the primary colors? What effect has each upon the mind?
9. What are the secondary colors? How are they produced? What effect has each upon the mind?
10. What are hues?
11. What are tints and shades?
12. What are complementary colors?
13. What are harmonious colors?
14. How may color be used in the text of an advertisement?
15. What colors have the greatest attention value?
16. What was the result of Dr. Starch's experiments?

PROJECTS

1. Study the first five full-page advertisements in color in the current *Collier's* or *Saturday Evening Post*. In each of these advertisements, just what reasons can you find for the use of color? Considering the extra cost of a color page (see pp. 292-293 for *Saturday Evening Post* rates) do you think the advertiser has gained enough through the use of color to justify the added expenditure? State your opinion briefly with reasons.

2. Study the first five black and white full-page advertisements in the current *Collier's* or *Saturday Evening Post*. How and for what reasons could the advertisers have used color in these advertisements? Would they, in your opinion, have gained enough added value to justify the expense? Give reasons for your answer.

17. Layout

An advertisement may be considered a work of art, which must be so designed as best to accomplish its purpose. The excellent and attractive creations you see in periodicals don't just automatically spring into being; they result from careful layouts that are sometimes like architects' plans. Are you familiar with the "golden section"?

A COMPLETE advertisement as it appears on the printed page is composed of a number of units so arranged as to be as effective as possible in bringing about the result desired by the advertiser. If, for instance, the advertiser wants simply to keep the appearance of the package or product, or the product's name, in the reader's mind, the emphasis would be placed on the illustration and the copy would be brief. If, however, the story should be deemed more important, as might be the case with a new product or with an old product for which new uses were being advertised, the illustration or illustrations would be smaller to give more space for the message.

A complete and finished advertisement is a combination of a number of units such as illustration, headline, copy, trade-mark (if one is used), white space, decorations, and border. All are so arranged and blended into the large unit of the complete advertisement that the maximum desired effect is brought about. As a guide to the printer and others whose duty it is to produce the advertisement from the inception of the idea to the final form in which it is sent to the publication, a "layout" is prepared. Those who make the layout continually keep in mind that the ultimate purpose of all advertisements is to sell goods.

A layout, then, is a visual expression of the ideas of the creator or creators of an advertisement. In agency work it usually results from collaboration of artist, copy writer, and frequently others who have

been called into conference in the effort to decide how the advertisement can be made as effective as possible.

The functions of a layout are (a) to visualize the advertisement before the illustrations are made and the type set and (b) to furnish a working plan to the printer and others whose work enters into the final production of the plate to be sent to the magazine. These functions apply to advertisements in magazines, newspapers, house organs, direct mail, and other mediums.

Advertising space is expensive. It pays, therefore, to devote sufficient time and study to the layout to secure the maximum benefit from the expenditure. It is not unusual for the visualizer, or layout man, to make two to twenty "experimental roughs" or thumbnail sketches, as shown on page 253, before arriving at the final. He may make photostats in various sizes and play around with the various elements until the desired effect is secured. Many times preliminary layouts are used to submit to the client for his approval.

WHICH COMES FIRST?

The question is often asked, "Which comes first, layout or copy?" No hard and fast rule can be laid down. Of primary importance is the amount of space to be used. Next may come a decision as to what features of a product should be emphasized, if the advertisement is to be published in magazines, or what merchandise is to be offered, if the advertisement is to be placed in newspapers by a retail store. By working together the layout man and the copy writer come to an agreement, the layout is made, and the copy is written to fit the space available for copy.

It may be of primary importance, however, to use the space for definite announcements of products or policies. In such cases the copy, which is a "must," may be written first and the layout made afterward. In many retail concerns the layout man and the copy writer are the same person. This is often the case where newspaper advertising solicitors prepare advertisements for the smaller retailers who have no advertising manager.

SIMILAR TO A BLUEPRINT

The finished layout may be compared to the blueprint of the engineer or the plan of the architect. Layouts should indicate to the

printer (1) the shape; (2) the size and location of the illustrations; (3) the style of type, the size of the type, and the space each headline and mass of type is to occupy; (4) the style of border, if any; (5) the width of the margins of white space; (6) any additional directions that may help the printer to execute the plans of the designer; (7) the color, if more than one color is to be used in either type, illustration, or border. A layout man, especially a beginner, may have difficulty in marking on the layout the size of type to be used. The data in Appendix G, page 489 will be helpful. In many instances, however, it may be advisable to leave this detail to the printer, or at least to consult him, as he usually is experienced in estimating the proper size of a type face to fill a given space.

Advertisements are usually set up in a rectangular space. The form of rectangle that seems to be most pleasing to the eye is an oblong, the shape that characterizes most books, magazines, newspapers, letterheads, and many pictures and other articles in common use. Various experiments and tests have been made to determine what ratio the long and short sides of the oblong should bear to each other. The ancient Greek idea was that the most pleasing rectangle was one the sides of which were in the ratio of approximately 5:8. An oblong of this ratio is called the "golden section" and the golden ratio, whether it refers to a rectangle or an oval, is now generally accepted as the most pleasing to the eye. Present-day publications are somewhat nearer the square than this, approaching the ratio of 2:3 or 5:7.

In buying full pages in publications we are limited as to form, but in buying fractions of pages, especially in newspapers, we have more opportunity for choice and, where it is possible to select, the closer we approximate the golden section the more pleasing to the eye the shape of the advertisement becomes. There may be instances, however, when the pleasing shape may have to be sacrificed in order to secure certain other effects.

If we draw a horizontal and a vertical line exactly the same length and place them close together, the vertical line will appear longer. Consequently, a perfect square appears higher than it is wide and the exact center of a perfect square or oblong appears lower than it really is. We find that the optical center of a rectangle is therefore slightly higher than the exact center—higher by about one-twentieth of the total height of the rectangle. It is also claimed by some authorities that

the optical center is somewhat to the right of the mechanical center, probably because of the habitual eye movement from left to right in reading.

Where a space is used that departs materially from the golden section proportions, it may be treated in such a way as to make it appear more pleasing.

BALANCE

When we say that an advertisement is balanced, we mean that the masses of type or cuts seem to be in equilibrium with respect to the optical center. If we draw a vertical line through the center of an advertisement, the halves of the advertisement should have the same relative weight. If they are exactly symmetrical, the advertisement is said to be in "bisymmetric" balance. If, however, we have a heavy mass, whether illustration or type, on one side, rather than symmetrically centered, we must counterbalance it with heavy type or another cut somewhere on the other side. A small cut or mass of type may balance a heavy one if it is at a sufficient distance from it, just as a small boy may balance a heavy one on a teeterboard by moving farther away from the center of support. Sometimes two or more small masses may balance one large one, or a color may balance a considerable mass of heavy type. Balance of this kind is said to be "occult"—that is, the advertisement gives the impression of being balanced without having exactly the same weight on both sides of the vertical line.

LOCATION OF FEATURES

The layout man must consider the relative importance of the elements with which he deals. In some advertisements the headline and copy predominate, as in the advertisement reproduced on page 157. As the eye tends to rest first on the optical center, that point is favorable for the location of the most important element, whether illustration or headline. A study of the magazines published during the past 10 or 20 years will show how ideas of layout are continually changing with respect to location and treatment of important features. The search for something new is always going on.

EYE DIRECTION

Eye direction, sometimes called "movement," is accomplished in various ways. One method is the use of arrows pointing to the feature

Cleans from every angle

**SQUIBB
ANGLE**
TOOTHBRUSH

“IT GETS PLACES . . . It’s the most intelligently designed toothbrush I’ve ever used.” That’s what one user said—typical of many comments on the Squibb Angle Toothbrush. It’s no chore to brush your teeth with this scientific instrument—because that’s what it is. A practicing dentist devised it after long study of brushing problems. The angle of the head makes it a lot different. And yet the Squibb Angle Toothbrush costs no more than other brushes. Try it. Your choice of hard or medium bristles.

SQUIBB *A name you can trust*

FIG. 45.—Brushes arranged in circular design throw into prominence the phrase “Cleans from every angle.” An example of eye direction.

emphasized; other methods include dots, dashes, and decorations so designed as to direct the gaze to a particular point. In this connection a face or other illustration which tends to direct the eye should look into the advertisement rather than outward. If it faces outward it directs attention to the neighboring advertisement in cases where fractional pages are used, or into empty space where full pages are used. The Squibb toothbrush advertisement on page 249 is an example of eye direction.

BORDERS ✓

The great majority of full-page advertisements in both magazines and newspapers are now designed without borders. Borders, however, are still used for fractional pages, but the tendency is toward simplicity, so that fancy borders for the most part have been replaced by plain line borders. In many cases a judicious use of white space has taken the place of the old-time border.

In newspaper advertisements of less than full-page size, borders are sometimes used to separate the advertisement from others, to unify the various elements, to increase attention value, and sometimes to help in the expression of a selling idea. Borders may go completely around the advertisement; may be used at the top or bottom or both top and bottom; may be used at one side or both sides. Frequently borders are broken so that part of the illustration or text is outside and part inside the border.

EMPHASIS

The layout man endeavors to bring out the vital element of the advertisement with as much emphasis as possible. He endeavors by arrangement of illustrations and text to get the message over as quickly and with as much force as possible. Emphasis may be brought about by placing the most important feature at or near the optical center, by emphasis in type display, by size of illustration, by color, and by many other methods.

WHITE SPACE ✓

White space is an important factor in layout and when correctly used adds much to the effectiveness of the display. It is emphatic by silence. There has been a tendency of late to reduce the amount of white space used and to increase the amount of copy. One reason for

this is undoubtedly the fact that, as a result of the depression of the 1930's, advertisers began to use copy of stronger selling force, which is necessarily longer than most general publicity or poster-style copy.

COLOR

The subject of color is discussed in Chap. 16. The layout man must take color into consideration in making his design so that it will arrest the eye and give the desired effect.

Current advertising will show many examples of arresting and unusual displays. Photography in the hands of a real artist can render efficient service. Where no illustrations are used typography becomes highly important, with many type faces as well as hand lettering available.

POSITION OF ADVERTISEMENTS

The practice of magazines is not uniform with respect to selling preferred positions. Cover advertisements in practically all magazines cost more than inside positions and in some magazines certain pages carry a premium. In others no additional charge is made for the better inside positions but they are given to advertisers who have used the most space for the greatest number of years. For the other advertisers many magazines rotate the preferred pages. Covers and center spreads, sold at advanced rates, are usually contracted for many months and sometimes years in advance. Some magazine advertisers who cannot get covers or the first few pages in the book like lefthand pages near the back, because of the habit many people have of running over the back pages first.

Newspapers, as a rule, sell preferred positions such as "next to reading," "full position" (entirely surrounded by reading matter), or on specified pages such as the sports page, society page, and others. Extra charges for these preferred positions run from 15 to 50 per cent. Newspaper surveys have proved that position is not so important as had been previously thought and that any advertisement well laid out and dealing with merchandise in which readers are interested will be seen and examined. In general, for small advertisements the upper right-hand corner of the page is considered the best position. If a half page is used it is generally better to divide the page vertically instead of horizontally, and the outer half of the page is preferable.

LAYOUT OF A NATIONAL ADVERTISEMENT

The Easy washer advertisement shown on page 256 was published in national magazines. The first step in its creation was the making of a rough pencil sketch visualizing the idea of "head in the clouds" (see page 253). Next came a rough preliminary layout showing the heading in three lines (see page 254). This was later revised so that the heading appeared in two lines, and another pencil layout was made incorporating this and some other changes (see page 255). On this later layout the human figures were drawn and so was the washer, which appears in some detail. This layout, which was sent to the printer, made possible an accurate visualization of the appearance of the advertisement as it was to be finally printed.

Before the advertisement was sent to the printer another change was made in the subhead and still another before the final O.K. When the copy was written the words ". . . first see the Speedy Easy Spindrier in action!" were played up and became the subhead. The illustration of the washer itself was made from a retouched photograph, upon which the man and woman were drawn in by an artist. The cut of the woman with her head in the clouds was also made from an artist's drawing. Both head and subhead were hand-lettered. The signature cut was a reverse plate made from an artist's drawing.

The copy that was sent to the printer with the final layout was written on a separate sheet, which contained the type markings and proper mechanical directions. The completed advertisement as finally published appears on page 256.

LAYOUT OF RETAIL-STORE ADVERTISEMENT

The advertising manager of Dey Bros., Syracuse, N.Y., after a conference with buyers and other executives, decided upon a page advertisement featuring dresses for young women and using the name "Syracusanne Jr.," which is one of the company's trade-marks. The window-display man was notified of the plans and proceeded to arrange a window display to tie in with the newspaper advertisements and to feature the same dresses.

The next step was to have the various items brought to the advertising department, where artists made drawings of them the exact size to appear in the paper. The words "Kay Collier," "Checks," and

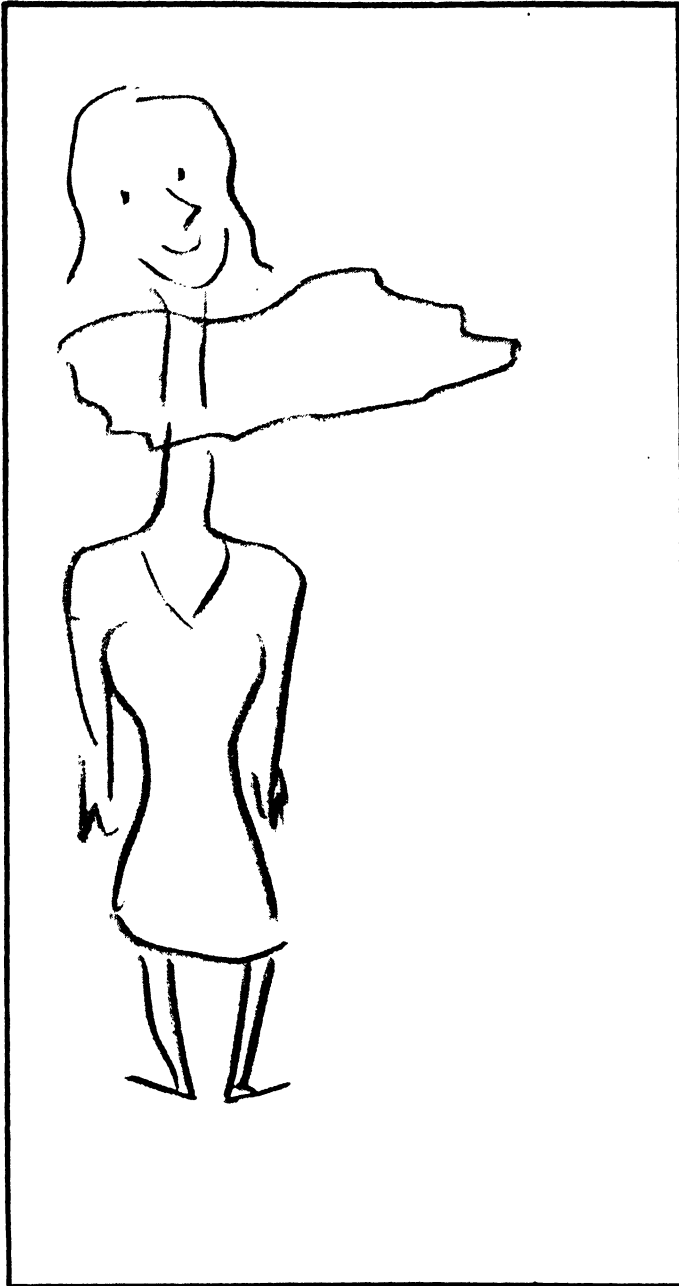


FIG. 46.—A rough pencil sketch made to visualize the idea "head in the clouds."

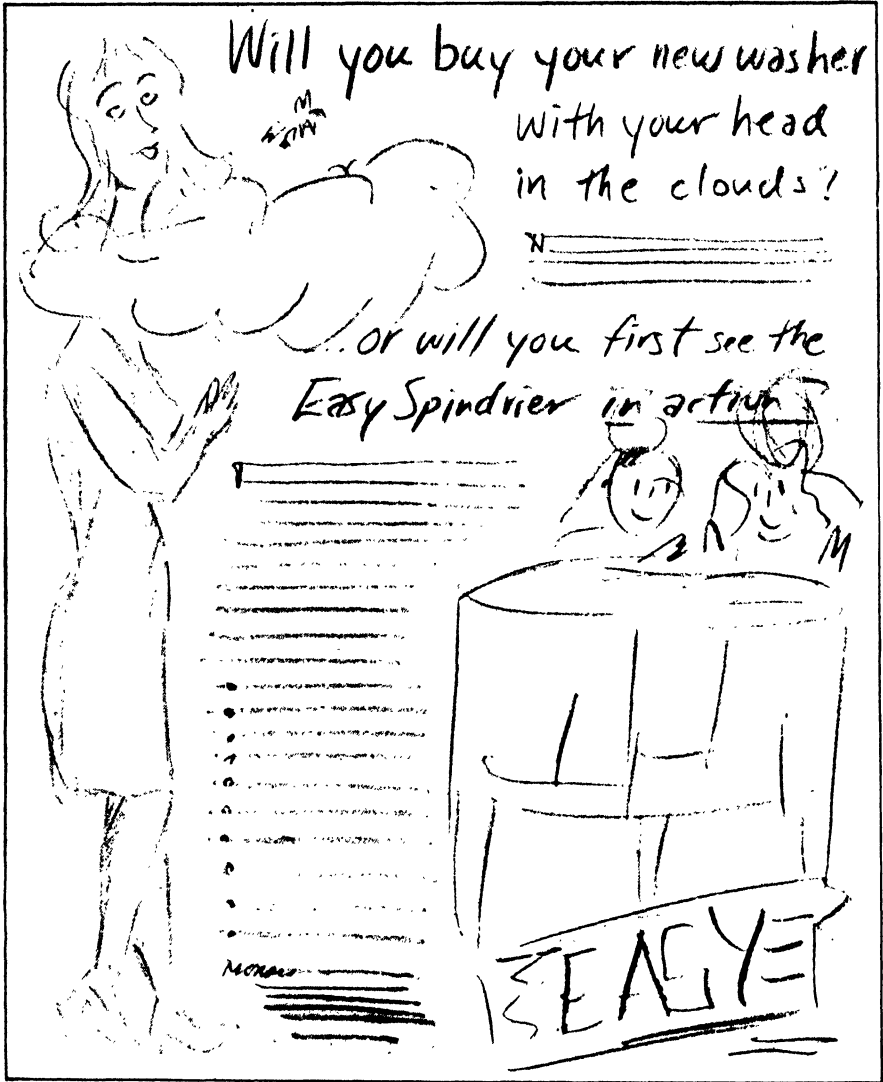


FIG. 47.—Rough pencil layout preliminary to the final layout.

Will you buy your new washer with your head in the clouds?

... or will you first see the ~~Speedy~~ Easy Spindrier in action!

EASY AMERICA'S LEADING
WASHER-IRONER

WASHES - IRONS
CLEANS - DRIES

The advertisement features a woman on the left in a patterned dress and high heels, looking upwards. On the right, a man and a woman are shown with the 'EASY WASHER-IRONER' machine. The machine is a large, cylindrical unit with a top-loading door and a control panel. The text is arranged in a way that suggests a choice between a 'cloudy' purchase and a 'speedy' one. The product name 'EASY WASHER-IRONER' is prominently displayed at the bottom right, with 'AMERICA'S LEADING' above it and 'WASHES - IRONS' and 'CLEANS - DRIES' below it. The overall style is that of a vintage print advertisement with high contrast and a focus on visual storytelling.

FIG. 48.—This revised layout went to the printer along with the copy which bore type markings and mechanical directions.



Will you buy your new washer with your head in the clouds?

Dear lady, we wouldn't blame you for being swept off your feet by the first new washer you see. After all—unless you had an Easy when the war began—you've been putting up with make-shift washing for a long, long time! So get ready to buy a new washer. But all we ask before you jump is that you . . .

... first see the speedy Easy Spindrier in action!

YOU'VE waited so long to get rid of washday drudgery. Why not see the washer that does your whole week's wash in less than one hour? Compare these features:

TWO JOBS AT ONCE . . . Both tubs work as a team to save you time. One tub washes a full load while another full load is rinsed and damp-dried.

WHIRL CLOVES FASTER . . . Patented Spindrier washes *all* the clothes in *all* parts of tub. Clothes don't float idly at top. No over-scrubbing at tub bottom. Bowl bottom speeds action.

SAVES WATER! Spindrier removes up to 25% more water. Clothes dry faster indoors and out. They're lighter to handle and hang up.

NO WRINGERS to break buttons, mash zippers and squeeze in hard-to-iron creases. Saves mending and ironing time.

WASHES EXTRA THINGS! Flexible operation allows safe washing of blankets, washable drapes, slip covers. You are in complete control and can remove them the instant they're clean.

SAVES SOAP . . . it's a mixer with soap and hot water. Some folks use same tub of suds for more than one load. You can do it with an EASY Spindrier.

.

MOBIL: Don't be too hasty. See the Easy Spindrier in action. See how it saves time. Compare it with all others. Then place your order. We're shipping some washers today but you can imagine, it's hard to keep up with demand! Easy Washing Machine Corporation, Syracuse 1, N. Y.



EASY

AMERICA'S LEADING
WASHER-IRONER

WASHES MORE CLOTHES FASTER

FIG. 49.—The full-page advertisement as it appeared in national magazines. (Batten, Barton, Durstine & Osborn, Inc., advertising agency.)

"Starling," as well as the design in the center, were also drawn by hand. Then the layout man, after some preliminary sketches, made the layout on page 258. In the upper righthand corner was shown a Starling Easter hat which would go well with the other merchandise. Next the headlines and copy were written, a separate sheet being used for each item. The copy and layout with proper type markings were then sent to the newspaper to be set up.

In the type markings are shown several specifications of Lydian and Lydian Bold which are type faces manufactured by American Type Founders, a catalogue page of which is shown on page 231. This type style was not originally carried by the newspaper but Dey Bros. bought a quantity of it, the newspaper agreeing not to use it for other advertisers. The types called Roto, Cheltenham, and Stellar, also used in the page advertisement, are part of the newspaper's standard equipment.

After the final revised proof had been returned to Dey Bros., the drawings and type were mounted on a cardboard in their proper position just as they were to appear in the paper. Then the cardboard was sent to the photoengraver, who made a page plate of the entire advertisement and sent it to the newspaper to be printed as shown on page 259.

The practice of making a complete plate of the page is not universal, but in the opinion of some advertisers it gives better results. When this is not done, cuts are made of each drawing separately and sent to the newspaper, where they are assembled with the type according to the advertiser's layout. Small stores that do not have artists may use a cut service to which they subscribe or which is furnished them by the newspapers. In either case printing in most newspapers is done from a mat according to the process of stereotyping described on page 232.

COPY ON SEPARATE SHEET

In most layouts, parallel lines are drawn to represent text. Copy is not usually lettered or typewritten on the sheet that carries the illustration and diagram. Headlines and logotypes may be drawn on the layout but they should be repeated on the second, or copy, sheet. Where there are several blocks of text, each block may be designated by a letter, as "copy A," with a corresponding "copy A" on the layout.

In the larger advertising agencies there are typographical experts who decide what size and style of type should be used in setting the text. They either mark their selections on the margin of the copy sheet, or in some other way communicate their desires to the printer. Newspapers, especially in the smaller cities and towns, do not have an unlimited number of sizes and styles. Consequently, the layout men in such instances must find out the newspapers' facilities and work within these limitations.

SELF-TEST QUESTIONS

1. What is a layout? What are its functions?
2. Why is it worth while to take considerable pains with layouts?
3. What should a layout indicate to the printer?
4. What is the most pleasing shape for an advertisement?
5. Where is the optical center?
6. Explain the principle of balance.
7. How may eye direction or movement be effected?
8. Discuss the use of borders.
9. How may features be emphasized?
10. Discuss the use of white space.
11. Of what importance is color to the layout man?
12. How can an advertisement be made attractive when no illustration is used?
13. Can an advertiser control the position of his advertisement in a magazine? In a newspaper? What are the preferred positions?
14. What is the best position on the page for a small advertisement?
15. What is the best way to divide the page for a half-page advertisement?
16. What positions in a magazine are regarded as the best? Why?
17. Describe the process of preparing an advertisement for the printer.

PROJECTS

1. From any current magazine select one advertisement that contains a primary illustration, one or more secondary illustrations, headline, body copy, trade-mark, and the name of the product or company. Make from three to six thumbnail sketches or roughs, each containing the same units that appeared in the original advertisement, but each showing a different arrangement of these units. Attach to each a brief statement showing how the emphasis of the various units is affected by the rearrangement. You may find, for example, that the importance of the headline or the trade-

mark or some other part is increased by your new arrangement, while something else is made to seem less important. State just what effect you think the rearrangement has on the relative importance of the various units. Submit the original advertisement with your work.

NOTE.—Rough layouts need not be made the actual size of the finished advertisement, but should be drawn to correct proportions.

2. From the latest *Collier's* or *Saturday Evening Post* select a full-page advertisement that contains a good many small units—minor illustrations, small blocks of type, etc. Cut the advertisement apart in such a way that you have only one unit on each piece. Now measure off on a clean sheet of paper a rectangle the exact size of the original page. Allow for margins if the advertisement was not a bleed page. Place your clippings on the space that you have measured off and experiment with different arrangements until you find one that you like. See if you can overcome any “spottiness” in the original or improve the unity or balance or gaze movement. When satisfied, paste your clippings in position. Do not worry if the background is not the same color that it was in the original, but if you have any suggestions for a more effective background, indicate them in the margin.

PART IV

Where to Publish Advertising

18. Newspapers

Perhaps we take for granted the work done by newspapers in gathering news and photographs from all over the world so that we can have a complete newspaper every day. However, this great enterprise is one of the marvels of our time. Were it not for advertising we would have to pay much more for our newspapers. Advertisers spend more in newspapers than in any other medium; two-thirds of the annual advertising revenue of newspapers comes from local advertisers, mostly retailers.

WE NOW come to the study of the various mediums by means of which the advertising message is sent to the consumer. The problem is to reach the greatest number of people who are, or may be at some time in the future, prospects to buy the advertiser's product. Moreover, they must be reached in the most impressive way, at the smallest possible cost, and within the appropriation—the amount which the advertiser has to spend. To accomplish this the advertiser uses one or more mediums.

A medium is something that goes between the advertiser and the persons he wishes to reach with his message. The word is used in advertising to denote any sort of publication, poster board, painted sign, radio broadcast, gift specialty, window display—in fact, *anything*—that carries the advertiser's message from the one who originates it to the one who sees or hears it.

Every business has its own peculiar needs and problems and must choose the mediums to be used according to the best information that can be obtained about the mediums and their adaptability to the particular problems at hand.

In addition to the circulation of mediums and information as to the kind of people who constitute that circulation, the advertiser must

also consider the important factor of prestige—*i.e.*, the regard in which the mediums are held by their readers (or in case of radio, listeners). There is a certain prestige in anything that is printed, and people tend to place some confidence in a printed message because someone has gone to the expense and trouble of putting it into type. For this reason, even a dodger thrown on doorsteps by the neighborhood grocer carries some prestige. We may consider this as a low degree of prestige. If we saw the same advertisement in our daily newspaper, it would carry more prestige because back of it is the great newspaper with its large circulation and all that it stands for in the community. When we read an advertisement in a magazine that circulates all over the country, a magazine in the columns of which are stories and articles by noted authors, the element of prestige is in many cases still more pronounced.

It may be stated as a general rule that an advertisement partakes of the standing and character of the medium in which it is circulated. The psychological law of association of ideas is effective here. It is impossible for the reader of or the listener to an advertisement not to associate the article advertised with the medium that carries the advertisement.

From the standpoint of advertising revenue, the newspaper is the most important medium. Approximately \$1,038,800,000 is expended annually by newspaper advertisers, \$292,500,000 of which comes from national (general) advertisers and \$671,300,000 from local (retail) advertisers. Expenditures in country weeklies are about \$75,000,000 annually.

We have here two important divisions of newspaper advertising—national (general) and local advertising. General advertising is advertising for a product which is sold nationally and which is usually advertised both in national magazines and in newspapers, although there are many instances of advertisers using one of these mediums and not the other. General advertising, formerly called “foreign” advertising because it originates outside of the city in which it is published, is usually prepared by an advertising agency and sent to a large number of newspapers throughout the country. Local advertising is prepared and bought locally and comprises all the advertising, including classified, that does not come under the head of “general.” The bulk of local advertising is that of retailers.

THE NATIONAL ADVERTISER

The national advertiser in his campaign may use newspapers in connection with other mediums or he may depend almost entirely on newspaper advertising. While magazine sponsors pride themselves upon reaching persons with the larger incomes, it is a favorite argument of newspapermen that they reach everybody, rich and poor alike. They argue that manufacturers and retailers of the majority of products cannot exist unless they reach the great market represented by people having incomes of \$1,000 to \$3,000 and even less.

THE NUMBER OF DAILIES

Newspapers cover the field intensively. According to Standard Rate & Data Service, there are in the United States 142 English-language morning dailies, 1,241 evening dailies, and 177 "all day" dailies,¹ the combined circulations of which are 47,024,254. Of these dailies, 444 have Sunday editions, with a combined circulation of 38,130,864.

If an advertiser wanted to use all the morning papers he would pay, subject to certain space and frequency discounts, \$25.9271 a line. The total line rate of all the evening papers would be \$87.6466 and of the "all day" papers \$29.2900. An advertisement in all of the Sunday papers would cost \$75.2313 a line. The total line rate of all papers is \$142.8437.

Canada has 19 morning and 83 evening English and French dailies, with a combined circulation of 1,814,622. The combined morning line rate of Canadian papers is \$1.35 and the combined evening line rate is \$4.954. Canada also has four Sunday newspapers, with a combined circulation of 438,836, and a combined line rate of \$0.645.

RATES

Newspaper rates are generally given as so much per line.² As a line is $\frac{1}{14}$ inch, the inch rate will be found by multiplying the line rate by 14. An inch means one column wide and one inch deep, the width of

¹ "All day" dailies are newspapers in which advertising space must be purchased in both morning and evening editions.

² "Line" in connection with rates really means "agate line," although "agate" is rarely used in this connection. See page 222.

newspaper columns varying from 2 to $2\frac{1}{4}$ inches. The number of lines of advertising to a page varies because of a variation in the number of columns and in the length of columns.

The column of the average newspaper varies from 20 to $21\frac{5}{8}$ inches in depth; eight columns to the page is the rule in the majority of cases.

The rate per line depends largely, although not entirely, upon the circulation. Some papers ask higher rates than others on the ground that their circulation is more valuable. Rates in general daily newspapers run from \$0.0015 to \$0.0045 per line per thousand circulation. Consequently papers with 100,000 circulation would charge from 15 to 45 cents per line, or \$2.10 to \$6.30 per column inch.

Newspapers have higher rates for national than for local advertising, so that national advertisers are as a rule paying from 50 to 75 per cent more than local advertisers. This differential is supposed to cover the additional expense the paper is under to secure national advertising, including agency commissions and solicitors' expense. It is also pointed out that all the circulation of the paper benefits national advertisers, whereas retailers do not get much benefit from the circulation outside their own trading areas. The subject of this differential is now one of controversy, out of which may come some standardization on the part of publishers both as to rates and as to exactly what constitutes general and what local advertising. For instance, where manufacturers maintain branch offices in cities, is it possible for the branch to consider itself a local store and to get the same rate as other retailers? If so, the manufacturer can place contracts through local branches or dealers and save money. As a matter of fact, some papers allow this while others do not. Some papers, usually in metropolitan cities, quote the same rates to both general and local advertisers.

In reading the rate cards of newspapers one will find many different rates. There may be time discounts, space discounts, and higher rates for amusements, financial, and political advertisements and for preferred positions.

THE MILLINE SYSTEM

In comparing advertising rates of various newspapers, both the line rate and the circulation must be taken into consideration. Benjamin Jefferson of Chicago a few years ago originated a system of easy com-

parison by which both line rate and circulation are represented by one sum, called the "milline" rate. This method has gained widespread acceptance so that newspapers and some magazines publish their milline rates on their rate cards.

The milline is one line circulated one million times. To find the milline rate, multiply the line rate by one million and divide the result by the circulation. Having this figure the advertiser at a glance can compare publications with respect to their relative cost in proportion to their circulation.

A logical development of this system is the practice of many newspapers of giving both their maximum and their minimum milline rates, the variation between which is caused by the difference in rates for frequency and space contracts and such other discounts and deductions or additions as may be specified. Combining the words the makers of rate cards arrive at "maximil" and "minimil" rates. Standard Rate & Data Service¹ gives the following maximil and minimil rates of some of the New York City newspapers:

<i>Name of Paper</i>	<i>Maximil</i>	<i>Minimil</i>
<i>Herald-Tribune</i> (morning)	3.25	2.42
<i>Herald-Tribune</i> (Sunday)	1.83	1.42
<i>Journal and American</i> (evening)	1.86 flat	
<i>Journal and American</i> (Sunday)	1.23 flat	
<i>Mirror</i> (morning)	1.19 flat	
<i>Mirror</i> (Sunday)	1.23 flat	
<i>News</i> (morning)97	.83
<i>News</i> (Sunday)87	.76
<i>Post</i> (evening)	1.87 flat	
<i>Post</i> (Saturday)	2.78 flat	
<i>Sun</i> (evening)	2.64	2.28
<i>Sun</i> (Saturday)	3.85	3.33
<i>Times</i> (morning)	2.51	2.04
<i>Times</i> (Sunday)	1.70	1.38
<i>Wall Street Journal</i> (morning)	16.28	10.41
<i>World-Telegram</i> (evening)	2.22 flat	
<i>World-Telegram</i> (Saturday)	3.37 flat	

In cities where circulations are smaller, milline rates are usually higher, as in the *Syracuse (N. Y.) Herald-Journal*, which has a flat milline rate of \$2.40 daily and \$1.88 Sunday and the *Syracuse (N. Y.) Post-Standard*, with a flat milline rate of \$2.65 daily and \$2.19 Sunday.

¹ Standard Rate & Data Service, Jan. 1, 1947.

It is interesting to note that the *Wall Street Journal*, which is a New York City daily but which specializes in business and financial news, has a comparatively small circulation of 81,684 but a high maximil rate of \$16.28 and a minimil of \$10.41.

If the milline rate of one paper is higher than that of another, it does not necessarily mean that the circulation of one exceeds that of the other or that the line rate of one is higher than that of the other; it means that advertising in the first is costing more when both factors of rate and circulation are taken into consideration and reduced to a common denominator. There are several factors which might justify a higher milline rate, among them being better class of circulation, better reader interest. In any event, a higher milline rate calls for explanation on the part of the publisher.

The milline method is also used in connection with magazines, although not so frequently.

Variations in column widths and sizes of pages make the milline rates of magazines an unsatisfactory method of comparison. Some magazines of large size compare the costs per square inch on the theory that advertisers buy "space area"—not lines. The contention of the opposing camp is that a page is a page no matter what its size and that the important thing is the area of an advertisement in comparison with the areas of other advertisements in the same magazine.

THE SHOPPING NEWSPAPER

Shopping newspapers, which contain principally advertising and little or no other reading matter, have "controlled" circulations, *i.e.*, they are distributed to householders free of charge. In many cases they are published cooperatively by merchants, while in other instances they are independent ventures. As a rule their milline rates are somewhat lower than those of regular newspapers.

The first newspaper of this kind to be established by a group of merchants was the Cleveland, Ohio, *Shopping News*, which put out its first issue Oct. 15, 1921. It is still published and has a circulation of 270,000. There are 19 merchant shopping papers, which are either owned outright or controlled by merchant groups. In the "*Controlled Circulation Newspaper Rate & Data Guide*" are listed 122 papers with a total circulation of 6,407,424. These papers are members of the Controlled Circulation Newspapers of America.

While most of the advertising carried by papers of this type is local, national advertisers can arrange for advertisements in any one of the group or in all of them. Many of these shopping papers have facilities for color runs. In some cities the carriers of the papers are available for the distribution of circulars, samples, or coupons to be redeemed at neighborhood dealers for samples or full-sized merchandise. Some papers offer a service of "swatching" samples directly to the related advertisement, so that the reader can actually feel or try the merchandise.

The following is quoted from a broadside giving the advantages of the shopping newspaper:

I just sell merchandise. The people read what I have to say without distraction. Those who speak through me do not compete with the editorial nose for news and the program maker's flair for the spectacular. I interest only the buying prospects and have their undivided attention when they are buying minded. I do not scare them, thrill them, entertain them, or otherwise distract them. I just sell merchandise. I am The Shopping Newspaper.

ROTOGRAVURE IN NEWSPAPERS

Many Sunday newspapers include sections produced by rotogravure, in which advertising is accepted, generally at higher rates than in the regular sections. In most of these papers roto advertising can be bought in monotone (one color) or in colorgravure (four colors). In this field are many group combinations, in which national advertisers can purchase advertisements in all members of the group. The "First 3 Markets" group consists of the Sunday rotogravure sections of the *New York News*, *Chicago Tribune*, and *Philadelphia Inquirer*, the total circulation of all these papers being 7,238,979. This circulation is concentrated in the states in which the three cities are located and in surrounding states, but there is a considerable circulation in almost every state in the Union and even some in Canada. Another group is the Metropolitan Sunday Newspapers, which covers 23 cities and 26 papers and has a combined circulation of 14,394,431. The combination line rate of all of these papers is \$24.13 (monotone).

MAGAZINE SECTIONS FOR NEWSPAPERS

Several publications, usually considered as magazines, are distributed by certain Sunday newspapers. Among them are *This Week*,

American Weekly, Puck—The Comic Weekly, and Parade. This *Week* is distributed by 24 Sunday papers, which have a total circulation of 8,281,339. The monotone gravure rate is \$18,745 per page and the colorgravure page rate is \$21,250. Its page size is 10 by 12 $\frac{1}{8}$ inches. The *American Weekly* is distributed by 20 Sunday papers, with a total circulation of 8,804,881. The black-and-white page rate is \$16,750, while the four-color page rate is \$17,750. The page size is 9 $\frac{1}{2}$ by 14 $\frac{1}{2}$ inches and for small advertisements the line rate is \$16.75. *Puck—The Comic Weekly* is a section of comic strips distributed by 15 papers, with a total circulation of 6,875,891. Its page size is 14 $\frac{3}{8}$ by 19 $\frac{3}{8}$ inches. All the advertisements in *Puck* are in four colors, a page costing \$21,000. *Parade*, distributed with 20 Sunday newspapers, has a total circulation of 3,452,584. Its black-and-white page rate is \$6,500 and its four-color page rate is \$7,900. Its page size is 10 $\frac{1}{8}$ by 12 $\frac{3}{8}$ inches.

NEW YORK CITY CIRCULATIONS

Usually national advertisers and even local advertisers do not use all the newspapers in one city; consequently they must decide the question "Which ones?" Important factors entering into a solution of the question are circulations and rates. As a rule, the larger the circulation the higher the rate. A marked difference in circulations will be found in the same city, as illustrated by the following list of newspapers and circulations in New York City.¹

<i>Name of Paper</i>	<i>Daily Circulation</i>	<i>Sunday Circulation</i>
<i>Herald-Tribune</i> (morning)	338,667	684,681
<i>Journal and American</i> (evening)	673,708	1,216,488
<i>Mirror</i> (morning)	1,006,279	2,168,284
<i>News</i> (morning)	2,354,444	4,599,524
<i>Post</i> (evening)	267,826	179,962 (Sat.)
<i>Sun</i> (evening)	306,819	210,397 (Sat.)
<i>Times</i> (morning)	538,914	1,002,765
<i>Wall Street Journal</i> (morning)	81,684	
<i>World-Telegram</i> (evening)	383,454	251,970 (Sat.)

Circulations of some of the newspapers in other cities of the United States are as follows:

¹ Standard Rate & Data Service, Jan. 1, 1947.

<i>Name of Paper</i>	<i>Daily Circulation</i> ¹	<i>Sunday Circulation</i> ¹
<i>Atlanta Journal</i> (evening)	217,701	276,963
<i>Baltimore News-Post</i> (evening)	221,127	
<i>Baltimore American</i>		323,859
<i>Birmingham News</i> (evening)	145,550	
<i>Birmingham Age-Herald</i>		172,140
<i>Boston Globe</i> (morning)	137,191	418,208
<i>Boston Globe</i> (evening)	189,126	
<i>Buffalo News</i> (evening)	266,701	
<i>Chicago News</i> (evening)	491,046	
<i>Chicago Tribune</i> (morning)	1,076,045	1,523,250
<i>Christian Science Monitor</i> (evening)	155,302	
<i>Cincinnati Enquirer</i> (morning)	160,980	237,282
<i>Dallas News</i> (morning)	149,968	150,656
<i>Des Moines Register and Tribune</i> (morning and evening)		
	362,682	475,461
<i>Detroit Free Press</i> (morning)	417,336	443,679
<i>Indianapolis Star</i> (morning)	164,201	205,023
<i>Los Angeles Examiner</i> (morning)	379,746	830,152
<i>Milwaukee Journal</i> (evening)	299,998	352,012
<i>Minneapolis Star and Tribune</i> (morning and evening)		
	400,398	465,621
<i>Newark Evening News</i> (evening)	236,659	
<i>New Orleans Times-Picayune</i> (morning and evening)		
	244,694	258,489
<i>Philadelphia Inquirer</i> (morning)	606,664	1,116,205
<i>Providence Bulletin</i> (evening)	128,786	
<i>Providence Journal</i> (morning)	44,016	
<i>Providence Sunday Journal</i>		156,194
<i>St. Louis Post-Dispatch</i> (evening)	261,180	219,277 (Sat.)
<i>Seattle Times</i> (evening)	170,339	219,914
<i>Syracuse Herald-Journal</i> (evening)	116,216	
<i>Syracuse Herald-American</i>		224,080
<i>Syracuse Post-Standard</i>	81,581	107,489
<i>Washington, D.C. Times-Herald</i> (morning and evening)		
	262,216	298,558

¹ Standard Rate & Data Service, Jan 1, 1917.

TABLOID NEWSPAPERS

The tabloid newspaper, so called on account of its small size and policy of condensing the news for quick reading, has been successful in a few of the larger cities, notably New York and Chicago. The large circulations of the *New York News* and the *New York Mirror* will be noted from page 272. Both these papers publish statistics based

on surveys to prove that they have greater circulations in the above-the-average income districts than have other New York newspapers. The object of this claim is to refute the often-repeated statement that only the low-income groups read tabloids.

COUNTRY WEEKLIES

Nearly one-half of the population of the United States lives in rural communities. In the larger villages are found weekly newspapers that circulate among the residents of the villages and farms. The total number of these is about 10,000.

In some sections a publisher owns a chain of weeklies in each of which he uses the same general news features, adding a page or two of local news. The local news of country weeklies consists of the doings of the neighbors, which, though they may be unimportant to the world at large, are important to residents of small communities. These papers are likely to be more carefully read than the city papers. Since the advent of rural free delivery routes, many farmers take the daily papers published in the near-by large cities, but they usually take the country weeklies in addition. Country weeklies carry considerable advertising of city merchants as well as that of the village stores.

NEWSPAPERS FOR NEGROES

Approximately 130 newspapers for Negroes, represented by Interstate United Newspapers, Inc., are published for the Negro population, estimated at 15,000,000. Three of these are dailies—*The Atlanta Daily World*, *Dayton Bulletin*, and *Dayton Daily Express*. The rest are weeklies, including the *Pittsburgh Courier*, which has a national circulation. The total circulation of the Interstate group is close to 2,000,000. Eighteen other weekly papers are represented by Associated Publishers, Inc.

In a promotional brochure, the Interstate Company points out that the total population of Canada, 11,000,000, is less than the Negro population of the United States and that the annual Canadian national income of 8.8 billion dollars is less than the annual national income of the United States Negroes, which is 10 billion dollars. It is pointed out that food takes proportionately more of the Negro's dollar than of the white man's dollar; it is also claimed that the Negro

is familiar with the best quality of food and buys advertised brands. Moreover, the Negro does the food buying in many of the better type homes. The group of papers represented by Interstate has a total line rate of \$11.03.

FOREIGN-LANGUAGE NEWSPAPERS

There are in this country about 110 foreign-language newspapers, published in Spanish, German, Polish, German-Jewish, Swedish, French, Norwegian, Italian, and Slovak. These are for the most part dailies, although there are some weeklies, semiweeklies, and biweeklies. A few have Sunday editions. Their circulations are not large and their line rates are usually higher than those of the English papers. To offset this they claim a greater reader interest.

ADVANTAGES CLAIMED FOR NEWSPAPERS

The first great advantage claimed by newspaper publishers is the intensive coverage. It is estimated that there are approximately 37,000,000 families in the United States and that 94 per cent of these families are reached by newspapers. It may be said further that the remaining 6 per cent represents families with almost no purchasing power. Newspapermen also point out that the duplication of circulation among newspaper readers is small as compared with that of magazines. It may be well to consider, however, that duplication of magazines does not mean that all the advertisements in magazines where several are taken in one home are wasted. The principle of repetition must be taken into consideration, so that if a magazine reader sees the same advertisement in more than one magazine in his home it may be that the impression made on him is that much greater.

Another important advantage of newspapers is the fact that advertisers can select papers in any desired locality. In this way territory which for various reasons may not be receptive to the particular product advertised can be eliminated. No two markets are alike; they are affected by climate, fertility of soil, weather conditions, topography of the country, transportation facilities, sectional tastes and habits, and many other factors, industrial and social.

An advertiser may wish to run advertisements where his salesmen are working for the time being. If he is introducing a new product

he may wish to start with one city, then add others. By newspapers, he can cover one community, one state, or any number of states.

Another important advantage of newspapers is timeliness. A campaign can be started or stopped quickly. In cases of emergency an advertisement can be placed before the public in a few hours. Following an article on a big fire, insurance men frequently insert advertisements alongside the news story of the fire. In cases of great haste, advertisements have been telegraphed all over the country and have appeared in evening papers the same day the telegrams were sent and in morning papers the following morning. This is impossible, of course, in magazines because advertisements must be in the publishers' hands for days or weeks, and sometimes months, before the publication dates.

In the retail field this element of timeliness is of vital importance. Stores can announce sales of raincoats, umbrellas, and rubbers during a rainy spell; coal companies run advertisements during cold snaps; during a heat wave purveyors of soft drinks, electric fans, and the like can emphasize their products.

OTHER ADVANTAGES

National advertisers in newspapers have the advantage of being able to list their local dealers with their store addresses at the bottom of their advertisements. This can rarely be done in magazines because of the large number of dealers in the United States.

In many instances dealers buy advertising space to tie in with national advertising as it appears in the magazines. This adds force to the campaign. Newspaper-advertisement solicitors usually have schedules showing when the magazine advertising will appear and endeavor to secure as many tie-ins as possible.

Newspaper advertising gives the national advertiser opportunity to check his sales while the advertising is running. This is important in one method of testing, as explained in Chap. 29.

There is a psychological advantage of newspaper advertising in that at the end of every news article, no matter how short, the mind comes to a rest and is free to receive impressions from the advertisements. In magazines, on the other hand, the interest in the story or article is sustained and the reader does not like to break the thread by stopping to read an advertisement.

Another great argument for newspapers is that they are issued so frequently that the advertiser may take advantage of a great principle of advertising—repetition. He may impress his trade-mark, his slogan, his selling arguments by as frequent insertions as he deems wise. The cumulative effect of once a week, twice a week, or daily insertions is necessarily great.

KANSAS CITY SURVEY

The Market Research Corporation of America made a survey among electrical-appliance dealers in Kansas City, Mo., asking them what medium they preferred for their business and why. The majority preferred newspapers for the following reasons, which are summarized below in the order of the number of mentions each received:

1. Newspaper advertising covers the local market thoroughly.
2. Newspaper advertising tells customers where to buy, identifies dealers carrying the merchandise.
3. Prices can be featured in newspapers.
4. Newspaper advertising does a more direct selling job.
5. Newspaper reading is a national habit.
6. Newspaper advertising places the product before the public regularly.
7. People read newspaper advertising when ready to buy.
8. Local medium is best for local sales.
9. Newspapers give better visual display.
10. Features of products can be stressed in newspaper advertisements.
11. Readers have more confidence in local advertising mediums.

CONTINUING STUDY OF NEWSPAPERS

One of the most important research organizations is the Advertising Research Foundation, created as a nonprofit organization in 1936 and sponsored jointly by the Association of National Advertisers, Inc., and the American Association of Advertising Agencies. These organizations have as members most of the large advertising agencies and most of the larger advertisers of the country. Nine members of each association make up the board of directors of the foundation.

The purpose of the foundation is to obtain as much information as possible about an advertising medium selected for study. In each case the medium cooperates. Each of the projects is a “continuing

study" as, for instance, "The Continuing Study of Newspaper Reading," in which a large number of newspapers have been studied through the cooperation of the Bureau of Advertising of the American Publishers' Association. In this case a cross section of the circulation of each newspaper selected is interviewed to determine the actual reading of every editorial and advertisement in an issue of the day immediately preceding the survey. The interviews are limited to adult readers. This study has been going on since July, 1939, and in a little more than six years 96 studies have been made in this field. The actual interviews are made by the Publication Research Service of Chicago, the "recognition" method of interviewing being used.

NEWSPAPER SERVICE TO ADVERTISERS

In order to attract national advertisers many of the larger daily newspapers are giving valuable merchandising service, which includes analyses of local markets, a survey of dealers and jobbers to determine their attitude toward products and their success in selling them, the attitude of the consumer, and other conditions that might affect the sale of the article. Many newspapers issue house organs to dealers, featuring national advertising campaigns. Lists of prospects, assistance with direct-mail campaigns, window displays, routing of dealers to save the time of salesmen, and furnishing of portfolios of advertisements to be run are some of the ways in which newspapers will help their advertisers.

MEDIA RECORDS, INC.

In 1928 Media Records, Inc., was organized for the purpose of furnishing to subscribing newspapers definite information as to the amount of advertising being used in all the newspapers in cities included in the service. Some 363 newspapers are being measured in 93 cities of the United States and Canada. Every month each subscribing newspaper receives a report showing the amount of space used by each individual advertiser in each newspaper in its city during the preceding month. The report groups the retail advertisers into 24 classifications. Department-store advertising is further broken down into 31 classifications. Quarterly reports are issued giving similar information about national advertisers.

AUDIT BUREAU OF CIRCULATIONS

In order to decide the relative value of papers we have available the reports of the Audit Bureau of Circulations. Some of the things that should be considered in addition to circulation are

1. *The Character of Its Circulation.* Some papers furnish their circulation by wards so that the advertiser can tell what proportion goes to those of high and what to those of low buying power. City and rural circulations are also charted.

2. *Character of the Paper.* The advertiser takes into consideration the age of the paper, its stability, its method of securing subscriptions, and the price per copy and per year.

3. *Editorial Policy.* Here it is important to know about what the paper stands for editorially; how much influence it has with the subscribers; and what news service it employs.

4. *Advertising Policy.* It is extremely important to know its policy as to the exclusion of objectionable advertising.¹

5. *Subscription Rate and Methods of Securing Subscribers.* A high subscription rate is presumed to indicate that the readers value the paper and consequently the advertising in it. In this connection the method of securing subscribers is important. Many papers offer premiums as inducements to subscribe. The danger here is that people may take the paper to get the premium and not regard the paper highly.

ADAPTABILITY TO VARIOUS SELLING PLANS

Let us now see how the newspaper fits in with the selling plans outlined in Chap. 5.

1. Articles sold through retail stores to every family. Manufacturers of this class of articles are extensive users of newspapers. The advertiser may tie up his campaign with the local stores, by inserting in the advertisement a list of stores where the articles can be bought, or he may make it plain what class of stores handles his product. The closer the tie, the better.

2. Advertisers of automobiles, pianos, and products sold to a smaller proportion of the population also use newspapers. It is true that there is a good deal of waste circulation, as a large percentage of

¹ See Chap. 3.

families cannot afford these products, but many manufacturers disregard that part of the circulation which will do them no good and rely upon the rest. Moreover, persons of small income manage to buy automobiles and, even though they may be in the market for only a second-hand car, the manufacturer's automobile advertising may have its effect in stimulating the market for that particular kind of car. There is also to be considered the effect upon the local dealer and his salesmen when they see the advertising in their home-town paper.

3. In the case of office appliances and articles sold to businessmen only, some manufacturers use newspapers and others do not. The typewriter companies have been users of newspapers as well as magazines, because they want to reach not only the business executive but the typist as well. The theory is that the latter has an influence in the purchase of a typewriter, so much so that many employers buy the machine the operator prefers. Typewriter advertisers take into consideration students learning typewriting, operators already in positions, purchasing agents, office managers, and executives, all of whom may have something to say when typewriters are installed. The influence upon the company's own branch managers, dealers, and salesmen is also of importance.

4. Articles sold to farmers could be advertised in country weeklies, but not in city dailies, unless the latter had a large rural circulation, which is sometimes the case. There are some morning papers half of whose circulation is in the rural districts, where, on account of the R.F.D. service, farmers living 100 miles from the city may receive their morning paper in the forenoon of the day it is issued.

5. Articles sold by canvassers from house to house. These could be advertised in the newspapers in the territories where the canvassers are working.

6. Articles sold by mail order direct from manufacturer or dealer. The newspapers carry some mail-order advertising, but not a large amount.

7. Machinery, raw materials, and accessories used in the manufacture of finished products. A few such articles as Armco iron, New Departure bearings, Monel metal, Fisher bodies, safety glass are advertised in magazines. As we have seen, there is much waste circulation in advertising this class of products in magazines. An even greater waste circulation in newspaper advertising could scarcely be justified.

NEWSPAPERS AS A MEDIUM FOR LOCAL ADVERTISING

Local advertising may be divided into retail display advertising and classified advertising. The retail advertising constitutes most of the advertising of a daily.

It is a fact that much of the retail advertising is poorly written without much thought. Few retailers attempt to find out which papers are best for them. They allow themselves to be sold advertising instead of buying it with a carefully thought-out plan. With the exception of the department stores and other large stores the retailers cannot afford an advertising manager and are forced to depend upon newspaper solicitors to write their advertisements. Instead of making a definite appropriation and planning out their campaigns in advance, the retailers work on "hunches," with the result that oftentimes their money is wasted.

Classified advertising does not lead the reader through all the steps of a sale. It does not have to attract attention, interest, or desire, as those are present before the reader starts to hunt through the classified advertisements for something he wants. Many papers are now running display advertisements on the classified pages, especially for used automobiles. Although the size and blackness of the type are limited, they are nevertheless display advertisements.

SELF-TEST QUESTIONS

1. What is an advertising medium?
2. What are the advertiser's motives in his selection of mediums?
3. What are the two important divisions of newspaper advertising? What is the approximate annual expenditure in each?
4. What argument is there for national advertising in newspapers?
5. How many morning, evening, and Sunday newspapers are there in the United States? How many in Canada?
6. How large are their combined circulations?
7. What is the combined line rate for all morning papers in the United States? For all evening papers? For morning and evening combined? For all Sunday papers?
8. What are the factors on which newspaper rates depend?
9. Why are national rates higher than local? Do you think it is right that they should be higher?
10. What is the milline system? Of what value is it to the advertiser?

11. What are shopping newspapers? How do they justify their existence?
12. How important are the magazine sections of Sunday papers, as judged by their circulations and advertising rates?
13. How important are the rotogravure sections, by the same standards?
14. How do the circulations of New York City papers compare with those in other sections of the country?
15. What are tabloid newspapers? How important are they on the basis of circulation? Of income group reached?
16. What can be said for the country weeklies as advertising mediums?
17. How important are newspapers for Negroes, on the basis of population and buying power?
18. What advantages are claimed for newspapers as mediums?
19. What services do newspapers render to advertisers?
20. Explain the following terms: agate line, column inch, milline rate, maximil rate, minimil rate.
21. Point out all the factors that should be considered in judging the relative merits of various papers.
22. Show how newspapers fit in with the various selling plans.
23. Discuss newspapers as a medium for local advertising.

PROJECTS

1. If the line rates of the New York City papers are as shown below, compare these papers on the basis of milline rates: *Herald Tribune*—\$1.10; *Post*—\$.60; *Times*—\$1.35; *World-Telegram*—\$.95; *Sun*—\$.81; *News*—\$2.28; *Mirror*—\$1.35. Compute the milline rates for yourself by the method described on page 269. Compare your results with the maximil and minimil rates given on page 269. For circulations see page 272. If you were an advertiser selecting only one of these papers, which one would you select on the basis of your findings? What other considerations might influence your final decision?
2. Clip out of a morning or evening paper the advertisement of the local store that you think has done the best job on that particular day. Write a careful analysis and criticism of the advertisement, showing why you think it is good. Consider balance, gaze-motion, emphasis of various features, typography, distinctiveness of idea, etc. In what respects does it differ from a national advertisement? What suggestions for improvement?

19. General Magazines

Benjamin Franklin was distinguished in science, statesmanship, diplomacy, literature, and other fields. Not his least claim for fame is the fact that in 1728 he gained control of the Pennsylvania Gazette of which The Saturday Evening Post is a lineal descendant. Now there are so many magazines that the wonder is who reads them all.

THE history of magazines in the United States covers a period of more than 200 years. One of the earliest magazines was the *Pennsylvania Gazette*, of which Benjamin Franklin acquired control in 1728. This magazine later became *The Saturday Evening Post*, which today carries the legend: "Founded in 1728 by Benjamin Franklin."

Up to 1800 there were only a dozen periodicals that might be called "magazines" and up to the time of the Revolutionary War magazines were principally circulated in cities where they were published—Boston, Philadelphia, and New York. Their circulations for the most part did not exceed 1,000 and they were bought principally by the educated and wealthy. Their prices were comparatively high so that those in the lower income groups did not buy them.

There was a gradual increase of magazines up to the time of the Civil War, a growth which has continued until the present. At the turn of the century, several monthlies had reduced their price to 10 cents a copy, while a number of weeklies sold for 5 cents. These reduced prices, together with many improvements in the printing industry, made possible much larger circulations, not only among the educated and wealthy but also among those of lower incomes and little education. Catering to this large clientele, new magazines came into being and most of the old ones changed their style and content accordingly. Shorter working hours gave more time to read and increased

wages gave more money to buy magazines and the products advertised in them.

In its magazine section Standard Rate & Data Service has the following classifications of general magazines: arts and antiques, babies, business and executives, clubs, comics, dogs and pets, dramatic and theatrical, educational, equestrian, fashions, patterns and needlework, fraternal, general, hobbies, home service, mail order, men's, military and naval, motion picture, motoring and travel, music, outdoor, pulp and fiction, radio, railroad employees, religious, society, sports, women's, youth, miscellaneous. In this chapter, however, we shall discuss those magazines which appeal to almost everybody, leaving for the next chapter those which appeal to special groups.

Magazines of national and general circulation include weeklies such as *The Saturday Evening Post*, *Collier's*, *Time*, *Newsweek*, *Liberty*, *Life*, *Look* (every other week) ; monthlies such as *Cosmopolitan*, *Redbook*, *Better Homes and Gardens*, *The American Magazine*, *Atlantic Monthly*, *Harper's*. While they vary greatly in circulation and scope, all are sold in homes throughout the country. Also nationally circulated are a number of magazines edited primarily for women, although as surveys have shown they may have a considerable readership among men. They are read for fiction, information, and fashions. Included in this group of magazines are *Ladies' Home Journal*, *McCall's*, *Woman's Home Companion*, *Redbook*, *Cosmopolitan*, *Vogue*, *Parents' Magazine*, *Charm*, *Seventeen*, *Mademoiselle*, *Glamour*, *Harper's Bazaar*, and others. Circulations and rates of some of the general magazines appear on page 290.

Four publications, *This Week*, *American Weekly*, *Puck*—*The Comic Weekly*, and *Parade*, are usually classified as magazines, or newspaper supplements, but they differ from other general magazines in that they are included in a list of Sunday newspapers circulated in the larger cities of the country and are not sold by subscription or on the newsstands apart from the Sunday newspapers with which they circulate. Circulations and rates of these publications appear on page 272.

CONTINUOUS SURVEY

Daniel Starch and Staff conduct a "Continuous Magazine-reader Survey," the purpose of which is to measure the readership of adver-

tisements (one-half page and larger) in all issues of the following publications: (1, weeklies) *American Weekly, Collier's, Family Circle, Liberty, Life, Look* (every other week), *Puck—The Comic Weekly, The Saturday Evening Post, Time, This Week*; (2, general monthlies) *The American Magazine, Cosmopolitan, Popular Science Monthly, Redbook*; (3, women's and home service) *Good Housekeeping, Ladies' Home Journal, McCall's, True Story, Woman's Day, Woman's Home Companion, American Home*. In *Popular Science Monthly*, only one-page advertisements, excluding those with coupons, were used.

The Starch Advertising Rating Service, furnished to advertising agencies and other clients, is

intended to indicate the scope of the audience and the interest of that audience, not only in specific advertisements, but in various kinds and types of advertising, in different advertising techniques, and in the advertising of various products and companies, as well as in the advertising which appears in different magazines.

The Starch organization describes its method as the "recognition" or "aided recall" method. A properly selected cross section of respondents who were found to have read the current issue of the magazine are interviewed. The advertisements are shown to the respondents in exactly the form in which they appeared when they looked at them or read them originally. No parts of the advertisements are obliterated, concealed, or masked. The recognition procedure is allowed to function in a normal manner in order to assist the person interviewed in determining whether he did or did not see or read the advertisement when he read the issue prior to the call of the interviewer.

Various parts of each advertisement, such as illustrations, headlines, and blocks of text, are shown to the person interviewed and reports are made of his reactions. Complete reports are available to the advertiser, who may use this valuable information in determining future advertisements and policies.

CHARACTERISTICS OF READERS

Most magazines make available to advertisers surveys giving sex, age, economic status, education, automobile and radio ownership, and other factors characteristic of their readers, all of which should be considered by advertisers when selecting their mediums. Advertisers

do not lose sight of the fact that many products are bought after conferences in which man and wife and frequently children take part.

SECONDARY READERSHIP

Most magazines have a readership far greater than that indicated by their circulation figures, a fact that arises from the practice of handing magazines on to neighbors, friends, and relatives. There is also likely to be more than one member of the subscribing family who reads some or all of the magazines and newspapers that come into the home. *Life* magazine has made several of what it calls "Life's Continuing Study of Magazine Audiences," the objective of which was to determine the average number of people actually reached by each of four national magazines included in the research. A count was made of the number of people who read or look into a typical issue within four weeks after its issuance. The interviews were personally made by representatives of Crossley, Inc. *Report 7* was issued Nov. 15, 1943, and was based on 11,962 interviews in twelve different weeks between October, 1942, and June, 1943. The report is concerned only with civilians. It was found that during the war audiences were smaller and older and contained more women, not so much because of changes in reading habits as because of changes in population brought about by the war. *Report 6* was issued Sept. 1, 1942, when 2,500,000 men had been withdrawn into the armed forces. By the time the sampling for *Report 7* took place, 9,300,000 men had gone into uniform and were not represented in the sample. The effect of these population changes follows.

POPULATION CHANGES

	<i>Civilian Population as sampled for this report</i>	<i>Civilian Population as sampled for previous report (No. 6)</i>	<i>Change</i>
Men 20-44	18,800,000	25,050,000	- 6,250,000
Men 45 and over	17,700,000	17,300,000	+ 400,000
Total	36,500,000	42,350,000	- 5,850,000
Women	44,400,000	42,700,000	+ 1,700,000
Children 10-19	23,100,000	23,550,000	- 450,000
Total	104,000,000	108,600,000	- 4,600,000

Broken down into groups of men, women, and children, *Report 7* showed:

TOTAL CIVILIAN AUDIENCES

	<i>As Reported by the Committee</i>	<i>As Projected to Population</i>
Men	<i>Collier's</i> reaches 9.4% <i>Liberty</i> reaches 6.0% <i>Life</i> reaches 19.7% <i>Post</i> reaches 11.4%	an audience of 3,450,000 an audience of 2,200,000 an audience of 7,200,000 an audience of 4,150,000
Women	<i>Collier's</i> reaches 10.6% <i>Liberty</i> reaches 6.3% <i>Life</i> reaches 20.1% <i>Post</i> reaches 10.2%	an audience of 4,700,000 an audience of 2,800,000 an audience of 8,950,000 an audience of 4,550,000
Children 10-19	<i>Collier's</i> reaches 7.3% <i>Liberty</i> reaches 5.2% <i>Life</i> reaches 25.6% <i>Post</i> reaches 11.0%	an audience of 1,700,000 an audience of 1,200,000 an audience of 5,900,000 an audience of 2,550,000
Total	<i>Collier's</i> reaches 9.5% <i>Liberty</i> reaches 6.0% <i>Life</i> reaches 21.2% <i>Post</i> reaches 10.8%	a total audience of 9,850,000 a total audience of 6,200,000 a total audience of 22,050,000 a total audience of 11,250,000

The report included not only the geographic distribution of each magazine's readers, but also the distribution according to age and sex, economic level, educational level, type of county, and size of city, together with information on the ownership of homes, automobiles, and radios, and the extent to which the homes were equipped with gas, electricity, and telephones.

It is interesting to note that at the college level of education the weeklies reach 54.9 per cent of the people, at the high school level, 37 per cent, and at the grade school level 19.8 per cent. This would seem to indicate that the readership of weekly magazines is greater among the better educated people.

Report 8, issued August 15, 1946, was based upon 19,161 interviews. This time only three magazines were used. In projecting audience figures a population base of 107,500 was considered as the total U.S. civilian population—excluding all persons under 10 years of age. The findings were as follows:

General Magazines

TOTAL CIVILIAN AUDIENCES

	Coverage (of civilians 10 years and older)	As Projected to Population
<i>Men</i>	<i>Collier's</i> reaches 10.2% of the men <i>Life</i> reaches 21.7% of the men <i>Post</i> reaches 13.6% of the men	an audience of 4,100,000 an audience of 8,750,000 an audience of 5,450,000
<i>Women</i>	<i>Collier's</i> reaches 10.5% of the women <i>Life</i> reaches 19.3% of the women <i>Post</i> reaches 10.6% of the women	an audience of 4,900,000 an audience of 9,050,000 an audience of 4,950,000
<i>Children</i> (10-19)	<i>Collier's</i> reaches 9.3% of the children <i>Life</i> reaches 23.3% of the children <i>Post</i> reaches 11.3% of the children	an audience of 1,900,000 an audience of 4,750,000 an audience of 2,300,000
<i>Total</i>	<i>Collier's</i> reaches 10.1% of the people <i>Life</i> reaches 21.0% of the people <i>Post</i> reaches 11.8% of the people	an audience of 10,900,000 an audience of 22,550,000 an audience of 12,700,000

EFFECT OF WAR ON CIRCULATION

Circulation totals increased during the war years, practically all of the general and farm magazines reporting to the A.B.C. (see next paragraph) showing an increase from an average of 97,000,000 copies per issue in 1939 to 137,000,000 copies in 1944. Many new magazines were established, which accounts for well over half these total circulation gains. Single-copy sales on newsstands increased from 40 per cent of the total circulation of all A.B.C. magazines in 1939 to 60 per cent of the total circulation in 1944. These circulation gains were made in spite of the fact that nearly one-half of the general magazines increased their single-copy prices during the war years and nearly three-fourths increased their subscription rates.

THE A.B.C. REPORTS

In selecting magazines for a particular purpose, the advertiser has for his assistance the extremely valuable reports of the Audit Bureau of Circulations, popularly known as the "A.B.C." This bureau was organized in 1913 to investigate and analyze facts about the circulation of publications and to give them to advertisers. The bureau gains the information by the consent and cooperation of the publications.

By reading these reports the advertiser can find answers to many

things he should know. In the case of a magazine it will tell him the circulation by states and sections, the percentage of subscriptions in rural districts, cities, and small towns, the amount of circulation, percentage of newsstand sales and subscriptions, the subscription price, whether or not premiums are offered to secure subscriptions and to what extent, whether the magazine carries delinquent subscribers on its lists, its age, and many other facts that help to judge of its desirability. By a careful analysis of the methods of getting subscribers that are outlined in the reports, the advertiser is able to gain a comprehensive view of the class of subscribers. With very few exceptions the principal magazines and newspapers furnish A.B.C. reports.

It will be seen that the days of deception as to circulation and business methods are rapidly passing. The successful publisher today courts investigation and places all the facts at the disposal of the advertiser.

STANDARD RATE & DATA SERVICE

While all magazines furnish rate cards giving rates, circulation, and other data and while most magazines are members of the Audit Bureau of Circulations, which gives comprehensive data about publications, there is available to advertisers the Standard Rate & Data Service, which includes in one publication, revised monthly, much of the data published on the individual rate cards. This is a compact book handy for quick reference.

This service is published in the following sections: (1) newspapers; (2) magazines, farm publications, religious papers; (3) business papers; (4) radio advertising.

Country weeklies are not included in this service, but the American Press Association publishes "The Complete Directory of Country Newspaper Rates," which gives rates, circulation, and mechanical data of all weekly, semiweekly, and triweekly newspapers in the United States.

CIRCULATIONS OF MAGAZINES

The following table shows circulations and rates¹ of the leading weekly and monthly magazines:

¹ Standard Rate & Data Service, Jan. 5, 1947.

General Magazines

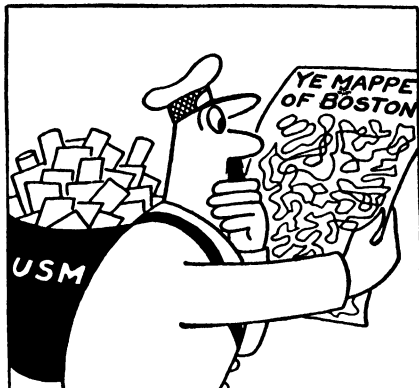
<i>Magazine</i>	<i>Circulation</i>	<i>Rate per Inside Black-and-white Page</i>
<i>The American Magazine</i> (monthly).....	2,481,571	\$5,500
<i>Atlantic</i> (monthly).....	153,837	900
<i>Collier's</i> (weekly).....	2,869,684	7,000
<i>Cosmopolitan</i> (monthly).....	2,144,745	5,100
<i>Esquire</i> (monthly).....	639,551	3,200
<i>Good Housekeeping</i> (monthly).....	2,813,864	7,000
<i>Harper's</i> (monthly).....	135,879	750
<i>Holiday</i> (monthly).....	405,164	1,600
<i>Ladies' Home Journal</i> (monthly).....	4,463,892	12,000
<i>Life</i> (weekly).....	4,885,255	15,225
<i>Look</i> (every other week).....	2,299,841	6,330
<i>McCall's</i> (monthly).....	3,535,903	8,200
<i>National Geographic</i> (monthly).....	1,438,983	3,800
<i>Newsweek</i> (weekly).....	723,748	2,690
<i>New Yorker</i> (weekly).....	289,353	1,800
<i>Parents Magazine</i> (monthly).....	853,105	3,550
<i>The Saturday Evening Post</i> (weekly).....	3,710,269	10,500
<i>Time</i> (weekly).....	1,548,453	5,200
<i>Woman's Home Companion</i> (monthly).....	3,690,880	8,550
<i>Fashion Magazines</i>		
<i>Calling All Girls</i> (monthly).....	876,575	1,575
<i>Charm</i> (monthly).....	423,784	1,200
<i>Harper's Bazaar</i> (monthly).....	204,426	2,000
<i>Glamour</i> (monthly).....	356,798	1,250
<i>Mademoiselle</i> (monthly).....	424,683	2,000
<i>Seventeen</i> (monthly).....	836,734	2,250
<i>Vogue</i> (semi-monthly).....	220,030	2,000

TERRITORIAL DISTRIBUTION OF CIRCULATION

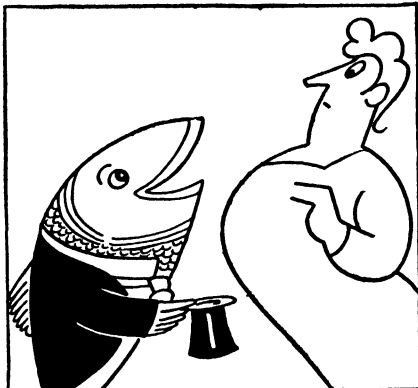
Standard Rate & Data Service gives breakdowns of circulation of leading magazines into various sections of the country. For example, the territorial distribution of *Collier's* follows:

New England	189,810
Middle Atlantic States	500,410
South Atlantic States	261,420
East North Central States	691,077
East South Central States	99,356
West North Central States.....	332,196
West South Central States	184,555
Mountain States	105,510
Pacific States	340,534
Canada.....	71,549
Miscellaneous and Foreign	93,267

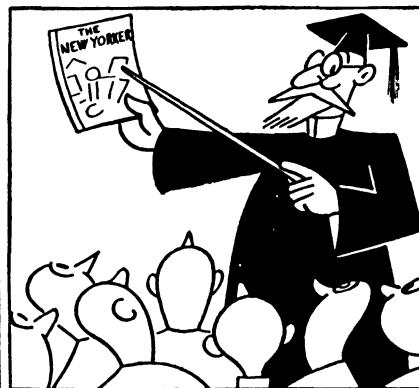
THE NEW YORKER goes to Boston, Mass.



PITY THE POSTMEN who have to find their way through ye Early American winding streets of Boston and environs. Proof that these indefatigable agents of Uncle Sam do find their way is shown by 8,704 copies of THE NEW YORKER, delivered each week to subscribers in the Boston trading area. Illiteracy is so thoroughly extinct in Boston, THE NEW YORKER averages six readers per copy—or a total of 52,224.



CAD OR COD? "Let's unbosom ourselves," says the Cod to this affluent Wellesley Hills matron. "How does THE NEW YORKER manage to crowd beans and codfish balls for popularity in homes like yours?" No cad, this cod, just curious to learn the secret of THE NEW YORKER's selective coverage of choice families in choice Hub suburbs. In Wellesley Hills, for example, one in every eight families subscribes.



POPULAR PROFS are those at Harvard who made reading THE NEW YORKER a part of the curriculum. This accolade shows what Boston's font of learning thinks of this magazine that travels so far to entertain so many distinguished people. And the professors take their own medicine. 31 per cent of the Harvard faculty are NEW YORKER subscribers.



REFRIGERATING RAJAHS was profitable for a Boston merchant of the early 1800's who shipped ice to Calcutta. Finding good customers is a specialty of Boston's shrewd merchants who rate NEW YORKER subscribers tops. In R. H. Stearns' fine store, 91 per cent of THE NEW YORKER subscribers have charge accounts. And they are people other people copy.

THE
NEW YORKER
No. 25 WEST 43rd STREET
NEW YORK 18, N. Y.

THE NATIONAL WEEKLY OF THE LEADERSHIP MARKET

FIG. 52.—The magazine *The New Yorker* in this advertisement emphasizes the fact that its circulation is not confined to New York. Cartoons are used effectively.

Such data are of great value to advertisers when they select mediums to carry their advertisements. They can, if it seems best, concentrate sales efforts where circulations of the magazines in which they advertise are largest. Moreover, they can select mediums whose circulations parallel their distribution facilities. They can also determine whether certain magazines have their greatest circulation in areas in which buying power is high. The magazine *New Yorker* in its advertisement on page 291 gives its circulation in Boston.

Distribution is also given for each separate state. In addition to individual magazines there are a number of groups that quote joint rates, although each one can be bought separately. There is the graduate group, consisting of the alumni publications of 19 colleges, for which a combination rate is quoted. There is also a newsstand group of 10 fiction magazines issued quarterly, bimonthly, and monthly.

SPECIMEN RATE SCHEDULE

The following rate schedule of *The Saturday Evening Post*, effective with the issue of Apr. 5, 1947, appeared in Standard Rate & Data Service of Jan. 15, 1947:

SPACE UNIT

Black and White:

Page	\$10,500
Half page (double column)	5,250
Quarter page	2,625
Column	2,625
Eighth page (column width)	1,313

Two Colors:

Page	12,800
Half page (black and one color)	6,625

Four Colors:

Page	15,000
Half page	8,300

Covers:

Second and third covers	15,000
Fourth cover	19,500
Centerspread (black & white, two or four colors)	30,000
Line rate	17

Double Pages:

Four-color facing four-color	\$30,000
Four-color facing two-color	27,800
Four-color facing black-and-white	25,500
Two-color facing two-color	25,600
Two-color facing black-and-white	23,300

No bleed premium for two pages facing bled across the gutter provided regular outside margins are maintained. Should the outside margins on one page be bled, the bleed premium will apply only to that page.

Rates are subject to change with the issue 3 months in advance of the one last closed. Orders placed in advance of this 3 months' period at "prevaling" rates will automatically be validated as a rate becomes applicable to each insertion.

The execution of an order is subject to publisher's approval of copy, including display, text and illustration.

Sales Date. Wednesday preceding date on cover.

Closing Date. Material for two- and four-color advertisements should be in the publisher's hands at Philadelphia on the seventh Monday before publication date. Black-and-white forms regular or bleed close Saturday 5 weeks preceding date of issue.

Bleed full and half pages 15 per cent extra.

As a rule the rates of general magazines depend upon their circulations, although other factors may influence them. In comparing magazine rates, advertisers often compute the rate per thousand circulation. Many times magazines themselves will assert in promotional matter something like this: "In the *Blank Magazine* you place your message before so many millions of readers at a cost of \$2.50 per thousand." If readers per issue are taken into consideration, that figure may be reduced to one-half or one-third.

In advertising and printing, black is considered a color so that the primary colors red, blue, and yellow plus black constitute a four-color page. While only four plates are made, more than four colors will usually be found in a full-color advertisement according to the process of color printing described on page 214.

An advertisement is said to "bleed" when the illustrations run to the edges of the page, leaving no white margins. It is estimated that this increases the number of square inches which the advertiser gets by 20 to 30 per cent.

SIZE OF TYPE PAGES

Sizes of type pages vary considerably. In the large-size group are *The Saturday Evening Post*, *Colliers'*, *Life*, *Look*, *Ladies' Home Journal*, *Woman's Home Companion*, *McCall's*, and others whose type page is $9\frac{3}{8}$ by $12\frac{1}{8}$ inches. Other magazines, such as *Liberty*, *National Geographic*, *Newsweek*, *Time*, *Redbook*, *Cosmopolitan*, *Good Housekeeping*, vary from 7 by $10\frac{3}{8}$ inches to $5\frac{1}{2}$ by $8\frac{1}{2}$ inches. When all the magazines to be used by an advertiser during the same month or within a month or two are of the same size there is an economy in the production of plates, since electrotypes of the same originals can be sent to more than one magazine.

SOLICITORS FOR MAGAZINES

As a rule magazine publishers employ solicitors to visit national advertisers and advertising agencies. While the agencies recommend the list of magazines for an advertiser to use, publishers believe it is a good policy to solicit both agencies and advertisers, on the theory that both should be "sold." They know that many times the advertiser does not accept the entire list recommended by the agency. Whether he does or not, the publishers are convinced that it is wise to acquaint both with the merits of their publications. In case a publisher issues more than one magazine, the same solicitors may solicit for the group, although this is not always the rule. Magazine solicitors are often referred to as "space sellers." They are usually able men who understand advertising in all its phases.

MAGAZINE SERVICE TO ADVERTISERS

Some of the general magazines and some of the class magazines mentioned in the next chapter offer an important service to their advertisers in helping them to sell their advertising campaigns to their own dealers or salesmen. Such service generally takes the form of sending reprints of advertisements, window displays, direct-mail campaigns, and other helps.

Many magazines publish results of surveys they have made, for the benefit of advertisers and to guide space buyers in their selection of mediums. Several examples are cited in Chap. 27 (Selection of Mediums).

USE OF MAGAZINES IN VARIOUS METHODS OF DISTRIBUTION

Let us now consider the advisability of advertising in general magazines in connection with the various selling plans. The claims advanced here as being true of general magazines are not necessarily untrue of other mediums. They are not, of course, exclusive qualities found only in this particular class of mediums, as we shall see in our consideration of other kinds.

1. Articles sold through wholesalers and retailers, like soap or breakfast food.

These articles are in general use and, assuming that the manufacturer has them on sale in stores practically all over the United States, he could use general magazines to good advantage, for the following reasons:

a. Magazines circulate all over the country. It is claimed that they are read almost entirely in the home, when people have leisure to read. After the family has read a magazine, it is frequently passed on to neighbors or friends, so that the number of readers is often much larger than the number of subscribers.

b. The manufacturer of soaps or foods has an excellent opportunity in magazines to show the product as it actually appears. For instance, the Cream of Wheat, Aunt Jemima, and Campbell's soup packages are frequently shown in colors, tying up their appearance in the mind of the customer with the impression received by seeing them on the dealer's shelves.

c. The smooth paper used gives opportunity for fine artwork, illustrations, and color printing.

d. The national magazines have great prestige, which has come to them by their large circulation, their publishing of fiction and articles by noted authors, and the fact that many of them refuse to accept objectionable advertising.

e. The magazines are read by the most intelligent and well-to-do people in the country.

f. Many of the magazines maintain research bureaus to assist the advertiser in his analysis of markets and distribution.

g. By using national magazines it is claimed that the dealer and salesman will be impressed and their active cooperation secured.

It is manifestly impossible for the average advertiser to use all the

magazines. He must therefore pick the ones most suitable for his particular product, whether it be gum, clothing, or shingles for the roof.

2. Articles sold to a smaller proportion of the population, like automobiles, pianos, and washing machines.

The problem is somewhat different from what it is in the case of food or soap. A smaller number of families can afford these things; therefore there will be more waste circulation. Yet it is claimed that the magazines go to people of above the average purchasing power. Consequently the advertiser of this class of articles would probably use national magazines.

3. Articles sold to businessmen, like adding machines, typewriters, and other office appliances. There again the problem changes. There will be more waste circulation because a smaller proportion of the population is in the market for these products. Yet after considering the prestige of the magazines and their influence on dealer and salesman, some manufacturers of products of this class are using a carefully selected list of general magazines in addition to other mediums discussed later.

4. Articles such as tractors, plows, and lighting systems, sold to a particular class, like farmers. These are usually advertised in farm papers and in other ways, but occasionally in general magazines.

5. Articles sold by canvassers from house to house. One of the companies to use general magazines to advertise this class of articles is the Fuller Brush Company, which has house-to-house canvassers all over the United States. This company has used general magazines to induce housewives to grant interviews to their salesmen and to set forth the merits of the articles as well. The Real Silk Hosiery Mills has recently been added to advertisers of this class.

6. Articles sold by mail direct from manufacturer to consumer. The magazines as a rule will not accept orders from houses doing a general mail-order business, like Sears, Roebuck and Co., Montgomery Ward & Co., and others. They do, however, accept advertisements from some houses that sell only one article or group of articles by mail or from manufacturers whose mail-order business is only incidental, their principal trade being through the regular channels. The general mail-order houses are in sharp competition with the retail stores, and the manufacturers who sell through retail stores are naturally opposed

to advertising that would help the mail-order business at the expense of the retail stores.

7. Product sold only to manufacturers for use in the manufacture of finished products. An advertisement of this type is shown on page 298. The field here narrows down. The number of buyers compared to the circulation of the magazine is likely to be small. As a rule, manufacturers of these products do not use general mediums, although there are some exceptions. Armco iron is advertised in magazines on the theory that people will ask that certain articles they buy shall be made of Armco iron. Timken bearings and Fisher bodies and other products used in the manufacture of automobiles are also advertised in general magazines. There are other methods of advertising such products which will be considered under other mediums.

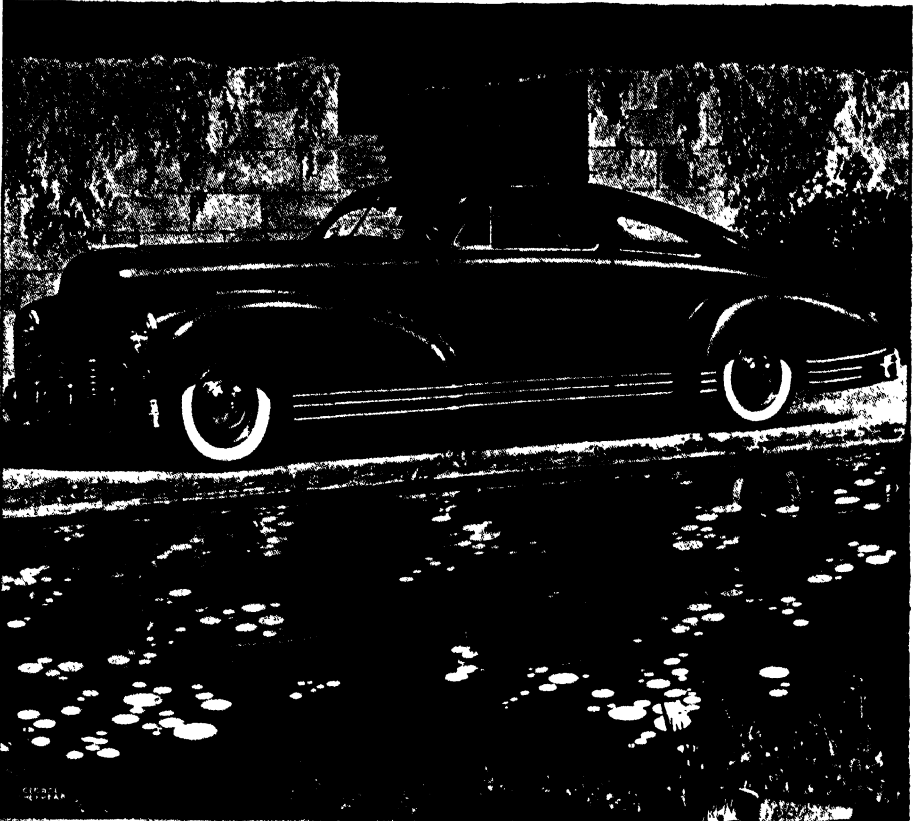
General magazines have sometimes been used for advertising retail stores, chiefly large stores located in metropolitan cities. Large chains also occasionally advertise in general magazines, using their institutional advertising or copy to promote the sale of a particular brand which they own. An advertisement of this kind published in national magazines by the A. & P. appears on page 75.

Whether the advertiser selects weeklies or monthlies or quarterlies, magazines read mostly by men or mostly by women, will depend upon the product and marketing conditions. It is interesting to note that most magazines with an appeal to men are also read by the women of the family, but that the women's magazines are not so generally read by men.

RETAILERS IN NATIONAL MAGAZINES

A reader of some of the best known fashion magazines such as *Charm*, *Glamour*, *Seventeen*, *Mademoiselle*, *Harper's Bazaar*, *Vogue*, and others will be somewhat puzzled to find there advertisements of retail stores located in many cities throughout the country. In fact some issues of these magazines have as many retail advertisements as national, if not more.

The first question likely to be asked is: "How can a retailer hope to cash in on an advertisement in a magazine whose circulation is national and includes only a few hundred, or at most a few thousand, in his particular trading area?" There are several answers, among them being:

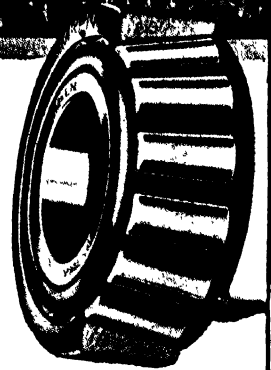


INDUSTRY MOVES ON TIMKEN ROLLER BEARINGS

EXCLUSIVE!

The Timken Roller Bearing Company is the outstanding leader in its field—the largest manufacturer in the world of tapered roller bearings. This is important to the buyers of roller bearings, for it assures them the widest, most diversified experience—the most modern plants and equipment and the greatest manufacturing resources.

THE varied and attractive assortment of new automobiles gives America a wide and alluring selection. New motor trucks also, of advanced design will be most acceptable to thousands of users. Now, as always, new models come equipped with Timken Tapered Roller Bearings at all hard service points. Since the inception of the motor car business, Timken Bearings have held a position of leadership within this giant industry. In countless other American industries, Timken Bearings hold a similar dominant position. This is simply because the fifty years of research and "know-how" of this company enable us to produce a tapered roller bearing which prolongs the life of equipment—gives greater service at less cost for maintenance and upkeep. You keep step with the march of bearing progress, when you see that every bearing you buy, bears the stamped trade-mark "Timken." The Timken Roller Bearing Company, Canton 6, Ohio.



TIMKEN BEARINGS, TIMKEN ALLOY STEELS AND SEAMLESS TUBES, TIMKEN REMOVABLE ROCK BITS

"All There Is In Bearings"

FIG. 53.—This advertisement of Timkin roller bearings appeared in general magazines. It advertised a product used in the manufacture of other products.

1. Sales by mail. Considered as mail-order advertisements, it is claimed that the response has been gratifying. In an advertisement of *Seventeen* magazine, published in *Printers' Ink*, it was stated that the Harvey store in Nashville, Tenn., drew 36,000 inquiries from a two-column advertisement costing \$625 and that the resulting business amounted to a quarter of a million dollars.

2. Prestige inherent in national advertising. Even though only 500 or 1,000 women in the retailer's territory see any of his national advertising, they are likely to be among the higher economic groups who spend more money on merchandise advertised in the fashion magazines. Moreover, they may be accustomed to talk with their friends about the advertising and to pass the magazines along to others.

3. Window and store display. The retailer makes the most of his national advertising by window and store display. He uses blowups and reprints. He may use the national advertisements as the basis for his local newspaper and direct-mail advertising or for folders distributed inside the store. He may instruct his salespeople to say to the customers: "This is the gown we advertised in the magazines *Seventeen* and *Charm*," while near at hand may be reprints of those national advertisements. Such prestige necessarily has a great effect upon the purchaser.

4. Manufacturers of nationally advertised apparel and other merchandise naturally favor retailers advertising their products. They can afford to, for if a retailer in Denver or Boston advertises a gown made by the manufacturer, the latter receives just as much publicity as if he had spent \$1,000 to \$5,000 on a page himself. Perhaps he receives more benefit, for if a retailer thinks enough of the manufacturer's merchandise to spend big money advertising it, he must hold it in high regard. Consequently it has been found that when goods are scarce, as they were in 1946, the manufacturer will see to it that his advertising retailers are supplied when perhaps other retailers are not. Moreover, if the retailer has some page advertisements coming out in national magazines in a certain month, the manufacturer wants him to have the merchandise on hand to fill mail orders as well as to take care of the local trade. It is probable that the certainty of being favored by the manufacturers in time of shortages influences at least part of the retailers to run campaigns in national magazines. This being true, it is probable that when the manufacturer has more goods than

he can sell easily, the advertisements of retailers in national magazines will decrease and those of manufacturers will increase.

THE ADDIS COMPANY CAMPAIGN

One of the large advertisers in national magazines is The Addis Company of Syracuse, N.Y., which in 1946 used *Vogue*, *Charm*, *Mademoiselle*, *Harper's Bazaar*, *Harper's Junior Bazaar*, *Californian*, *Glamour*, and *Town & Country*, spending about 10 per cent of its total yearly budget on this type of advertising. This store is a high-class woman's specialty shop appealing to women in the upper income brackets. The company carries on an extensive local newspaper campaign as well as other advertising and promotional activities. The management believes that it has received good returns from its investment in national advertising.

Considering all the factors listed above, the retailer must decide whether or not the same amount of money he is spending in national magazines would bring better results if spent in local newspapers and other mediums. He knows that what he spends for one page in a national magazine will buy several pages in the local newspaper, with a much greater circulation in his territory than all the magazines he uses. This is a problem that the retailer must decide.

NUMBER OF STORES ADVERTISING NATIONALLY

Arthur Fatt of the Grey Advertising Company, in an address before the ready-to-wear group of the National Retail Dry Goods Association in New York City in June, 1946, said that in 1945, 123 retail stores had used national magazine advertising and that 44 were spending more than \$20,000 a year in this medium. The top ten magazine advertisers and the amount they spent in 1945, according to Mr. Fatt, were: B. Altman & Co., \$148,530; Saks-Fifth Avenue, \$126,750; Lord & Taylor, \$98,000; Bonwit Teller, \$96,000; Peck & Peck, \$86,000; Rich's, Atlanta, \$83,000; Bonwit Teller, Philadelphia, \$82,000; Bergdorf Goodman, \$77,755; I. Magnin & Co., West Coast chain, \$76,000; and Marshall Field & Co., \$76,000.

An advertisement of a retail store in a national magazine is shown on page 301.

Boston Store

of Milwaukee
WISCONSIN

SUMMER CHECKS IN with this gale skirt of Dan River Starspun gingham. While breezes blow through the crisp blouse of white eyelet pique, that buttons so prettily down the back. A TEEN HOUSE ORIGINAL in red, green or blue checks. Sizes 10 to 16. Hi-School Shop 14.65



FIG. 54.—Advertisement of a retail store in a nationally circulating magazine.

SELF-TEST QUESTIONS

1. What is the advertiser's problem in connection with the selection of advertising mediums?
2. How does the prestige of a publication affect the advertisements that appear in it?
3. What does the term "general magazines" include?
4. What factors besides circulation and rate should be considered by the advertiser?
5. What is "secondary readership" and how important is it?
6. Describe the continuous survey of magazine readership made by the Starch organization.
7. What effect did the war have on magazine circulations?
8. What is the A.B.C. and what service does it render?
9. What is the Standard Rate & Data Service and what information does it furnish?
10. Why do publishers give detailed information about where their magazines are circulated?
11. What are the three principal recognized sizes of magazine pages?
12. What is the nature of the work done by solicitors for magazines?
13. What services do magazines offer to advertisers?
14. Show how general magazines fit in with the various selling plans.

PROJECTS

1. Using the schedule of rates given on pp. 292-293, compute the gross advertising revenue of the current issue of *The Saturday Evening Post*. Find the grand total and show the breakdown according to the space classifications given in the rate card. Compute all advertisements of less than an eighth page on the line rate, 14 agate lines to the column inch.
2. An eye opener for the mathematically inclined. (a) If Pro-phy-lactic Brush Co. pays \$5,250 for the space on p. 2 of the *Post* not occupied by the publishers, how much does it cost them to give good advice about care of the teeth to each thousand of the *Post's* 3,710,000 net paid circulation? (b) If Armour spends \$15,000 plus 15 per cent for a four-color bleed ad on the inside front cover, to advertise "America's Luxury Ham," what fraction of a cent do they pay for each of their 3,710,000 four-color pages? (c) If Coca-Cola pays \$19,500 plus 15 per cent for a beautiful four-color back cover in the *Post* with its 3,710,000 net paid circulation and its average of 4.2 readers to a copy, how many readers will (potentially) be reminded of "the pause that refreshes" that week? And what fraction of a cent will Coca-Cola be paying to reach each person on that basis?

20. Magazines for Special Fields

Teen-age Betty or Bob would probably find the Iron Age magazine pretty dull reading; but not so the manufacturer who buys thousands of dollars' worth of metals. There are magazines that specialize in many fields, so that whether you are interested in shoes, automobiles, medicine, farming, coal, food, sports, or religion, there are magazines for you.

INCLUDED under this head are all publications that find their readers in certain groups of people who take them because they contain information of interest to the subscribers in their business, in their professions, or in their interests or activities outside of business hours, such as church, motoring, hunting, golf, and other recreations.

GENERAL BUSINESS MAGAZINES

Typical of magazines in the general business field are *The Nation's Business*, *Business Week*, *Forbes*, and *United States News*. Magazines of this type contain articles of interest to all businessmen who wish to keep informed about business problems, news pertaining to manufacturing, selling, and finance, researches, and government activities pertaining to business. On many advertising schedules will be found also such magazines as *Fortune*, *Time*, *Newsweek*, and others which reach a large proportion of businessmen, although they are not, strictly speaking, business magazines.

Circulations and page rates of typical magazines in the general business field are as shown in the table on page 307.

Business Week in its promotional matter claims that its circulation is "horizontal across the whole business market," serving the following types of business: manufacturing and processing, distribution, finance,

THE BEST LOCATION IN THE NATION

**Where You Save Time and Money
in Production and Distribution**

CENTRAL LOCATION with respect to suppliers and markets makes the Cleveland-Northeast Ohio area ideally suited for industrial production, distribution and management.

BETTER SERVICE for both factory and customers . . . plus important savings in time and money . . . are made possible by short hauling distances.

Right at hand are parts-makers and other suppliers producing two-thirds of the nation's product classifications.

Within 500 miles are 75,000,000 customers and two-thirds of the U. S. wholesale market.

INDUSTRIES LOOKING TO THE FUTURE are looking to the Cleveland-Northeast Ohio area *today*. In the past year, more than 50 companies committed \$100,000,000 to industrial expansion here.

OUR LOCATION ENGINEERING SERVICE . . . complete and confidential . . . covering every phase of industrial expansion from Plant Sites to Markets . . . is offered without charge to managements of companies considering expansion.

CHECK THESE ADVANTAGES!

Only the Cleveland-Northeast Ohio area offers manufacturers such superior and valuable assets as these:

- Market Center of America with 75,000,000 people within 500 miles.
- Superlative transportation by land, water and air.
- Adequate electric power at low rates.
- Plenty of manpower with the know-how.
- Basic materials right at hand.
- Many producers of parts, materials and supplies.
- Ample financial services.
- Numerous business and industrial services.
- Favorable tax structure (no state income tax).
- Diversified industries to supply and be supplied.
- Unlimited fresh water supply.
- Desirable plants and plant sites.
- Excellent living and cultural environment.

SEND FOR NEW BROCHURE! We tell more about this area's many advantages in an up-to-the-minute brochure, "The Best Location in the Nation For Many Industries". We will be glad to send you a copy upon request.

Call, write or wire Industrial Development Division, Robert C. Henton, Director

THE CLEVELAND ELECTRIC ILLUMINATING COMPANY
75 PUBLIC SQUARE • CHerry 4200 • CLEVELAND 1, OHIO

FIG. 55.—In this advertisement published in general business magazines The Cleveland Electric Illuminating Company gives information favoring Cleveland as a location for industries.

services, public utilities, raw materials, construction and installation, government, education, and philanthropy. An advertisement of *Business Week* appears on page 305.

<i>Magazine</i>	<i>Circulation</i>	<i>Rate per Inside Black-and-white Page</i>
<i>Business Week</i> (weekly)	145,890	\$1,575
<i>Forbes</i> (semimonthly)	82,341	850
<i>Fortune</i> (monthly)	206,552	2,750
<i>Nation's Business</i> (monthly)	479,428	2,600

Standard Rate & Data Service classifies the above magazines under "Business and Business Executives." Among the others listed in the same classification are *Banking*, *Barron's*, *Dun's Review*, *Rotarian*, *Kiwanis Magazine*, *Lion*, *United States News*, and *Modern Industry*.

On page 304 is an advertisement published by The Cleveland Electric Illuminating Company in general business magazines. The type of copy used is informative; it differs widely from the copy used in the ordinary consumer's advertisement. *Business Week* ran several different cartoon advertisements in magazines read by business executives.

SPECIALIZED BUSINESS MAGAZINES

Approximately 1,800 business magazines are published, most of them nationally, a few regionally. One large group caters to readers engaged in the production end of manufacturing and is called the "industrial and technical press." These magazines may be either "horizontal" or "vertical." The horizontal selects a particular type of reader; for example, men responsible for installation, operation, and maintenance of power equipment, no matter what the nature of the plant. There are horizontal magazines for credit men, purchasing agents, maintenance men, and many others regardless of the kind of industry in which they may be engaged. The vertical magazine covers a particular industry from the president of the company down through the ranks, including operating men who have buying influence.

Some of the magazines in this group with their circulations and page rates are:

<i>Magazine</i>	<i>Circulation</i>	<i>Rate per Inside Black-and-white Page</i>
<i>Air Conditioning and Refrigeration News</i>	13,250	\$6.50 per inch
<i>American Machinist</i>	25,597	\$350
<i>Electronics</i>	31,188	385
<i>Electrical World</i>	20,233	360
<i>Iron Age</i>	17,652	200
<i>Heating and Ventilating</i>	11,109	280
<i>Railway Age</i>	8,704	340
<i>The Milk Dealer</i>	8,071	175

THE TRADE PRESS

The second type of specialized business magazine is known as the "trade journal." It includes periodicals going to wholesalers and retailers in a large number of fields. They may be read by manufacturers, salesmen, and others interested. These magazines open their advertising columns to products bought for resale and not usually for private consumption.

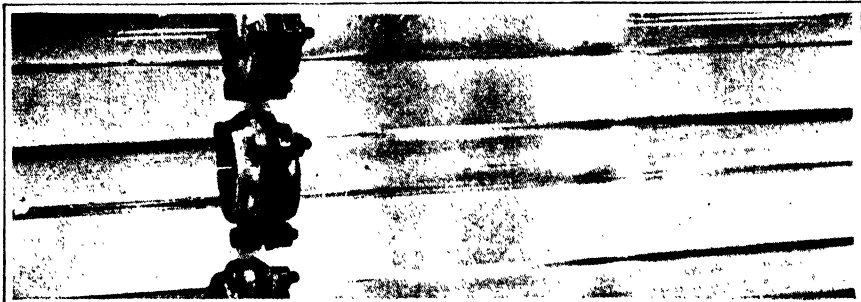
Examples of magazines of this type are *Automobile Trade Journal*, *Boot and Shoe Recorder*, *Chain Store Age*, *Crockery and Glass Journal*, *Dry Goods Economist*, *Furniture Record*, *Hardware Age*, *Modern Packaging*, *Office Appliances*, *Radio Retailing*, *Underwear and Hosiery Review*.

Advertisements in such trade journals give manufacturers the opportunity to address wholesalers and retailers. Copy may give installation instruction, as in the Pyrex advertisement on page 308, or it may inform the user about the advantages of using the product or the danger of not using it (see the Armstrong advertisement on page 309). Often advertisements in trade journals show retailers how they can profit by handling the advertiser's wares.¹

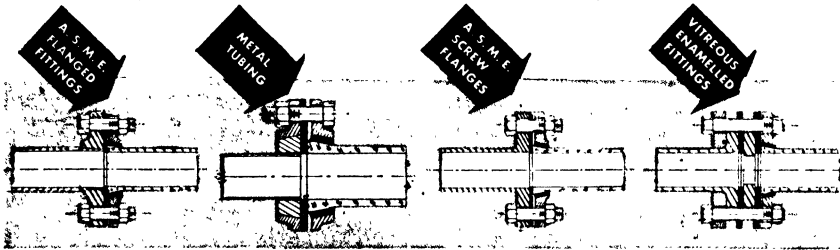
THE PROFESSIONAL AND INSTITUTIONAL PRESS

A third group is known as the "professional and institutional press." These are read by professional people, including physicians, dentists, architects, hotel executives, advertising men, etc.

¹ Trade journals should not be confused with house organs, for a description of which see page 326, Chap. 21.



How to connect PYREX PIPE to



You can easily join PYREX Pipe anywhere in your existing line. You can get tight, leak-proof connections to whatever piping or equipment you are now using—pipe lines, valves, pumps or tanks.

Standard adaptor connections are stock items for coupling PYREX Brand Glass Pipe to steel, cast iron, lead, stainless steel, porcelain, hard rubber and rubber covered metal. A good way to find out what PYREX Pipe will do for you, is to order it for your next unit replacement. Once you experience the advantages, even in partial installation, you will want to install an entire line of PYREX Pipe.

Where acid conditions prevail, use PYREX Pipe. Here is a material for use in those acid handling

processes where freedom from contamination is important. The high resistance of PYREX Pipe to acid attack also means a long life for your pipe line and the elimination of the cost and bother of frequent replacement. Lasting transparency, resistance to thermal shock, a smooth hard interior surface that minimizes friction in liquid flow are some of the other advantages of PYREX Pipe that make it thoroughly efficient, practical and economical. For further information, write today to

Industrial Sales Dept.,
CORNING GLASS WORKS
 CORNING, NEW YORK

**TRouble CAN'T HIDE
 BEHIND GLASS**

PYREX

GLASS PIPE

100% Inorganic Construction by Corning Glass Works, Corning, N. Y.

INDUSTRIAL SALES DEPT.
 CORNING GLASS WORKS, CORNING, N. Y.

Please send me the following literature:

<input type="checkbox"/> PYREX Pipe Bulletin	<input type="checkbox"/> Adaptor Connections
<input type="checkbox"/> Installation Manual	<input type="checkbox"/> PYREX Valves

Name _____ Title _____

Firm _____

Address _____

FIG. 57.—An excellent industrial advertisement published in a list of trade papers.

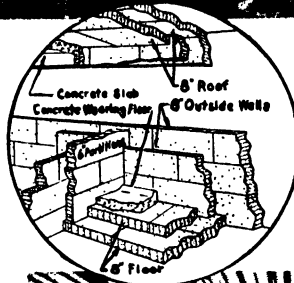
How to hold frozen food at 20° below zero — when it's 130° F. on the roof



YOU CAN'T TAKE CHANCES with twenty thousand tons of frozen foods. To keep them in prime condition, constant sub-zero temperatures must be maintained . . . just as unvarying low temperatures are required to keep ice cream better, longer. But holding millions of cubic feet of space at 20° or 25° below zero demands efficient, dependable insulation construction.

That's why Armstrong's Corkboard was chosen as the insulation of the Polar Cold Storage warehouse in Nashville, Tenn. The low thermal conductivity of Armstrong's Corkboard, plus its natural moisture resistance and structural strength, makes it by far the most economical insulation where extreme temperature differentials are to be maintained.

For full information about Armstrong's Corkboard and Armstrong's Contract Service for its installation, write today to Armstrong Cork Company, Building Materials Div., 4601 Concord Street, Lancaster, Pennsylvania.



ABOVE: Vast new plant of Polar Cold Storage, Inc., in Nashville, Tenn.—where roof temperatures in the summer sun run up to 130° F. Armstrong's Corkboard 8" thick efficiently insulates sub-zero storage space that has a capacity of 40,000,000 lbs. of food.

AT LEFT: Diagram shows thickness of Armstrong's Corkboard used to safeguard low temperatures throughout the structure.

BELOW: Part of one of the 12 rooms in the new warehouse, showing refrigerating coils. Concrete wearing floor is installed over 8" of Armstrong's Corkboard.



ARMSTRONG'S INDUSTRIAL INSULATION

Complete Contract Service
For All Temperatures

From 300°
Below Zero

Reprint of Advertisement Appearing in *Ice Cream Review, Ice and Refrigeration, January 1946—LT 483*

PRINTED IN UNITED STATES OF AMERICA

Fig. 58.—Specimen of industrial trade-paper advertising by Armstrong Cork Company.



"But he says all he needs to know is that

Solid Cincinnati reads The Cincinnati Enquirer"

Quite so. Quite so. Only one reason for mentioning that The Cincinnati Enquirer has the largest home-delivered circulation of any Cincinnati newspaper . . . or, more explicitly, that 75% of all Daily Enquirers are invited *house* guests, each morning. Simply confirms what most space buyers know: that The Enquirer reaches Solid Cincinnati—the substantial, thinking, spending families of this 1,155,703-population trading area. Represented by Paul Block and Associates.

Use The Cincinnati Enquirer to get in solid with Solid Cincinnati

FIG. 59.—The Cincinnati Enquirer published this advertisement in magazines read by advertising men and other business executives.

Among the magazines of this type are *Advertising Age*, *Advertising and Selling*, *Printers' Ink*, *Broadcasting*, *Sales Management*, *Tide*, *Architectural Forum*, *Architectural Record*, *Editor and Publisher*, *Hospital Management*, *Hotel Management*, *National Underwriter*, *Journal of the American Medical Association*, *Banking*, *Wall Street Journal*. On page 310 is an advertisement of the *Cincinnati Enquirer* which was published in magazines read by advertising men.

FARM PUBLICATIONS

Farm publications, numbering about 250, carry advertisements of products sold mainly to farmers, including machinery and farm equipment, as well as advertisements of products in general use. Some farm publications have national circulations, while others circulate in specific geographical sections. The scope of farm publications may be seen from the following classification used by Standard Rate & Data Service: general, dairy, fruit, vegetables and small fruits, breed publications, poultry, pigeons and pet stock, farm newspapers, papers in foreign languages, cooperative farmers' associations.

Periodicals for farmers and others interested in agricultural matters are published in both magazine and newspaper form. Among the larger farm publications are the following:

<i>Name</i>	<i>Where Published</i>	<i>Circulation</i>
<i>Country Gentleman</i>	Philadelphia	2,036,201
<i>Farm Journal and Farmers' Wife</i> ..	Philadelphia	2,506,563
<i>American Poultry Journal</i>	Chicago	447,107
<i>Copper's Farmer</i>	Topeka	1,249,813
<i>American Fruit Grower</i>	Cleveland	148,245
<i>Progressive Farmer</i>	Birmingham	953,565
<i>Southern Agriculturalist</i>	Nashville	927,771
<i>Successful Farming</i>	Des Moines	1,153,909

RELIGIOUS PUBLICATIONS

About 200 religious publications are recognized as advertising mediums. Among them are denominational, interdenominational, and undenominational publications. There are also publications circulating among various organizations affiliated with the church, such as Christian Endeavor, Knights of Columbus, Epworth League, Y.M.C.A. Some religious publications are national, and others are

sectional. In a few instances a number of units published in different localities are sold as a group.

RECREATION PUBLICATIONS

There are a number of publications devoted to recreation and sport, such as *Field and Stream*, *American Motorist*, *Sports Afield*, *Outdoor Life*, *Outdoors*, *Sportsmen's Review*. In fact, it may be said that wherever enough people are found to like chess and checkers, fishing, shooting, the study of archeology, the breeding of animals, or whatnot, there will be one or more class papers covering that particular group.

FRATERNAL AND BUSINESS ORGANIZATIONS

All the important fraternal organizations have magazines circulating among their members, as do many business organizations like the Rotary, Kiwanis, and Optimist clubs. Many chambers of commerce and other business organizations issue papers that circulate locally.

PROPAGANDA PUBLICATIONS

Political parties, organizations in favor of or against a particular principle, and organizations to promote sentiment for one thing or another frequently have publications designed to circulate among people of similar views or to gain recruits to the cause from others,

SEMICLASS PUBLICATIONS

There are some publications usually listed as general magazines that are or approach being class publications, such as *Popular Mechanics*, circulation 697,903; *Popular Science Monthly*, circulation 689,524; *Science Illustrated*, circulation 400,000; and *Scientific American*, circulation 49,773. For the young people a group of magazines called the "Youth Group," consisting of *American Girl*, *Boys' Life*, *Open Road for Boys*, *Young America*, and *Young Catholic Messenger*, has a total circulation of 1,735,108.

While magazines for special fields circulate principally to men, the advertisements carried for the most part pertain to the business that the magazines cover. For instance, most advertisers believe that a magazine covering the office-appliance trade, while its subscribers are

nearly all men, is not the place for advertisements of clothing, shoes, or products having no relation to the business field in which the magazine circulates.

SERVICE TO ADVERTISERS

Publishers of business papers offer various helps to advertisers, including copy service, for which a charge may or may not be made.

During the past few years there has been a weeding out of many of the weaker business papers, mergers of others, and a tendency to bring a number of papers in different fields under one management, as is the case with the McGraw-Hill group, which includes:

American Machinist, Air Transport, Aviation, Aviation News, Bus Transportation, Business Week, Coal Age, Chemical and Metallurgical Engineering, Construction Methods, Electrical Contracting, Electrical Merchandising, Electrical West, Electrical World, Electronics, Engineering and Mining Journal, E. & M. J. Metal and Mineral Markets, Engineering News-Record, Factory Management and Maintenance, Food Industries, Mill Supplies, Power, Product Engineering, Science Illustrated, Textile World, The Welding Engineer, Wholesalers' Salesman.

ASSOCIATED BUSINESS PAPERS

One hundred thirty-two specialized magazines are members of the Associated Business Papers of New York City, an organization which "devotes its energies and resources to increasing the usefulness of these media to their subscribers and the value of advertising therein to the advertisers." The association, formed in 1916, places great emphasis on the kind of advertising that should be run in these magazines and assists advertisers in many ways. All member papers belong to the A.B.C., which means that their circulation is paid for, not "controlled" (sent gratis to a selected list).

BUSINESS MAGAZINE COPY

It is interesting to compare the advertisements in business papers with those in the general magazines. The reader of a business paper is assumed to be deeply concerned about his own business; he wants information. If a retailer, he is interested in new ideas about window

and store display, sales techniques, and anything that will increase his profits. If he is a manufacturer he wants to know anything that will help him reduce manufacturing expenses and make a better product.

A recent booklet put out by Associated Business Papers, entitled "Hit the Road for Better Business Paper Advertising," urges advertisers to go into the field and by interviewing subscribers find out what they want to be told in the advertisements they read. Here is an example: The Corning Glass Works makes Pyrex glass pipe. A chemical plant engineer said to one of the interviewers, "I wonder how they hook up glass pipe to the outlets of kettles. The people who make ceramic pipe also manufacture a complete line of fittings." The result of the interview was an informative campaign telling the engineer and other engineers throughout the country what they wanted to know. One advertisement of the campaign was headed "How to Connect Pyrex Pipe." The first paragraph was: "You can easily join Pyrex Pipe anywhere in your existing line. You can get tight, leak-proof connections to whatever piping or equipment you are now using—pipe-lines, valves, pumps, or tanks." This advertisement is reproduced on page 308. Another well-thought-out advertisement is that of the Armstrong Cork Company on page 309.

The copy, therefore, that is usually written for business and other class magazines is educational, descriptive, informative, and reasonable. Other kinds may be used in recreation publications, in farm papers for articles of personal use, in religious publications, and in fraternal magazines. There can be no infallible rule, as each case must be decided for itself.

WHY HIGHER RATES?

Because magazines for special fields reach a selected list of people in a particular line of business or in the professions, their circulation is necessarily small in comparison with that of general magazines. Consequently they do not charge a high page rate, the average being around \$300. Technical, professional, and trade journals show a higher milline rate¹ for the same reason. In justification for this it may be said that the average buying power of readers of these specialized magazines is great because they usually buy for business or professional purposes and in much greater quantity than buyers for the

¹ See page 269.

family. Another argument advanced is that each magazine circulates in its own field and that there is little or no waste circulation. Class magazines not connected with any particular business, as for instance those devoted to sports, usually charge rates not much different from those of general magazines.

The extent of advertising in magazines for special fields is shown by a report made by the Brad-Vern Division of *Printers' Ink* to the effect that 30,000 concerns advertised in 614 leading and professional papers in 1945.

CLASS MEDIUMS AND SELLING PLANS

We shall now consider how the class mediums fit into the selling plans mentioned in Chap. 5.

1. Articles sold to nearly every family, like soap or breakfast food. The manufacturer of these products would probably use the trade papers going to grocers, druggists, or whoever his distributors were. This advertising would be supplementary to his advertising in general mediums.

2. Manufacturers of automobiles, pianos, and products of this class might also use the trade papers going to dealers in these lines. The automobile manufacturer might add to his dealer papers some papers in the recreation field. The piano manufacturer would probably advertise in music trade journals and in papers going to musicians. The vacuum-cleaner manufacturer would usually advertise in trade journals going to his dealers. There being no trade journal devoted particularly to vacuum cleaners, he might advertise in the hardware or furniture papers, provided his product were handled by hardware or furniture dealers.

3. Articles sold to businessmen, such as adding machines, typewriters, and cash registers. Manufacturers of these would be likely to use general class magazines like *Nation's Business*, or *Business Week*, trade journals of their own business, if there were any, and trade journals of any line of business using their product.

4. Manufacturers of tractors, plows, and articles sold to farmers would probably use agricultural papers largely. If their products were sold by dealers, they might use any trade publications read by these dealers.

5. Manufacturers of articles sold by canvassers would not, as a rule,

use class publications except perhaps to advertise for salesmen, which would come under the head of classified advertising.

6. Mail-order concerns of the general type would not, as a rule, use class publications. We do find, however, that the business magazines carry advertisements of certain products and services that are sold to business or professional men or to the readers of the magazines. The correspondence schools use this type of magazine to a considerable extent to secure inquiries. Books are also sold by advertisements in class publications.

7. Manufacturers of products sold to other manufacturers use trade journals and other class publications going to the men who are prospective customers for their products.

SELF-TEST QUESTIONS

1. How do magazines for special fields differ from general magazines and newspapers?
2. What is the nature of the contents of general business magazines?
3. For what kinds of commodities are general business magazines a suitable advertising medium?
4. What is "horizontal circulation"? "Vertical circulation"?
5. What are the characteristics of "The Industrial and Technical Press"? Name representative magazines in this group.
6. What are the characteristics of trade journals? Name representative magazines in this group.
7. Name some of the magazines that come under "The Professional and Institutional Press."
8. Explain the difference between A.B.C. circulations and controlled circulations.
9. What fields of activity are represented by farm publications?
10. What is the nature of the circulation of farm publications? What kind of advertising do they carry?
11. What are religious publications? Recreation publications? Fraternal publications? Propaganda publications? Semiclass publications?
12. What kind of advertising copy should be used in magazines for special fields?
13. Why are higher rates charged by magazines for special fields than by the general magazines?
14. How do magazines for special fields fit in with the various selling plans?

PROJECTS

1. Write copy for an advertisement of Armstrong linoleum for a magazine in the agricultural group. Feature inlaid linoleum as an ideal floor covering for farm homes.
2. Prepare copy and layout for a full-page advertisement of some article used in offices—a typewriter, adding machine, filing cabinet, or office desk, for instance—to be inserted in a general business magazine.

21. Direct Advertising

A "house organ" isn't a musical instrument; it's a form of direct advertising that has been growing rapidly in importance for fifty years and more, and especially during and since the late war. There are many forms of direct advertising, including multigraphed, mimeographed and personally written letters, folders, catalogues, broadsides, cards, and booklets. Turn back to Chap. 1 and compare expenditures for direct advertising with those for other mediums.

IN PLACE of or in addition to newspaper, magazine, and other forms of advertising, the man with something to sell may use some form of direct advertising. The term "direct advertising" is taken to include all forms of advertising which go by mail or in other ways direct from the manufacturer or merchant to the possible user of the product. Rightly handled it is a concentrated selling force of tremendous power, which can be applied at comparatively small expense.

It is estimated that about \$500,000,000 is expended each year in direct advertising. While the bulk of this printed matter, or literature, as it is sometimes called, goes through the mails,¹ some of it is handed out by salesmen to prospects or by retailers to customers. Direct advertising includes:

- | | |
|------------------------|-----------------|
| 1. Letters | 5. Broadsides |
| 2. Mailing cards | 6. Booklets |
| 3. Envelope enclosures | 7. Catalogues |
| 4. Folders | 8. House organs |

¹ Leonard J. Raymond, president of Dickie-Raymond, Inc., an organization devoted to the production of direct-mail advertising, estimates that for 1946 the complete cost of printing, processing, mailing, and postage for advertising matter sent out by mail was \$278,797,150. This does not take account of direct advertising distributed by means other than the U.S. Postal Service. A monthly estimate of direct-mail volume is published by Mr. Raymond in *Printers' Ink*.

Each of the above has its own special functions, its own sphere of usefulness, its own limitations. A comprehensive study of them all would be well worth while for the student of advertising, but obviously such a study is impossible within the scope of this book. All we can do in the following pages is to examine briefly the nature, uses, and present trend in the development of each.

LETTERS

A letter is a personal communication to an individual. Herein lies its greatest difference from magazine or newspaper advertising. Both are printed salesmanship, but the one is directed to a *person*, whereas the other is to people in the mass. The fact that a letter is reproduced in quantities and sent to 100,000 persons does not alter the fact that it is a personal communication. Much of its success depends upon the reader's acceptance of it as personal to him. Hence, the first and greatest principle of success in writing a selling letter is that it must be adapted to the reader in point of view, language, and appeal. There are various machines that will turn out letters in any quantity, all so closely resembling an original typewritten letter that only an expert can tell the difference. It is not the appearance, however, so much as the message, that carries the note of personality, and even printed circular letters with no attempt to disguise their real nature may be given an individual character that spells success.

The letter as an advertising medium has many different uses. Among the most important may be mentioned the following:

1. To sell direct to consumers or users.
2. To induce consumers or users to go to a retail store and buy.
3. To produce live leads for the salesman.
4. To prepare the way for the salesman by missionary work.
5. To direct attention to or increase interest in other forms of advertising.
6. To answer inquiries and turn them into sales.

If the commodity is one which is sold to dealers rather than to consumers, somewhat different letters may be used for the same purposes.

There are many excellent books in which the principles of successful letter salesmanship are taught. But like personal selling, playing golf, or driving a car, a study of the principles must be supplemented

by painstaking practice and a study of our failures and our successes if we would write effective selling letters.

MAILING CARDS

The mailing card may be described as a form of business insurance rather than as a means of actually making sales. It is a reminder of the house that sends it and of its merchandise and service. It serves to keep the customer in touch between the visits of the salesman and to pick up bits of business here and there that might otherwise go to competitors and be the first steps toward the loss of profitable accounts. In size, shape, style, and layout, it offers wide opportunity for choice. Many houses adopt a distinctive style and follow it consistently for the sake of easy recognition. The mailing card should not attempt too much. One point at a time is enough, and it should be set forth in pointed, snappy language. If sent immediately before a booklet, catalogue, or salesman, it serves as an introduction and ensures a better chance of a favorable reception to the salesman or the more elaborate literature that may be issued from time to time.

ENVELOPE ENCLOSURES

Envelope enclosures are advertising leaflets or small booklets, inserted in envelopes with outgoing letters, bills, or statements. They should be attractively printed in black or in color on good-quality paper and are most effective when arranged in a carefully planned series. Enclosures are used:

1. To sell the product direct.
2. To prepare the way for booklets or other more pretentious advertising matter.
3. To supplement sales letters.
4. To supplement current advertising campaigns.

The first method is used to sell low-priced articles by mail or to attract buyers to the store for the more costly things. The second arouses the curiosity or interest in something which is fully explained in other literature to follow the enclosure. It ensures the more expensive advertising matter against being thrown away unread. As a supplement to the sales letter, it contains the details of the proposition, with illustrations, testimonials, guarantees, and the like, and permits briefness and straight selling talk in the letter. This makes the letter

more likely to be read and presents the article to better advantage than could the letter alone. As a supplement to the sender's current advertising of other kinds, it serves as a reminder, an added impression conveyed directly to a potential buyer at very small cost to the advertiser.

It has been proved by hundreds of business concerns that an attractive and properly planned enclosure will be read from beginning to end and will produce most gratifying results in added sales and increased good will. It is equally certain that a poorly executed attempt will take a short cut to oblivion by way of the wastebasket. One effective means of making reasonably certain that the enclosure will be read is to use on the first page only a picture or caption, or both, that will pique the curiosity.

For example, a department store in advertising fur storage for the summer used an envelope enclosure with the caption "When It's More Than 60." A bank printed in large letters on the first page of a leaflet that went out with the monthly statements "You, Incorporated." A haberdasher enclosed with his bills in an inauguration year a booklet bearing on the cover the one word "Inauguration." It is a reasonable assumption that these advertising messages were given at least a reading by most of the persons who received them.

Minimum first-class postage allows you one ounce of mail. The ordinary one-page letter weighs less than half an ounce. An envelope with a bill or statement weighs about one-half of that, or 25 per cent of what you are paying Uncle Sam to carry. Why not, then, use the other 75 per cent to carry your advertising free, or, as one direct-mail service company puts it on an envelope enclosure, "Let Uncle Sam Help You Build Your Business!"

FOLDERS

A folder is anything larger than a card and smaller than a broadside. It sometimes has a perforated reply card attached or a separate reply card inserted. There are no restrictions as to its use, and the possibility of using numerous illustrations and of various unique methods of folding makes it adaptable to an endless variety of purposes.

It enables the advertiser to use all sorts of attention-getting devices, which may be employed to lead the reader on from point to point

until he has read the entire folder. If well planned it may be a most effective form of advertising. A large company in one city sold an entire shipment of electric waffle irons and coffee percolators in a few days, with no other advertising than an inexpensive but cleverly planned folder. Its greatest danger lies in extravagant claims, flaunting colors, and a general atmosphere of splurge and bombast. The advertiser who decides to use the folder should not allow it to degenerate into a form of advertising that looks cheap or trashy.

BROADSIDES

A broadside is a form of "splurge" advertising which attempts to produce an effect through its size and its possibilities of large display. It varies in size from 5 by 10½ inches to the size of a newspaper page. It is usually fastened with a postage stamp or a small gummed seal and addressed in a space that is left for the purpose. Its large size when open and its clumsiness in handling limit its uses. It may be used with good effect as a form of dealer advertising. One side may be printed as a poster, which the dealer can use for window or store display, with the selling arguments for the dealer himself on the reverse side.

BOOKLETS

Booklets are used to present the advantages or talking points of an article at greater length than can be done in other forms of advertising. They may be used for enclosing in a letter to a mailing list or they may be sent in reply to an inquiry that has resulted from periodical advertising. In the latter case the periodicals are used to create interest and the booklet is depended upon to develop it further and sometimes even to close the sale.

The booklet tells a story about the advertised article. The story may deal with the production and handling of the materials of which the article is made; as, for example, the story of plastics. It may begin with the process of manufacture and take the reader through the factory, selling him an impression of efficiency, economy, or cleanliness. Again it may set forth the special features of the article that make it better than its competitors, or it may explain the uses of the article and suggest new uses which the reader may not have thought of. Whatever its purpose, it must be written from the reader's point of view, or it will not be read.

The booklet may be anything from a simple affair of a few pages small enough to go in an ordinary envelope, to an elaborate treatise of a hundred or more pages, attractively bound, printed on expensive paper, and illustrated with pictures of high artistic merit. The size, style, manner of treatment, use of illustrations, and such things are determined by the nature of the article, the purpose for which the booklet is used, and the kind of people to whom it is sent. If the writer is advertising precious stones to women of wealth and refinement, the booklet must be dainty, refined, and aristocratic. If it is camping outfits for tourists, it must carry the atmosphere of the open road and the evening camp. It must always be suited to its subject and adapted in language and style to its reader.

CATALOGUES

A catalogue, reduced to its lowest terms, is a list of the articles a concern has for sale, with their prices. But a good catalogue is more than a price list. It contains descriptions of the articles, accounts of how they are made, explanation of their use and their value to the purchaser. It carries with it the personality of the house that sends it out. It is full of interest and useful information. It is a silent but effective salesman for the house.

The size of a catalogue is determined, naturally, by the number of items it must contain. The catalogue of an automobile manufacturer might contain only a few pages, one for each model of car and two or three for general information about them all. On the other hand, the manufacturer of a large number of small items might need a catalogue of several hundred pages in which he would illustrate and describe his products. It is not unusual for catalogues of this type to cost several dollars apiece.

Unique among the various forms of direct advertising are the mail-order catalogues of the general merchandise and mail-order concerns. These catalogues are thick books of a thousand or more pages, filled with pictures, descriptions, and prices of almost every article used by a human being. These mail-order houses are in competition with retail stores, especially in the country, and present a real problem to the general storekeeper in the small town. An advertiser can learn much by reading over the descriptions in these catalogues. The simplest and most prosaic articles are described with a selling force that makes

it almost impossible to resist buying. In addition to the large, complete edition, some mail-order houses use a number of sectional catalogues. When a person inquires about a particular line of merchandise one of the sectional catalogues showing the article in question and others which come in the same general class of merchandise may be sent instead of the complete one. Loose-leaf catalogues may also be used for this purpose.

Recent years have brought a rapid increase in the use of catalogues, especially in lines where competition is strong. With increased use have come higher quality and more effective selling power.

DIRECT MAIL FOR RETAILERS

Nearly all retail stores can profitably use one or more of the forms of direct advertising described above. There are many sources of names for the retailer, including his own charge customer lists. With little trouble the store personnel can find out the names and addresses of cash customers by examining delivery slips or instructing the salespersons to get the names and addresses and write them on the sales checks. If the customer asks "What for?" the answer may be "So that we can send you notices of special sales and other store events." To get names of people not now trading at the store is easy, as there are always directories and records in municipal departments, clubs, and organizations of all kinds. Moreover, in most cities there are direct-mail organizations, which will supply lists of all kinds at reasonable prices.

If a store is using direct mail it is important to keep the mailing lists up to date, as there are many changes because of deaths, removals, marriages, and other reasons. For a small sum the post office will check lists and note on cards reasons why delivery is impossible.

Many large department stores consider their direct-mailing activities highly important and productive. Arnold Constable of New York publishes *Preview*, a fashion magazine, which is sent out to a mailing list and also distributed to customers in the store. *Preview* is profusely illustrated and contains many items, descriptions, and prices. Bullock's of Los Angeles publishes a similar magazine. In the one sent out previous to the Christmas season one page was an order blank to be filled out and mailed to the store. McCreery of New York uses many kinds of direct mail, which is sent to a large list. A recent piece was in-

tended to get customers to return a post card asking McCreery's to send a bonded messenger for fur coats to be stored for the summer and delivered when wanted in the fall.

Macy's of New York is a large user of direct mail to announce sales and various store events. One of Macy's booklets was devoted to cosmetics, another to phonograph records and popular books. An attractive folder gives instructions for conducting formal dinner parties. There are also gift guides, which catalogue many items with descriptions and prices. A large booklet offers a number of attractive gift suggestions and introduces Betty Mason, who takes care of out-of-town shoppers.

FURNISHED BY MANUFACTURERS

Many manufacturers and suppliers of merchandise furnish direct-mail pieces to retailers either with or without charge. Chappell's of Syracuse, N.Y., makes frequent use of such pieces, which are imprinted with the store name and address. A small perfumed card advertising Chichi perfumes took the actual scent of perfume into homes. Another piece was a folder entitled "Gifts by Helena Rubinstein" showing a number of toiletries. An envelope insert was in the form of a business reply card addressed to the store and containing a cut of Renuzit dry cleaner with an order blank. Chappell's uses many folders produced by its own advertising department. One bore the name Linda Scott, personal shopper, who offered her services to customers who wanted help in the selection of gifts. Another folder, "Symbol of Quality," showed trade-marks of nationally advertised products such as Arrow shirts, North Star blankets, Pyrex, Jantzen, and others.

HOUSE ORGANS

A house organ is a regularly issued publication, published by a business concern, either manufacturer, wholesaler, or retailer, for the purpose of sales promotion or of inducing greater cooperation within a business organization. This kind of publication has a long history back of it. In the United States, Benjamin Franklin's *Poor Richard's Almanac* was really a house organ for his printing establishment. In 1944, *Printers' Ink* published a directory of house organs in the United States listing some 5,100 titles. It is estimated that such publications have a readership of about 40,000,000.

We must distinguish between a house organ and a trade journal. A house organ is usually sent free of charge to a selected mailing list that the concern wants to reach. It generally carries no advertising except of the company that issues it. Its purpose is to help one concern only. A trade journal, on the other hand, is a publication devoted to one line of business, in which there may be thousands of companies interested. It carries paid advertising and stands on its own feet as a business undertaking. To illustrate: *The Dry Goods Economist* is a trade journal devoted to the dry-goods trade. It circulates to dealers in this line, who, as a rule, pay the regular subscription price for it. *The Mohawk Rug Retailer*, however, is a house organ issued by the Mohawk Carpet Mills of Amsterdam, N.Y., and mailed free to dealers throughout the United States who handle Mohawk rugs or who are prospects for Mohawk products.

Broadly speaking, there are two distinct kinds of house organs, known in advertising circles as the *external* house organ and the *internal* house organ. The external house organ is planned for and circulates among the company's dealers, or it may be sent directly to the consumers or users of the product. The internal house organ may be for the salesmen, or it may go to the employees of the factory. The *Printers' Ink* classification recognizes a third type, designated as "combination," containing articles of interest to both the external and the internal classifications and sent both to members of an organization and to dealers and others who do not work in the company's plants. At the close of the Second World War the great majority of house organs were internal. Next came the combination type, and third, external. With business on a normal basis it may be expected that the external and combination publications will increase and that there will at least be no decrease in the number of the internal type.

The specific purposes of external and internal house organs are as follows:

A. THE EXTERNAL HOUSE ORGAN

1. *For Dealers.* The external house organ is intended primarily for dealers and salesmen. It contains articles on selling the product, photographs of window displays, accounts of meetings of salesmen and dealers, and miscellaneous information about the product, in-

cluding improvements in appearance or function, photographs, and letters from dealers. It spreads information and builds good will.

2. *For Consumers or Users.* This kind is not so common, on account of the large circulation that is necessary. The Metropolitan Life Insurance Company for a time issued a house organ with a circulation of 5,000,000 prospects and policyholders. During the war the shortage of paper, together with the fact that many companies were converted to war work and had nothing to sell the public, greatly reduced the number of consumer house organs.

B. THE INTERNAL HOUSE ORGAN

1. *For the Salesmen.* This kind keeps the salesmen in closer touch with the home office. It is filled with helpful information about the product, news of what other salesmen are doing, effective selling talks, lessons on salesmanship, and messages from the executives of the organization.

2. *For Employees of a Factory.* This kind, sometimes called a "plant" house organ, is published exclusively for the factory employees and contains news of interest to them only. The publication is filled with accounts of company happenings, with liberal use of the names and nicknames of the participants and photographs showing the plant workers at work and play. It tends to create a family spirit and to bind employees and executives close together.

During the Second World War the internal house organ became especially important. Plant operators saw in it an excellent medium for building and keeping up morale during those trying times when employees were working overtime and under great tension. In most instances copies were mailed to all former employees serving in the armed forces. They were recognized as a valuable means of sustaining the loyalty of the servicemen and -women to their former employers. At home, they were popular not only for the articles about plant happenings but because they frequently published letters from servicemen all over the world. Most house organs published propaganda for bond drives and Red Cross and War Chest campaigns and often articles on health and safety. As a rule these internal house organs were sent to the entire organization, including salesmen, but not to dealers.

House organs are usually published under the supervision of the

advertising department. Where the size of the task demands, an editor with as many assistants as necessary is appointed. He may be someone who has worked in the advertising department and has had journalistic experience or has a natural flair for news. The staff collects the items and attends to the details of getting out the publication, weekly or monthly as the case may be. Usually the editor appoints correspondents in various departments of the factory and in the company's other plants, if any. In some companies a different house organ is issued for each separate plant.

In large organizations a full-time photographer may be employed to take pictures of various departmental activities, outings, banquets, weddings, presentations of awards for performance or long service, and other similar events. The employees themselves furnish many items. The most popular plant house organs are those filled with names and faces rather than with propaganda from the outside or from the executives inside.

In addition to these principal divisions of industrial house organs, many fraternal, commercial, and religious organizations issue house organs to their own members to keep them informed about what is going on.

Any house organ should be made to appear as a service, rather than as a piece of selling literature. Its purpose is to sell the reader an idea rather than a product; to impress upon him the genuine spirit of service of the company rather than merely the merits of its goods. It is a sort of friendly contact man, or missionary, sent out each month to call on a number of thousands of customers or prospects, for the purpose of cultivating their good will. The internal house organ does much the same thing among the employees of the company and in this way helps to strengthen morale and reduce labor turnover.

House organs of all these kinds may be in the form of a magazine, a small newspaper, a booklet to enclose in an envelope with other mail, or even a blotter printed every month. Some house organs are published weekly, some monthly, and some quarterly.

FLEXIBILITY OF DIRECT ADVERTISING

With so many different forms, direct advertising is a medium that can be adapted to almost any selling purpose. It can be used to sell direct; to do the missionary work; to line up prospects for the sales-

man; to supplement other forms of advertising; to increase friendliness and good will; to build loyalty among employees and thus lessen the chance of labor troubles. It enables the man with something to sell to talk directly to the man who can use it, multiplied by a thousand or a hundred thousand. It goes to him wherever he may be, and it goes as cheaply to the man across the continent as to the one in a near-by city. It can select its readers to an extent that is impossible with any other form of advertising.

HOW TO LESSEN WASTE

On account of the large amount of direct advertising used, thousands of pieces of mail are competing for the prospect's or buyer's attention. Much of it goes to the wastebasket unread. To be among those that survive and produce results, your copy must compel attention, it must be of real interest, it must be in harmony with the reader's needs and desires and suited to him in style and content.

The problem that confronts the advertiser who would reap rewards from this great selling force is to study and analyze the kind of copy that is being read and saved and acted upon and adapt its principles to his own particular case. Many an advertiser who employs the best brains that money can buy to prepare his display advertising and who considers with greatest care the smallest detail of copy, artwork, layout, and mediums seems to think that in the case of direct advertising almost anything will succeed, provided it can be mailed. As a result he turns out vast quantities of poorly conceived, poorly executed, and ineffective matter that inevitably finds its way to the wastebasket and that helps to lower the general tone of everything in the field. It is important to get acquainted with a good creative printer who takes pride in producing a good job. It always pays to buy appropriate printing even though a good printer may charge more than a poor one.

This is not written to discourage the student from trying this kind of advertising, but rather to show him that it is a field wherein he can profitably put forth his best effort.

MAILING LISTS

Direct advertising differs from publication advertising in that in the former the advertiser determines to whom his literature shall be sent.

In publication advertising he takes the circulation that the publishers give him.

There are many sources of mailing lists, including names sent in by salesmen, telephone directories, classified business directories, press clippings, tax lists, city, state, and national government records, names secured in response to advertising, Dun & Bradstreet's, city directories, and state gazetteers. There are organizations that prepare lists and sell them at so much per thousand names. Retailers secure lists from their clerks, from their books, and in other ways.

It is important to note that no mailing campaign will be any better than its list. It is better to spend more time and thought on the list and reduce the number sent out if necessary. In any list where residence addresses are given, the changes from deaths and removals will amount to 20 per cent each year. Lists of dealers will change 15 to 20 per cent.

Undelivered mail sent out under first-class postage will be returned and the list may be corrected. Where third-class postage is used, return postage may be guaranteed and practically the same result secured. Under a regulation made by the Post Office Department in 1927, third-class mail (but *not* first-class) may bear on the face of the envelope the imprint:

Postmaster: If forwarded to a new address
Notify sender on Form 3547.
Postage for notice guaranteed.

Many users of direct mail avail themselves of this means of correcting their lists by sending out an inexpensive third-class mailing in advance of a more important and more expensive mailing of first-class matter or of booklets.

The question of whether or not to prepay the return postage on reply cards and envelopes enclosed with direct-mail advertising has always been a difficult one to decide. To do so necessarily means for the advertiser considerable waste of money, since, even with the most carefully prepared direct advertising, a large percentage of the recipients fail to reply. Not to do so might greatly reduce the number of responses that would have been received had reply postage been prepaid. The Post Office Department solved the difficulty in 1928 by authorizing reply cards and envelopes on which the postage should be paid

by the addressee. Under this privilege the advertiser pays the return postage, but only on the cards and envelopes that actually are returned.

Who can use direct advertising? Almost every business concern, and in fact almost all do. Wiggins's Systems, Limited, Winnipeg, Canada, some years ago prepared a set of 10 check questions which not only shows in a graphic way who ought to use direct advertising, but sums up most of the purposes for which it may be used. Here it is:

HOW TO TELL WHETHER YOU SHOULD USE DIRECT-MAIL
ADVERTISING ¹

If you can vote "yes" to every statement made below, you have no need for direct-mail advertising. If you vote "no" to one, you have.

Answer these questions truthfully.

1. We have all the business we want.
2. Everyone who COULD buy from us knows all about us and our goods and services; if they do not buy from us, therefore, it is their fault, not ours.
3. We would rather our salesmen made all "cold calls." It would not help them close business to furnish them "live leads."
4. There are no territories we do not cover thoroughly, so we have no need for direct-mail contact with any prospect or customer.
5. We call upon all customers so often there is no need for mail contact between salesmen's calls.
6. No customer ever stopped buying from us; we have no need for direct-mail persuasion to get them back.
7. We have nothing new to talk about and no need, therefore, for letters or literature to introduce it.
8. No one who has once bought from us ever forgets us, so we need no reminder advertising.
9. We are educating and following up frequently every possible buyer.
10. We are satisfied that direct mail cannot improve our position in any way and are unwilling to be shown that we might be wrong.

Direct advertising fits in with all of the selling plans in Chap. 5. It can be used on a small or a large list, covering any division of territory, or extending all over the country. It can be timed to reach the recipi-

¹ From "Selling Ideas," published by Wiggins's Systems, Limited, Winnipeg, Canada. Courtesy *Postage and The Mailbag*.

ent when the sender desires. It is rarely used except as a supplementary form of advertising, for it cannot partake of a great prestige, as do advertisements in magazines and newspapers. It may, however, by careful preparation, carry a prestige of its own.

SELF-TEST QUESTIONS

1. What is direct advertising? What forms does it include?
2. What is the chief point of difference between sales letters and publication advertising?
3. For what purposes may letters be used as advertising mediums?
4. What are mailing cards? What purposes do they serve?
5. What are envelope enclosures? For what purposes are they used?
6. Can the advertiser make sure of their being read? If so, how?
7. What arguments can you give in favor of the use of envelope enclosures?
8. What advantage has the folder as an advertising medium? What dangers?
9. What are the advantages and the disadvantages of the broadside?
10. What are the characteristics of a good booklet?
11. For what are booklets used?
12. Of what value are catalogues, other than as price lists?
13. Describe the catalogues of the large mail-order houses.
14. What is a house organ? How does it differ from a trade journal?
15. What kinds of house organs are there? For whom is each kind planned?
16. What is the nature of the contents of house organs published for dealers; of those published for the user or consumer; of those published for the salesmen; of those published for the factory workers?
17. What other kinds of house organs are there?
18. What is the modern trend in the preparation of house organs?
19. In what forms do house organs appear?
20. Why is direct advertising the most flexible of all forms of advertising?
21. What is the greatest weakness of direct advertising and how may the advertiser guard against it?
22. How are mailing lists obtained?
23. Of what importance is the list?
24. Who can use direct advertising?

PROJECTS

1. Visit some of the merchants in your community and collect a number of pieces of direct advertising of various kinds. Dealers in automobiles, radios, electrical appliances of all sorts, and in various other lines will be glad to give you their literature. Prepare a portfolio of the specimens you collect. Classify them carefully, mount neatly, and accompany each with a short explanation and criticism.

2. Assume that you are about to open a new enterprise in your community—a barbershop, beauty salon, drugstore, grocery, garage, flower shop, or any kind of retail establishment that interests you. You plan to advertise largely by direct mail. Work out a plan for a series of several mailing pieces of one kind or another that you think would be effective in attracting business. Assume that you have adequate funds, but do not be too extravagant. You want to interest the local people, gain their good will, get them to patronize your store, not to make a splurge. How would you use direct mail to help accomplish these objectives? Just map out and describe a sensible plan; do not try to prepare copy for any of the pieces.

22. Radio Advertising

*Pepsi-Cola hits the spot,
Twelve full ounces—that's a lot.
Twice as much for a nickel, too.
Pepsi-Cola is the drink for you!
Nickel, nickel, nickel, nickel,
Trickle, trickle, trickle, trickle (fading away).*

This is the first "singing commercial" ever broadcast over a national network—in 1940. Now there are scores of them. Of course you don't have to listen to them, but you probably will!

NEWSPAPERS and some of the other mediums now used to carry advertising messages have centuries of history behind them. Radio, however, was unknown until about the turn of the twentieth century, and radio advertising, which dates from about 1922, can show only a brief history of a little more than two decades.

Radio, moreover, is an entirely new medium whose rapid growth reminds one of the speed of the radio message itself—the speed of light, 186,000 miles per second. It was this speed that made possible on Jan. 10, 1946, the sending of a radar signal to the moon, from which the signal "bounced" back to the earth, the round trip having been made in about 2.4 seconds. It is somewhat startling to learn that a listener in a broadcasting studio cannot hear the program there so soon as a person in a distant foreign land, because sound travels so slowly, about 1,000 feet per second.

Radio as an advertising medium has made such rapid progress that the annual revenue from broadcasting has placed it third among the various advertising mediums; only newspapers and direct mail exceed it. Gross advertising expenditures for radio in 1946 were \$424,077,200. Net expenditures (time, frequency, and other discounts having been deducted) were \$325,890,000. For purposes of comparison with other mediums, the gross figures should be used as they are in the case of newspapers and magazines (see page 13).

Broadcasting is made possible because 35,000,000 homes are equipped with receivers. Many homes have more than one set so that the total number of sets in use is about 60,000,000. To this may be added some 7,000,000 sets in automobiles. This number decreased during the war but will undoubtedly rise again when conditions return to normal. Even more significant than the number of sets found in homes is the fact that they are much used. Various surveys have proved that about 84 per cent of all urban listeners use their sets approximately 5 hours a day, while 88 per cent of all rural families use theirs more than $5\frac{1}{4}$ hours every day. Another indication of the growing importance of radio is the fact that radio courses, covering every phase of radio construction, maintenance, broadcasting, script writing, and program management, are given in 340 colleges in the United States.

HISTORY OF RADIO

Experimenters had visions of transmitting the voice through the air without wires as early as 1905. By 1915 successful communication had been established between the United States and Hawaii. During the First World War the radio telephone was used, and after the war Westinghouse continued to experiment and organized the pioneer broadcasting station KDKA at East Pittsburgh in 1920. Programs were aired regularly, but it needed the election of President Harding that year to arouse public interest. For the first time in history, in 1922, election returns were broadcast. Most people, however, were unable to listen, as they did not have sets. On Jan. 1, 1922, there were only 100,000 sets in use and just how many there were in November when the election was held is uncertain. The records show that on Jan. 1, 1922, there were only 30 stations in the country. By Mar. 1, 1923, there were 556 stations and 550,000 homes were equipped with receiving sets.

In 1921 Westinghouse opened station WJZ at Newark, N.J., and a year later American Telephone & Telegraph Company started station WEAJ in New York City. The opening of these stations was followed by the launching of a large number of stations by commercial houses, newspapers, and others.¹

¹ The first actual sale of time on a radio broadcast is thought to have been made Aug. 28, 1922, when WEAJ sold 10 minutes for \$100.

Radio advertising on a national basis may be said to have been established in 1926 when the National Broadcasting Company was organized by General Electric, Westinghouse, and Radio Corporation of America. Station WEAJ was purchased from the American Telephone & Telegraph Company and became the key station of a group known as the "red network." In 1938 the "blue network" was organized as a second N.B.C. network. In 1945 the blue network severed its connection with National and now operates under the name American Broadcasting Company. The Columbia Broadcasting System was organized in 1927 and the Mutual Broadcasting System began operation in 1935.

The number of stations licensed as of Jan. 1, 1947, was 1,520, affiliated as follows: Mutual Broadcasting System, 384; American Broadcasting Company, 240; National Broadcasting Company, 160; Columbia Broadcasting System, 166; unaffiliated, 630. By Jan. 1, 1947, 715 frequency modulation stations had been given permanent licenses or temporary grants subject to later technical examination and assignment.

THE BROADCASTING INDUSTRY

According to *Broadcasting Yearbook*,¹ gross time sales for 1946 were:

National networks	\$193,010,000
Regional networks	7,200,000
National and regional non-network	116,867,200
Local	107,000,000
Total	<u>\$424,077,200</u>

The receipts of the four major networks were as follows:

Columbia Broadcasting System	\$60,063,905
National Broadcasting Company ²	
American Broadcasting Company	40,617,130
Mutual Broadcasting System	<u>25,907,202</u>

¹ Published by *Broadcasting Magazine*, April, 1947. These are gross sales as distinguished from net time sales reported on page 13. Net sales are those in which time, frequency, and other discounts are deducted. Agency commissions of 15 per cent are paid on net billings.

² Receipts of N.B.C. are not made public. They probably exceed those of C.B.S.

What a great increase there has been during the past decade and a half will be seen by comparing the 1946 figures of network time sales with like figures for 1930, when the sales were \$26,816,156. In 1946 drugs and toilet goods accounted for 31.8 per cent of the national networks' gross billings, while food and food drinks accounted for 22.3 per cent. Next came tobacco and tobacco products, with 8.1 per cent, followed by laundry soaps and household supplies, with 9 per cent, and automobiles and accessories with 4.6 per cent.

RADIO MADE POSSIBLE BY ADVERTISING

One of the indirect ways in which advertising has benefited people generally is by making it possible to buy magazines and newspapers at much less than cost of production. Publishers have found it advantageous to sell their publications at low prices to increase circulation, charging advertisers enough to make up the loss and to return a profit.

In the case of radio, broadcasting companies in the United States could not exist without revenue from commercial advertisements, unless they were subsidized by the government or unless set owners were taxed. At present it would appear that change in the existing arrangement is not probable and that radio programs will continue to include advertising just as most publications now include advertisements in print. We may say, therefore, that the growth of a great industry, the manufacture and distribution of radio receiving sets and the various accessories necessary to keep them in working order, has been due in a large measure to advertising. We may also give advertising credit for the privilege of listening to many addresses and educational programs, even though such programs are independent of actual advertising messages.

STANDARDS OF PRACTICE

The National Association of Broadcasters, composed of individual station owners and networks ¹ adopted "Standards of Practice," which are amended from time to time. The standards adopted Aug. 7, 1945, and amended Jan. 3, 1946, while not binding on the owners,

¹ Active membership is open to all firms or corporations licensed to engage in the operation of a radio broadcasting station and to national networks. Radio broadcasting is defined as "The free dissemination to the general public, by means of electro-magnetic waves, of intelligence and entertainment appealing either to the aural or visual senses or both."

(licensees) are for the most part followed by them. These latest standards contain the following with respect to "Public Questions": "Station licensees should provide time for the presentation of public questions. Such time should be allotted with due regard to the value and interest of the subject to the public." With respect to "Treatment of Political and Public Question Broadcasts" the code says: "Broadcasts designed for the presentation of political, economic, social, or philosophic questions or the candidacy of any person for public office or a measure to be voted upon should be presented by straightforward statement appealing to intelligence and reason."

The code provides that news should be presented with fairness and accuracy and should not be colored by the opinion of the management. Children's programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play, and honorable behavior and such programs should not contain sequences involving horror, torture, or the use of the supernatural or superstitious or any other material that might reasonably be regarded as likely to overstimulate the child listener or be prejudicial to sound character development. The standards also state that broadcasters should endeavor to assist specific educational efforts in cooperation with educators and other groups.

It is also provided that broadcasts should not be used to convey attacks upon another's race or religion. The purpose of the religious broadcast should be "to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community."

LENGTH OF COMMERCIALS

As to the length of the commercial portion of the broadcast, the N.A.B. recommends the following number of minutes and seconds:

	Min.	Sec.
Five-minute programs	1	30
Five-minute news programs	1	00
Ten-minute programs	2	00
Fifteen-minute programs	2	30
Twenty-five-minute programs	2	45
Thirty-minute programs	3	00
Sixty-minute programs	6	00

The above limitations do not apply to participation programs, "musical clocks," shoppers' guides, and other programs of 15 minutes or longer falling within these general classifications. In such programs the commercial portion should not exceed 20 per cent of the total time utilized. Where such programs are sold to one sponsor the 20 per cent rule does not apply, but the commercial portion should be the same as in the table above.

The N.A.B.'s code may be compared with standards of publications, pages 373-374, Appendix B.

GOVERNMENT CONTROL

The Federal Communications Commission was established by Congress in 1934. Its principal functions have to do with the classifying of stations, assigning frequencies of power, and the consideration of applications for new licenses or renewals of licenses already in force. This commission does not have the power of censorship over radio communications, but it may take into consideration the conduct of the stations when their applications for renewal of licenses are before it. Broadcast advertising is also under the supervision of the Federal Trade Commission, which investigates commercial announcements as it does other forms of advertising that may violate fair-trade rules as set down by the commission.

INVITING RESPONSE

Early in the history of broadcasting nearly every advertiser invited the audience to write their impressions of the programs to the station to which they were listening or to the office of the advertiser. While this is not done so frequently as formerly, there are various ways in which the advertiser checks up the effect of his offerings. Announcers often at the close of a program invite requests for booklets, samples, and various gratuities. A radio manufacturer will send a copy of a radio house organ containing photographs of prominent radio artists; a manufacturer of food products will send recipe books.

Many contests are offered in which the listener is invited to compete for attractive prizes of cash or merchandise. Usually the contestant is required to submit with his entry a portion of the package or wrapper in which the product is packed, or a reasonably accurate, hand-drawn

facsimile ¹ of it. Most of those who enter such contests buy the product rather than attempt to make a drawing of the specified part. Some of them undoubtedly become permanent users. Thus, through the contest, the manufacturer secures an immediate sale of his product, a certain number of permanent customers, and some idea of the number of people who listen to his program.

APPLICATION OF RADIO

Actual uses to which radio advertising has been put include: to create good will; to introduce a new product; to emphasize new uses of an old product; to direct attention to other forms of advertising; to conduct contests; to aid in the distribution of samples; to stimulate dealers and salesmen. In fact, the application is almost limitless.

Radio has come to play an important part in political campaigns, both national and local. In the presidential campaign of 1944 almost every station in the country carried political addresses. Strictly political addresses are paid for at regular rates and may be delivered in the studio or at large meetings. In the latter case music may be a part of the program and add to the possibility of keeping the radio audience interested to the end.

The broadcasting companies have used every precaution to keep the programs high class and of a nature that may be listened to in the home without objection. Their announcers must be well educated and able to use the English language correctly.

MEASURING THE AUDIENCE

The first form of audience measurement was "fan mail." It was found, however, that people who write such letters are not as a rule typical and that some programs brought a large number of letters when its actual listening audience was small. The "coverage" of a station was originally determined by drawing a circle on a map with a 100-mile radius and determining the number of people who lived within the circle. The trouble with this method was that it did not take into consideration differences in station power, interference between stations, local geology and geography, and other factors that influence the size of audiences.

¹ A facsimile complies with rules of the postal authorities which forbid contests in which it is necessary to make a purchase in order to enter the contest.

COOPERATIVE ANALYSIS OF BROADCASTING

In 1929 Archibald Crossley accumulated data by asking respondents to what programs they listened during the previous day. This led to the organization of the Cooperative Analysis of Broadcasting, a nonprofit body, after a special study by the radio committee of the Association of National Advertisers, Inc. Its purpose was to measure radio-program popularity and other features connected with radio advertising. It is directed by a board of governors representing the Association of National Advertisers, Inc., the four broadcasting networks, and the American Association of Advertising Agencies. Up to July 31, 1946, when it discontinued its rating service, the C.A.B. made it possible for the advertiser to ascertain the popularity of his program, composition of the audience, the competition, the strong and weak points, and the relative size of urban audiences, urban for the purposes of the C.A.B. meaning cities of 50,000 and over. The C.A.B. also found out the popularity of individual network programs regionally and by city sizes.

The C.A.B. soon after its organization engaged Crossley, Inc., to do the research work, which was begun March 1, 1930. Eighty-one cities were covered by the Crossley researches. A Crossley "rating" is in the final sense the percentage of the total number of radio homes tuned to a given program. If out of each 100 radio owners who are interviewed about a specific program, 20 say that they hear it, that program has a rating of 20. The rating therefore reflects the percentage of telephone homes tuned to a network program in those areas purchased by the advertiser in which the network has "effective coverage."¹

The C.A.B. abandoned its rating service on July 31, 1946, and made arrangements with C. E. Hooper, Inc., so that its members would thereafter receive Hooper reports, known as "Hooperatings." In announcing the suspension of its rating service the C.A.B. declared that it would "concentrate on research to develop the ideal program audience measurements needed and wanted by all parties." It is the aim of the organization to correct deficiencies in radio-program re-

¹ A city in which a network does not have a local outlet is considered to be covered effectively from without if the average audience in that city to the network's outside station or stations equals or exceeds the network's average audience in all cities in which it has local outlets.

search and to bring about an acceptable and standardized measurement for radio similar to that produced for magazines and newspapers by the A.B.C.

At the time of the suspension of its rating service, membership in C.A.B. consisted of 51 advertisers, 66 advertising agencies, 24 radio stations, 2 broadcasting networks, and a miscellaneous group consisting of regional networks, station representatives, talent bureaus, program producers, and educational institutions.

HOOPER MEASUREMENT METHODS

In 1934 Clark-Hooper, Inc., an organization that had done research in the field of newspaper effectiveness, entered the field of radio, using for the first time the "coincidental" method, by which respondents were asked what they were listening to "now" at the moment of the call. In 1938 Clark-Hooper, Inc., was separated into two companies and C. E. Hooper, Inc., continued radio measurement in order to furnish "Hooperatings" to both buyers and sellers of radio. This company makes measurements in 32 cities, where all four networks have outlets, where each local network station within the interviewing area supplies an adequate signal, and where there is a sufficiently large number of telephone subscribers. These 32 cities are spread over the entire country, with 12 cities in the Eastern section, 7 in the North Central, 7 in the Southern, 2 in the Mountain, and 4 in the Pacific. Hooper interviewers are trained to ask the following questions:

1. Were you listening to the radio just now?
2. To what program were you listening?
3. Over what station is that program coming?
4. What advertiser puts on that program?
5. Audience composition questions in which the listener is asked how many men, women, and children were listening to the radio when the telephone rang.

Results obtained from the first question are used to compute "sets-in-use" percentages. The data on stations and programs being listened to are used to compute the distribution of listening among the networks. The coincidental sample used varies directly with the length of the program. The entire 32-city, or national, sample is as follows:

half-hour programs, 1,350 homes called; one-hour programs, 2,700; quarter-hour programs, three times weekly, 2,025; quarter-hour programs, five times weekly, 3,375.

A network Hooperating is a measurement of average audience size of a sponsored network program in the 32 cities of four-network service. The "share-of-audience" reports represent the proportion of the program sets-in-use listening to a particular program. If a program's Hooperating is one-half as large as the program's sets-in-use during the broadcast, the share of the audience would be 50. Sets-in-use represent the aggregate audience of all programs during a period measured—that is, the total number of people found listening to anything on the air.

Hooper reports give the number of listeners per listening set broken down into men, women, and children. For instance, a sample report shows that from 6 to 7 P.M. on a Sunday, the number of women listening to each set was 1.39; men, 0.95; children, 0.50; total, 2.84. On Monday of the same week the total listening per set was 2.38, while for the remainder of the week the total varied from 2.40 to 2.56. A sample of a sets-in-use report for the same week showed that on Sunday 38.5 per cent of homes called from 6 to 10.30 P.M. reported that their radio sets were being used. For the remaining days the figures were: Monday, 33.2; Tuesday, 33; Wednesday, 31.3; Thursday, 33.4; Friday, 31.3; Saturday, 28.9.

Hooperatings also include a list of the fifteen programs having the highest ratings over a given period. These figures show that the popularity of certain programs varies from week to week, as do their relative ratings. The Hooperatings of the leaders usually extend from 15 to 35.

THE NIELSEN AUDIMETER

In 1943 A. C. Nielsen introduced an ingenious mechanical device called the "audimeter," which is attached to radio sets in the homes and which gives an automatic record on tape of the radio's performance over a given period. It makes a record of just which stations have been listened to and how long the radio was turned on and therefore what programs came into the home. The Nielsen Company is expanding and may become an increasingly important factor in radio audience measurement.

BROADCAST MEASUREMENT BUREAU

The Broadcast Measurement Bureau was organized in 1946 by the Association of National Advertisers, Inc., the American Association of Advertising Agencies, and the National Association of Broadcasters to measure station audiences rather than program audiences. Station audiences will be measured by means of half a million ballots upon which respondents will be asked to list all stations to which any member of the family ever listens day or night, whether one or two times a week or more or never. Ballots will be mailed to each county and city in proportion to their radio families. The sample is controlled geographically and by income groups to represent a true cross section of every measured area. It is claimed that by this method the advertiser can find out on what station he will be able to obtain the largest audience or on what station he can reach a certain area without having to pay for excess listeners in whom he is not interested.

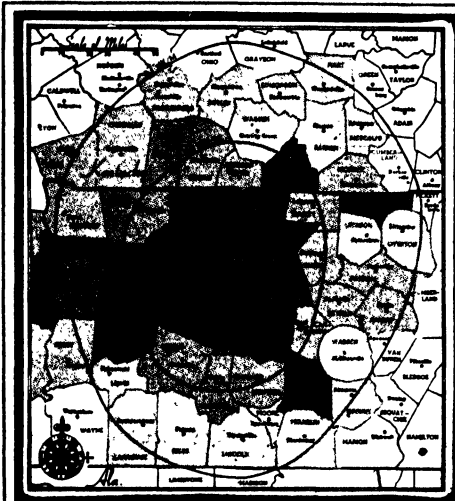
Another method of measurement, not widely used, is called the "printed poster" method. The interviewer calls on and presents to the respondent a printed list of programs and asks which of them he has heard within a given period of time.

It is generally agreed that no one method of measurement is entirely satisfactory, but development of technique is still going on. At present it can be said that the buyer and seller of time have much excellent information for their guidance. Radio research is being made in many fields besides that of audience measurement. Networks and individual stations are making frequent investigations so that all sorts of helpful information can be made available to advertisers. Typical of what is being done is shown by the data in the advertisement of station WSIX of Nashville, Tenn., as to the coverage of that station (see page 345).

WRITING FOR RADIO

The writing of various kinds of continuities for radio gives employment to a considerable number of writers. One advertising agency alone employs 24 men and women to turn out scripts for its clients.

In writing for the air, one must remember that the ear appeal is quite different from the eye appeal. Copy that may read well may not sound well. For the radio, short, simple, easily pronounced words are necessary and in many cases brief descriptive phrases separated by



Here's the way WSIX covers the NASHVILLE market...

Coverage levels determined from 6,660 places of regular station mail received October 3, 1942—January 2, 1943. Using the home county, (Davidson, Tenn.) as base, a ratio of mail per thousand Radio Homes was established.

- INTENSE—All Counties with a ratio of mail per thousand Radio Homes 50% or better of base county ratio.
 - REGULAR—All Counties with a ratio of mail per thousand Radio Homes 25%—50% of base county ratio.
 - SECONDARY—All Counties with a ratio of mail per thousand Radio Homes 10%—25% of base county ratio.
- 0.5 MV/M and 0.1 MV/M measured by King & Clark, Radio Engineers, July, 1942.

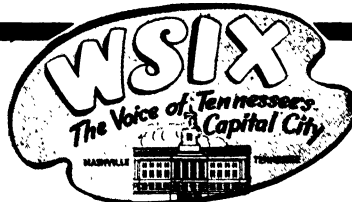
**NASHVILLE—a market with a Future—
assured by the great Tennessee Valley expansion**

Here are the Market Facts:

	MAIL SURVEY			FIELD INTENSITY SURVEY			
	Intense	Regular	Secondary	Total	0.5 MV/M	0.1 MV/M	Total
Population	817,822	289,489	448,961	1,349,982	619,984	929,929	1,279,977
Radio Homes	139,998	71,629	169,462	311,196	159,999	159,914	215,222
Total Radio Homes	80,913	80,993	67,916	187,921	100,771	80,999	187,961
Food Stores	6,649	2,965	4,298	12,783	6,761	5,977	12,739
Gasoline	123,814	80,989	88,984	214,997	144,979	71,949	216,118
Food Stores	1,961	997	1,422	4,380	2,239	1,979	4,278
Gasoline	29,819	9,229	11,927	49,999	29,229	16,977	46,999
General Stores	277	692	791	1,760	697	1,079	1,692
Gasoline	3,259	8,819	7,539	14,274	4,999	10,999	14,999
General Merchandise Stores	299	129	179	329	279	294	324
Gasoline	14,297	4,719	6,299	26,272	17,499	6,292	29,699
Algebra Stores	299	95	132	427	297	129	427
Radio	10,649	1,242	2,227	14,117	11,929	2,442	14,694
Furniture—Household	129	199	97	326	212	109	299
Gasoline	6,149	1,494	699	8,342	7,199	1,122	9,012
Automotive Credits	149	97	129	376	294	169	299
Gasoline	17,299	5,964	8,999	31,292	29,999	20,999	39,999
Printing Establishments	729	299	699	1,727	527	229	4,999
Gasoline	9,299	3,723	6,299	19,446	11,442	6,997	16,299
Lumber—Bldg.—Hardware	149	97	169	416	247	216	462
Gasoline	7,121	2,594	6,297	15,992	9,799	6,294	16,297
Shoe and Drubbing Places	999	294	423	1,726	1,129	699	1,749
Drug Stores	1,929	1,291	2,219	5,459	3,299	2,921	11,297
Gasoline	5,279	1,994	2,219	9,492	6,294	3,299	9,999
Other Stores	699	212	219	1,130	699	429	1,021
Gasoline	16,299	3,292	3,294	26,717	14,271	6,299	29,999

All money values are in thousands of dollars. Radio Homes projected by NAB Research Dept. from U. S. Census, 1940. All other data from Research Demograph Census of U. S., 1946.

Represented Nationally
By
THE KATZ AGENCY, INC.



**5,000 WATTS
930 K. C.
AMERICAN
MUTUAL**

FIG. 60.—Radio station WSIX advertises market facts about the Nashville, Tenn. territory.

dashes (or pauses) often serve better than complete sentences. Moreover, radio announcements are usually delivered rapidly, and there is no opportunity for the listener to go back over the message as he can when reading printed advertising.

Probably the simplest form of announcement is that of a retailer on a local station who buys a minute or less between other programs. This is advertising pure and simple. Frequently repeated it plows its way into the memories of listeners. Next come the 15-minute programs, either local or a part of a chain broadcast. If the former, the station's representatives will write the script for inexperienced advertisers or assist the retailer's advertising organization. If the latter, advertising agencies serve their clients by preparing scripts and arranging the program. The chains themselves will assist in every detail if the advertiser calls on them. Specimen radio commercials will be found on pages 504-510, Appendix I.

IMPORTANCE OF PROGRAM

Those whose duty it is to prepare and supervise radio programs face these problems:

1. To select a program that will attract the greatest number of listeners and hold them throughout the series.
2. To write advertising messages and to deliver them so that they will not be objectionable because of their content or length.
3. To realize that listeners have a right to demand that radio programs which they invite into their homes shall observe the proprieties of polite society.

Having access to the reports of one or more of the research organizations described above, the radio advertiser will have much to go by when considering what kind of program to sponsor. The networks and many individual stations often assist advertisers in securing talent, for which they must pay in addition to payment for the time. There is, however, usually no charge for engaging the artists.

As an indication of what kind of program is most listened to, Hooperatings for Jan. 15, 1947 gave the 15 most popular nighttime programs in order of preference as follows: Bob Hope, Fibber McGee and Molly, Jack Benny, Charlie McCarthy, Red Skelton, Fred Allen, Screen Guild Players, Radio Theater, Walter Winchell, Amos 'n' Andy, Mr. District Attorney, Bandwagon, Duffy's Tavern, Suspense,

Burns & Allen. The daytime leaders included many so-called "soap operas," which are romantic serials occupying 15 minutes five days a week. These dramas are usually well written, contain a sustained interest, and in many instances are heard by housewives while they do housework.

As to percentage of commercial air time during the winter season of 1944-1945, the night program types ranked as follows: variety, drama, news and talks, audience participation, popular music, familiar music. In the daytime for the same season the ranking was serial drama, news and talks, children's programs, other dramas, variety. During the same season the commercial night network time was divided into the following percentages: variety, 27.8; news comments and talks, 17.9; straight drama, 8.9; popular music, 10; audience participation, 10; comedy, 6.7; classical and semiclassical music, 4.9; familiar music, 4; children's programs, 1.7; hymns, 0.3. The daytime programs for the same season showed the percentage for serial dramas as 47.3, with news comments rating 12.2 and children's programs, 9.5.

COST OF RADIO ADVERTISING

Radio broadcasting companies issue rate cards prepared in conformity with the standard rate card of the American Association of Advertising Agencies. Advertising agencies are allowed the usual 15 per cent commission. A rate card of the National Broadcasting Company will be found on pages 492-503, Appendix H.

Individual stations publish their own rate cards, which give costs for local or retail advertising, spot broadcasts between program announcements, and whatever services they have to offer.

MERCHANDISING RADIO PROGRAMS

Advertisers, often with the help of local radio stations, recognize the "merchandising" of the program as an important part of the transaction. The purpose of these activities is to acquaint salesmen, dealers, and consumers with the program and to do everything possible to increase the listening audience.

Among the merchandising services rendered by stations the most widespread are letters to the trade in the station's territory; courtesy pre-announcements before or after other programs; advertising in newspapers; displays in dealers' windows; publicity in the newspaper

radio column; attendance at meetings of salesmen; advertising in streetcars, busses, and other transportation vehicles; studio and lobby displays; articles in house organs; bulletin-board announcements in factories; envelope stuffers and other forms of direct advertising; suggestions to dealers that they install loud-speakers and invite their customers to listen to the programs in their stores; and offers of free tickets to broadcasts.

It is evident that no advertiser or studio could afford to use all these merchandising methods. The advertiser must decide to what extent he will go in attempting to make his program known and to secure listeners who otherwise would have paid no attention to the usual program listings in the newspapers. The studio will have to decide to what expense it is willing to go in cooperating with the advertiser in his merchandising efforts.

The newspaper reader will notice a large number of advertisements announcing programs and inviting the public to listen. These are usually prepared and placed by the advertiser or his advertising agency or by the stations themselves. Frequently advertisements in national magazines carry invitations to listen to the radio programs of the advertisers.

Closely connected with merchandising activities are radio station promotions. Merchandising is defined as "any activity to increase the audience of a specific sponsored program or to promote the interest of the trade in a program or in the merchandise it sells." Station promotion is "any activity to increase the audience of sustaining programs or of the station's schedule in general without respect to specific programs, and any promotion in trade groups to increase their appreciation of the station as an advertising medium."¹

ADVERTISING BY TELEVISION

By Mar. 1, 1947, 57 television stations had been authorized but not all of them were then in actual operation. Millions of dollars have been spent and are being spent to perfect "video," as television is often called. As yet it is not possible for an advertiser to cover the country by television, although without doubt that handicap will be removed later. In television the advertiser has the advantage of talking

¹ From a pamphlet "What's What in Merchandising. A survey of Merchandising Policies and Practices," published by the N. A. B.

to the set owner about his product and of showing what it actually is and what it looks like. On television station WABD, New York City, these products have been advertised: Adam hats, Casual clothes, Cluett, Peabody & Company's products, Gimbel's store, Macy's store, U. S. Rubber Company's products, Knox hats, Lever Bros. products, Liggett & Myers' products, Pal blades, Colgate products, and others.

Experiments in the field of color television have been made for some time. On Oct. 10, 1945, the Columbia Broadcasting System made a successful full-color television broadcast from station B2XCS, New York City, from the top of the Chrysler Building tower to an across-the-town receiver.

SPOT BROADCASTS

"Spot" broadcasts are used by advertisers who want to put on campaigns in selected areas or who do not purchase regular network programs. Spots enable the advertiser to overcome sectional time, which often makes it necessary for national advertisers to have their programs given more than once to conform to Eastern, Central, Mountain, or Pacific time. (Some advertisers use "transcribed" programs for their duplicating broadcasts.) Many retailers, also, find that spot broadcasts fit into their advertising programs.

"Station breaks" are a variety of short spots occupying about 20 seconds between the end of one program and the beginning of the next. One of the largest users of this type of advertising is the Bulova Watch Company, whose "Bulova watch time" is heard so frequently. Another is Goodyear Tire & Rubber Company, which in 1946 used station breaks in more than 60 radio stations five times a week in 46 states to advertise Neolite soles.

Electrical transcriptions, much used in spot and station-break programs, are similar to phonograph records. They may be duplicated inexpensively in large numbers.

RADIO FOR THE RETAILER

About one-third of the revenue of radio stations is derived from local sellers of commodities or services. Local broadcasters include department stores, banks, public utilities, amusements, bakeries, beauty shops, drugstores, furniture stores, jewelers, automobile

dealers, laundries, specialty shops, and many others. Retailers may sponsor news broadcasts or musical and other programs; they may originate programs; or they may buy short (spot) announcements or station breaks to fill in between other programs.

The greatest success usually comes to stores that draw trade from an entire city and the outlying areas. Stores with limited or class customers cannot hope for the best results, although there have been instances where they have done well.

As in publication advertising, there are two classifications—present-action and future-action. The former many times offers merchandise with prices. Here it is possible to check sales of the advertised articles. Institutional or good-will-building broadcasts sell the store as an institution or a good place in which to trade. About three-fourths of the retailers who use radio buy spots or station breaks, a few buy 15-minute periods, and the rest buy other units. As to types of program, almost every kind is used, including those built around cooking schools, quizzes, and garden clubs.

Radio announcements must be carefully prepared and measured. About 125 words per minute is usual. The retailer may use his own staff to write the script; he may call upon the radio stations, which are always glad to help; or, if he employs an advertising agency, he may ask it for assistance. On pages 506–510, Appendix I, will be found some specimen retailer broadcasts.

COOPERATIVE PROGRAMS

The cooperative or syndicated program consists of a network or national program in which the local radio station cuts in with commercials, usually of retailers. Part of the payment that the retailer makes goes to network headquarters for talent fee. Most of these programs are 15-minute news commentaries, which are given five days a week. The local advertiser has the advantage of associating his name with a national program of importance. His part of the talent cost is low because there are many other retailers in other cities, perhaps more than 100, to share it.

A wise retail advertiser tries to coordinate all branches of his advertising—radio, newspapers, window and store display, and even direct mail. He may ask listeners to read his newspaper advertisements or look at the items displayed in his windows. Sometimes he advertises the services of a personal shopper, usually giving an assumed name so

that the system can be continued over many years, no matter what the shopper's real name may be.

The retail advertiser can select his audience, as can the national advertiser, by using different types of programs. For instance, a store wishing to reach a high social-economic group can broadcast high-class music or an educational program. Programs for children will attract the young, and their mothers may listen in. In the spring, talks about gardening may be productive of sales of products used for that purpose, even of clothing that is appropriate to such work.

If a city has more than one station, the advertiser should find out which one has the largest audience and which one has policies that fit in with his store. If he buys spots or station breaks, it is important to be able to insert these commercials between two popular programs, which will give him a ready-made audience.

RADIO AS A PUBLIC SERVANT

According to law, radio stations are required to operate "in the public interest, convenience, and necessity." Every station must keep a daily record of its programs and be prepared to show that it is filling its social obligations as to public service. A typical annual report of one network shows services rendered in the fields of adult education, civic welfare, religion, international broadcasts, important news events, serious music, the drama, and entertainment. Programs without any advertising, put on at the expense of the network or station, are called "sustaining." Surveys show that more than 60 per cent of radio time is devoted to noncommercial programs, from which the stations derive no revenue. Frequently a program starts as sustaining and as it becomes popular is taken over by an advertiser.

During the Second World War, all national networks kept correspondents in important news centers. To the reports of these correspondents they added the news services of international organizations like the Associated Press and United Press and were thus able to give frequent news broadcasts. The death of President Roosevelt and the period of mourning observed by the networks resulted in the cancellation of all commercial programs for that period. Addresses by the President of the United States have precedence in all networks and frequently programs must be canceled to accommodate them.¹ On

¹ Not only the President, but Cabinet members, Senators, members of the House, and other public officials frequently broadcast at the expense of the networks.

Apr. 16, 1945, President Truman in his first address to Congress attained a C.A.B. rating of 34.6, with 100 per cent of the listening audience. On Aug. 9, 1945, President Truman received a C.A.B. rating of 44.4 with a 99.2 per cent listening audience. This was higher than any previous President had attained. During 1945 some of the ratings were: Nov. 26, Metropolitan Opera, 4.2; Oct. 7, World Series baseball game, 17.19; Nov. 3, Navy-Notre Dame football game, 7.8. The highest rating for a nationally broadcast "live"-talent or transcribed spot program was received by Esso Reporter—8.3. This is a nonnetwork program individually spotted in many cities. The regular network five-minute program which received the highest rating during 1945 was that of Bill Henry, who gives brief summaries of the news.

ADAPTABILITY TO VARIOUS SELLING PLANS

1. Articles sold through retail stores to every family. Manufacturers of foods, drugs, tooth paste, cosmetics, have been consistent users of radio.
2. Advertisers of products sold to a smaller proportion of the people have also used radio with good effect. This is especially true of several automobile manufacturers.
3. Manufacturers of office appliances and articles sold to businessmen have used radio to some extent. Two typewriter companies sponsored campaigns with satisfactory results.
4. Articles sold exclusively to farmers could be advertised in certain sections of the country. Moreover, farmers buy many of the same products that city residents buy and radio advertisers benefit from the fact that over 2,000,000 radio sets are owned on farms.
5. Manufacturers of products sold by canvassers do not as a rule use radio. An exception is Real Silk Hosiery Mills, which sponsored a program over N.B.C.
6. Mail-order houses generally do not use radio. However, there is no reason why the large houses that sell through catalogues and through chains of retail stores could not use this medium successfully.
7. Machinery, raw materials, and accessories used in the manufacture of other products have not used radio. However, it is conceivable that certain products—cellophane, for example—might be advertised over the radio with good effect.

SELF-TEST QUESTIONS

1. Trace the development of radio as an advertising medium.
2. How and when did radio become established on a national basis?
3. Name and describe the important networks of the present time.
4. How important is radio from the standpoint of station revenue?
5. What has advertising done for radio?
6. How widespread is radio set ownership in the United States?
7. What standards have been set up to govern the character of radio programs?
8. To what extent does the government exercise control over radio?
9. How can advertisers check up on the effectiveness of their radio advertising?
10. To what practical uses has radio advertising been put?
11. Explain the functions and the technique of radio research.
12. What has been learned about program preferences?
13. What are the advantages of "spot" radio advertising? To what extent is it used?
14. What are the advantages of short announcements?
15. How can radio advertising be merchandised: (a) to salesmen and other employees; (b) to dealers; (c) to consumers?
16. What considerations must be kept in mind in writing for the radio?
17. What are "sustaining" programs? What proportion of all programs are of this kind?
18. What are electrical transcriptions?
19. Show how radio fits in with the various selling plans.

PROJECTS

1. Look through the advertisements in any general magazine and select some product that so far as you know is not being advertised by radio. Plan a 15-minute or 30-minute program for that product and prepare all the necessary "commercials." Set up a minute-by-minute time schedule for the program. See if you can originate anything new and different, and try to work in the commercial part of the program in such a way that the advertising will be interesting and worth listening to.
2. Write a searching criticism of radio as it exists at the present time. What programs now on the air do you especially like and why? Which do you merely tolerate? Are there any that you particularly dislike? What is wrong with them? What improvements can you suggest that would make programs more interesting and radio advertising more effective? Give this assignment careful thought and do not hesitate to express your opinions.

23. Outdoor Advertising

Inasmuch as there is considerable space out of doors, it isn't surprising that advertisers should use a little of it. Wherever people congregate or travel, they are likely to see the merits of all sorts of products expressed in lithography, paint, and electric lights. You may wonder how it is possible to compute the "circulation" of a poster board, but experts will tell you.

THE origin of outdoor advertising is lost in the mists of antiquity. We find in the early history of the Egyptians, Romans, Greeks, and other peoples signs crudely made, many of them cut in stone, to acquaint passers-by with the names and occupations of those who had services to render or commodities to sell.

Like other forms of advertising, outdoor advertising today is well developed and well organized. There are three principal kinds—poster display, painted display, and electrical display.

In poster-display advertising, lithographed, printed, or manographed (hand-painted) posters are pasted on poster boards erected for that purpose. In painted display the advertisement is painted directly upon the bulletin board, upon walls of dealers' stores, or in other advantageous locations. Electrical display makes use of electric lights and neon tubing in stationary or mechanically flashing devices to attract attention, especially at night. Electrical-display signs are sometimes called "electric spectaculars."

OUTDOOR ADVERTISING ORGANIZATIONS

The Outdoor Advertising Association of America is a trade organization of owners of "plants." A "plant" consists of the facilities of an operator in the city in which he is located for offering paper or paint

America's largest selling cheese cracker

CHEEZ-IT

CHEEZ-IT

Outdoor Advertising

Poster ads are seen most often...
familiar products bought most often

"the impact of our outdoor advertising on consumers, retail merchants, and our own sales organization has been amazing to us."... LOOSE-WILES BISCUIT COMPANY

OUTDOOR ADVERTISING INCORPORATED

NATIONAL SALES REPRESENTATIVE
OF THE OUTDOOR INDUSTRY

OAI

60 EAST 42ND STREET
NEW YORK 17, N. Y.

ATLANTA • BALTIMORE • BOSTON • CHICAGO • CLEVELAND • DENVER • DETROIT • HOUSTON • LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO

FIG. 61.—The purpose of this advertisement is to sell outdoor advertising to advertisers. The illustration at the top shows the approved form of poster-board construction with the poster in place.

service or both. The association was formed in 1925, when the Poster Advertising Association and the Painted Outdoor Advertising Association were merged.

The outdoor advertising industry is made up of some 1,000 plant owners providing service in approximately 15,500 cities and towns in the United States and Canada, which include a resident population of about 93,000,000.

Outdoor Advertising Incorporated was organized in 1931. It is a soliciting and promoting agency, whose representatives visit national advertisers and advertising agencies, cooperating with the latter and placing contracts through them. An advertisement of this corporation appears on page 355. The agency receives a commission of 16 $\frac{2}{3}$ per cent, which is a little more than the 15 per cent allowed agencies by publications. In return for the service this organization renders by securing business, the various plants that belong to it pay commissions on all business secured.

The National Outdoor Advertising Bureau is an organization of advertising agencies, numbering 360, formed to supplement the members' own service in planning, servicing, and checking campaigns.

The General Outdoor Advertising Company, Incorporated, is an organization which operates a number of plants in the larger cities.

POSTER DISPLAY

The standard poster panels are uniform in size and appearance. They are 12 feet high and 25 feet long. The inside dimensions of the actual posting surface are 10 feet 5 inches by 23 feet 6 inches. The actual printing surface of the poster is 8 feet 8 inches by 19 feet 6 inches. The basic unit of poster measurement is the 1-sheet, 28 inches high and 41 inches long. Originally the 24-sheet poster was made up of 24 sheets. Today, however, few if any actually consist of 24 sheets. Lithographers make larger sheets than formerly so that now the number of sheets varies. Most of today's posters consist of about 12 sheets, although the posters are still called 24-sheet posters. These 12 sheets usually run 3 sheets high and 4 sheets wide. A standard poster panel is shown on page 355.

The 24-sheet panels are located by plant owners where they will receive the maximum attention and afford good coverage. Factors considered are the number of pedestrians, the number of people who

pass in streetcars and automobiles, the population of the city, and the location. Posters are sold in groups known as "showings." There are five different sizes of showings: 25, 50, 100, 125 and 150 per cent. Outdoor-advertising men claim that all but the 25 per cent showing give complete city coverage. The higher percentages give greater degrees of repetition.

Three-sheet posters 8 feet 7 inches high by 4 feet 10 inches wide may be seen near retail stores, especially in neighborhood sections. Many



FIG. 62.—This outdoor poster used by a national advertiser is an excellent example of poster art.

times they are used to serve as a final reminder before the customer enters the store.

Posters must be supplied by the advertiser, who has his advertising agency and the large organizations which solicit business to help him in their preparation. Copy is usually changed monthly. The cost of lithographed posters for the 24-sheet panel is about \$2 apiece in 1,000 lots; less for larger quantities. The cost of the artwork for posters averages about \$750, although it is not unusual for large advertisers to pay as high as \$2,000. On this page is an excellent sample of poster art.

An outdoor poster used to aid the Government in selling War Bonds is shown on page 358.

PAINTED BULLETINS

Bulletins upon which the advertising illustration or message is painted are usually built of steel and wood. They are erected in cities, in suburban districts, on highways, and along electric and steam rail-

way lines. Copy is generally changed semiannually but may be changed oftener if the advertiser desires. The standard size for bulletins along important highways is 12½ feet high by 42 feet long.

Painted-display plant owners offer both intensive and representative coverage displays. An intensive display consists of an adequate number of painted units distributed so intensively as to reach all points of circulation. Some of the units at important points may be illustrated. Representative coverage showings are planned to cover



FIG. 63.—Many outdoor posters of this nature were used during the war to help the government in its various drives.

the circulation of the retail shopping and business districts, the important neighborhood retail and amusement districts, terminals of transportation lines, principal boulevards, and automobile thoroughfares.

The larger painted bulletins may be erected in sections, which may be taken down, painted indoors, and then set up.

ADVERTISEMENTS ON WALLS

Advertisements are frequently painted on the walls of dealers' stores or on other walls where advantageous locations may be secured. In some cases these displays are illuminated. In selecting the walls the advertising value of each location is considered from the standpoint of visibility and circulation.

Metal or wooden signs are often used along the highways near cities and villages. These take a wide diversity of form and bear various mes-

sages. The price of such advertising depends upon many conditions and is agreed upon in each individual instance.

ELECTRICAL DISPLAY

Electrical displays are spectacular and impressive. They are usually erected high in the air and vary in size and price. Probably the best known display of electric signs is on Broadway, New York City, where the circulation is large and where prices are charged accordingly. One of the striking features of Atlantic City is the large number of flashing electrical signs visible from the Board Walk.

Neon signs enable the advertiser to show a name or phrase in illuminated tubes of different colors. This type of sign is also used in store windows and on city streets.

COST OF OUTDOOR ADVERTISING

A No. 100 (formerly called "representative") showing of posters covering approximately 15,000 cities and towns would cost about \$400,000 per month, while a No. 50 showing would cost about \$225,000 per month. In densely populated districts a portion of the panels is illuminated. For these special panels the prices depend upon location and other factors. Should a national advertiser use the facilities of practically all the poster plants in the country, his rate would be 13½ cents per thousand circulation per day (net advertising circulation). Should he select certain cities he would find that the rate would

City or Town	Population	Number of Posters		Space Cost per Month
		Nonilluminated	Illuminated	
Atlanta, Ga., District	385,700	30	16	\$1,104
Bainbridge, N.Y.	1,450	1	..	10
Boston, Mass., Metropolitan Market	1,781,300	70	70	4,400
Chicago, Ill.	3,396,800	100	60	4,040
Ft. Wayne, Ind., Market	122,100	12	6	403.80
Kingston, N.Y.	28,600	6	3	180
New Haven, Conn., District	258,600	20	20	1,000
Philadelphia, Pa., Market	2,088,700	66	50	3,200
Providence, R.I., District	425,600	36	12	1,064
Pueblo, Colo.	52,200	8	3	204
St. Joseph, Mo.	79,300	14	4	378
Syracuse, N.Y., District	227,206	16	12	750

vary from 3 cents to \$1. As a rule the larger the city the lower the rate per thousand per day. In addition to the expense for space, the advertiser must provide his own posters. A No. 100 showing covering the United States would require about 27,000 posters.

The table on page 359 gives rates for a No. 100, 24-sheet poster showing in a few typical cities.

TRAFFIC AUDIT BUREAU, INC.

For many years there has been a demand for some method of evaluating the "circulation" of outdoor advertising. The Association of National Advertisers, the Outdoor Advertising Association of America, and the American Association of Advertising Agencies cooperated in sponsoring a research at Harvard University to establish a scientific basis for a standard national method of evaluation. In February, 1934, the sponsors incorporated the Traffic Audit Bureau. Its corporate members and Board of Directors comprise eight unpaid representatives—four selected by the A.N.A., two by the "4 A's," and two by the Outdoor Advertising Association of America. The managing director of the A.N.A., the President of the "4 A's," and the General Manager of the O.A.A.A. are ex-officio members of the board of directors.

There are several classes of memberships, revenue from which pays for the field work which is continually going on. Plant memberships are provided for both poster and paint plant operation.

"Effective" circulation is a combination of one half of the automobile traffic, one half of the pedestrian traffic, and one fourth of the streetcar traffic. After determining the effective circulation for each poster display location in the plant, the operator then determines the space-position value of each poster panel in relation to the effective circulation to which it is exposed. This is estimated by use of a table which combines the factors of speed of travel, length of approach, the individuality of the poster panel, and its angularity to the traffic flow.

Next the Net Advertising Circulation (N.A.C.) is calculated for each panel by multiplying the effective circulation of the location by the space-position percentage rate of the individual poster panel. Thus, a panel with an effective circulation of 10,000 persons and with a panel rating of 100 per cent would have a daily N.A.C. of 10,000. Another panel with an effective circulation of 10,000 but with a space

position of 75 per cent would be recorded as having a daily N.A.C. of 7,500.

After the plant operator has completed his statement he submits it to the Traffic Audit Bureau with a request for an audit. A field auditor makes a careful and complete check of all data submitted.

The Traffic Audit Bureau also evaluates painted displays, both illuminated and unilluminated, on the ground, on walls, and on roofs. Here the problem is somewhat different because painted displays are sold in individual units, not in showings. The actual circulation of painted displays in terms of gross and effective circulation is determined by practically the same methods as for poster panels. The final unit of evaluation is known as "rated value." It is a compound index figure composed of various weighted factors representing size of the unit, quantity of circulation, quality of circulation.

A specimen Traffic Audit Bureau report is shown on page 362.

COPY AND LOCATION REGULATIONS

The Outdoor Advertising Association of America has issued the following "statement of policy":

1. Members of this Association will erect and maintain advertising structures only
 - a. Upon property leased or owned by the members.
 - b. In accordance with Association standards of construction and maintenance.
 - c. Consistent with established principles of safety, as defined by traffic and engineering authorities.
 - d. In such a manner as to recognize and respect the public interest in
 - (1) Natural scenic beauty.
 - (2) Parks, parkways, and their immediate approaches.
 - (3) Historical monuments, shrines, and places.
 - e. So as to respect the rights and interests of owners and occupants of property in fact residential.
2. Members of this Association will display copy only in conformity with Association standards, and will display no copy which
 - a. Induces a violation of federal or state laws.
 - b. Is offensive to the moral standards of the community.
 - c. Is false, misleading, or deceptive.

Furthermore, the Outdoor Advertising Association of America will

CITY	PLANT MEMBER	Population Covered	REPRESENTATIVE SHOWING					Average Rate per 1000 NAC in Cents
			No. of Panels		Cost Per Month	Average Gross Circulation PER DAY	Average Net Advertising Circulation PER DAY	
			Ill.	Unill.				
ABSECON	General Outdoor Adv. Co.	2,168		1	\$ 10.00	5,780	2,660	12.5
ALMONESSON	General Outdoor Adv. Co.	1,500		1	10.00	4,240	2,120	15.6
ATCO	General Outdoor Adv. Co.	1,025		1	10.00	9,970	4,940	6.7
ATLANTIC CITY DISTRICT	General Outdoor Adv. Co.	76,013	10	12	474.50	355,720	132,820	11.9
AUDUBON	General Outdoor Adv. Co.	8,904		2	20.00	30,600	13,840	4.8
BARNEGAT	General Outdoor Adv. Co.	1,006		1	10.00	4,400	2,200	15.0
BARRINGTON	General Outdoor Adv. Co.	2,252		2	20.00	22,440	10,220	6.6
BELLMAWR	General Outdoor Adv. Co.	1,123		1	10.00	11,430	5,220	6.3
BERLIN	General Outdoor Adv. Co.	1,953		1	10.00	6,370	3,170	10.4
BLACKWOOD	General Outdoor Adv. Co.	1,100		1	10.00	8,040	3,830	8.6
BLAIRSTOWN-BELVIDERE DISTRICT	Dover Adv. Co.	4,010		6	72.00	26,760	12,660	19.0
BLOOMSBURY	Lehigh Adv. Co.	630		1	12.00	7,500	3,800	10.5
BOONTON DISTRICT	Harris Bros. Poster Adv. Co.	10,794		5	60.00	25,400	11,850	16.9
BORDENTOWN DISTRICT	Trenton Adv. Co.	14,617		8	96.00	46,800	22,640	14.1
BRIDGEBORO DISTRICT	Trenton Adv. Co.	10,425		4	48.00	19,660	9,260	16.8
BROOKLAWN	General Outdoor Adv. Co.	1,753		1	10.00	13,080	5,800	8.6
BUENA	General Outdoor Adv. Co.	182		1	10.00	2,000	1,000	83.0
BURLINGTON	General Outdoor Adv. Co.	10,844		5	60.00	81,200	15,050	11.1
CAMDEN DISTRICT	General Outdoor Adv. Co.	154,450	8	14	470.00	419,480	169,320	9.3
CAPE MAY	General Outdoor Adv. Co.	2,637		2	20.00	4,600	2,280	28.9
CAPE MAY COURTHOUSE	General Outdoor Adv. Co.	2,969		1	10.00	2,670	1,340	24.6
CARDIFF	General Outdoor Adv. Co.	250		1	10.00	4,600	2,300	14.3
CEDAR RUN	General Outdoor Adv. Co.	256		1	10.00	4,400	2,200	15.0
CHESILHURST	General Outdoor Adv. Co.	298		1	10.00	10,910	5,500	6.0
CHEWS	General Outdoor Adv. Co.	1,000		1	10.00	8,050	3,920	8.4
CLEMENTON	General Outdoor Adv. Co.	2,605		2	20.00	8,260	4,100	16.3
CLERMONT	General Outdoor Adv. Co.	309		1	10.00	2,400	1,200	27.5
COLD SPRING	General Outdoor Adv. Co.	210		1	10.00	1,000	500	66.0
COLOGNE (Germania)	General Outdoor Adv. Co.	430		1	10.00	6,900	2,770	11.9
DELAIR	General Outdoor Adv. Co.	3,000		2	20.00	9,850	3,800	17.6
DENNISVILLE	General Outdoor Adv. Co.	909		1	10.00	900	500	66.0
DIAS CREEK	General Outdoor Adv. Co.	258		1	10.00	1,100	570	57.9
DOVER DISTRICT	Dover Adv. Co.	21,709	1	5	95.00	61,690	20,880	15.2
ECC HARBOR	General Outdoor Adv. Co.	3,478		2	20.00	10,000	4,640	14.4
ELM	General Outdoor Adv. Co.	228		1	10.00	6,200	2,830	11.7
ELWOOD	General Outdoor Adv. Co.	320		1	10.00	5,600	2,600	12.7
ERMA	General Outdoor Adv. Co.	231		1	10.00	2,700	1,350	24.4
FOLSOM	General Outdoor Adv. Co.	219		1	10.00	2,600	1,300	25.4
FORKED RIVER	General Outdoor Adv. Co.	512		1	10.00	4,400	2,200	15.0
GOSHEN	General Outdoor Adv. Co.	510		1	10.00	1,100	580	56.9
GREEN CREEK	General Outdoor Adv. Co.	372		1	10.00	1,100	600	55.0
HACKENSACK DISTRICT	O'Mealia Outdoor Adv. Co.	182,670	12	12	570.00	336,960	132,600	14.3
HACKETTSTOWN DISTRICT	Dover Adv. Co.	3,203		2	24.00	10,220	4,560	17.5
HADDONFIELD	General Outdoor Adv. Co.	8,857		3	30.00	17,250	7,890	12.7
HADDON HEIGHTS	General Outdoor Adv. Co.	5,394		1	10.00	13,350	5,940	6.6
HAMMONTON	General Outdoor Adv. Co.	7,656		3	30.00	16,830	7,200	13.9
HARTFORD	General Outdoor Adv. Co.	111		1	10.00	4,350	2,070	15.9
HIGHTSTOWN DISTRICT	Trenton Adv. Co.	7,344		7	84.00	46,620	22,960	12.2
JERSEY CITY DISTRICT	O'Mealia Outdoor Adv. Co.	640,794	30	30	1,500.00	1,634,700	493,500	10.1
LAMBERTVILLE	Trenton Adv. Co.	5,074		3	36.00	10,920	5,070	23.7
LANDISVILLE	General Outdoor Adv. Co.	145		1	10.00	2,000	1,000	33.0
LAUREL SPRINGS	General Outdoor Adv. Co.	1,243		1	10.00	11,230	5,120	6.4
LAWNSIDE	General Outdoor Adv. Co.	1,379		1	10.00	11,230	5,160	6.4
LEEDS POINT	General Outdoor Adv. Co.	309		1	10.00	4,800	2,400	13.8
LINDENWOLD	General Outdoor Adv. Co.	2,523		1	10.00	11,230	5,180	6.4
LINWOOD	General Outdoor Adv. Co.	1,514		1	10.00	3,100	1,460	22.6
McKEE CITY	General Outdoor Adv. Co.	180		1	10.00	3,650	1,820	18.1
MAGNOLIA	General Outdoor Adv. Co.	1,522		1	10.00	11,280	5,140	6.4
MANAHAWKIN	General Outdoor Adv. Co.	825		1	10.00	4,400	2,200	15.0
MAPLE SHADE	General Outdoor Adv. Co.	6,200		8	80.00	15,150	6,300	15.9

FIG. 64.—A page from the Traffic Audit Bureau reports, which are issued in loose-leaf form.

support the enactment of nondiscriminatory legislation for the reasonable regulation of the use of land abutting public ways, provided that such legislation has the support of a majority of the owners of property and business in the area to be regulated.

PLACING CONTRACTS

The purchaser of outdoor advertising may place his contracts through one of several large companies which solicit outdoor advertising or through advertising agencies, or he may deal directly with plant owners. While the principal plant owners are members of the Outdoor Advertising Association of America, there are independent plants throughout the country.

ADVANTAGES OF OUTDOOR ADVERTISING

One of the great arguments in favor of outdoor advertising is its size. Every poster, it is claimed, is a full page and dominates by sheer size. Its attention value is therefore great. By reason of its size it is possible to display products greatly enlarged and in their true colors. Noted artists are employed to make posters, and many of their drawings are beautiful and artistic. Lithography enables the advertiser to use several colors, displaying the product or trade-mark in heroic size and in any color desired.

Outdoor advertising is flexible and can be adapted to a certain section of a city, an entire city or county, a state, or the whole country. An appeal can be made to the automobile owners by bulletins along the highways; to railroad passengers by displays along the tracks; to foreign population by special displays in the localities where such people live. Poster advocates say every poster is a show window which cannot be overlooked or thrown into the wastebasket. It is also claimed that people see posters when they are not preoccupied with other interests.

Constant repetition is a feature of posters, bulletins, and electrical display. The advertisement is in sight all the time. Men and women going to and from work, to the movies, to sporting events, or on shopping trips may see the same poster or bulletin several times a day. To be effective posters must necessarily be brief¹ and this brevity forces

¹ Some authorities recommend seven words or fewer, exclusive of the trade-mark and signature.

the advertiser to crystallize his message into the fewest possible words. If the product is a new one and requires a great deal of explanation and educational work, outdoor advertising should not be used at the start.

ADAPTATION TO SELLING METHODS

The advisability of using outdoor advertising depends upon the product and the selling methods. Let us consider how this medium is adapted to the groups in Chap. 5.

1. It is extensively used by manufacturers of products sold to people through the regular channels of retail stores. Foods, soaps, tobaccos, confectionery, clothing, and articles of that general type come in this class. Outdoor advertising is not used nationally, however, until the product is on the market and can be bought in the cities and towns where the boards are located.

2. Some manufacturers of products sold to a smaller number of people use outdoor advertising, especially advertisers of automobiles. In such cases locations are carefully selected to avoid waste circulation.

3. Advertisers of this group sometimes use outdoor advertising in the larger cities and sometimes painted bulletins along the railroads. Waste circulation is here an important element to be considered and if outdoor advertising is used, an effort is made to place it where the businessman will see it.

4. For the group of products sold to farmers, painted display is often used in the country villages and along the country roads. All outdoor advertising, whether in city or country, is more or less seen by farmers. The decision as to whether to use it or not will be governed by the extent of the waste circulation and other factors which will vary in each individual case.

5. Few concerns selling by house-to-house salesmen have grown big enough to advertise nationally. There are two or three concerns of this class, however, that might use outdoor advertising nationally with profit. It could be used locally, provided the canvassers were working in that particular vicinity.

6. Mail-order houses do not as a rule do outdoor advertising. One of the principal reasons for this is that they are endeavoring to get direct responses and in order to do this they usually run direct-action copy. Outdoor advertising is not adapted to this type of advertising.

There is no reason, however, why general mail-order concerns which do business by sending out large catalogues could not use outdoor advertising, at least in some localities, with profit. If this were done the outdoor advertising would be the general publicity or reminder type and the mail-order concerns would depend upon their catalogues to secure the orders.

7. Manufacturers of articles sold to factories would not be likely to use outdoor advertising because of the enormous waste circulation for which they would have to pay. In some cases, however, if locations could be secured near the factories, it might have an influence. Where raw materials sold to factories are also sold to the general public outdoor advertising could be used.

LOCAL USE OF OUTDOOR ADVERTISING

National advertisers may use outdoor advertising to cover practically the whole country, or they may select certain cities or groups of cities in which for one reason or another they want to make special efforts. Retailers, banks, churches, and municipalities have used outdoor advertising in their own neighborhoods.

During the First and Second World Wars the Government and various agencies working in cooperation with it used outdoor advertising (see page 358).

The general use of the automobile and the modern trend toward outdoor recreation have had a great influence on the development of outdoor advertising. There is accordingly less business done in outdoor advertising in the winter months, although the difference is not so great as formerly.

Outdoor advertising is seldom exclusively used by advertisers; it is used rather in connection with periodical and other mediums. The advertisements are of the good-will and reminder type and come in the future-action class.

Rules adopted by members of Outdoor Advertising Association of America are for the most part observed as well by nonmembers. Agitation for legislation against outdoor advertising has resulted in various regulatory laws, which differ in various states. For the most part these laws enforce the exact rules and regulations that are already mandatory to members of the Outdoor Advertising Association as given in its statement of policies on page 361. In most states officials or com-

missions in charge of the highways have the power to order the removal of poster panels or other signs which they believe to be so placed as to constitute traffic hazards or to interfere with enjoyment of the scenery. However, both of these situations are covered by the policies of the Outdoor Advertising Association of America.

On the highway approaches to cities the motorist is likely to encounter innumerable signs of all sizes and forms, which have been erected by the smaller independent companies or individuals not belonging to the association and not bound by its stringent rules.

SELF-TEST QUESTIONS

1. How old is outdoor advertising?
2. What are the principal kinds of outdoor advertising?
3. What is the Outdoor Advertising Association of America?
4. Explain the scope and the functions of the following organizations: Outdoor Advertising Association of America; Outdoor Advertising Incorporated; National Outdoor Advertising Bureau; General Outdoor Advertising Company, Incorporated; Traffic Audit Bureau, Inc.
5. What is a "plant"? A standard poster panel? A "1-sheet"? A "24-sheet"? A "3-sheet"?
6. What are the various kinds of showings? How do they differ?
7. About what are the costs of preparation of poster advertising?
8. What are painted bulletins? How does the procedure used in connection with painted bulletins differ from that used with posters?
9. What are electric spectaculars?
10. Discuss the question of costs of outdoor advertising.
11. Describe the organization and work of the Traffic Audit Bureau.
12. What regulations with respect to copy have been adopted by the Outdoor Advertising Association of America? With respect to location?
13. How does the advertiser place contracts for outdoor advertising?
14. What advantages may be claimed for outdoor advertising?
15. Show how outdoor advertising fits in with the various selling plans.
16. What effect has the automobile had on outdoor advertising?
17. In general, what is the function of outdoor advertising as a medium?

PROJECTS

1. Write the copy and prepare a layout for a 24-sheet poster display to advertise a breakfast cereal. The layout should be drawn to scale. See page 356 for actual dimensions of the 24-sheet poster.
2. Write the copy and make a layout, correctly drawn to scale, for a

standard-size painted bulletin to advertise the Hamilton watch—"The Watch of Railroad Accuracy."

NOTE: In either of the above projects, other products may be substituted for those suggested, with the consent of the instructor, if there is some other product that you would rather use as the subject of your advertisement.

24. Retail Store and Window Display

Most women (and some men) like to do window shopping. Here they see actual gowns, furniture, hats, shoes, blankets, packages of food—and their sales resistance weakens. Preparing displays inside a store and in the store windows is an art that requires many different skills, from the making of mannequins to the arrangement of displays that are artistic and possessed of selling power.

ADVERTISING by window and interior store display has grown in importance year by year. Today it is being seriously studied both by retailers and by manufacturers who distribute their merchandise through retail stores. It is estimated that at least \$300,000,000 is spent annually in window and store display advertising.

The tendency to emphasize window display may be seen by observing the construction of modern store fronts. At one time the idea was prevalent that the purpose of store windows was to admit light to the interior. Today most store windows admit little or no light to the interior but are constructed with backgrounds and devices to give the maximum facilities for the display of goods. The fronts of many stores are so built as to increase window space even at the expense of counter and floor space.

Almost every retailer will assert that window display is his most valuable form of advertising. Its results are traceable, because people are continually entering the store and asking for articles displayed in the windows. For this reason the retailer may underestimate the value of newspaper and other forms of advertising, which are directed to a larger audience and whose purpose to build good will and prestige as well as to make direct sales should not be overlooked.

POINT OF PURCHASE INSTITUTE

The Point of Purchase Institute, organized for the research and study of point-of-purchase advertising, consists of 35 manufacturers of window and store display material. It also has a number of contributing advertisers throughout the country. It cooperates with both manufacturers and users of display material. Clifford E. Hodder, executive secretary, in an article entitled "Telling is not Selling" ¹ says,

Point of purchase advertising must take its place in successful merchandising with all other advertising media. It is the final link in the merchandising chain, which alone can bridge the gap between the educational part of an advertising campaign and the consumer, by presenting to the consumer at the place of sale a final message from the advertiser which identifies the advertiser's merchandise and recommends that he buy it at the particular retail outlet and buy it now. It is not an exaggeration to call this medium the most important and vital link in the chain because it is the final link—and being final it represents the last opportunity afforded to the advertiser to put over his message to the man or woman to whom he wishes to sell the merchandise.

Mr. Hodder also says, "Today the leading lithographers, although still applying this art, are becoming known as Advertising Specialists at the Point of Sale."

According to one of the institute's brochures, window display offers:

The opportunity to present a greater number of sales messages—a larger circulation—than can be secured by the use of all the magazines and newspapers in the United States; (b) 100 per cent coverage of the population. Window display advertising even covers that part that, it is said, is not reached by newspapers or magazines. If window displays are properly distributed by business districts everyone on the street must be exposed to the sales message in cumulative effect; (c) 100 per cent selectivity. You can cover the entire United States market, any section thereof, any one city, or any part of any one city. You can concentrate advertising effort where it will produce the maximum sales result, even to the extent of selecting audiences by income class groups.

As to the cost of window-display circulation, the institute makes the following claims:

¹ *The National Lithographer*, November, 1945.

Cities of 250,000 and over	\$0.50 per thousand
Cities of 100,000 to 250,000	0.60 per thousand
Cities of 75,000 to 100,000	0.70 per thousand
Cities of 50,000 to 75,000	0.80 per thousand
Cities of 25,000 to 50,000	0.90 per thousand
Cities under 25,000	1.00 per thousand

TEST FOR GENERAL ELECTRIC

The institute and some of its members conducted a number of tests which show that window and store display increased the sales of products thus advertised. One of them was a three weeks' test of the selling power of a window, made for General Electric Mazda lamp in White Plains, N.Y. The test was made on a basis of immediate sales only. During the test period, the month of June, the company had no lamp advertising in consumer publications. Moreover, June is the month of longest days of the year, when summer lamp buying is at its lowest ebb. In addition to the window display the General Electric "Mark of Quality" cutout was used in all the cooperating stores. In only one case was the window entirely devoted to Mazda lamps. Sales of each store were checked without displays during the week preceding the test. Group A stores showed an increase of 12.2 per cent while Group B stores showed an increase of 62.8 per cent, the composite increase in units being 35.2 per cent. This survey gave definite proof of the advantages of window display.

Another test was made for the Weco Products Company of Chicago, manufacturers of Dr. West toothbrushes. A city of 50,000 population was selected. For four weeks prior to the window installation a pre-check of sales was made each week to establish normal sales per week. Sales in seven stores averaged 15 brushes per week. Beginning the fifth week, the window displays were put in and kept standing two weeks. The display was a "flasher," using light, color, and motion. During the weeks in which the display was shown, sales for the seven stores increased on the average 176 per cent, the sale of toothbrushes rising from 15 to 43½ per week. At the end of the week the displays were removed. Checks made for the seventh and eighth weeks showed that sales were just under 30 brushes per week, or about 90 per cent above normal.

MERCHANDISING SERVICE

The Fair Trade Merchandising Associates, Inc., of New York, provides a merchandising service for more than 1,000 drugstores in New York and Boston. A window display is built monthly in each store, and circulars, pennants, and small inside displays tying in with the exterior displays are provided. Only fair-trade price-protected merchandise is featured, so that all promoted items will be sold at the same prices by every drugstore served. In a research the company built a number of window displays containing 20 to 25 items without price cards. In an equal number of other displays every item bore a price tag. Finally a third set of displays was built containing similar merchandise and treatment, but, in addition to price tags, an effective display piece was made the focal center of each window. Here are the findings: window displays without price tags increased sales about 5 per cent. When price tags were used the increase was 11 per cent; when the lithographed display piece was added it was 18 per cent. N. T. Sedley, president, Fair Trade Merchandising Company, commented:

The display without prices was of diminished effectiveness because the passer-by probably got the impression that the drug products were costly or, at least, selling only at customary prices. The priced window attracted customers because it created the impression, without definitely suggesting it in words, that the merchandise was being offered at special prices. In short, it provided definite information—information that caused the passer-by to act. The window with display cards possibly had no greater selling power on a person-to-person basis than the price-tagged window, but it did have greater stopping power and hence caused more people to pause and absorb the selling messages—and buy! Today not one of our windows is ever designed without a display piece as the focal point of attention.

THE CONNECTICUT TEST

Window Advertising, Inc., in February inventoried 16 nationally advertised products in 24 stores in which displays were to be installed, 24 stores in which no displays were to be installed, and 3 stores in Torrington, Conn., selected as the control city, in which no display effort was to be made. In March a merchandise-type display was installed in the windows and an interior display was installed in each

of the 24 display stores. A checkup revealed the following: the control city with no display had declines from February sales—decrease in March, 6 per cent; in April, 16 per cent; in May, 24 per cent. In the other nondisplay stores in March there was no gain or loss as compared with the control city. April showed a loss of 7 per cent under February, compared with 16 per cent loss in the control city, while May showed a 4 per cent loss as compared with 24 per cent loss in the control city. In the display stores the following increases were shown over February: March, 19 per cent; April, 16 per cent; May, 15 per cent. Compared with sales in the control city, sales in the display stores in March were 25 per cent better than sales in the control city; compared with April, sales were 32 per cent better than sales in the control city; and compared with May they were 41 per cent better.

DISPLAYS AND TIE-UPS

Both window and interior displays are frequently tied up with current magazine and newspaper advertisements, the usual way being to mount enlarged advertisements and to make them part of the display. This was done in the case of the interior displays in a test of the dog food, Ken-L-Ration. The manufacturers, Chappel Bros., asked *Collier's* magazine to conduct the trial. *Collier's* had its field men erect displays in 18 grocery stores throughout the country. Full interior rather than counter displays were erected in the stores, in each of which was shown a *Collier's* advertisement. A photograph of this display is reproduced on page 373.

A record was kept of the number of cans sold in each store during the week before the test and the result was compared with the number sold during the display period. It was found that sales increased from 38.8 per cent to 700 per cent, with only one store failing to benefit from the display. The average increase for all 18 stores was 26.5 per cent. The display also increased the profits of the grocers in even greater ratio than the percentage of sales increase, because much of the extra business came from customers who ordinarily bought less expensive brands.

CAMPBELL'S SOUPS TEST

The Point of Purchase Institute reports tests in which advertisements in Curtis publications were made part of the displays. In the Bi-Rite Market of San Mateo, Calif., a display of soups was made using a



FIG. 65.—An inside display used by Chappel Bros., makers of Ken-L-Ration in a test conducted by Collier's magazine.

Saturday Evening Post advertisement. Sales were checked for three weeks. In the first week, with no display, 211 cans were sold; in the second week, with the tie-up display, 523 cans; in the third week, with no display, 309 cans were sold.

In the Oneonta Department Store of Oneonta, N.Y., a tie-up was made with an advertisement in *Country Gentleman* for Pyrex ware. In the first week, with no display, sales were \$12.55; second week, with display, \$35.28; third week, no display, \$20.28.

A test in the store of the Schwartz Drug Company of Newark, N. J., tied up with *Post* advertisements, resulted as follows: first week, with no display, 42 packages of razor blades, 5 razors, and 2 shaving-cream items; second week, with advertisement proofs used in the display, 70 packages of razor blades, 13 razors, and 7 shaving-cream items; third week, with no display, 40 packages of razor blades, 7 razors, 4 shaving-cream items.

Chestnut Hardware Company of San Francisco, Calif. tied up with a *Post* advertisement in a display for G.-E. Mazda lamps. Results: first week, no special display, sales were \$7.25; second week with tie-up, \$13.50; third week, no special display, \$9.85.

HORMEL DISPLAY

George A. Hormel & Company made a test to find out what influence a merchandising counter display had on sales of Spam. The subject of the test was the Relato display, consisting of a central panel featuring Spam and a number of smaller blank cards attached so that they could be easily removed, after which the merchant could write in related items such as "coffee," "bread," "eggs," etc. During the first week, without the display piece, a normal number of cans of Spam were placed on the shelf in the regular section and a check was made of the number of women who stopped and looked over the product. Check was also made of Spam sales for the week. During the second week Spam was placed on the meat counter, backed by the Relato display piece. Checks were made as before with the following result: first week, number of shoppers examining Spam displayed on shelves, 159, and cans sold, 3; second week, number of shoppers examining Spam displayed on meat counter with display, 227, and number of shoppers buying Spam (some bought two or more), 91. The Relato display is shown on page 375.

RELATED SELLING

Cluett, Peabody & Co., Inc., manufacturers of Arrow products, by an analysis of more than 300,000 sales checks, found out that only 14 out of 100 men bought more than one item. The company advised displaying related items together and tying them up with advertising and window display. In the average store, which has no stock of ties



FIG. 66.—The retailer makes up a Spam display using packages of Spam and seven cards for related items.

in the shirt section, 20 out of 100 shirt customers buy a tie. Placing a small stock of selected ties in the shirt section raised the number of shirt customers who buy ties to 30 out of 100. The big increase came when specific ties were styled for the shirts and then stocked together. Then 60 out of 100 shirt buyers bought ties.

In the average store only 2 per cent of the shirt customers buy handkerchiefs, but when they are stocked together almost half of the shirt customers will buy handkerchiefs. When handkerchiefs were styled to go with neckwear and the two items were stocked together, 57 per

cent of the tie customers would buy handkerchiefs. The illustration below shows a display of fancy Arrow shirts which the company recommends because it brings the merchandise "out into the open" and permits selling by salespeople back of the counter.



FIG. 67.—Cluett, Peabody Co., Inc. store display showing how to arrange Arrow products so as to get the advantage of "related selling."

RETAILERS ON THEIR OWN

Retailers find the displays and suggestions of manufacturers and suppliers most helpful, but for the most part the retailers themselves must plan their own window displays whether or not they use anything furnished by manufacturers. Retailers usually sell many non-branded and nonadvertised products, which they want to display. Stores that are large enough have display departments equipped with artists, carpenters, and layout men, and many smaller stores avail themselves of the services of companies that sell a window-display service.

Window space is considered extremely valuable, so much so that specialty shops sometimes devote up to 50 per cent of the ground-floor area to windows.

Methods of working out displays differ in stores, but usually the display results from a conference of the promotion manager, the advertising manager, and buyers. After the decision as to what is to be displayed is made, the display department will receive a layout with detailed directions.



FIG. 68.—*A Broadway window of Macy's New York store, featuring spring clothes and "tied in" with Good Housekeeping magazine, pages of which are prominent in the display. The half-frames suspended from the ceiling are bright red and pencil blue, and the same colors are carried out in the wooden plank and platform on the green carpet. Smoky antiqued mirror fixtures contain shadow boxes showing accessories. The display card reads, "Spring seasons—clothes you can dress up in and do tricks with."*

Display gives the opportunity to show the actual merchandise, and there is unlimited opportunity for the use of color and judicious lighting. Most large stores change displays weekly, while in small cities where so many people see the store windows oftener than in large cities, changes may be made oftener. Large stores have experienced display men who regard principles of balance, color, proportion, proper background, and proper signs. As in the printed advertise-

ment, the character of the store is reflected. Exclusive specialty shops usually display only a few items, while stores selling a large variety of merchandise may have windows filled with many items, each one carrying a price tag.

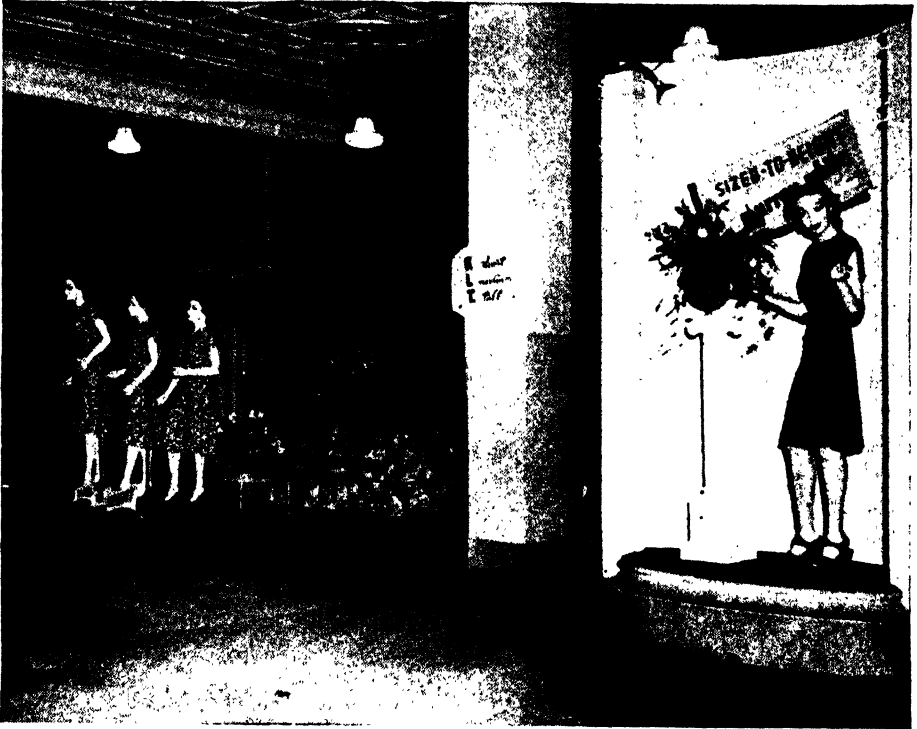


FIG. 69.—Interior display of Murray White gowns in the store of Dey Bros., Syracuse, N.Y.

Various seasons and holidays give opportunity for attractive display tied up with the day in question. On page 377 is a window display of Macy's, New York City, featuring spring garments.

INTERIOR STORE DISPLAY

Interior store layout and display have changed greatly during the past decade. Store managers know upon which floor to place various items. They study the "traffic" to see the most advantageous locations for various items. Smaller stores are assisted by manufacturers who have made researches in many cities. Retail trade papers contain many

articles upon these subjects and trade associations have accumulated data for the benefit of members.

Open displays where easily accessible goods are shown on counters and shelves are popular in many stores, especially in chain stores and self-service markets of all kinds, where shoppers pick out what they want, take the goods to the cashier, and pay for them. Manifestly such displays would not be suitable for jewelry and other high-priced merchandise. On page 378 is shown an excellent interior display in the store of Dey's, Syracuse, N.Y.

Manufacturers of mannequins and fixtures offer a large variety of these aids to display. There has recently been a trend in fixtures toward plastics or glass, while mannequins are being constructed of lighter materials and are extremely flexible so as to allow as much action as possible. In many cases fixtures are designed and made on a custom basis to meet the needs of the individual customer.

The display man recognizes the great importance of his work and knows that the public will judge the store by what is in the window and by the atmosphere that prevails in the display. He knows that window shoppers may compare many stores before going into any one of them to buy.

The lighting of displays is a study by itself. The display man must know the effect of various kinds of lighting in both daytime and nighttime. He knows that poor lighting can easily kill an otherwise good display.

THE USE OF PRICE TAGS

Earlier in this chapter is an example of a test that was made in window display, both with and without price tags. Nearly all retail stores now require a liberal use of price tags and cards in both window and counter displays. It is only natural that shoppers should want to know the prices of the items in which they are interested. Some of the chain stores require price tags on everything displayed. In self-service stores prices are shown on practically all merchandise. The managements of some stores that cater to the wealthy trade, however, are inclined to omit such tags, believing that their trade is more interested in quality and style than in price. In general it may be said that price tags are widely used and perform an important part of the sales process.

HUMOR IN WINDOW DISPLAY

Many people like the use of humor in windows, and it is not unusual to see mannequins made with this idea in mind. The Zlowe Advertising Agency of New York City demonstrated this in several window displays used at a meeting of the Men's Fashion Guild. The



FIG. 70.—An unusual window display in which the mannequins are given a humorous and human touch.

displays featured papier-mâché mannequins in various positions and situations. One of these windows is shown above.

INTERNATIONAL ASSOCIATION OF DISPLAY

Display men throughout the country have their own organization, known as the International Association of Display, which is made up of "individuals in any way engaged in or who make mercantile decoration and display advertising their occupation, or who, by virtue of

their business, participate in the work of mercantile decoration and display advertising." The purpose of the association is to promote display advertising, by the cooperation of the members with each other, to disseminate knowledge to its members, to elevate the art of display advertising, and to educate its members to render efficient service to their clients. The association cooperates with Distributive Education Supervisors throughout the country, and many of its members are called upon to give instruction in classes in retailing. The association has 450 members. Any local group with as many as ten members may affiliate with the international association and obtain a charter.

SELF-TEST QUESTIONS

1. How important are window display and interior store display for advertising purposes?
2. Compare the "coverage" of window-display advertising with that of other advertising mediums.
3. How much does this window-display coverage cost?
4. What do the various tests described in the chapter show as to the effectiveness of window-display advertising?
5. Explain how window and interior displays can be tied up with periodical advertising and comment on the results of such a tie-up.
6. What effect does a tie-up of related merchandise have on sales?
7. By whom are window displays prepared and installed in retail stores?
8. How often should window displays be changed?
9. Comment on recent trends in interior store layout and display.
10. How important is lighting in window and store display?
11. To what extent are price tags used in window and counter display?
12. What are the name, nature, and purposes of the organization of display men?

PROJECTS

1. In this project you are asked to go on a "window shopping" tour of two or three blocks in the heart of the retail shopping section of the city or town where you are. Study the stores on both sides of the street. If you were asked to award a prize on behalf of the Chamber of Commerce to the store that had made the most effective use of its window-display space, to which store would you give it? Write a description of the display you like the best and show why you consider it the prize-winning window display of the week.

2. If you were the proprietor of a small retail store you would want to make the best possible use of whatever window-display space you might have available. You would have to plan and install new displays every few days, perhaps once a week, week in and week out, all through the year. You would probably also want to feature inside your store the same merchandise that was being shown in the windows. Here is a chance for you to show how successfully you could make use of the great selling power of window and store display.

Select some specialty line of merchandise—millinery, men's hats, shoes, leather goods, beauty preparations, flowers, candy, electrical appliances, or anything in which you are interested. Plan and describe a window display that you think would be effective in getting people into your store. Then explain how you would tie in with the window display by the arrangement of merchandise inside the store, by counter displays, signs, use of related merchandise, or other means. The advertising pages of almost any magazine will give you many ideas, and you may be able to illustrate your paper with clippings from the advertisements or with sketches of your own.

25. Miscellaneous Mediums

The trolley car, immortalized in story and song, has been all but crowded out by the bus. Car cards, however, may be found in both. The classified telephone directory shows "Where to buy it." You may see an advertisement in the movies or even in the sky. You see "decals" every day, although you may not recognize them by that name. Moreover, you may read about your favorite soft drink on the rear of a taxicab.

TRANSPORTATION ADVERTISING

IN THE term "transportation advertising" are included cards and posters placed in busses, streetcars, and subway, elevated, and suburban railroad trains, as well as posters displayed on platforms and in stations of rapid transit and railroad properties and outside displays on cars and busses. There are about 85,000 vehicles in the United States that carry advertising, and the annual passenger traffic exceeds 23 billion.

In 1942 the National Association of Transportation Advertising, commonly referred to as N.A.T.A., was organized. Its membership consists of 29 companies, representing most of the important concerns handling transportation advertising. These concerns do 90 per cent of the total business of selling and servicing transportation advertising, while 95 other companies do the rest. Several companies engaged in selling represent individual concerns in large cities throughout the country. N.A.T.A. has established a uniform method of semiannual circulation reporting, has instituted a program of research costing more than \$50,000 a year, formulated a code of ethics, and established a service bureau to supply information.

Research has shown that, in spite of the growth of automobile

traffic, most adults frequently use city transit systems, although figures vary in different cities. For instance, in New Haven 73 per cent of men and 86 per cent of women are riders. In Cleveland 69 per cent of men ride and 84 per cent of women. Some other figures are: Detroit, 83 per cent of men, 89 per cent of women; Newark, 72 per cent of men, 82 per cent of women. It has also been found that transportation advertising reaches people in all age groups. Ages fifteen to twenty-nine show the highest percentage of riding (89 per cent) with the group thirty to forty-four next (79 per cent) and the group forty and over lowest, with 74 per cent. Moreover, there is little difference in income groups, rich and poor alike riding. In smaller cities the average ride is about 20 minutes, while in larger cities it may be 30 minutes.

ADVANTAGES CLAIMED

The following claims are made for this medium:

1. *Visibility.* Advertisements are displayed in plain view down both sides of the car or bus, as well as both ends of certain vehicles.
2. *Concentration.* If an advertiser does not want to buy the entire circulation of a city he can use a part of it. Some retail merchants located on a certain line may buy cards on that line only. The national as well as the local advertiser can choose neighborhoods, entire cities, or areas, thus avoiding waste circulation.
3. *Equal Opportunity.* Except for spaces in the ends or on the outside of cars all cards are displayed to equal advantage and position is rotated so that no advertiser has a better position than another. Although different sizes of cards are accepted none is large enough to dominate the space.
4. *Color.* Practically all advertisers use color, which allows display of package, trade-mark, or product as it actually looks. There is no extra charge for color except that of producing the cards.
5. *Dealer Good Will.* Retailers themselves are users of bus and car advertising and they know that many of their good customers are riders. They handle merchandise that is being advertised in the cars. This is likely to create good will toward the national advertiser.
6. *Impressionable Mood.* A rider on the way to the store sees a car card when in the mood to buy. A woman shopper may read the advertisement of a retail store into which she will go in a few minutes.

7. *Repetition.* Repetition is one of the great desirables of advertising. In the transportation field the number of cards is limited and the exposure is continuous, so that the same advertisement is seen many times.

8. *Economy.* It is the claim of the N.A.T.A. that riders are delivered at a cost of 3 to 9 cents per thousand. A card is on display for a month or more and the advertiser can buy quarter runs or half runs and be reasonably sure that his advertisements will be seen by almost every one of the riders during the time it is on display. The average vehicle carries 25,000 passengers a month and in many cities display cards in one vehicle cost less than \$1 a month each.

9. *Diversity of Text.* An advertiser can run different advertisements in different cars and busses so that readers will get a series of messages.

COST OF TRANSPORTATION ADVERTISING

Transportation advertising is sold by the month and by "runs." A full run is a card in every vehicle in the city; a half run, in every other vehicle; and a quarter run, in one-quarter of the vehicles. Cost of space varies in different cities. Standard Rate & Data Service publishes a section giving rates and other data for all cities.

The standard card at one time was 11 by 21 inches, but in the past few years the size 11 by 28 inches has become increasingly popular. Some advertisers use the giant size 11 by 42 inches, while others use a smaller 11- by 14-inch size.

The largest transportation advertiser is William Wrigley, Jr., who uses a full run of 11- by 28-inch space in practically every car and bus in the country on a 12-month basis. Wrigley is said to spend \$850,000 a year in this medium. However, a half run can be purchased for \$35,000 a month. A half run of 11- by 21-inch cards in New York City costs about \$4,000 a month. In Chicago a half run of the surface group (3,768 units) with 11- by 28-inch cards costs about \$2,000 a month. A small town like Middletown, N.Y., with 25 vehicles, charges \$16.35 a month for 11- by 28-inch cards. Following are specimen rates as given by Standard Rate & Data Service for Springfield, Mass., a city of about 150,000:

Miscellaneous Mediums

<i>General Advertising</i>	<i>Rates per month</i>		
	<i>3-5 months</i>	<i>6-11 months</i>	<i>12 months</i>
11- by 28-inch Space:			
Full service	\$206.25	\$196.87	\$187.50
Half service	113.43	108.27	103.12
Quarter service	62.43	59.60	56.75
11- by 42-inch Space:			
Full service	309.40	295.30	281.25
Half service	170.00	162.40	154.70
Quarter service	93.60	89.40	85.10
Monthly rides (6 months average)	3,616,908		

Some advertisers use cards to which is attached a pad of return post cards or a pocket in which such cards are placed. The rider may remove one and return it to the advertiser. This takes the place of coupons in publication advertisements.

Food and drug companies are large advertisers in cars, while in the local field will be found cards of banks, jewelers, department and specialty stores, dairies, bakeries, and many other types. On page 387 is shown a widely used car card the purpose of which was to "build up" the return of Wrigley's Spearmint Gum.

TRANSPORTATION RESEARCH

An excellent example of medium research is the "Continuing Study of Transportation Advertising" conducted by the Advertising Research Foundation, sponsored jointly by the American Association of Advertising Agencies and the Association of National Advertisers, and in cooperation with the National Association of Transportation Advertising. The interviews were made according to the controlled method by the Alfred Politiz organization under the supervision of the foundation's executive staff.

The No. 3 study was made in Detroit, which according to the 1940 census has a population of 1,623,452, of whom 1,257,663 are fifteen years of age or older. The latter figure was taken as the basic population for the study. Altogether 1,549 interviews were completed to find out the readership of the car and bus cards after they had been displayed for 30 days. Forty-seven per cent of interviews were made with men, of whom 91 per cent were employed, and 53 per cent were made with women, of whom 37 per cent were employed. Age groups were as

follows: fifteen to twenty-nine, 31 per cent; thirty to forty-four, 30 per cent; forty-five and over, 39 per cent. Ninety per cent of those interviewed were white and 10 per cent colored.

Detroit has 811 streetcars and 1,847 busses. It was found that 83 per cent of all men were riders and 89 per cent of the women, a rider being a person fifteen years of age or over who says he has ridden in a Detroit bus or streetcar within the month immediately preceding the interview. The interviews were distributed in selected areas, so that there



FIG. 71.—This “teaser” car card was widely used as a part of the build-up for the return of Wrigley’s gum which had been off the market during the war. Practically the same design was used on 24-sheet posters in more than 7,000 cities and towns.

would be a fair representation of different income groups. It was found that the average length of the ride was 29 minutes. Forty per cent made five or more round trips a week; 26 per cent two to four; 20 per cent one or less; while 14 per cent were classed as nonriders. Ten different cards were used in the study and the percentages were projected to the entire population of the city. Thus it was determined that the number of people seeing the cards was from 245,000 to 445,000, the average being 330,000. Nine cards were half-run and remained in the vehicles 30 days. The tenth was in 46 days. Eight of the cards were 11 by 28 inches while two were 11 by 21 inches. It was determined that the average cost of 1,000 readers was \$3.62.

TELEPHONE DIRECTORIES

For a decade or more telephone directories have steadily gained in importance as an advertising medium. In 1946 the total revenue of

the Bell operating companies from directory advertising was about \$50,000,000. There are a few independent companies that publish directories, and, while figures as to their revenue are not available, it has been estimated at about \$1,000,000. The Bell System publishes 1,550 separate editions of the directory, covering 1,800 cities and towns. According to the advertisement on page 389, the number of copies published is 20,263,200.

Most, but not all, Bell companies have discontinued selling space on directory covers and alphabetical pages with a view to improving the appearance and service value of the directory. It is believed that the telephone customer is more inclined to keep the directory by the telephone ready for use if the cover is attractive, with a simple and dignified design. It is said that the service value of the alphabetical listing pages is enhanced when advertising is excluded, because there are more listings per page and fewer pages for customers to handle. From the advertisers' standpoint, there is considerable evidence that they secure better results per dollar expended in the classified than through cover or alphabetical advertising.

Directory classified pages are used principally for reference purposes, although display advertisements are carried. These present a wide variety, from mere reminders to those which contain real selling copy and, many times, small illustrations.

National advertisers can make contracts for "trade-mark service" directly with the local Bell Telephone Company or through their advertising agencies, providing for the inclusion of the service in as many different directories as may be required. Where telephone companies are not members of the Bell System, local contracts must be made.

Rates for telephone advertising do not depend entirely upon circulation but are controlled in part by the character and the buying habits of the community served. Rates, therefore, in directories of approximately the same circulation may differ considerably. Directory advertising is not subject to quantity discount. Agency commission of 15 per cent is allowed only on trade-mark service purchased through a recognized agency for coverage in a number of directories.

Telephone directory trade-mark service solves in part at least the problem which a manufacturer has of letting people know at what store or stores in a particular city his product can be bought. For ex-

WHERE'S THAT BRAND?

WHERE'S THE DEALER?

WHERE'S THE NEAREST PLUMBER?

WHERE'S AN AUTHORIZED SERVICE MAN?

“HERE,” say 20,263,200 copies of the Classified Telephone Directory

EVERY day throughout the nation the 'yellow pages' of the Telephone Directory are used by the buying public to find the names of dealers, representatives or service outlets for advertised brands.

Covering 1800 cities and towns the Classified's 1550 separate editions answer questions like these —from homes: "Where can I get a sewing machine repaired?" "Who sells vacuum cleaners?"

Or these — from business offices: "Who paints signs?" "Who's the local agent for that typewriter?"

Or these—from factories: "Where is that industrial truck representative?"

The Classified because of its *universal usage* and *national circulation* is an ideal medium for the trade marked product with selective distribution. In fact its circulation can be made to match any market setup— from one to over 1800 communities.

FIG. 72.—This advertisement gives information important to advertising men.

ample, the General Electric Company may use a large number of general magazines to advertise its electric refrigerators. Suppose a prospective customer did not know what stores in his city handled them. He could look in the classified telephone directory under Refrigerators and find under the General Electric Company's one-inch advertisement a subheading, *Where to Buy Them*. Under this would appear a number of dealers who carried these refrigerators. The list of dealers under this heading might or might not be a complete one. It would be complete if the manufacturer contracted to run the names of all his dealers, but if he did not, the local telephone directory advertising solicitor would visit local dealers to induce them to pay for listings under this subhead, the expense being relatively small in each case.

In addition to telephone directories, city directories will be found in all cities of any size. There are also many state gazetteers, buyers' guides, and other reference books in which advertisements are placed.

SPECIALTY ADVERTISING

A comprehensive definition of an advertising specialty is as follows:

An advertising specialty is an article, usually given without cost and always without condition of sale of other goods and with no preceding contest of any sort, always bearing the name or identifying mark of the issuing company and possessing value—intrinsic, sentimental, or otherwise—to the class of persons to whom it is presented.

Specialty advertising is sometimes referred to as "gift advertising," and specialties are often called "novelties" and "souvenirs." They may be mailed out to a list or they may be handed out by salesmen or dealers.

USES OF ADVERTISING SPECIALTIES

Printers' Ink made an exhaustive research on the subject of advertising specialties and their uses. The following functions were described: Christmas and anniversary gifts, to gain customers' good will and to strengthen customers' loyalty, to attract consumer sales, to build dealer and agent good will, to provide dealer helps, to gain jobbers' salesmen's good will, to gain children's loyalty, to increase trade-mark recognition, to demonstrate the product, to introduce new products, to sample the product, to provide product accessories, to demonstrate the quality of raw materials, to prove a salesman's talking

point, to follow up salesmen's calls, to retain friends in business, to keep the name in the prospect's mind, to obtain names of prospects, to gain a hearing for salesmen, to widen distribution, to open prospects' doors, to create personal contacts, to reiterate advertising messages, to dramatize current advertising themes, to impress salesmen and distributors with the value of advertising, for convention and fair mementos, to check publication advertising, radio listeners, and direct-mail advertising, to foster pride of ownership, to identify members of organizations and those interested in special drives, to promote safety and savings, to create mass impression, to regain lost customers.

BOOK MATCHES

During the past decade, advertising by means of books of matches, a form of advertising specialty, has grown in importance. Match books, in many cases, are used by large advertisers who either give them to dealers, sometimes with the dealer's name imprinted, or buy them in large quantities to be included in packages of book matches which are sold in stores like any other merchandise. The number of match books used annually runs up into the billions. Low cost per thousand circulation, probably 25 cents or less, and the creation of good will where the books are given away are among the advantages claimed for this medium.

There are many ways to distribute specialties. No one should buy them without a definite plan of giving them out where, when, and in what way they will do the most good. They may be mailed to a selected list, given out personally by salesmen, handed over the counter, supplied to the jobber—who apportions them to the retailer—or given to those who answer advertising.

ADVANTAGES OF SPECIALTY ADVERTISING

Specialty advertising has the major advantage of being a good-will creator. It is a friendly offering to the man whose confidence the seller is trying to cultivate. It appeals quickly and directly.

It also has more or less permanence, as it is likely to be kept longer than publication advertising. It goes to a selected class, with little or no waste circulation. It can be used in a small or large territory, intensively or extensively.

Specialty advertising is effective if handled with discretion. It

should rarely be relied upon to the exclusion of other forms of advertising. Two things are vital: first, a wise choice of the gift; and second, a wise method of distribution. As an illustration of the first requisite, it is appropriate for a soap manufacturer to give to the housewife a soap holder for the kitchen. A grocer could give her a broom holder. Manufacturers of office appliances can give away something useful on the desk. It is an added advantage if the gift can suggest the thing advertised, as an eraser shield suggests a typewriter or an Ivory soap watch charm suggests Ivory soap. Calendars and blotters are used by a large number of manufacturing and wholesale and retail concerns, in different lines. Calendars showing the past, present, and coming months on the same sheet are now the most popular. Some concerns mail out a calendar each month.

SAMPLING

Sampling is used by manufacturers of products that lend themselves to it, the estimated annual expenditure being \$15,000,000. There are many ways of sampling, including through the mails, through the retailer, through newspaper coupons that the reader may take to the store, through magazine coupons that the reader mails in, through crews who go from house to house, and at fairs and exhibitions.

Sampling is done for new and for established articles. One of the commonest methods of sampling is through demonstrators in stores. They frequently show how foodstuffs are prepared and give out samples of the finished product. They may also deliver a lecture or talk upon the product. Sometimes crews are sent out to leave a sample of the product in the doorway of every house. Samples of shaving cream, toothpaste, chewing gum, and similar products may be handed out by girls stationed at busy corners in the shopping centers. Sometimes these girls are costumed in a special way as an added means of advertising the product. Selling plans of some articles call for crews to go from house to house to show the article and how it works. Vacuum cleaners, washing machines, and electrical devices for the house are sometimes advertised in this way.

MOTION PICTURES AND SLIDES

According to R. S. Evans, vice-president of General Screen Advertising, Inc., nearly 12,000 of America's 18,000 motion picture theaters

accept screen advertising.¹ About 5,000 to 7,000 will run single reels which last 10 minutes, and 4,500 will accept 3-minute reels. All of the 12,000 will accept "minute movies," which run 60 to 80 seconds. A number of producers such as the Jam Handy organization produce advertising films at a cost of \$5,000 to \$15,000 for black and white single reels; \$10,000 to \$20,000 for cinecolor; and \$15,000 and up for technicolor. Animated color cartoons are the most expensive, costing \$30,000 and up. Minute movies cost \$800 to \$2,000 for black and white, \$2,500 to \$5,000 for cinecolor, and \$4,000 and up for color cartoons.

The principal field for movie advertising is neighborhood theaters, although in many parts of the country downtown theaters are available. In a large percentage of houses advertising films are sold on an average weekly attendance basis, while in some chain theaters they are sold on an actual—not average—weekly attendance basis, the charge being based upon the audited attendance returns. The rates are as follows: single reels, \$9 per play date; 3-minute films, \$7.50 per thousand seats; minute movies—for 90-foot films, \$3.50 per thousand average weekly attendance, for 120-foot films, \$4.50 per thousand average weekly attendance. In the audited theaters the rates for minute movies are: A theaters, \$5.00 per thousand attendance for a 90-foot film, \$6.50 for a 120-foot film. In B theaters the rate is \$4.25 for a 90-foot film and \$5.50 for a 120-foot film. In C theaters the rates drop to \$3.50 for a 90-foot film and \$4.50 for a 120-foot film.

Movies and slides are extensively used in places other than theaters. In institutions like the Y.M.C.A. and Boys' Clubs, in organizations such as chambers of commerce, luncheon clubs, and sales conventions, and in schools and colleges their educational value is appreciated. Many manufacturers and distributors have movies and slides prepared for the information of salesmen and dealers. Accompanied by talks, explanations, and demonstrations, the films have great educational value for all who are engaged in the production and distribution of products.

The 12,000 theaters that accept movie advertisements have an aggregate weekly attendance of around 45,000,000. It is claimed by those who sponsor this type of advertising that the audiences see the films while comfortably relaxed and that they absorb from a poster-size

¹ *Printers' Ink*, Mar. 22, 1946.

screen, 20 by 30 feet, information through a combination of sight plus sound and movement. Surveys are frequently made to learn how deep an impression has been registered by commercial films. It has been found that there is a readership of 85 per cent of the audiences and of that number 87 per cent identified the product. Ninety per cent remembered one or more sales points. It is also pointed out that the advertiser can buy coverage paralleling his distribution in metropolitan areas as well as in smaller towns.

DECALCOMANIAS

Makers of decalcomania transfers, commonly referred to as "decals," probably do a total annual business of \$15,000,000. The greater part of this, however, is properly chargeable not to advertising but to manufacturing costs, as it includes company names, trade names, trade-marks, and other material appearing on the products themselves; in fact, on anything from "toys to locomotives."

Decals are widely used for decorative purposes on kitchen cabinets, beverage bottles and glasses, jars for cosmetics, table tops, furniture, and even on wallboard, which can be made to look like marble if desired.

A legitimate advertising expense is that for window transfers, store signs, and other decals usually furnished by manufacturers to dealers as point-of-purchase advertising. In this category come the decals placed for advertising purposes on trucks, salesmen's cars, gasoline pumps, etc. The greyhound to be seen on the outside of Greyhound busses is a decal. Undoubtedly the advertising value of a "fleet of traveling billboards" operated by many large concerns is great. Usually decals are lithographed in several colors and make attractive signs when used for advertising purposes.

The Meyercord Company of Chicago recently published an elaborate brochure showing a large number of uses for decals, together with instructions for their application.

TAXIPOSTER ADVERTISING

William E. Whaley of Louisville, Ky., pioneered the idea of Taxi-posters in 1933 when he signed a contract with a fleet of 200 cabs to carry "tire cover" advertising. William E. Whaley Company later coined and registered the name Taxiposter. There are now about

5,000 taxicabs in 57 cities which carry posters 23 by 38 inches in aluminum frames fastened to the rear. About 25 per cent of these spaces are sold to national and 75 per cent to local advertisers. A full showing in any one city consists of a poster on every cab for the entire week. The maximum contract is for 26 weeks (every other week) and



FIG. 73.—Taxiposter advertisements are called “moving outdoor posters.”

the minimum is for 13 weeks (every fourth week). The rate is \$2 to \$3 per cab per week.

The company assumes that a Taxiposter will be seen at least once each block that a cab travels. From this, circulation is estimated. It is claimed that the average cost of circulation is \$.104 per thousand.

Among the national advertisers using this medium are Pepsi-Cola, Coca-Cola, Royal Crown Cola, Standard Oil of Ohio, Socony-Vacuum, Ford, Chevrolet, Plymouth, Dodge, Nash. Local advertisers include newspapers, banks, insurance companies, tire dealers, bakeries, furniture stores, and others. The company maintains its own art department, where 85 per cent of the copy and layouts are prepared for the

advertisers. The company grants the advertiser exclusive advertising rights for this type of business in the city or cities covered. It is claimed that the message is kept on the streets for an average of 20 hours a day, that the cabs are found wherever the audience is biggest—at football and baseball games and other sports events, at railroad and bus stations, hotels, theaters, and shopping centers. A Taxiposter is shown on page 395.

BUSINESS SHOWS

There are several types of exhibitions at which advertisers may be invited to display and demonstrate their products. One type is the show promoted principally for advertising and display purposes; as, for instance, office-appliance, food, and automobile shows. While there may be entertainment features connected with such shows, these are relatively unimportant; the show is primarily for sales promotional purposes. Another type of show is that held in connection with conventions of businessmen or educators, at which manufacturers may be given opportunity to display their wares.

World, state, and county fairs are held for both commercial and educational reasons. In 1939 and 1940 there were two World's Fairs, one in New York City and the other in San Francisco, Calif. Advertisers spent millions of dollars at these exhibitions, many of them erecting their own buildings. Some of these advertisers found it necessary to cut down their publication and other advertising to take care of these unusual expenditures. Worthy of note was the exhibition of General Motors at the New York World's Fair, a display which was seen by millions of people who thought it worth while to stand in line from one to three hours waiting for admission to the General Motors building. Ford, Chrysler, General Electric, Standard Brands, Westinghouse, and many other advertisers made large expenditures for the New York exhibition.

ARGUMENTS FOR AND AGAINST

There is a considerable difference of opinion among businessmen as to the advertising value of exhibiting. It is usually difficult to trace direct results and impossible to estimate the general publicity value, although both may be realized.

We may summarize the arguments in favor of shows as follows:

1. They give the prospect opportunity to see the product.
2. They bring buyers to the booths where the salesmen can talk to them.
3. They impress prospects with the importance of the industry.
4. They bring manufacturers and salesmen in the same line together and promote acquaintance and cooperation.
5. They give competitors opportunity to size up each other's goods, tending to stimulate progress throughout the entire industry.

On the other side of the question, it is claimed:

1. Shows reach comparatively very few people. Even though there is an attendance of 100,000 or 200,000, that is nothing compared with a campaign in newspapers and magazines, where millions are reached.
2. The psychology is wrong. People attend such shows for entertainment or to collect souvenirs. The blare of bands, the noise of machinery, the crowds are not conducive to buying, selling, or thinking.
3. Proper sales effort will reach business buyers in the store, or office, the right place in which to do business.
4. Shows are usually held no oftener than once a year. This prevents any cumulative result from repeated advertising.
5. Shows distract the attention of the selling force from their regular duties.
6. The exhibition hall is a poor place to distribute advertising because so much of it is offered that the visitor will not take it home.
7. A purchasing agent or business buyer who depends upon shows to keep posted and up to date is in a bad way.
8. As a social event, a good time, or a week of relaxation, the show may succeed; as a business proposition it does not pay.

In deciding whether to exhibit, the manufacturer must carefully consider all phases of the question. If in his case there seem to be more and weightier reasons on one side than on the other, he will decide as good judgment dictates.

If he decides to exhibit, not only should the exhibit be carefully prepared, but the manufacturer should consider what he can do toward interesting prospects to call at the booth. This work may take the form of special invitations mailed out in advance containing tickets if an admission is charged, or it may mean personal invitations of salesmen or invitations to buyers whose presence they may desire.

PROGRAMS

Programs are published for both the legitimate and the motion-picture theaters. When people read them they are usually out for an evening's enjoyment and are in a spending mood. Luxuries may be advertised in them with good results. Under the head of programs must be mentioned a large number of programs of athletic events, church fairs, charitable entertainments, and other happenings. Such programs are usually an excuse to get businessmen to donate. If advertisers are persuaded that the cause is worthy and wish to donate, the cost should usually be charged to donations and not to advertising.

The reason why such programs are usually not worth the money charged is that their circulation is small and they have no continuity of publication. Compared with newspaper advertising, for instance, the advertising in such programs usually costs ten times as much per thousand circulation. A man who buys advertising space is constantly amazed at the ingenious schemes for getting money under the guise of advertising. The technique varies but the purpose is the same. On pages 471-472, Appendix A will be found a list of proper and improper charges to advertising.

SKYWRITING

In skywriting, airplanes form letters by emitting a smoke that remains visible for a short time, the length of time depending upon the wind and other weather conditions. It was first done in England about 1922. Later, license rights were granted to an American concern which operated up to the beginning of the war, when it was stopped. Now the skywriters are operating again and it is expected that people who will turn their eyes to the sky will soon be able to see messages in color as well as luminous ones after dark. Even line drawings are not impossible.

Skywriting is usually done where large crowds are gathered as at fairs and sports events. The cost of one advertisement ranges from \$150 to \$500, depending upon the location, length of the message, and the number of advertisements contracted for. Among the companies using this medium are Pepsi-Cola and I. J. Fox, New York furriers.

HOW THESE MEDIUMS CAN BE USED

Referring to the selling plans in Chap. 5, we shall now consider what plans the mediums in this chapter can best fit in with.

1. Articles sold generally through stores. For all these, specialties, store signs, streetcars, programs, directories, sampling, window display, motion pictures, and exhibits may be used. In case of bulky articles, sampling would be impracticable.

2. Articles like automobiles and pianos, sold to a smaller proportion of people. Specialties, store signs, streetcars, programs, directories, window displays, motion pictures, and shows are used.

3. Articles sold to businessmen. All kinds, except sampling, can be used. Placing on trial is, however, a form of sampling.

4. Articles sold to a particular class, like farmers. All kinds, except sampling, and in certain instances sampling and trial, may be used.

5. Articles sold from house to house. Specialties, samples, and shows may be used. In case the company has grown to sufficient size to be permanent and to have a wide distribution, the other kinds of advertising mentioned in this chapter, except store signs and window displays, may be used.

6. Under the mail-order system of selling, it is probable that none of these forms of advertising will be used except samples, which may be mailed out when it is possible to mail them. The other forms of this kind of medium do not afford space enough for the type of copy that must be used in mail-order advertising.

7. Products sold to manufacturers. Specialties, directories, sampling, motion pictures, and shows are practicable in some cases.

SELF-TEST QUESTIONS

1. What is "transportation advertising"? What advantages are claimed for it? How much does it cost?
2. Explain the use of telephone directories as a medium.
3. What is specialty advertising? What are its principal functions? Its advantages?
4. How are book matches used as an advertising medium?
5. How and to what extent is sampling used for advertising purposes?
6. Explain the use of motion pictures and slides as an advertising medium.

7. How are decalcomanias used for advertising?
8. What is Taxiposter advertising?
9. What are the arguments for and against business shows?
10. Of what value are theater and other programs as mediums?
11. What is skywriting and how is it used?
12. Show which of the forms of advertising discussed in this chapter are suitable for use with each of the seven selling plans.

PROJECTS

1. As you have learned long before this in your study of this book, advertisers are willing to pay, and pay handsomely, for having the name or the merits of their wares displayed before the buying public. There are some cases, however, in which the public is glad or even proud to do their advertising for them free of charge. How many times, for instance, is the maker's name displayed on your family car? How about the radio? the piano? the electric refrigerator? the coat from an exclusive shop that is carefully placed (in public) so that the seller's label shows? Make a list of all the articles that you or your family use that carry free advertising for the maker or dealer.

Now take an inventory of your pockets or handbag, your desk, your dresser or dressing table, the bathroom and the kitchen at home, and list all the specialty articles on which advertising appears. Give your opinion of the effectiveness of this type of advertising. Do you know without looking whose advertisements appear on the various articles? Does it build good will for the advertiser? Can you trace any of your own purchases directly to such advertising? Or is the time and effort used in preparing it and the cost of manufacturing and distributing the articles all wasted? Analyze and discuss freely.

2. Select one or more articles that you consider suitable for advertising by the sampling method. Work out and describe a plan for a sampling campaign on a national scale. Show what steps you would take to assure an adequate distribution to the right kind of people and how you would tie in your retail dealers in a way to make the campaign productive of immediate sales.

PART V

The Operating Side of Advertising

26. Advertising Agencies

It would seem strange to work for Mr. A. and receive your pay from Mr. X. Yet that's just what advertising agencies do; they work for the advertisers but are paid by the mediums in which they place their clients' advertising. This is true of almost all national advertising, but with retail advertising it's usually a different story.

PRACTICALLY all national advertising is prepared and placed by advertising agencies in the various mediums discussed in Part IV. While the largest agencies are engaged in the national field, there are many that do retail advertising.

Inasmuch as advertising agencies play such an important part in our distributive system, it is necessary to understand what they are and how they function. National advertising agencies work for their "clients," who usually are manufacturers of products sold and advertised throughout the country.¹ The agency men after conferring with the advertisers make investigations or hire research organizations to make whatever investigations of product and market are necessary. Then they prepare the advertisements and recommend a list of mediums to be used during the following six months or year, keeping within the manufacturer's advertising budget. After the plans and copy are approved, the agency attends to whatever details are necessary for the appearance of the advertisement in the chosen mediums and on scheduled time.

¹ The employment of more than one advertising agency by the same corporation is not common. It is done occasionally, however, by a few of the largest advertisers, who manufacture more than one product and who believe that their best interests are served by diversifying their agency service. For instance, American Home Products Corporation, which had an advertising budget of around \$13,000,000 in 1946, has 16 agencies to advertise Anacin, Clapp's Baby Food, Edna Wallace Hopper cosmetics, G. Washington Coffee, Kolynos tooth paste, and many other products.

The great majority of national advertising agencies work directly for the advertisers. They are not, however, paid by them, but by the mediums, which grant to them a commission amounting to 15 per cent on the advertising purchased whether in publications, on the air, or in other mediums. This triangular relationship between the agency, the client, and the medium is a peculiar one and it is unlikely that anything like it exists elsewhere in the business world.

To understand how this peculiar system arose, we must go back to the early days of advertising shortly before the Civil War. In those days the agency contracted for space in publications at a certain bulk price, then sold it to manufacturers who had something to advertise. The profit of the agency was the difference between the price at which they bought space from the publications and the price at which they sold it to the advertiser. Later the agencies acted as selling brokers of space on a commission.

So far, the relations of the three parties concerned were logical and according to common business practice. There began to develop, however, a demand for assistance in preparing advertisements. The manufacturer usually was not an advertising man, nor did he have in his employ anyone who was. The agency man saw this need and naturally offered to prepare the advertising for those to whom he sold space. His relation here to his customer was similar to that of the present-day newspaper solicitor who helps the retailer, to whom he sells space, prepare his advertising.

The next step in the evolution was for the agency to enter the employ of the advertiser rather than of the publication with space to sell. This is what actually happened. But, strange to say, while the agency is employed by the advertiser, it continues to receive its pay from the publication. The agency no longer represents any particular publication but receives from each a commission on the amount of business it places with that medium. Nor can the advertiser buy space in the publication any cheaper by eliminating the agency.

METHOD OF COMPENSATION

For example, suppose the rate of Magazine A is \$1,000 a page. That is the rate to the advertiser and he cannot get the space for any less. The agency, however, which places the advertising in Magazine A is paid a 15 per cent commission, so that while the agency bills the adver-

tiser for the full \$1,000, it pays Magazine A \$1,000, less 15 per cent,¹ or \$850, keeping \$150 for its commission on the transaction.

Hundreds of millions of dollars each year are expended under this system, and while there has been some talk of changing the system very few agencies have changed.

A logical method, of course, would be for the agency to stand in the same relation to the advertiser as does the lawyer to his client, charging him a fee commensurate with the service rendered. The agency would then have nothing to do with the payment of bills for space and the advertiser would pay the net rate direct to the publication.

But as pointed out previously, business is a growth and not an ideal system planned out in advance. Agencies began by getting their pay from publications and the system has continued to the present time. The leading magazines and newspapers could force the change if they deemed it wise, but they are of the opinion that the interests of advertising are best served by letting the system remain as it is.

It is claimed that if the publications should force a change, great harm might be done—that in the first place few advertisers are educated to a point where they would be willing to pay their agencies a fee large enough to ensure adequate service. For instance, if an agency handles an annual appropriation of \$500,000 its present commission paid by the publications is \$75,000. An advertiser would hesitate to pay such a large service fee and we should have agencies cutting prices and bidding against one another for the business, which, the publications believe, would result in poor advertising.

A peculiar condition exists among most newspapers regarding rates. They frankly charge the national or general advertiser higher rates than they charge the local retailer and the increase is partly for the purpose of paying the agency's commission.

RECOGNITION OF AGENCIES

Magazines, newspapers, and other mediums will do business with advertising agencies only after the agencies have secured "recognition" from individual mediums and associations of medium owners

¹ An additional discount of 2 per cent for prompt payment is usually allowed by the medium to the agency, which passes it on to the advertiser if the advertiser earns it by similar prompt payment.

by establishing proper qualifications. It is generally held by the recognizing authorities that the following are the basic requirements for recognition as an advertising agency:

1. The agency must be a bona fide agency—that is, free from control by an advertiser in order that it may not be prejudiced or restricted in its service to all clients; free from control by a medium owner or supplier in order that it may give unbiased advice to advertisers.

2. It must keep all commissions (*i.e.*, not rebate any) it receives from individual medium owners, in order to devote such commissions to the service and development of advertising, as the individual medium owners desire.

3. It should possess adequate personnel of experience and ability to serve general advertisers.

4. It should have the financial capacity to meet the obligations incurred to medium owners.

Some of the leading organizations which recognize or recommend agencies are as follows:

Newspapers. American Newspaper Publishers' Association, and Publishers' Association of New York City (for New York City only).

Magazines. Periodical Publishers' Association. This body merely recommends and does not grant recognition. The various members retain freedom of individual action.

Business Papers. Associated Business Papers, Inc. Recommendation is based upon findings indicating that the applicant is bona fide and independent, that it freely gives credit information to the Association, that it is not prejudiced against any type of medium.

Farm Papers. Agricultural Publishers' Association.

Outdoor. Outdoor Advertising Association of America. Outdoor advertising may be placed directly with plant owners, but to place it so it is necessary for agencies to equip themselves for the purpose. The usual procedure is to secure recommendation of the National Outdoor Advertising Bureau as a qualified source of business and to subscribe to the statistical service of that organization, which is the placing organization for agencies in the national field.

Radio Broadcasting. There is no central recognizing body and recognition is usually given by the network companies and individual stations to agencies recognized by the recognizing bodies listed above and to other applicants meeting their requirements.

THE FOUR A'S

Most of the largest advertising agencies belong to the American Association of Advertising Agencies, popularly called the "Four A's." On the membership list are 155 agencies operating in addition to their main offices 287 branch offices in the United States and a few in foreign countries. They represent clients who do about two-thirds of the total national advertising business.

This association was formed in 1917 by the merging of the New England, New York, Philadelphia, Southern, and Western Advertising Agency Associations to promote the interests and raise the standards of advertising and of the agency business. The association has sought to improve agency technique in selection of mediums, art, mechanical production, radio broadcasting, and other functions. It has endeavored to standardize financial and accounting practices for the better conduct of the agency business. It maintains a clearinghouse of information in advertising, marketing, and the advertising agency business.

The association engages in scientific research of circulation, markets, and technique, and participates in joint research work done cooperatively by the advertising agency and medium owners, such as the Advertising Research Foundation and the Traffic Audit Bureau. With other bodies the association took a leading role in the formation of the War Advertising Council, which was of great help to the government in its war activities.

According to an estimate in *Advertising Age*, 26 of the largest agencies in 1945 placed \$630,000,000 of advertising for their clients. Each of these agencies placed \$10,000,000 or more. The largest one had domestic and foreign billings of \$78,000,000; the next largest agency billed \$53,000,000, while three others each placed \$40,000,000 or more. Seven agencies had billings of \$20,000,000 or more, and fourteen billed from \$10,000,000 to \$20,000,000 each.

RETAIL AGENCIES

There is a considerable number of agencies in the country that prepare advertising for retailers and for other clients whose advertising appropriations are not large. As a rule the 15 per cent commission given by mediums to agencies doing national advertising would not amount to enough to pay these agencies for the work involved. Moreover, few newspapers grant commissions for retail business; conse-

quently most of the agencies of this type work on a fee basis and charge the retailer according to the amount of service rendered. Many of these smaller agencies have as clients small manufacturing concerns who do not advertise in general magazines but who do advertise in trade journals.

TYPES OF AGENCIES

There are two principal types of agencies—those that are departmentalized and those that work under the group system. In the former type the finished advertisement results from the work of the various departments—research, copy, art, space buying, production—while in the group system a number of accounts are assigned to various groups within the agency. The latter type may be likened to a number of small agencies. The group system is usually found in the larger agencies. Some agencies operate upon a plan which is a combination of the two methods. Even in agencies operating upon the group plan, only the creative functions, such as contact, copy writing, and artwork, may be said to come under the group system, while the strictly routine work, such as billing, accounting, estimating, mechanical production of cuts, is departmental.

The question of whether or not an advertising agency should concern itself with working out plans for selling its clients' products as well as advertising them is answered in different ways by different agencies. Some agencies have expert merchandising talent and recommend complete merchandising plans, while others hold that their function is to recommend plans for advertising only. Many of the larger agencies do render a distinct service to advertisers through their merchandising departments. It may be said that agencies which do not stress their merchandising departments, nevertheless keep in close touch with their clients' selling organizations and plans so as to make their advertising recommendations as effective as possible.

SERVICE OF AGENCIES

The service that agencies render their clients varies greatly according to size, personnel, and experience. In size they range all the way from those which handle half a dozen "accounts," as business clients are called, to those which handle as many as 500. In deciding the question of a large or small agency, the advertiser must choose between the

argument put forward by the small-agency man that by virtue of specializing upon a few accounts more attention can be given to each one and the argument of the large-agency man that the size of the business they do enables them to hire the most skilled and high-salaried men in all lines. There is considerable changing of accounts from one agency to another, as contracts between advertisers and agencies are usually made cancelable upon short notice.

In order to understand how an agency operates we shall assume that it has just secured the account of a manufacturer who may never have done national advertising or who is dissatisfied with the agency he has been with and wishes to change. The decision to employ the agency is the result of conferences between the advertising manager and other executives of the advertiser and the solicitor and, later, other executives of the agency. It is the usual practice of the agency to assign the new account to a man whose duty it shall be to come in contact with the advertising manager and other representatives of the manufacturer. He is usually called the "contact" man or "account executive."

The first thing to be done is to decide upon what sort of preliminary investigation is to be made of the product, the market, and the channels of trade. After conferences a decision is reached as to the information that is necessary as a basis upon which to build the advertising campaign. This same information will also be of great help to the sales department in deciding upon sales policies and methods.

The investigation will usually resemble the outline suggested in Chap. 4. The agency will inform itself about the product before attempting the investigation of the market.

Having decided upon the information desired, the agency will take whatever steps are necessary to secure the information. Such an investigation may involve hundreds or even thousands of personal calls or the sending out of many questionnaires throughout the country. To make such calls the larger agencies have a corps of trained reporters, while other agencies have correspondents in cities upon whom they can call to secure the information. Agencies frequently employ research organizations for investigation. The investigators visit the consumer, the dealer, the wholesaler, and the manufacturer's own salesmen, branch managers, and others inside the organization as well as outside. In the securing of information the agency will also call upon its own research and statistical department, which maintains all

sorts of data collected from every available source bearing upon the production, distribution, and consumption of products.

The investigation may extend over a month, six months, or a year. After it is finished, the information received as a result of the calls is tabulated, charted, and analyzed. As a result of the information the advertising campaign shapes itself. The agency has found out what are the strong points and what are the weak ones, what arguments sell the goods, what kind of goods the public wants, the attitude of the wholesaler and retailer, and the attitude of the public. It has discovered in which parts of the country the product is selling well and where it will not sell. It has discovered mistakes in policy and selling methods. It has also found out many facts about competing articles.

The agency then calls in men of its own organization to consider the results of the investigation. The number and personnel of these men vary in different agencies. In this conference group may be some man or men who have had experience in a similar line. It will probably include the head of the agency. This group of men will decide what kind of campaign the manufacturer needs. He may need to familiarize the public with his product or his trade-mark; he may need to increase sales where he already has distribution; he may need more dealers (a greater distribution); he may need to influence his dealers and salesmen; or he may need to create an atmosphere of high class around the product. What his needs are should be brought to light by the investigation and analysis. ...

WRITING THE COPY

Having decided what the aim or purpose of the campaign is to be, the copy department is then charged with the duty of preparing the copy along the lines decided upon. Here the practice differs. In some agencies the contact man writes the copy for the particular clients that are in his charge. In other agencies copy writers do all the writing, conferring with the contact men.

All the time the contact men and others of the agency have kept in close touch with the advertising manager and executives of the client, availing themselves of all the information and experience of the executives.

Whoever writes the copy faces the question of illustration. Some agencies employ artists while others "farm out" the work. The latter

method is becoming more popular because it enables an agency to go to the artist who specializes in some particular form of art. Conferring with the copy writer and artist is the art visualizer, who can interpret sales messages in terms of pictures, who can draw sketches and then turn them over to the artists who specialize in that particular form of art.

The copy writer and artist must confer with the mediums department before they can go ahead with their work, because both copy and illustration must be fitted to the mediums in which they are to appear. The mediums department of an agency must be thoroughly familiar with all publications and must have on file data about circulation, class of readers, distribution of circulation, A.B.C. reports, rates, and all the information it is possible to get bearing upon the desirability of publications as advertising mediums.

When the mediums have been selected in accordance with the purpose of the campaign and the amount of money available, the copy for the first advertisements and sometimes for the entire campaign is written. The agency representatives then take the entire plan, the copy, and the sketches to the client and they are carefully reviewed. Changes are suggested if thought wise and finally the campaign is approved.

THE MECHANICAL DEPARTMENT

The agency is now ready to turn the plan over to the mechanical, or production, department for completion. Expert layout men make the layouts and men experienced in typography decide upon the type and other details of the setup. The artist completes his drawings, cuts are made, and the entire advertisement is set up and electrotyped so that the magazines or newspapers receive a complete electrotype of each advertisement. In some cases matrices are made instead of electrotypes.

The agency has now completed its work until after the advertisements are published, when it must check the publications to see if all conditions have been complied with. Then the client is billed with the rates of the publication, usually being allowed a small cash discount. The client pays the bill to the agency, the agency in turn paying the publication and retaining its own commission. Many agencies have added radio departments to their facilities. The broadcasting

NEWELL-EMMETT
Current Production


Showing some of the wide range of industries in which we are experienced as an advertising agency.



With rather dramatic illustration, this ad emphasizes the album of records as a purchase unit. A page in 4-color or black & white in big-circulation media.



A familiar name returns: again Cook advertises world-wide travel.




It won first place. In the Billboard's 15th annual Radio Editors' Poll, the Chesterfield Supper Club was first among 15-minute programs. The second consecutive time that the Newell-Emmett production was thus selected.

In this magazine ad, curiosity-appealing headline and human interest photo dress up the bare story of "Now the product's back or on the way."



Judging by requests—the interest in war pictures, and attraction of the Grafton name, are making this booklet offer popular. Small space in magazines.



Another twist on the now-the-product-is-back theme. This time in industrial papers, with brass tacks a symbol of Chase's brass and copper production.



Note the "broken layout" form of this magazine campaign. It's a method that conveys, in easy-to-follow pictures and captions, a lot of information about fire and casualty insurance.



FIG. 74.—This advertisement for an advertising agency shows specimens of advertisements prepared for clients.

companies allow the same commission to agencies—15 per cent—as the publications. An advertisement of an advertising agency will be found on page 412.

PRODUCTION COSTS

The cost of space in publications is not the only expense the advertiser must bear. All production costs, including artwork, photography, drawings, original engravings and electrotypes, typesetting, and other mechanical expenses, are charged by the agency to the advertiser, usually plus a 15 per cent service fee. This cost of production varies considerably. The Association of National Advertisers, Inc., made a study of space production costs. This showed that in the general advertising field space production costs were usually under 5 per cent. Typical figures are: automobiles, 3.8 per cent; drugs, 3 per cent; clothing, 6.7 per cent; electrical equipment, 4.3 per cent; radio equipment and supplies, 3.6 per cent; grocery products, 4.7 per cent; shoes, 5.7 per cent. In the industrial field the percentages of production costs are higher in proportion than in the general field, as the following figures will show: building and construction materials, 11.1 per cent; chemicals and allied products, 8.1 per cent; iron and steel and their products, 7 per cent; machinery and supplies (not including automotive equipment), 6.6 per cent; machine tools, 3 per cent; paper and paper products, 2.5 per cent; textiles, 10 per cent.

As a rule, the larger the appropriation, the lower the proportionate production cost. The reason for this is obvious. If a number of magazines are used, the same advertisement is usually published in all of them. There may have to be alterations because of different sizes, yet the same artwork and many of the same cuts can be used. Moreover, if a page costs \$8,000 to \$10,000, the proportionate cost of producing the advertisement is much lower than where, for instance, trade journals are used whose advertising rates may be \$100 to \$200 per page. Industrial advertising, therefore, will show a greater proportionate cost for production.

“DUPLICATED ADVERTISING”

Where an advertiser uses several magazines appearing in the same month or week, the usual practice of agencies is to run the same advertisement, altered to fit the various sizes of type pages, in all the maga-

zines. There has been considerable criticism of this policy on the ground that among magazines there is a great deal of duplication in circulation and that readers will not read the same advertisement twice. It is claimed by some that it would be better to prepare a different advertisement for each publication in spite of the added production costs. On the other side it is claimed that repetition through duplication of circulation is not an evil and that it would not be worth the added expense to prepare a different advertisement for every publication.

MERCHANDISING THE ADVERTISING

In addition to preparing the publication advertising, the agency helps its client to merchandise its advertising campaign. This has come to be regarded as one of the most important parts of the entire service. Portfolios of the advertisements with the mediums in which they are to appear are prepared and shown or sent to salesmen and dealers to impress upon them the fact that a campaign is being carried on with the purpose of helping them to sell more goods. Agency men often attend meetings of salesmen and give them further explanation of the extent and purpose of the campaign. They prepare statistics and charts showing the number of people reached by the advertising. They may also assist in preparing literature for a direct-mail campaign, booklets, and other direct advertising, window displays for dealers, store signs, counter displays, and other helps according to the particular needs of the client.

COMPETING ACCOUNTS

It is not considered ethical for an agency to accept competing accounts. A high-priced and a low-priced passenger automobile and an automobile truck account would not, however, be considered as competing.

An advertising manager's duties in no way conflict with the function of the agency. He considers the agency as one of the tools with which he works. He is the point of contact between the manufacturer and the agency, with which he works in hearty cooperation for the good of the business.

Some trade journals and other kinds of mediums do not allow commissions to agencies. If these mediums are recommended by the agen-

cies, the manufacturer usually pays the agency commission direct to the agency or depends upon his own advertising department to conduct such advertising.

There is more or less specialization among agencies doing a general advertising business. Some specialize upon mail-order advertising, others on farm-paper advertising, still others on college papers. There are agencies specializing on outdoor and streetcar advertising.

Printers' Ink consulted a number of the larger agencies with respect to the services offered to clients. The result of this survey will be found on pages 511-512, Appendix J.

Agencies that prepare and place advertising for clients should not be confused with concerns located in the larger cities which act as selling representatives for newspapers. There are a large number of these concerns, which employ salesmen to solicit from advertisers and agencies national advertising for the newspapers they represent, each one acting for a group of papers, which are thereby saved the expense of sending individual salesmen all over the country to call upon advertisers. They are usually called "publishers' representatives."

It will be seen that the advertising business is well organized and that no one can hope to succeed in any of its branches without continual study and hard work.

SELF-TEST QUESTIONS

1. Explain the relation in which the advertising agency stands with reference to the advertiser and the medium.
2. How did this system come about?
3. Explain the operation of the system by means of a practical illustration.
4. Why do not the publications change the system?
5. What is meant by the term, "a recognized agency"?
6. What requirements must an agency meet before it can belong to the American Association of Advertising Agencies?
7. What are the two principal types of agencies?
8. What items besides the charge for space enter into the cost of advertising?
9. What is the chief argument in favor of the small agency? In favor of the large one?
10. Explain the agency's method or procedure in handling an account.

11. How does the agency secure the necessary information about the market?
12. How does the agency handle the artwork on a campaign?
13. What is an art visualizer?
14. What must the agency know about mediums?
15. What is the work of the mechanical department of the agency?
16. Why are production costs proportionately lower when the appropriation is large, than when it is small?
17. What is "duplicated advertising"?
18. What argument is there against it? For it?
19. How does the agency help the advertiser to sell the campaign?
20. What is the attitude of the agencies regarding competing accounts?
21. Why does the manufacturer who employs an agency need an advertising manager?
22. What other kinds of agencies are there besides those that handle national advertising?

PROJECTS

1. (a) If some one company used the page opposite "Post Scripts" in *The Saturday Evening Post* each week for a year and ran no bleed pages, what would the agency commission be on that company's account in the *Post* alone for the year? (b) If the agency regularly passed back to the advertiser a prompt-payment discount of 2 per cent of the net cost of the space to the agency, what did their space in the *Post* cost the company for the entire year?
2. Find the total of the agency commissions on all the four-color advertisements in the current issue of the *Post*. (See rates on pp. 292-293 of your text.) Be sure to include the covers.

27. Selection of Mediums

Officers and directors of corporations are businessmen, more or less "hard-boiled" when it comes to finances. When they make an appropriation for advertising, they expect to get their money's worth. Moreover, they insist that expenditures be held within the appropriation. But there are so many good mediums! A lot of investigating must be done before a list of mediums is chosen. Selection must be done on a basis of what will do the best job, at least cost, within the appropriation.

THEORETICALLY every magazine, every newspaper, every piece of direct mail, every poster panel, every broadcast program has advertising potentialities. No corporation, however, can afford to use all the mediums offered. Consequently it is necessary to apportion the advertising appropriation where it will do the most good.

The advertising effectiveness of a periodical depends upon the circulation and the methods used to secure it; upon the quality of the circulation—*i.e.*, the purchasing power of its readers; upon their geographical location; upon the rates, the editorial policies, the confidence it enjoys among its readers, the physical make-up and appearance, the amount of the various kinds of advertising it contains; and upon other factors.

In considering radio advertising, the problem is somewhat different, although there are many points of similarity. The "circulation" of radio is the number of listeners. The interest aroused by the programs depends upon the character and skill of the artists. The circulation of radio is never constant and no broadcasting station can give a guarantee of circulation as can the periodical publisher.

Selection of mediums for large corporations is almost always done

by advertising agencies, subject, of course, to the final approval or disapproval of the corporation's executives.

"SPACE BUYERS"

Agencies have mediums departments, at the head of which are "space buyers." The name is not sufficiently comprehensive; the space buyer is really a medium selector. He interviews solicitors from the various mediums, a task which is continuous and onerous. In selecting mediums for a particular client he must be familiar with the client's problems. He must also keep in touch with the other agency executives. In the larger agencies there may be several space buyers—one specializing on magazines, another on newspapers, another on radio, and so forth.

Certain data about mediums are available to everyone interested. Publications like Standard Rate & Data Service and the newspaper directory of N. W. Ayer & Son give information about publications. The space buyer also consults reports of the A.B.C. The A.B.C. is supported by newspapers, magazines, and some large advertisers and is depended upon by advertisers for true statements of circulation and other data.

The Controlled Circulation Audit Bureau furnishes circulation reports and other data about publications whose circulation, or most of it, is sent without charge to a "controlled" or selected list. Such papers for the most part are trade journals and other magazines in the business field. Some of them are successful and carry a large volume of advertising in spite of the fact that many space buyers frown on publications that are given away, on the ground that if a person pays for a periodical he is more likely to read it with interest. This, however, is not necessarily so.

There are other services which check advertising volume and make studies of mediums. Publications read by advertising men are filled with advertisements of various mediums. Space buyers can also learn much from rate cards and other data furnished by publishers about their own mediums.

PRESENTATIONS FOR SPECIFIC CAMPAIGNS

Of great help to space buyers, many times, are presentations prepared by advertising departments of magazines and newspapers, show-

ing how their particular publications would fit in with a specific campaign which an advertiser has in mind. Such presentations may show how the circulation of a medium parallels the distributing facilities of the advertiser, how the readers are of financial strength to afford the product in question, how the rates make the medium economical, how other advertisers in the same or other fields have used the medium with good results. Such presentations are frequently accompanied by a field or desk survey in which facts are brought out showing why the medium should be used.

INFORMATION FROM MEDIUMS

Advertising men, whether in agencies or in the advertising departments of corporations, whose duty it is to administer an appropriation, must have a knowledge of mediums that will enable them to decide which will be the best to use for the particular objective to be accomplished. In addition to the helps already described, many of the magazines furnish further assistance by making surveys that will give an exact picture of their mediums. Many times space buyers will be informed as to the exact circulation in every city and county in the United States, together with the average incomes in those localities. This information may be supplemented by statistics giving the number of families, the number of automobiles owned, the number of income-tax payers, and, where it is important, the age of their readers. In surveys made by magazines going principally to businessmen the publication often gives the number of presidents, vice-presidents, and other officials reached. Some magazines of this type furnish names of those important in the business world who are their subscribers.

Many newspapers furnish detailed information about their circulation showing how many people in the high-income sections of the city are subscribers and how many in other sections. In order to influence advertisers newspapers may make surveys of the purchasing power and buying habits of those who read their papers. Activities of other mediums made for the purpose of furnishing the buyer of advertising such information have been described in previous chapters.

RESEARCH FOR FAWCETT GROUP

Stewart Brown & Associates have recently made an outstanding research for Fawcett Publications, Inc., publishers of Fawcett Comic

Group and other magazines, to determine brand preferences among young people. The introduction to the completed report says:

The principal objective of this study is to determine the brand preferences among youths from eight to twenty years of age for a variety of products in which this group represents an important segment of the total market. The commodities studied include foods and confections, toiletries, footwear, equipment, and possessions. The proportion of the market owning bicycles, cameras, flashlights, fountain pens, and typewriters was determined. Brand preference for these equipment items is based on the brands owned in cases where the respondent owns the product.

In addition respondents were asked whether they read comic magazines and to estimate the number of comic magazines purchased during the week preceding the date of interview. Basic data on sex, age, and occupational status of the respondent as well as occupation of the head of the family was also obtained.

The study was conducted during May, June, and July, 1945. Interviews were made with 5,058 persons eight to twenty years of age in 41 urban areas throughout the country. The sample was distributed by age, sex, economic status, city size, and geographic area in accordance with U.S. census data.

After careful pretesting of the interviewing technique it was determined that children respond more freely and more accurately when interviewed outside of the home. Interviews were, therefore, conducted on playgrounds, in parks, in school yards, or at other satisfactory locations. Special emphasis was placed on talking with each child alone, in order to assure uninfluenced answers from each respondent. The interviews were distributed by neighborhoods within cities on the basis of rental values to control the economic distribution. Experience in a number of studies of children made by this organization was employed as a basis for developing the standards and controls employed in this survey.

Following is the summary of findings:

Analysis of the data in this report reveals a number of particularly interesting facts about the youth market.

First, it is clear that young people are aware of nationally advertised brands. The responses obtained in our field interviewing indicate an alertness and brand consciousness which is comparable to that possessed by adults.

Second, the persons interviewed have very definite brand preferences. In comparatively few cases were respondents encountered who had no choice as far as brands were concerned. It was found, for example, that 95 per

cent have a favorite brand of candy bar, 87 per cent of cold cereal, and 78 per cent of bottled soft drink. It is also interesting to note that 94 per cent prefer a particular brand of toilet soap and 92 per cent a brand of tooth paste.

There are, of course, a number of fields in which brand consciousness is not nearly so high. For example, brand awareness of bicycles is comparatively low; while 73 per cent of bicycle owners know the brand name of their bicycle, only 34 per cent of the nonowners are able to name a brand of bicycle which they would like to own. Only 38 per cent of the flashlight owners know the brand name of their flashlight, and less than 12 per cent of the nonowners could name a brand of flashlight they would like to own.

A third interesting fact developed in this survey is the comparatively early age at which children develop brand preferences. This finding is perhaps most clearly shown by selected comparisons of the percentage of respondents in the various age groups who prefer specific brands of products.

A final point of major interest in connection with brand preference is the outstanding position of certain national brands in the minds of the youth of America. It is clear that certain advertisers have built a valuable franchise in this market. Comparisons of brand standing among youths from eight to twenty years of age with the general market position of products in the various classifications should prove of great interest and value as a basis for guiding advertising and promotional policies. One further point of interest which should be mentioned here is that 75 per cent of persons from eight to twenty years of age report that they read comic magazines. Forty-two per cent stated that they had purchased one or more comic magazines during the week preceding the interview.

In Chap. 4, *Research of Product and Market*, other researches by publications are described. The information revealed by these and similar research activities is helpful to advertisers and their agencies when they consider the mediums in which they wish to advertise.

WHO DOES THE BUYING?

The space buyer must take into consideration the question of what members of the family do the buying. He finds that women buy some commodities without much if any discussion with other members of the family; they buy other products after considerable discussion with the men and sometimes the children of the family. To guide him in this phase of space buying, the space buyer calls upon his own experi-

ence and the experience of others immediately surrounding him, looks up such data as have been published, and comes to a conclusion that he should use a certain type of magazine.

ACTIVITIES OF SOLICITORS

Representatives of the leading publications periodically visit advertisers and advertising agencies to give them information about the mediums they represent. Some newspapers, too, have traveling solicitors who visit advertisers, but the majority of newspapers get their national advertising through companies known as "publishers' representatives," each of which represents several newspapers. Advertisers also receive frequent calls from solicitors representing window display, commercial films, printers and lithographers, outdoor advertising, advertising specialties, and other mediums. The men are usually well informed about their particular mediums and about advertising in general.

THE PROBLEM OF EVERY ADVERTISER

Every advertiser faces the problem of selection of mediums. In order to make intelligent investment of his advertising dollar he should know considerable about all mediums. Large advertisers usually delegate the responsibility of selection to their advertising agencies, but the advertiser whose expenditures are small has to do his own choosing. He listens to solicitors for all kinds of mediums until he is confused. This is especially true of retailers, who usually do not have the advantage of agency service. Retailers must often decide which newspaper is best for their own particular stores and whether to spend their entire appropriation in newspapers, in radio, or in direct mail, or to divide it among several mediums. Faced with such problems, small advertisers will have a better chance of making the correct solutions if they have studied advertising in all its phases.

In the next chapter, on Advertising Campaigns, the reader will learn what mediums several advertisers selected as the best for them to carry out their advertising plans.

SELF-TEST QUESTIONS

1. Upon what does the advertising effectiveness of a periodical depend?

2. How are mediums usually selected by large corporations?
3. What are "space buyers"?
4. What sources of information are available to them?
5. What services does the Controlled Circulation Audit Bureau render?
6. What kinds of information do the various advertising mediums furnish?
7. Describe the brand preference survey made for the Fawcett publications.
8. How does the space buyer obtain information on the question of who does the buying?
9. Discuss the activities of advertising solicitors.
10. Why is a thorough knowledge of advertising important for every advertiser?

PROJECTS

1. Assume that you, as a space buyer, have the responsibility of selecting mediums for an advertising campaign for each of the following: (a) The services of a bank in New York City; (b) a high-priced line of luxurious power boats; (c) a new prepared breakfast cereal; (d) a nationally distributed line of cosmetics; (e) a cement mixing machine for use by contractors and builders. The appropriation is large enough so that you can use all desirable mediums, but naturally you wish to use the money in the way that will be most effective. Which of the various classes of mediums discussed in Chaps. 18 to 25 would you use for each of these campaigns, and why? Be specific.
2. In *The Saturday Evening Post* of May 4, 1946, there was a full-page four-color advertisement of a new type of Diesel-electric locomotive that had recently been put into service by two of America's foremost industrial producers, American Locomotive and General Electric. Here is a very expensive, highly technical product, of interest chiefly to those responsible for the management policies of our great railroad systems, being advertised in a magazine of general circulation. How many prospective buyers do you think the manufacturers could hope to influence by advertising in such a medium? Can you justify the selection of the *Post* as a medium for advertising this product? Could the \$11,500 paid for this advertisement, plus the costs of photoengraving, artwork, printing, and so on, have been expended in any more effective way? If so, how? Discuss fully the advisability of advertising a product such as this in a general magazine like the *Post*. The present rate for a four-color page is \$15,000.

28. Advertising Campaigns

A military campaign involves carefully planned activities whose purpose is to attain definite objectives. So it is with an advertising campaign, plans for which may include research, coordination with sales plans, cooperation with retailers. The advertiser must decide which of the functions of advertising he wants his campaign to fulfill (see Chap. 2). Thus it is that the campaigns of advertisers differ widely.

THE word "campaign," used in connection with a war, means a series of military operations directed toward the accomplishment of a particular end or purpose. An advertising campaign is an organized and carefully planned use of paid publicity for the accomplishment of a definite purpose.

During the past quarter century campaigns have been conducted that would not have been dreamed of in the early history of advertising. The government made frequent use of advertising in the First and Second World Wars to encourage loyalty, to increase the support of welfare agencies, to sell Liberty and War bonds, while local campaigns were carried on to fill war chests and to encourage thrift. On page 10 is an advertisement on behalf of the Red Cross.

Political parties and candidates are large users of advertising, and there have been a number of campaigns in which cooperating churches have sold the idea of church attendance and support. Telephone and lighting companies, railroads, and other public-service corporations have been frequent users of space, either to create good will or to secure a market for their stocks and bonds. Cities have advertised to stop the waste of water.

An outgrowth of the war chest of wartime is the Community Chest, which a number of cities have organized to raise money for all the

charities of the city at one time. The money-raising campaigns are assisted by large use of advertising.

Public officials have often "appealed to the people" through advertising. Teachers have advertised to influence boards of education to increase their salaries and a number of universities have used space to help endowment funds.

Cooperative campaigns have been waged by groups of manufacturers and associations of businessmen like the paint and varnish manufacturers, florists, coffee importers, the California fruit growers, sauerkraut manufacturers, and tea importers.

While cooperative and unusual campaigns no doubt accomplish useful purposes, it should be remembered that they are isolated instances of the application of advertising, whereas the bulk of advertising is paid for by business concerns that market one or more products and carry on campaigns continuously. Almost every advertisement in national magazines is a part of a campaign that has been carefully planned and laid out well in advance. The same may be said of most national advertising in newspapers. The advertisement of the New York Stock Exchange on page 426 was one of a series in a campaign to teach people about the exchange and its proper functions.

THREE IMPORTANT CONSIDERATIONS

In planning a campaign, the advertiser must answer three questions:

1. What does he expect to accomplish by the campaign?
2. What will it cost?
3. What is the best way to bring about the desired result?

We shall consider these questions under the headings of purpose, appropriation, and execution.

THE PURPOSE

The successful advertiser always has a definite purpose in mind. While the underlying purpose of all business advertising is eventually to increase business and profits, that is not definite enough to guide his advertising campaign. He must carefully analyze the entire situation and decide his point of attack just as the military general directs his forces to a particular objective and is not satisfied with marching against the enemy on general principles.

So tempting, but...

THE GRAPEVINE bears a new crop of tips and rumors every day. Some folks may occasionally profit by them. But remember this: THE GRAPEVINE will let you down just as surely as night follows day!

This Exchange's disapproval of "grapevine information" has been made clear in these widely published words:

"The well-established principle of disclosure of facts, as the basis upon which security values should be judged, is the essence of Exchange policy. Tips, rumors and impulses have no place in the serious business of advising investors."



Facts are available. Before any company lists its securities in this investors' marketplace, that company agrees to report, regularly, basic facts concerning its operations and financial condition. Wise, experienced investors know this. Before they act they seek out the facts. Thus, they are able to exercise informed judgment, based upon facts.

Never before has there been available so much factual information to guide responsible buyers and sellers of securities.

Over the past century and a half, ownership of American business enterprise has spread out to millions of

homes so that today it is estimated these owners are to be found in one out of every four families. The risks



and rewards involved in America's productive progress are shared by the many—and not the few.

This widespread ownership has been possible because investors, large and small, have found in the facilities of this Exchange an open, ready market in which they know they can sell what they have bought—promptly, at prices based upon the supply and demand in the market at the time transactions are completed.



Such a market—free, open and honestly conducted—is a national asset. But, just as the highway builder cannot guarantee the safety of all who ride the roads he builds—this Exchange cannot safeguard you against risk. You, the investing public, must be the "careful driver" on this free open highway to broader national ownership of American business enterprise.



NEW YORK STOCK EXCHANGE

FIG. 75.—An advertisement that was part of a campaign by the New York Stock Exchange.

In Chap. 2 we considered the functions of advertising. Campaigns may aim at one or more of these objectives. Their purpose may be to secure new dealers, to secure new customers, to increase the use per capita, to create insurance for the business, to protect against the expiration of patents, to inspire salesmen and dealers. The effect of advertising on executives and workmen is usually not a primary aim of advertising but is rather a by-product. There have been campaigns, however, to sell workmen on their own product, but they were confined to efforts inside the factory. Campaigns ostensibly to the consumer have frequently been run in national publications for the real purpose of influencing salesmen and dealers.

SELLING THE CAMPAIGN

It is the recognized practice at present for an advertiser who is planning national advertising to have advance copies of all advertising, lists of mediums with their circulation, and other facts pertaining to the campaign carefully prepared, bound in a portfolio, and given to all executives, salesmen, and dealers to sell them on the entire campaign. This often results in increased business before any of the advertisements are published, the salesmen being stimulated to greater effort and the dealers being willing to place orders in anticipation of future advertising.

ADVERTISING AIMED AT MANUFACTURERS

An interesting development of advertising is the use of general advertising to induce manufacturers to use a certain part or appliance in the manufacture of the finished product. Hastings piston rings, Timken bearings, Monel metal, and various automobile accessories have been advertised to the public in this way.

It should be noticed that the manufacturers of such products have a very definite purpose in mind. They did not just decide to advertise, pick out some magazines, and go at it. They wanted to hold out an inducement to manufacturers who were buyers and prospective customers, and that inducement was the good will of the public, gained by advertising. And the manufacturer who buys these products can make capital of the fact that he uses such well-known parts and accessories and tell about it in his advertising.

As an example of how campaigns are planned, the experience of a

manufacturer of an office appliance is enlightening. A thorough survey was made by sending trained men to interview buyers, operators, salesmen, and others who came into the store, and two things were discovered—a lack of general familiarity with the product and a great desire among the salesmen that the company should put on a big advertising campaign. By running full-page advertising in the national magazines featuring the name and appearance of the machine, both conditions were remedied. The public became more familiar with the machine and the salesmen were stimulated and made more enthusiastic over their product.

Whether a product is old or new, it is well to make frequent surveys and analyses, because conditions change and the advertiser must change his method of attack accordingly. Where a product has been on the market several years, the advertiser has the advantage of much information that has been gathered in the course of the business. If a new product is to be marketed, however, there is danger of many costly mistakes.

MARKETING A NEW PRODUCT

Where a new product is to be sold, the accredited practice is to start in a small territory first and see what happens. If it is an article of general use, like a kitchen cleanser, the manufacturer would plan to have all his influences working at the same time. He would send a crew of salesmen to call on the grocers, he would start his advertising in the newspapers in the particular city where the test was being made, and, if he intended to use other mediums, he would add them to his campaign. Having secured dealers (a distribution) in that particular city, the salesmen would pass on to the next city and repeat the process. The rapidity with which the whole country could be covered in this way would depend upon the amount of capital back of the project. It is usually better to go slowly at first until it is proved that the people will buy and continue to buy.

It will be seen that the manufacturer will not be ready to use national magazines until he has first covered the country, or a great part of it, by the above method. In theory, if the manufacturer had unlimited capital, he might start national advertising at once, upon reading which the housewife would go to the grocer and demand the product. The grocer would send in a hurry-up call to the wholesaler, who in turn would wire the manufacturer for a supply.

In actual practice, such a policy would ruin the manufacturer, even if a demand were created. Such demand would be of no avail unless the grocer actually had the goods on his shelves. He would satisfy the demanding customer with something else "just as good" and the advertising would go for nothing.

THE APPROPRIATION

When the advertiser decides what he wants to accomplish by his advertising, there comes up the question of appropriation. There is no recognized way to decide this. Many conditions, including financial status, must be taken into consideration. It might be argued that, the purpose of the campaign having been decided upon, it should be easy to tell what it would cost. Within limits, a fair estimate can be made, but many times the estimate is more than the advertiser feels that he can afford to spend.

For a product already on the market, one way of fixing the appropriation is to take a certain percentage of the gross sales of the preceding year or a percentage of the expected sales for the next year. This percentage varies from 1 to 10 per cent, depending upon how much of the selling load advertising has to bear. The higher percentages would naturally be for those products like soaps, beverages, cleansers, tobaccos, the manufacturing cost per unit of which is small and the amount of advertising needed to keep them before the public large. Articles sold by mail usually take the larger percentages, the general mail-order houses spending about 10 per cent.

The second method of making appropriations is to set aside a lump sum for the year's advertising, regardless of what the sales were the year before. It is not to be supposed that the lump-sum method is simply a guess. It may be based on several factors, such as the amount necessary to accomplish a desired result, an amount representing a sum to be spent on each possible purchaser, the amount necessary to make an impression, the amount of money the advertiser has at hand to buy good-will insurance; or it may be based upon the experience of others in a similar line. This method is often used for a new product or one that has been on the market a short time.

A third method is the unit system, which is often used by associations. One of the campaigns of the California Fruit Growers' Exchange was based on an assessment of $3\frac{1}{2}$ cents a box on oranges and 6 cents a box on lemons.

RETAIL APPROPRIATIONS

Aside from the department and larger retail stores, retail advertising is largely done by guesswork. In the retail field is the greatest need for the study of advertising. Most of the smaller retailers make no appropriation, do not plan out their campaigns, are sold some space or radio time by the solicitor, instead of buying it with an understanding and definite plan. Manufacturers can afford to hire the services of competent advertisers, but most retailers balk at paying someone who knows how and either play at it themselves or trust it to the solicitor, who promises to "get up a good ad" for them.

The expenditures of retailers are lowest in the grocery trade, where profits are small. Grocers spend less than one-half of 1 per cent of gross sales. Shoe stores and jewelry stores spend between 2 and 3 per cent; department stores spend 3 to 5 per cent; clothing stores 3 to 4 per cent; and hardware stores 1 to 2 per cent.

The average percentage of gross sales, taking the manufacturers and retailers together, is 2 to 3 per cent. Wholesalers do little advertising except by direct mail.

THE EXECUTION

Having decided the purpose of the campaign and the amount of money available for its accomplishment, the next problem is to secure the maximum results for the money spent. This involves a thorough knowledge of mediums, where and among what kind of people they circulate, the respective costs, and the time of publication.

Referring again to Chap. 5, on Channels of Trade, it is evident that the advertiser of articles sold to every family through the stores will require the largest appropriations and will use the greatest number of mediums. In general they will use national magazines, newspapers, radio, class publications, direct advertising, outdoor advertising, streetcars, window displays, novelties, sampling, motion pictures, and picture slides.

The percentage of the appropriation in each medium varies in each case and from year to year. If, for instance, an advertiser has spent a large percentage of his appropriations in magazines one year, he may decide to change and put newspapers first.

The next year he may increase his appropriation for radio and use

less space in the newspapers. He may become enthusiastic about outdoor advertising and streetcar cards and put part of his expenditure into those mediums. Whatever mediums he uses, his distribution of the appropriation is almost certain to vary greatly from year to year.

Colgate-Palmolive-Peet Company uses practically every kind of medium. The California Fruit Growers' Exchange, advertiser of Sun-kist fruit, uses magazines, newspapers, radio, outdoor advertising, direct mail, and trade papers. The Procter and Gamble Company uses magazines and radio principally, and to some extent newspapers, outdoor advertising, and direct advertising.

Manufacturers of products sold to a smaller proportion of the population are large users of practically every medium, provided their distribution warrants it. Automobile manufacturers seem to be spending much more than they really are, because, in addition to the advertising that they pay for, their local dealers do a large amount of advertising. This is in a measure true of dealers in many lines.

Campaigns for products sold to businessmen for use in business vary greatly. Typewriter companies, adding-machine companies, and manufacturers of other products in this general class frequently use general magazines, business papers, newspapers, direct advertising, and other mediums. Typewriter companies spend part of their appropriations in an effort to influence the typist both while she is in school and after she has a position. Advertisements of office systems, filing cabinets, safes, and the like may be found in a wide variety of mediums.

While campaigns to sell raw materials are usually limited to direct advertising and class publications, a few companies, like the American Rolling Mill Company, manufacturers of Armco iron, and the manufacturers of Timken bearings, have used mediums of general circulation, as explained earlier in this book.

Campaigns to sell to farmers have to be planned with the facts in mind that farmers do not live near together and that they have reading habits different from those of the city dweller. Farm papers, country weeklies, and direct mail are the principal mediums used. Many city dailies have rural and suburban editions, which sometimes supplement the list.

We have already noted that few concerns selling by door-to-door salesmen use any general advertising because of limited distribution and the fact that personal salesmanship rather than advertising has

to bear the load. However, all use, more or less, printed circulars, samples, and booklets. The Fuller Brush Company, the Real Silk Hosiery Mills, and one or two others use national campaigns.

There is no uniformity in mail-order campaigns, each concern by long and careful trials working out its own system.

The timing of campaigns depends upon the buying season for the particular products advertised. July and August are dull months for many products and the magazines show a falling off in advertising during that period. Fall and spring are usually the heavy buying seasons, a fact which is reflected in the well-filled advertising columns.

SIZE OF SPACE

Assuming that the appropriation and list of mediums have been decided upon, there arises the question: What size space shall we use to secure the best results with the money we have to spend? Is a small advertisement frequently repeated more effective or less effective than a large one published less often?

Almost every factor that enters into advertising has a bearing on this question—the appropriation, the object to be accomplished, the channels of trade, the character of the mediums and their readers, the kind of product to be advertised, the competition, the market, and product analysis.

The writer of present-action copy has an opportunity to prove whether large or small space is the more economical. As a rule, concerns selling entirely by mail favor small space in a large number of mediums, instead of large space in a few. It by no means follows that if a half page produces 500 inquiries or sales a full page will produce 1,000. The full page will probably produce more inquiries than the half page but perhaps not enough to make the larger space profitable. It has been the experience of many mail-order advertisers that mediums vary and that the only way to find out just what size space is most economical is to keep careful records and let these determine the policy. Classified advertisements and some mail-order advertisements are sought out by the reader and consequently do not have to emphasize attention value. Here small space is manifestly the more economical.

When we consider future-action copy our problem is more difficult. Large space has by far the greater attention value and in a medium

which has a large number of pages of reading matter, including many pages of advertisements, larger space is almost essential, especially when the product has not been previously advertised. In beginning a new campaign it has many times been the practice to start with full pages, then taper down to smaller space.

While the largest advertisers are tending to use large space today, we should not forget that many of them started with small appropriations and small space, nor must we forget the retailer who may consistently use small space in a newspaper and build up his business by depending upon the value of frequent repetition rather than mass impression.

ARMSTRONG CAMPAIGNS

One of the largest advertisers in the country is the Armstrong Cork Company, manufacturer of 360 products, including floor coverings, insulation systems, shoe "platforms," cushiontone ceilings, bottle corks and caps, closures for drug and cosmetic containers, cork composition gaskets, plastic caps, insulating fire brick, corkboard, insulating wool, asphalt tile floors, accotex roll covers for textile machines, floors for busses, amber glassware for medicines.

In the advertising department are about 100 employees. As many as 40 campaigns for different products may be running at the same time. The company uses general magazines and radio and about 100 business papers, such as *Architectural Record*, *Meat Merchandising*, *Ice Cream Review*, *Ice and Refrigeration*, *Heating, Piping and Air-Conditioning*, *Nation's Schools*, *Building and Building Management*, *Drug and Cosmetic Industry*, *Food Industry*, *Glass Packer*, *Modern Packaging*, *Purchasing*, *Motor Age*, *Refrigerating Engineering*, *Shipping Review*, *Iron Age*, *American Roofer*, *American Builder and Building Age*, *Building Supply News*, *Flooring*, *American Wool and Cotton Reporter*.

The annual budget runs into several million dollars. The various campaigns call for close to 1,000 page advertisements in business papers and about 100 pages in consumer magazines. The philosophy behind all Armstrong advertisements is thus described by Cameron Hawley, advertising and promotion director: "Does this page contain something helpful for the man who reads it—an idea or information that is good enough to make him feel when he gets through reading

the page that he has received something that was fair compensation for the reading time he gave us?"

The Armstrong company considers of prime importance the training of salesmen. The four sales divisions hire young men just out of college who spend a minimum of six months going through a training course. Ten days of that time is spent in the advertising department, where the prospective salesmen sit in on copy conferences, study revision exhibits, and even try their hands at copy writing and artwork. The students are initiated into the mysteries of making cuts and they study inquiry returns. After the men have been selling in the field every salesman is brought back every other year for a week of "graduate" training. All spend a day in the advertising department. Having been in actual selling, they often give valuable suggestions about the advertising.

CAMPAIGN OF LOEW'S, INC.

An example of a well-planned campaign is that of Loew's, Inc., producers and distributors of motion pictures bearing the trade name Metro-Goldwyn-Mayer. A meeting of 130 salesmen and 35 sales-promotion men was held in January, 1946, at which all sales helps, including advertising in publications, were thoroughly explained. It was stated that the weekly movie audience in the United States is 100,000,000. The number of movie goers is about one-half that, as many go more than once a week, while millions go only occasionally or not at all.

The campaign included full-page advertisements in national magazines every month, reaching 54,486,818 readers. The magazines used were *Collier's*, *American Home*, *Ladies' Home Journal*, *Esquire*, *American Weekly*, *Liberty*, *Family Circle*, *Woman's Home Companion*, *Look*, *Household*, *Parents' Magazine*, *Pictorial Review*, *Good Housekeeping*, *Time*, *The American Magazine*, *Redbook*, *McCall's*, *Cosmopolitan*, *Life*, *True Story*, and *The Saturday Evening Post*. Every advertisement was timed to be close to the release date of the picture advertised.

Salesmen were given the total readership of these magazines in every city and town of more than 10,000 inhabitants. In Dallas, Tex., for instance, there are 201,632 readers. In addition to the magazines, the company used every month 4,164 spots and other radio advertising,

making 211,200,000 separate impressions. Posters on express trucks were used in 1,505 cities, creating 662,340,000 impressions about forthcoming attractions. Every month in 56 key newspapers the company placed a minimum of 225 teasers of 100 lines each, the total monthly readership of the newspaper advertisements being estimated at 101,176,090. In addition, farm magazines were used and editorial-style columns appeared in 27 national popular magazines.

To assist salesmen in selling pictures to the exhibitor and to assist the exhibitor in selling the pictures to the public, a salesman's portfolio is prepared for each picture. It contains mats, prepared advertisements, and all the promotional material available.

ARROW PRODUCTS CAMPAIGN

Cluett, Peabody & Co., Inc., has advertised to consumers through national magazines and newspapers since 1903, with the result that Arrow shirts and other products are well known throughout the country. The mediums now used are *The Saturday Evening Post*, *Collier's*, *Liberty*, *Time*, *New Yorker*, *Esquire*, *Life*, New York theater programs, and more than 150 leading college newspapers. Trade magazines are also used to appeal to dealers. For 1946 an average of one advertisement every three days appeared in different mediums and on this basis 267,844,271 advertising impressions reached the public. This figure is arrived at by multiplying the aggregate circulation of the mediums by three. Cluett, Peabody & Co., Inc., makes no concessions or advertising allowances to dealers, large or small. The company cooperates with its dealers to the extent of supplying them with a free mat service, from which they can order such mats as they need for their local advertising. These are prepared on a coordinated plan to tie in with seasonal selling and national advertising. Window cards, direct-mail service, and promotional ideas are also supplied to Arrow dealers.

KEEPSAKE JEWELRY CAMPAIGN

Keepsake dealers are supplied with portfolios twice a year, covering spring and fall advertising. In the fall, 1945, campaign the following magazines were decided upon to cover especially the young people who would be likely to buy diamond and wedding rings: *Good Housekeeping*, *Mademoiselle*, *Seventeen*, *Liberty*, *Life*, *Charm*, *Glamour*,

True Confessions, Screenland, Silver Screen, Movie Show, Esquire, True Experiences, Modern Screen, Screen Romances, Modern Romances, Photoplay, Radio Romances, Screen Guide, Motion Picture, True Romances, True Love and Romance. The total circulation of these magazines is 90,455,450, while the number of readers as estimated in the literature put out by A. H. Pond Co., Inc., who own the Keepsake name, was 353,759,090.

The Keepsake campaign also included a schedule of 250 newspaper advertisements in 50 of the larger cities. Rotogravure, society, or magazine sections were used. The circulation of the newspapers was 13,138,752 and the readership was estimated at 52,555,008.

In the spring of 1946 a similar list was used with a total circulation of 46,614,800 and an estimated readership of 220,105,800. One hundred newspapers in 100 cities were selected for advertisements to be run in the rotogravure, society, or magazine sections. The total circulation of the newspapers was 17,137,264 and the estimated readership 68,549,056. As a part of both campaigns many dealer helps were planned, as described on page 458.

COOPERATIVE CAMPAIGNS

The California Fruit Growers' Exchange appropriated \$900,000 for a campaign beginning in December, 1945, and carrying through April, 1946. A total of 406 newspapers in 310 cities were used. Thirteen color pages were run in Sunday newspaper magazines including *American Weekly, This Week*, and the Three Markets Group. Three covers were placed in *The Saturday Evening Post* and black and white insertions were carried in *Country Gentleman, the Farm Journal*, three child-care magazines, and four dietetic and home economic journals. Direct mail was used to dealers in addition to 42 advertisements in 20 business publications. Streetcar and bus cards were used in 93 markets and in five metropolitan centers painted outdoor bulletins were used.

The Pan-American Coffee Bureau and the National Coffee Association appropriated more than \$600,000 to advertise coffee in 1946. In June and July a campaign was conducted in the comics, including *Puck—The Comic Weekly* and about 70 newspapers. Advertisements for both hot and iced coffee were run in *The American Magazine, American Weekly, Collier's, Country Gentleman, Farm Journal, Life,*

Look, and *The Saturday Evening Post*. Funds were raised for the campaign by assessing a tax per bag on coffee shipped, the average tax being between 3 and 4 cents per bag. Among the other associations doing cooperative advertising are electric light and power companies, National Dairy Products Corporation and affiliated companies, Can Manufacturers' Institute, Trailer Coach Manufacturers' Association, Council on Candy of the National Confectioners' Association, Bituminous Coal Institute, National Association of Ice Industries, Better Vision Institute, Golden Guernsey, Inc., and Florida Citrus Commission.

CONTEST CAMPAIGNS ¹

Before the war contest campaigns were conducted by many companies, but during the war the number fell off almost to the vanishing point. Since the end of the war contests are reappearing in considerable numbers. In 1940 it is estimated that there were some 28,000,000 entries in more than 40,000 contests, prizes offered for which were valued at \$7,500,000.² The most used contest idea at the present time is probably the one in which the advertiser asks the contestant to fill out the sentence: "I like (name of product) because. . . ." Many kinds of prizes are offered, including cash, Jeeps, vacuum cleaners, washing machines, radios, government bonds, automobiles, watches, nylons.

Judging the entries in a contest takes skill and hard work. Many advertisers who conduct contests send all entries to one of several professional contest-judging and management organizations, such as that maintained by Professor Lloyd D. Herrold of Northwestern University, which has been handling contests for more than 15 years. A similar organization is that of Elsie Rushmore of New York City.

OTHER CAMPAIGNS

George A. Hormel & Company used 14 business papers to announce that Spam was available again. Back covers were taken in *National Geographic*, *Family Circle*, *Time*, and *Woman's Day*, and four-color pages were run in *Better Homes and Gardens*, *Ladies' Home Journal*,

¹ For further details on contests see pages 98-99.

² Estimates taken from an article by Harold E. Green entitled "Consumer Contests are Back in a New Selling Role," *Printers' Ink*, July 12, 1946.

Look, *McCall's*, *The Saturday Evening Post*, *True Story*, and the Metropolitan Group, *Puck—The Comic Weekly* carried four-color one-third-page copy. As production increases the company will add newspapers and radio.

Gillette Blue Blades advertisements during 1946 were placed in more than 200 newspapers, eight consumer magazines, and three farm journals. The keynote of the campaign was the slogan "Look sharp! Feel sharp! Be sharp!" The general magazines used were *Life*, *Collier's*, *The Saturday Evening Post*, *The American Magazine*, *Esquire*, *Popular Mechanics*, *Time*, *Popular Science*, *Country Gentleman*, *Farm Journal*, and *Progressive Farmer*. This company is a large user of radio, broadcasting sports events.

The Apex Electrical Mfg. Co. in 1946 advertised in *The Saturday Evening Post*, *Better Homes and Gardens*, *Country Gentleman*, *Good Housekeeping*, *Ladies' Home Journal*, newspapers, and trade papers. It also placed 24-sheet posters in special markets, plus a large amount of point-of-sale material and dealer helps. The company has 11,000 dealers and 86 distributors. The over-all slogan for the campaign was "The peak of quality for more than 30 years."

The Department of Commerce of New York State in 1946 used 400-line advertisements in 100 daily and 500 weekly newspapers describing the state's plans for business expansion. This campaign was augmented by the use of advertisements prepared by the Division of Publicity for publication by business concerns in local communities.

It was estimated that the leading book clubs spent \$2,000,000 in 1946 on publication and direct-mail advertising. These clubs include Book-of-the-Month Club, Literary Guild, Dollar Book Club, Book League of America, People's, and some newer and smaller organizations. Advertisements of book clubs are found principally in magazines.

Recognizing the fact that the trade name of its products had become better known than the company name, Loose-Wiles Biscuit Company recently changed its name to Sunshine Biscuits, Inc. For 40 years the company has advertised Sunshine biscuits, so that the name had become well known to millions of consumers. In 1946 the company spent \$2,000,000 in its advertising campaign. In 1945 Sunshine sales amounted to about \$81,000,000.

SELF-TEST QUESTIONS

1. What is an advertising campaign?
2. For what purposes beside the marketing of goods may advertising campaigns be conducted?
3. What three factors must be considered in planning a campaign?
4. What are some of the specific purposes for which campaigns are conducted?
5. Explain the use and the effect of portfolios of campaign plans.
6. Explain the use of general advertising to reach a few manufacturers.
7. Explain the usual method of launching a new product on the market.
8. What are the common methods of deciding how much to spend on an advertising campaign?
9. Explain each method.
10. What factors must be considered in connection with the execution of a campaign?
11. What mediums are used for campaigns under each of the selling plans?
12. On what does the timing of a campaign depend?
13. Discuss the question, "What size space is the most economical?"
14. Describe any of the campaigns discussed in this chapter.

PROJECTS

1. If you have followed carefully through the book thus far, you should now be able to gather together the various threads that you have been studying separately and weave them into a completed pattern. The following problem will give you an opportunity to show your grasp of the subject of advertising as an entirety, and may be made as elaborate or as condensed as time permits or as your instructor specifies.

You are to assume that you have been appointed to handle the advertising for the manufacturer of some nationally distributed product. You might like to use one of the following: your favorite make of fountain pen; Armstrong linoleum floors; General Electric lamps; an improved postwar tire; Maxwell House coffee; men's or women's shoes; electric clocks; toilet soap; condensed milk; nylon stockings. These are just suggestions; there are hundreds of products from which you can choose.

You are to plan a complete advertising campaign for the product for a period of six months. You may assume that enough money is available for a reasonably extensive campaign.

Your plan should incorporate most or all of the following points:

The specific purposes or functions to be attempted.

Analysis of the "product" and a list of "talking points."

Analysis to be made of the market and method of procedure.

The appeal or appeals to be used in the advertising.

The copy style to be used in various mediums.

The advisability of adopting a slogan.

Types of illustrations to be used, and recommended techniques for re-producing the illustrations.

The question of color.

Kinds of mediums to be used.

2. Write the copy for one magazine advertisement for the campaign described in Project 1.

29. Advertising Tests

It's easy to tell how good a present-action advertisement is after it has been published and the returns are in. But can we tell before it has been published and before the money for it has been spent? Of course, records of advertisements already used are extremely helpful, but we may want to test an entirely new headline, new copy, a different size. And there's the weather. It affects all kinds of advertisements, especially those of retailers.

THERE is necessarily a great amount of inefficiency in advertising. So many things are unknown and so many unknowable, that there is a factor of uncertainty. This may account in part for the fascination of the advertising business. However that may be, the advertiser demands results. Is there, then, any method of determining results before the money is spent and it is too late to change? Can we predetermine which appeals are the strongest, which illustrations are the best, what size space to use, how often to run advertisements? When it is considered that an advertiser is spending up into the hundreds of thousands and sometimes millions of dollars a year, the importance of these questions may be realized.

The effort to predetermine results has become a recognized factor in advertising work and we may say that some of the uncertainty, at least, is being eliminated.

There are several methods of testing advertisements both before and after publication. The vast majority of advertisements, however, are published without any testing except submission to those most interested and closest to the sales and advertising policies.

TRIAL CAMPAIGNS

The trial-campaign method of testing involves the publication of a number of different advertisements in several cities selected for the

test. An example is the campaign of a tooth paste, in which four cities were chosen.

Inventories of stock were taken in the stores of each city and sales were carefully checked three times—two weeks before the advertisements appeared, again the day they first appeared, and finally at the end of the test.

The checking was applied to 209 stores, which proved to be a larger proportion than was necessary, as it was learned that 10 per cent of the larger stores in each city did 90 per cent of the business. After the data were analyzed it was found that one appeal—that of tooth protection—produced 65 per cent more sales than the “health” appeal.

The trial-campaign method gives actual sales figures by which the efficacy of different appeals can be definitely determined. This method takes considerable time and the cost is comparatively large. However, if a large appropriation is involved the expenditure may return big dividends. If the trial-campaign method is used, care must be taken to select cities of approximately the same size in which factors other than advertising are as nearly identical as possible. Weather conditions, strikes, cut-rate wars, and other conditions prevailing in one city and not in the others may interfere with the accuracy of the test.

TESTING BY COUPONS

Many advertisements include coupons which the reader is invited to fill in requesting booklets or samples. Other advertisements invite such requests without a coupon. The question which the advertiser must consider is whether the number of inquiries received is a reliable index to the efficiency of the advertisement.

Opinions seem to be divided here. In many cases the advertisement is run for the purpose of general publicity and the inquiry feature is not considered important. The majority of persons who read advertisements do not answer them; yet they may be impressed to the extent that they determine to try the product when next they buy anything of that nature.

Many advertisers who keep track of inquiries figure the cost per inquiry. In connection with articles sold entirely by mail, this cost per inquiry is obviously important. Where products are marketed in other ways, it may or may not be important.

Dr. Daniel Starch in his researches found that inquiries are (on the whole) a reliable measure of the relative sales effectiveness of advertisements in which approximately equal emphasis was placed on securing responses. Where unequal emphasis is placed on securing responses this would not be true. Other investigators have found that copy may be so written as to stimulate receipt of inquiries without a corresponding increase in sales.

In comparisons made as a result of returns from coupons, the advertiser should be sure that conditions which might influence the number of returns are (as nearly as possible) the same in all publications used. Such conditions include size of advertisements, effectiveness of different mediums as "coupon pullers," emphasis placed on the offer, position in the publication, and time of publication.

LABORATORY TESTS

Many advertising men believe in the so-called "laboratory" or "controlled opinion" tests. This method of testing consists of submitting to a group of consumers who are not especially versed in advertising a series of complete advertisements including illustrations and text, in order to secure the consensus as to which advertisement is the best. In many cases it has been found that the vote of a group conformed to actual results upon publication.

One company in using this method of testing submitted a list of appeals to a group. Then with the leading appeal, a test was made of headlines, followed by a test of opening paragraphs written in several ways.

In some instances rough layouts containing headlines, sketches, or photographs have been prepared and submitted without the text. Admittedly the best way to test an advertisement before publication would be to prepare the complete advertisement, including illustrations and type. This, however, entails a considerable expense and the objection may be raised that where copy is changed with each insertion one testing provides for only one piece of copy. Many others are still to be provided for. It is claimed by many that rough layouts in testing are as effective as the complete advertisements.

Objection has been made to the laboratory method on the ground that it is impossible to duplicate the actual conditions under which a

consumer reads advertisements in magazines or newspapers. While this objection has merit, still the laboratory method has proved helpful in many instances.

TESTING AFTER PUBLICATION

It is vitally important to the advertiser who depends upon direct returns to know which advertisements pull best and which magazines bring in the most responses. The magazine *Science and Mechanics*, which carries a large amount of mail-order advertising, recently issued a booklet entitled "14 Ways to Key a Mail-order Advertisement." The first method cited is to have a different "Dept. No." in each magazine used, so that when the coupon is returned the advertiser can tell in which magazine and which month or week the advertisement appeared. Other methods are using a different street or post-office box number, different names in initials of officers, different room numbers in buildings, letters following street numbers, variations in spelling the firm name, different catalogue numbers, different names of streets. A little ingenuity will enable the advertiser to invent an efficient code.

The continuous magazine-reader survey by the Daniel Starch organization described in Chap. 19 is a method of checking after publication.

The International Correspondence Schools of Scranton, Pa., has had many years of experience in checking results of advertisements, whose success is measured by the number of coupons returned. The advertisement which ranked highest among all those run by the company in 1945 was the "Special Training" advertisement shown on page 94. Paul V. Barrett, director of advertising, says that the coupon is the company's salesman and the greater the number of subjects listed in the coupons, the larger the return. The size of the coupon in relation to the size of the advertisement, however, is limited by the Post Office Department.¹

¹ The International Correspondence Schools usually lists the names of its courses in the coupons. In the smaller advertisements 25 to 30 are listed and in others up to 125, depending upon the size. The Post Office rule is that no more than one-half the space of any advertisement may be taken up by the coupon. In the "Special Training" advertisement shown on page 94, 102 courses are listed, but as there was not room for them in the coupon of an advertisement of this size, they were listed in the main body and a smaller coupon was used.

DIRECT-MAIL TESTING

Inasmuch as concerns that sell by direct mail must know what pulls and what does not, direct-mail testing has been developed to a high degree of efficiency. One way of testing where a large number of mailing pieces are to be sent out is to try a small number first. If sales are satisfactory from the sample, it is reasonable to suppose that they will be satisfactory from a large number, provided the list consists of names of people with similar needs, incomes, etc. If an exceptionally large number of pieces are to be mailed, the company sometimes makes a retest by sending out 3,000 or 4,000 pieces. If that return is satisfactory, it is considered safe to "shoot the works."

In every city of considerable size will be found concerns that specialize in preparing and sending out direct mail. These organizations usually belong to one or more national associations that have on file and exchange among their members information about the pulling power of hundreds of types of direct mail actually used. Some of the data they have accumulated relate to such questions as the use of illustrated letters and envelopes, the difference in effectiveness where color is used, how to obtain the best mailing lists, how often to follow up mail pieces, whether first-class postage is more productive than third-class or metered mail. Large users of direct mail conduct tests of their own and gradually become possessed of information that eliminates most of the necessity for guessing.

TESTING BY WINDOW DISPLAY

A test of the pulling power of window displays tied up with Arrow shirts and *The Saturday Evening Post* advertisements was conducted by Cluett, Peabody & Co., Inc. Various types of stores in different-sized cities were selected. The cooperation of a department store in a city of 150,000 and a clothing store and a haberdashery in a large city was secured.

For two weeks before the *Post* advertisement appeared, these stores displayed Arrow white shirts in windows and on counters without any local advertising. During those two weeks a record was kept of the white shirts sold. The following week the advertisement appeared in the *Post* and an Arrow display tying up with the advertisement was installed in the windows and on the counters of the stores tested. At

the end of the week the sale of white Arrow shirts had jumped to 48 per cent above the average of the previous two weeks.

Other window-display tests are described in Chap. 24.

SPLIT-RUN TESTS

In a few magazines and newspapers advertisers are allowed the privilege of a "split-run" test—that is, they may run different advertisements in different parts of the same issue. Sometimes the only change will be in the headlines; in other instances the illustrations may be changed, and in still others the entire copy. The *Family Circle*, which is circulated in certain chain stores, gives the opportunity to use four different advertisements in the same edition, each one being placed in one-fourth of the issue. In this way the advertisements are submitted to a jury of housewives. *Grit*, a newspaper-type magazine circulated principally in small towns, allows split runs. It is possible to buy split runs in magazine sections of some Sunday newspapers. In all split-run tests keyed coupons are used so that the advertiser can tell which advertisement pulled best.

In Macy's New York store a unique split-run test was worked out by Professor Charles M. Edwards, Jr., now dean of the School of Retailing, New York University, and William H. Howard, executive vice-president of R. H. Macy & Company. Forty-five thousand circulars were printed for distribution in the store. One-half of the run contained a brief description of an item, while in the other half a slight change was made. Clerks were instructed to save the circulars as customers brought them to the counter and asked for the merchandise in question. It was found that the change in the copy resulted in a 40 per cent difference in results.

HOW THE WEATHER AFFECTS RETURNS

In testing advertisements where the securing of coupon returns is of major importance, some interesting case histories have been recorded. A survey made to find out what effect the weather has on the number of returns led to interesting conclusions.¹ Weather reports for 11 years were correlated with records of coupons received, the weather reports covering the same area that was covered by the circulation of the publication, the Sunday edition of a New York daily newspaper.

¹ Victor O. Schwab, *Printers' Ink*, July 14, 1939.

The position of the advertisement was the same for each insertion—a full back page. More than 57,000 inquiries were received. The advertiser received 35,646 coupons from 48 insertions which appeared on days when the weather was wet, as compared with 21,672 from 36 insertions when the weather was dry. The average for wet days was 743 per insertion and for dry days, 602. The company, therefore, received 19 per cent more inquiries on wet days. The writer also points out that direct-result advertisers rate the productiveness of full-page positions as follows: back cover, first; page facing second cover, second; right-hand pages third, fifth, and seventh, and page facing third cover in the order named.

Advertisers have long been aware of the fact that coupon returns diminish when the publications are filled with news of great interest like the First and Second World Wars.

GOING-TO-THE-CONSUMER TEST

Practically all the leading agencies use this test in a greater or less degree. It is valuable not only for the advertising department but also for the production and sales departments. It may be used before a new product is launched or at any time in its history. There is no dispute about the effectiveness of this sort of investigation. Here are two examples which show how the testing is done:

An investigation was made for the manufacturer of a talcum powder. Although he was an experienced merchandiser and although he secured the services of a noted French chemist to prepare the powder, it did not sell. An advertising agency was called in. Men were put behind the drugstore counters where the toilet preparations were sold. No matter what brand the customer asked for, it was handed out without an attempt to substitute "something just as good." Then the retail salesman, who was really the representative of the agency, engaged the customer in conversation and asked her opinion on the talcum powder in question. It was discovered that the reason why it did not sell was because it did not have the proper odor. No matter how superior its quality, the women did not like the odor and would have none of it.

The manufacturer had done everything right save the most important thing of all. Convinced that the trouble was in the odor, the investigators proceeded to find out what odor was best. This was done by making up samples with different odors and asking a large number of

women which they preferred. The odor that was far ahead of all others was adopted. In this case the customers were also given a chance to select the kind of package they preferred. The motive which swayed the majority was the desire to have a package that would look well on the dresser. This investigation determined and changed the entire policy of the manufacturer and meant the difference between success and failure.

A hot-water bag was named and the entire advertising policy adopted after sending men from house to house. Almost every family owned a hot-water bag. The woman was asked two questions about the one she had: "Do you like it?" "Why?" If the woman liked it, she invariably gave as the reason the fact that it did not leak. If she did not like it, she said it was because it leaked. The important thing was the leakability or nonleakability of the bag. Accordingly, this was the great point to drive home in the advertising.

THE TOWNSEND SYSTEM

The Townsend system, developed by W. S. and A. J. Townsend, is a method of evaluating advertising copy before publication. A description of the Townsend method will be found on pages 513-515, Appendix K.

PUBLIC SELECTS THE PACKAGE

The choice of a package for any article sold to the public is extremely important. The package must be attractive or the product will not sell. In order to ensure against mistakes, an approved practice now is to make up a number of different packages and let the public have a chance to tell which they prefer.

TESTING BY COPY WRITERS

Copy writers have various ways of testing their copy before it is whipped into its final form. Probably no copy prepared by an agency is published without first submitting it to several of the agency employees and several of the executives of the client. Many copy writers read their efforts to their wives and friends to get their reactions. If the article is something sold to all families, it is well to look over an average crowd occasionally and determine whether the copy would be perfectly understood and would appeal to the kind of women in that

crowd. A writer of farm copy should visit the farms and get into the farm atmosphere.

SUMMING UP THE QUESTION

In summing up the question of testing advertising copy in advance we may say that the present-action copy writer can test his copy by the actual insertion of the advertisement in a few publications as a tryout. If it succeeds, he is justified in larger expenditure. The same method may be used in direct mail, where a list of a few hundred is tried first.

In future-action copy the problem is more complicated. Some advertising agencies believe in laboratory tests and others do not. Both believers and unbelievers are successful agencies and are held in high regard by their clients, who trust them to place millions of dollars' worth of advertising each year. Sometimes the conclusions reached by laboratory tests have been verified by results and sometimes they have not.

It must be remembered that no advertisement is published without its being seen and criticized by several persons. Advertising writers, whether connected with agencies or not, usually show the copy to executives of the advertiser, to members of their own organization, and often to friends and acquaintances, to get their mental reactions. Training and experience make the advertising man skillful in judging reactions.

The work of professional psychologists has been of incalculable value to advertising men both in making them study more deeply and in actual assistance. Such tests as they are able to make are at least helpful, but they should be considered as one of a number of factors entering into the decision rather than the only factor.

All agencies and advertising men agree that it is wise to go to the consumers and keep in touch with them at all times. In the final analysis, the consumer is king and will dictate the policy of the company from the factory to the retail counter.

SELF-TEST QUESTIONS

1. Why is it desirable to test advertising copy in advance?
2. What is the trial-campaign method of testing?
3. What are the advantages and the disadvantages of this method?
4. What is the coupon method of testing?

5. How reliable is this method as an index of the efficiency of the advertisement?
6. What is the laboratory or "controlled opinion" method of testing?
7. What are the practical difficulties of this method?
8. How may advertisements be tested after publication?
9. How may direct-mail advertising be tested?
10. What are split-run tests?
11. How are returns affected by the weather? By unusually important news?
12. What is the going-to-consumer method of testing?
13. Show how testing methods may be applied to the choice of a package.
14. Who is the final judge of the success of an advertisement?

PROJECTS

1. The manufacturers of a hand lotion decide to make an attempt to secure new customers and to increase per capita consumption of their product by giving a premium with each purchase of two bottles of the lotion. They have in mind three articles that could be used as premiums, but before ordering a large number of any one of them, they decide to conduct a premium preference test to see which of the three would most effectively increase sales. Explain in detail the procedure the manufacturers should follow in conducting such a test.

2. The hand lotion suggested above as the subject for Project 1 has previously been sold in 6-ounce and 8-ounce sizes in plain glass bottles with attractive ground-glass stoppers. The identifying feature has been a small, gold-lettered paper label pasted to the side of the bottle. The company's advertising agency is of the opinion that this bottle lacks artistic appeal and recommends a change to an oval-shaped bottle of semiopaque pastel tinted glass with a screw-on plastic top and with the name of the product and company extending in a spiral around the bottle and incorporated as an integral part of the glass rather than being applied as a sticker on the outside. It is found that this type of packaging will be considerably more expensive than the old style, but the company is willing to make the change if it will help sales sufficiently to overcome the increase in costs.

Explain in detail a procedure the manufacturer could follow in testing the relative merits of the two styles of container before deciding which to use as the permanent package for the product.

30. Working with the Dealer

The old rural general store was a club where people gathered around the stove and talked over the affairs of the nation. The modern retailer, while not personally acquainted with many of his customers, nevertheless knows their wants. Realizing that his own prosperity depends upon the success of the retailer, the manufacturer naturally will do all he can to help him move goods from his shelves. Most manufacturers, therefore, include in their advertising and sales campaigns plans to help the retailer make greater sales and greater profits.

WITH the exception of products sold from door to door or by mail practically all the things bought by the consumer go through the regular channels from manufacturer to wholesaler to retailer to consumer. It is estimated that there are approximately 1,500,000 retail outlets in the United States, which would be about 1 to every 25 families. This excessive number, coupled with lack of business ability on the part of many, accounts in part for the high percentage of failures and changes in the retail business.

Adding complications to the problem of dealer cooperation is the development of the chain-store system. It is estimated that there are about 142,000 chain stores in the United States and that they do 25 to 30 per cent of the total retail business. There are also many independent groups which buy cooperatively and which work together for efficient management, yet each proprietor maintains his independence.

RAPID TURNOVER DESIRABLE

Somewhere between 25 and 40 per cent of the consumer's dollar is taken for the expense of operating retail stores, the exact amount

varying in different lines of business. The retailer's profit is small and the more rapidly he can dispose of his goods, buy more and dispose of them, and keep on repeating the process, the more money he will have at the end of the year. The rapid "turnover," as this is called, is what the retailer wants.

The retailer is the key to the problem of the manufacturer, for he is the one who actually comes in contact with the ultimate consumer and he is the one who buys the manufacturer's output and distributes it to the public.

Realizing the importance of the dealer, manufacturers do more than try to get an order from him; they use every possible means to help him sell the goods after he has bought them. They know that if they can increase his sales he will reorder again and again. This is a vital problem in advertising. The manufacturer must build a road from himself to the customer's house. If the last section of the road from the retailer to the buyer is impassable, the entire scheme fails and all the advertising and sales work done up to that point goes for naught. There are many ways in which the manufacturer can and does help the retailer, the most important of which we shall now consider.

NATIONAL MAGAZINE ADVERTISING

National advertising helps the dealer by creating a direct demand for the goods, or a good will toward them that will lead to future sales. The manufacturer bears the expense of this alone. The manufacturer makes certain that the retailer shall be informed about his advertising campaigns and for that purpose a portfolio is often issued giving reproductions of advertisements with publication schedules, radio activities, and whatever else is to be done by the advertising department. The circulation by localities of the mediums is often given so that the dealer can see exactly how many people living in his city, county, or state will have at least an opportunity of seeing these advertisements. These portfolios are either mailed to the dealer or shown to him by the salesmen when they visit him. By keeping in touch with the campaigns of the manufacturer, the retailer is not only impressed with the product, but he is able to time his own advertising and window displays so as to tie up with national advertising.

The advertisement of Cambrooke Styles on page 453 is an example

of cooperation with dealers by publishing their names in a national advertisement, possible only when the list is small.

LOCAL ADVERTISING

Local advertising is somewhat more intimate than magazine advertising and is likely to be very favorably looked upon by the retailer. In newspaper advertising there is an opportunity to print dealers' names and addresses at the bottom of the advertisements and the same opportunity exists in streetcar and outdoor advertising, provided only one or a few dealers handle the product in that community.

Sometimes the manufacturer pays the total expenses and sometimes the dealer shares the expense with him, according to the agreements made. It is a common practice for manufacturers to send to the dealer matrices of cuts and complete advertisements which the dealer may use.

An effective and frequently used method of tie-up is the practice of the dealer of running his card or announcement adjacent to the manufacturer's copy, stating that he is a dealer for the product advertised. Often national radio programs are followed by brief local announcements naming one or more dealers in the territory served by the station. To bring about such tie-ups manufacturers notify dealers and mediums when their advertisements are to be published in the newspapers or heard over the radio, so that local solicitors can solicit the tie-ups from the dealers.

WINDOW AND STORE DISPLAY

A dealer's window is an important advertising medium and if the manufacturer can help the retailer trim it so as to display his goods he will reap the benefit. All kinds of window cutouts, cards, motion devices, diagrams, and pictures of window displays are sent to the retailer, and there are window-display men representing the manufacturer who travel around the country for the purpose of putting in window displays. The same thing is true of interior displays and demonstrations. Skilled artists, decorators, and demonstrators are often employed by manufacturers to assist retailers. Some manufacturers send to dealers enlarged reproductions of their national advertisements, mailing them so that they can be put in the window when the magazine is issued.

DIRECT ADVERTISING

Booklets, folders, envelope stuffers, form letters, and in fact every kind of direct advertising to be handed out to customers or to be sent to them through the mail are furnished to dealers by manufacturers. Sometimes a small charge is made to assure the manufacturer that they will actually be used and not thrown away, but usually they are furnished free with the dealer's name printed on them. If furnished free, the manufacturer should see to it that the retailer appreciates the cost of such printed matter and uses it to the best advantage.

TURNING OVER INQUIRIES

As a result of national advertising a large number of persons write to the factory or executive office, asking for booklets and samples or otherwise inquiring about the article or its use. Such inquiries are usually turned over to wholesalers or retailers in the locality from which they came. These often develop into sales when properly followed up.

TRADE-JOURNAL ADVERTISING

Trade-paper advertising by manufacturers may be said to come at least in part under the head of dealer helps. In a brief way the manufacturer tells of his advertising campaigns just as he did in the portfolios mentioned above. He makes timely announcements to retailers and tells them about special deals, prize contests, window displays, and other things of interest and assistance to their business.

EDUCATIONAL WORK

The manufacturer of products sold through wholesalers and retailers spends a great deal of time and money in educating the distributors and their salesmen. As a rule, wholesalers who handle hundreds of products will not pay any particular attention to one line unless a special effort is made. Many times manufacturers' salesmen will visit retailers along with the wholesalers' salesmen. Another way in which manufacturers help retailers is to keep their retail salesmen informed and interested in various ways. They have even gone to the extent of opening schools for salesmen or sending them lessons through the mail, teaching them all about the product in question.

Manufacturers have gone so far as to install retail service departments that will furnish information to retailers upon almost every subject of importance to them, including advertising, credit systems, accounting methods, plans to increase business and to make larger profits. Dealers' house organs may be of great assistance if properly edited. They are read by both the dealer and his retail salesmen. Articles will be welcomed that will be of real service, articles that will give information about the product, how it is made, from what materials, what it will do for the buyer, how to show it to the best advantage, some experiences of other salesmen, with a bit of humor and some helpful illustrations.

There are a number of corporations, like the typewriter manufacturers, who operate their own branch stores, each in charge of a manager who hires salesmen to visit the prospects. These concerns are their own retailers or dealers. Their advertising departments are called upon to work in cooperation with the sales department in issuing helps of various kinds. Sales manuals are often published for salesmen of manufacturers, wholesalers, and retailers. Such manuals give complete instructions as to selling, a list of selling arguments, description of the article, rules of the house, and much other information as a salesman should have. They are in fact textbooks from which salesmen can learn things it would take them years to acquire by experience.

Motion-picture slides showing the product, memoranda books, novelties, signs for the outside and the inside of the store, stickers for packages, samples of goods where the manufacturer can afford to give samples away, counter racks, and other things are furnished dealers to help them sell goods.

ARROW DEALER HELPS

Cluett, Peabody & Co., Inc., manufacturers of Arrow shirts and other Arrow products, have always been noted for their efforts in helping their dealers and for this purpose have conducted many studies of what is taking place in retail stores where their products are sold. A portfolio consisting of valuable information gathered from research and study, photographs of actual store displays and layouts, and drawings and layouts showing the best arrangements was prepared for the benefit of dealers. Some of the conclusions reached by the company follow:

Our studies of customer buying habits showed that retail volume and profit could be increased by: (1) related selling; (2) merchandise programs planned in advance; (3) coordination of advertising, window display, and interior stock and display; (4) application of merchandising principles to store layout; (5) follow-through.

Taking up the five points one by one the writer has this to say about "related selling":

Related selling is an old story. However when he asked: "How many related sales?" no one knew, but everyone thought he was making "lots," "plenty," "50 per cent," "most of them." So we studied customer buying habits. We analyzed over 300,000 sales checks in stores throughout the country and here's what we found . . . only 15 out of 100 men were buying more than one item, 85 out of 100 men's furnishing customers were walking out with only one item.

To increase related selling the company found that it was necessary to display the shirts, ties, handkerchiefs, and jewelry together. On the subject of coordinating advertising and display with the merchandise the company recommended the laying out in advance of an advertising and display program to cover a six-month period. This brings into the merchandise picture both the advertising and the display departments. It was found that those two departments by knowing what the buyers' plans were could operate more easily and with better results. Stores that got best results had a specific fixture in the department which high-lighted the feature, so that, after the customer had read the advertising and afterwards seen the display, his attention would be drawn immediately to the stock of merchandise in the department. This sold more goods.

PHILCO COOPERATION

Philco Corporation of Philadelphia cooperates extensively with its 25,000 dealers. When civilian production stopped in 1941 Philco was making about 20 per cent of all radios annually, amounting to 2,220,000. The company has a policy of setting aside a certain proportion of business done for local advertising to be matched by the dealer. This may take the form of newspaper, direct mail, radio, or whatever the dealer and distributor think best. Philco keeps an accurate check on this dealer advertising before allowances are made. Another way in

which Philco works with dealers is to prepare a huge background display for stores, costing \$50 to \$60 each. Philco pays half and the distributor half. The distributor may pass along part of this charge to the dealers if he chooses.

Philco makes a large background against which can be displayed three console-type radios. It represents a large window through which a landscape can be seen. On either side of the window hang draperies so that the effect is the same as if the radios were in a home. In addition, Philco has a display service sold to the dealer on an annual basis of \$25.

THE KEEPSAKE PORTFOLIO

Twice a year Keepsake diamond dealers receive a portfolio containing dealer helps and a schedule of advertising for six months. The dealer helps that are being furnished by manufacturers? With the counter displays, newspaper advertising mats, radio transcriptions, bus and trolley cards, 24-sheet posters, movie trailers, direct-mail pieces, folders, ring cards, bridal-set cards, special letterheads and envelopes, certificate of registration and guarantee, and booklet on "The Etiquette of Engagement and Weddings."

In the portfolio are reproductions in color of advertisements and window displays, descriptions of 5-minute radio features, and motion-picture playlets that are designed to contain trailers with dealers' names.

PREFERENCES OF DEALERS

Without question too great a part of dealer helps find their way into the wastebasket and rubbish heap without being used. What kind of dealer helps will dealers use? What is the matter with some of the dealer helps that are being furnished by manufacturers? With the purpose of finding out the answers, representatives of *Printers' Ink* visited stores, large and small, in towns and cities, to find out what the dealers liked and what they did not like about display material that was being furnished. All kinds of stores were included—food, drug, hardware, clothing, automotive, department stores.

It was found that there were 11 outstanding reasons why certain displays were used. In order of importance they were:

1. The display itself. If a new display, whether for windows,

counter, ledge, shelf, floor, or outside the store, appeals to the dealer as being useful, beautiful, or striking, he will find room for it somehow.

2. Reputation. This factor includes both reputation of the company for fair dealing and reputation of the product. Examples of displays that come under this head are Coca-Cola, Lucky Strike, Eastman Kodak.

3. Previous displays. Have the previous displays of the same company been effective and helped to sell goods?

4. Other advertising of the company, including tie-ups with national campaigns.

5. Sales volume. It is natural for dealers to feature products having the greatest sales volume.

6. Profit. The dealer is intensely interested in the question of profit, and other things being equal will favor the product in which there is the largest profit.

7. Price cutting. Retailers do not like to feature articles sold almost entirely on price.

8. Cost of displays. Some manufacturers ask the dealer to pay part of the cost of displays. If the dealer does pay, those displays that are ordered will be used, but dealers are likely to order less of them.

9. Was the display requested? Before the depression a great deal more material was sent out than was used. Little by little manufacturers started the practice of asking the dealer if he wanted the material.

10. Assembling. Displays are usually shipped flat. If they are to be put together, adequate instructions should accompany them.

11. The influence of salesmen. Salesmen can be important factors in getting the dealer to use the material.

One of the questions asked in the survey was, "Should the display include the price?" In the grocery field the usual answer was "No." Many dealers want a space left on the display on which they can write their own price, which may be different from the usual price. In the drug field opinion was divided about half and half. If the prices are pretty generally maintained there is no objection to including the price, but if the product is one which is subject to price cutting, the dealers do not like to have it included.

SELF-TEST QUESTIONS

1. Why is it important that the manufacturer should help the retailer to sell goods?
2. How do manufacturers help their dealers by means of national advertising?
3. How do manufacturers help their dealers by means of local advertising?
4. How do manufacturers help dealers increase the selling value of their windows and showcases?
5. How do manufacturers help their dealers by means of direct advertising?
6. How are inquiries resulting from national advertising handled?
7. How is trade-journal advertising turned to the advantage of the dealer?
8. What educational work can manufacturers do for the purpose of helping dealers?
9. How can house organs be made of service to dealers?
10. How can a manufacturing concern help its own branch offices?
11. What miscellaneous dealer helps can you mention?
12. What did the *Printers' Ink* survey disclose with respect to preferences of dealers in connection with dealer helps?
13. Explain how Cluett, Peabody, Philco Corporation, and the producers of Keepsake diamonds help their dealers.

PROJECTS

1. Make a study of the most important store windows along a principal shopping street of your city. Make notes on the number, kind, and class of stores that have window displays that tie in with current advertising that you have heard on the radio or seen in newspapers or national magazines. Prepare a report based on your findings.
2. Go into two or three grocery stores and see if you can find evidences that the manufacturers of specific products are helping their dealers in a manner that has enlisted the dealer's cooperation. Look for window and counter displays, signs, merchandising containers, combination offers, articles placed "out in front" where they will catch the shopper's eye, tie-ins with national advertising. Write a report of your observations.

31. Advertising as a Vocation

You may hear some people say, "I would like to get into the advertising game." "Game" in this connection is an unfortunate and misleading word. Advertising is no game; it's a serious vocation, an important phase of business. Advertising affords employment to many men and women of various aptitudes and skills. One thing is certain—advertising is an interesting vocation and dull moments are few.

ADVERTISING is not a profession in the sense that law and medicine are professions. There are no recognized examining bodies and no prescribed rules of preliminary study and training to fit men and women for this vocation. So broad is the scope of advertising that it may be said that almost any kind of education and business experience will be helpful in some branch.

There are many avenues leading to positions in the advertising field. While a college education is extremely desirable, many individuals have made outstanding successes without it. Bright office boys in manufacturing and other corporations have been known to work their way into responsible advertising positions. Actual experience in an advertising department, study of books on advertising, and a willingness to work hard have brought good results for many who have been denied the advantage of higher education.

Preliminary training as a salesman either in a retail store or as representative of a manufacturer or wholesaler is productive of valuable experience, which makes it possible to understand the viewpoint of the buyer. Many former newspaper reporters and editors will be found in advertising positions where their ability to write and to make investigations helps them in creative advertising.

A BROAD GENERAL EDUCATION HELPFUL

The advertising man should have a broad general education and, in addition, he will find that courses in general business subjects such as are now offered in many schools and colleges are helpful. He cannot know too much about economics, finance, accounting, transportation, salesmanship, and other phases of business upon which advertising has a bearing. No matter what the preliminary education and training are, however, the recruit will probably be obliged to start at the bottom, as experience is demanded before promotions to better positions can be expected.

Many young people look forward to employment in an advertising agency. Without experience it is hard to get a start in this field. Agencies that have research departments, however, many times employ beginners to make calls on dealers and consumers in connection with field researches for clients. Whether the recruit wishes to remain in research work or not, he will gain a valuable experience in this contact with the consumer, retailer, and wholesaler. There are similar openings in organizations that specialize in research for agencies or for other clients.

POSITIONS IN AGENCIES

In advertising agencies will be found account executives, copy writers, layout experts, typographical experts, production managers, and, if the agency is large enough, specialists in various branches of business and finance. Agencies frequently specialize on accounts in one or a few special fields, such as mail order, direct mail, foods, automobiles, medical, or industrial.

Advertising departments of newspapers offer excellent opportunities to the beginner. Many times he starts in the classified department, where he may work up to the position of classified advertising manager. If he wishes a broader opportunity he may be transferred into the display department, where he will come in contact with retailers. He will have ample opportunity to write copy for some of his advertisers who cannot afford to hire an advertising man of their own.

A successful solicitor in the display advertising department of a newspaper is well on the way up. He may advance to the advertising

managership of his or of some other paper. He may go with an agency or he may secure a position as advertising manager of a manufacturer.

National magazines employ salesmen of space to visit advertising agencies and advertising managers of concerns that advertise nationally. Most of these solicitors are men of experience who thoroughly know advertising, who have sales ability, good education, and strong personality.

The man of selling ability will find it comparatively easy to secure a position as a salesman of advertising for publishers of newspapers and magazines and those whose business it is to solicit patronage for various advertising mediums.

ADVERTISING DEPARTMENTS OF CORPORATIONS

Advertising and sales-promotion departments of manufacturers of nationally distributed products furnish many openings for advertising men. Even though the company employs the services of an advertising agency to attend to the details of national advertising, there is always much work to be done in the fields of dealer helps, direct mail, and other sales promotion.

Ability to sketch is an asset for any advertising man, although it is not essential except for artists and layout men, who specialize in that branch of advertising and who have special talents in that direction. If the ordinary advertising man can sketch well enough to visualize an idea to a boss or a client he will find this ability helpful, although not essential.

DUTIES OF ADVERTISING MANAGERS

The advertising manager of a large corporation correlates the work of his department with that of the advertising agency. He assists in making the advertising budget and endeavors to see that it is not exceeded. With the sales manager and other executives in consultation with the agency he has a voice in determining schedules. He listens to representatives of advertising mediums and in general supervises the advertising activities of the company. He keeps in touch with sales and other departments of the company and studies the advertising of competitors and of others. In some organizations the advertising manager is called Director of Advertising or Director of Public-

ity. The number of employees in his department depends upon the size of the corporation and the amount of advertising they are doing.

THE FIELD FOR WOMEN

Quite a number of women will be found in advertising. Inasmuch as most of the purchasing for the family is done by women, women should be able to interpret feminine wants and to write convincingly about them. Agencies usually have one or more women on their creative staff, while department and retail stores often employ women in this capacity. Many women have entered advertising through the medium of stenography, first securing a position as a secretary and then working into the advertising end of the business. Many secretaries in advertising agencies have been able to earn a good living while picking up practical knowledge and gradually gaining experience.

During the war a large number of the younger advertising men were in the service and in many instances their places were filled by women, who proved their ability in all divisions of the field. In the advertising departments of retail stores women are found especially efficient because of their knowledge of merchandise from the feminine point of view.

KINDS OF ADVERTISING WORK

An attempt has been made below to present a list of advertising jobs. In addition to those named, each division may contain one or more executives in administrative capacities and there may be one or many persons needed for each position listed. For instance, an advertising agency may have a dozen or more account executives, several space and time buyers, artists, and copy writers. In the advertising department of a manufacturer may be found several employees in each of the classifications listed. A large retail store may have several copy writers, artists, and window-display men. Any one of the magazines may have a dozen men selling space, and radio stations and networks may employ a number of salesmen. Moreover, most jobs require one or more assistants. In small organizations there will be fewer jobs and in many instances one person will assume the duties of more than one of the classifications. While the following list is by no means complete, it is fairly comprehensive.

ADVERTISING AGENCIES

Account executive	Production manager
Copy writer	Medium rate man
Space buyer	Radio specialist
Art director	Direct-mail specialist
Artist	Display specialist
Layout man	Director of research

MANUFACTURERS

Advertising manager	Public relations man
Copy writer	Publicity man
Layout man	Director of research
Artist	Dealer contact man
House-organ editor	

NEWSPAPERS

Director of advertising	Local-account advertising manager
National-account advertising manager	Solicitor of national accounts
	Solicitor of local accounts

RETAIL STORES

Advertising manager	Copy writer
Artist	Window-display man
Layout man	Store-display man
Proofreader	Sign writers

RADIO STATIONS

Sales manager	Script writer
Salesman of time	Program director
Announcer	

DIRECT-MAIL ADVERTISING

Production manager	Copy writer
Solicitor of business	Research man

PRINTING HOUSES

Layout man	Photographer (offset work)
Copy writer	Designer of direct advertising

SELLING ACTIVITIES

Publishers' representatives	Salesmen of engravings
Salesmen of space	Salesmen of outdoor advertising
Salesmen of time	Salesmen of novelties
Salesmen of display	

Research of product, market, and medium is responsible for a large number of jobs both at the desk and in the field. Large research organizations employ hundreds of research workers and many more are employed by large corporations.

Following are classifications of kinds of work:

BUYING

1. Space
2. Services
3. Artwork
4. Engraving
5. Printing
6. Direct-mail advertising

CREATING

13. Copy
14. Artwork
15. Layouts
16. Advertising campaigns
17. Merchandising plans
18. Direct-mail advertising
19. Displays

SELLING

7. Space
8. Services
9. Artwork
10. Engraving
11. Printing
12. Direct-mail advertising

PERFORMING

20. Executive direction
21. Production management
22. Research work
23. Account contact work
24. Analysis of mediums
25. Publicity

PUBLIC AND EMPLOYEE RELATIONS

The field of public and employee relations is allied to the field of advertising and sometimes overlaps it. The purpose of public-relations activities is to interpret the corporation and its policies to the public, thereby fostering and increasing good will, which eventually maintains or increases sales. Work in the field of employee relations is intended to maintain and improve the workers' morale, which in the long run tends to increase both production and sales.

Advertising differs from the field of public and industrial relations

in that it endeavors to sell goods or services in the immediate or not-too-distant future, while the activities of the public- and employee-relations departments tend to create understanding and good will toward the organization on the part of the public and the employees themselves. Moreover, advertising, as we saw in Chap. 1, is paid for, while the publicity resulting from public and employee relations usually is not. However, institutional advertising (see pages 108–109) and paid advertising done by a corporation to explain its policies or acts may come within the field of public relations.

Often those who are engaged in the field of employee relations promote and supervise sporting events, picnics, dances, dinners, and welfare programs. They may have charge of employees' house organs and issue various communications from the management to the workers.

Railroads, electric light and power companies and other public service corporations, associations of manufacturers, educational institutions, department stores, charitable and welfare organizations, and labor unions, as well as industrial concerns, employ public- and employee-relations men, who endeavor among other duties to gain as much favorable publicity as possible.

The United States Government and state and municipal governments and their divisions and departments employ large numbers of public-relations men, whose duties consist of giving out information, writing speeches, and endeavoring to influence public sentiment or action. During the war public-relations men were employed in all branches of the armed forces; some of them have continued since victory.

There are a few organizations known as "public relations counselors," who give advice and help to form and execute policies of clients with respect to public and employee relations.

HOW MANY ARE EMPLOYED?

It is often asked, "How many persons are employed in the advertising business?" In attempting to answer this question we face at the outset the difficulty of determining who is entitled to be called an advertising man. Most students will place in that category all those who work in advertising agencies, advertising departments of manufacturers, advertising departments of magazines, newspapers, and other mediums as well as commercial artists and commercial photographers.

But the problem is more complicated than that. Before the advertisements that are included in all of the advertising mediums are ready for the eye or ear of the public, a vast amount of preparatory work must be done. Research staffs, artists, radio announcers devote all or part of their time to advertising. The man who paints a bulletin board and the man who pastes lithographic sheets on a poster board are in the advertising business. The employees of photoengraving, electrotyping, and printing plants are for the most part in the advertising business. All of the sellers of space for newspapers, magazines, and radio stations must be included. Nor can we exclude the man who drives a sign-covered truck through the streets, or his companion who, through a loud-speaker, broadcasts throughout the city streets a noisy invitation to the world to take advantage of the unparalleled bargains at the store of the XYZ Company. The list is almost endless. Any estimate, therefore, as to the number of people engaged in the advertising business must be more or less a guess. However, guesses as to the number who work in the vocation as such range all the way from 300,000 to 400,000.

SELF-TEST QUESTIONS

1. Why may we not call advertising a profession?
2. What kind of experience is said to be helpful?
3. What is said about a college education?
4. How do beginners frequently start in advertising agency work?
5. Name some of the positions found in advertising agencies.
6. What department of a newspaper often employs beginners?
7. What opportunities are there for men of selling ability who understand advertising?
8. What is said in the text about the ability to sketch?
9. What are the duties of an advertising manager of a large corporation?
10. What are the opportunities for women in advertising?

PROJECTS

Below are projects that the instructor can assign. The size of the town and the abundance or scarcity of advertising work in the locality will necessarily have a bearing on the assignments and the data that the students will collect. The instructor should be cautioned against sending too many students to visit the same concern. There is an excellent oppor-

tunity in medium-sized localities to assign each member of the class to a different company and afterward to combine all the reports into a complete survey of the town.

1. See the advertising managers of all the local newspapers and find out how many persons are employed in the advertising departments and of what their duties consist. Ask the managers how many vacancies are likely to occur in the next year and how he would fill them. What would they require as to age, previous experience, education, natural ability, personality?

2. Survey all of the advertising agencies, find out the number of employees and what they do. Ask the same questions suggested for advertising managers.

3. Visit the advertising managers of any magazines that may be published in your locality and in general ask the same questions as above.

4. Among other concerns where advertising men and women are employed are radio stations, producers of printing, letter shops, commercial photographers, photoengravers, electrotypers. Interesting information can be secured from all.

APPENDIX A

Proper and Improper Charges

ACCORDING to *Printers' Ink*, legitimate charges against the advertising account, which may be said to belong to a "white" list, include: the cost of space or time in all mediums—magazines, newspapers, car and bus cards, posters, theater programs, window and store display, novelties, directories, direct advertising, catalogues, package inserts, house magazines to dealers and consumers, motion and slide pictures when used for advertising, dealer helps, reprints of advertisements, radio, and all printed and lithographic material used for advertising purposes; certain administrative expenses, including salaries of advertising department executives and employees, office supplies and fixtures when used solely by the advertising department, commissions and fees to advertising agencies and special writers, and expenses incurred by salesmen when working for the advertising department. Also in the white list are mechanical expenses, such as artwork, typography, engravings, mats, electros, etc., as well as transportation of advertising material including postage and fees to window-display installation services.

On another list, called the "gray" list, are items that may belong in the advertising department or in other accounts depending upon circumstances. This includes samples, demonstrations, fairs, light, heat, telephone service or other overhead apportioned to the advertising department, house magazines going to salesmen, testing bureaus, advertising portfolios for salesmen, contributions to special advertising funds of trade associations, display signs on the factory and office building, salesmen's catalogues, research and market investigations and advertising allowances for cooperative effort.

On the "black" list are items that definitely should not be charged to advertising, such as free goods, picnic and bazaar programs, charitable, religious, and fraternal donations, cartons, labels, instruction sheets, packages, press agency, stationery used outside the advertising department, price lists, salesmen's calling cards, motion pictures for sales use only, house magazines going to factory employees only, bonuses to trade, special rebates, membership in trade associations, entertaining customers or

prospects, annual reports, showrooms, demonstration stores, salesmen's samples including photographs used in lieu of samples, welfare activities among employees, such recreational activities as baseball teams, etc., sales expenses at conventions, cost of salesmen's automobiles, and "special editions" that solicit advertisements on a good-will basis.

Contract and Copy Regulations

STANDARD RATE & DATA SERVICE publishes 39 magazine "Contract and Copy Regulations," the greater part of which refer to technical matters, such as space and time discounts, cancellations, errors in copy, rate holders, etc. In most of the individual magazine listings appear numbers referring to one or more of the 39 points that apply to that particular magazine. The following item is adhered to by practically all the leading general magazines:

"All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication the order or request for the publication thereof shall be deemed to be a representation by the advertiser and/or advertising agency that they have obtained the written consent of the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein. It is understood that the advertiser and/or advertising agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. All copy, text and illustrations are subject to the publisher's approval before execution of the order; and the right is reserved to reject or exclude copy which is unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not meet with the approval of the Federal Trade Commission; whether or not the same has already been accepted and/or published. In the event of such cancellation or rejection by the publisher, the advertising already run shall be paid for or billed at the rate provided for in the order."

In addition to the above, many publishers reserve the right to limit the size of any advertisement.

NEWSPAPER REQUIREMENTS

Standard Rate & Data Service publishes a list of contract and copy regulations for newspapers, practically all of which subscribe to the following:

“No objectionable medical, personal, matrimonial, clairvoyant, palmistry advertising accepted; no stock promotions or financial advertising other than those of securities of known value will be accepted.”

APPENDIX C

Advertising Federation of America

THE Advertising Federation of America was organized in 1905 under the name of American Federation of Advertising Clubs. In 1906 the name was changed to Associated Advertising Clubs of America and in 1914 to Associated Advertising Clubs of the World. In 1926 the name became International Advertising Association and in 1929 the name was changed to Advertising Federation of America.

Essentially the association has remained in existence from 1905 until the present time. It is the only national association representing all groups and types of advertisers. The total membership of the 58 member clubs affiliated with the federation is approximately 10,000. Eight national associations representing specific fields of mediums, advertising services, and advertising use are affiliated and in addition there are 924 sustaining members as follows: National advertisers, 139; advertising agencies, 236; newspaper publishers, 201; radio broadcasting companies, 67; magazine publishers, 52; business-paper publishers, 100; farm-paper publishers, 18; outdoor advertising companies, 40; graphic-arts plants, 24; equipment and supply houses, 17; miscellaneous media and services, 30.

The federation states its purposes to be:

“To help make advertising increasingly effective as an instrument of distribution and increasingly useful to the public.

“To raise continually higher the standards of practice in advertising and to enhance public good will.

“To disseminate better knowledge of the functions of advertising in business and a better understanding of its social and economic values.

“To provide a common forum and a central medium for cooperative effort in advertising.

“To encourage further improvement in education and training for men and women engaged in advertising.”

Business Research

ADVERTISERS or advertising agencies that do not have their own facilities to do research may employ one or more recognized research organizations to do this work for them. One of the larger ones is the Ross Federal Research Corporation, which has 31 branch offices and 3,700 field people in its employ. Ross Federal advertises that it will make "a complete study of the following departments of your business":

1. Your Company
 - a. The present status of the industry of which your company is a part.
 - b. Future outlook for the industry.
 - c. Position of your company in the industry.
 - d. Status of your company with consumers, expressed in good will and prestige.
2. Your Product
 - a. Intrinsic merits of your product and its suitability to the market.
 - b. Present uses of your product and potential new uses.
 - c. Attractiveness, distinctiveness, and memory value of your trade-mark and trade name.
 - d. Utility, eye appeal, and merchandising value of your package or container.
 - e. Appropriateness of your price from the standpoint of the consumer and competing products.
3. Your Competition
 - a. Your company's chief competitors and their relative importance.
 - b. Extent of distribution enjoyed by competing products.
 - c. Marketing policies and sales methods of competitors.
 - d. Good will and prestige commanded by competing products.
 - e. Basis of competition.
4. Your Market
 - a. Nature of your customers.
 - b. Location of your customers.
 - c. Number of your customers.

- d.* What induces them to buy?
- e.* What prevents them from buying?
- 5. Your Distribution
 - a.* Customary practices in marketing competing products.
 - b.* Comparative efficiency of possible channels of distribution.
 - c.* Comparative value of different sales practices.
- 6. Your Sales
 - a.* Efficiency of individual salesmen.
 - b.* Effectiveness of various systems of remuneration.
 - c.* Outstanding sales methods and arguments used by your salesmen.
 - d.* Economical methods of routing salesmen in the field.
 - e.* Effectiveness of systems to stimulate salesmen.
 - f.* Degree of coordination existing between your advertising and selling effort.
 - g.* Analysis of the salesman's job.
- 7. Your Dealers
 - a.* Dealer's attitude toward your company brand.
 - b.* Efficiency of dealer and his salespeople.
 - c.* Ways in which your company can help dealers sell more goods.
 - d.* Size and progressiveness of dealers.
 - e.* Attitude of dealers toward your advertising and display material.
 - f.* Extent of dealer's activities in private brands.
- 8. Your Advertising
 - a.* Size of your advertising appropriation.
 - b.* Type of mediums used.

Ross Federal studies also include:

- 1. Consumer Studies
 - a.* Determination of attitude, habits, and preferences of the consumer through personal interviews, telephone inquiry, and, occasionally, mail questionnaires.
 - b.* Recognition and acceptance of brand names and trade-marks.
 - c.* Testing and usability of packages; acceptance of appearance and appeal.
 - d.* Advertising and copy testing to measure sales effectiveness and recognition.
 - e.* Consumer-use testing of products.
 - f.* Consumer home inventories.
 - g.* Radio coincidentals to check program reactions of listening audience for sales value.
 - h.* Public relations.

2. Wholesale and Retail Studies

- a. The study of product distribution by brand, brand ranking.
- b. Inventory and sales turnover.
- c. Dealer attitude toward sales and merchandising policies, contests, premiums, deals, and general effectiveness.
- d. Confidential reports on retailers according to classification, business volume, location, etc.
- e. The placement of displays at point of sale; checks on position and upkeep, and life of window and store displays.
- f. Dealer education on promotional material and sales policies.
- g. Dealers' reactions to advertising.
- h. Gaining of dealer cooperation for product.
- i. Certified traffic audits to determine desirability of locations.
- j. Checking of outdoor advertising placement for position, visibility, circulation, and condition.

3. Point-of-sale Studies

- a. The determination of products pushed by dealers; brand switching; lost sales; general character of outlets; comparative pricing; price maintenance; wholesalers' observance of price schedules.
- b. Check on your salesmen: nature and effectiveness of sales story; ethics and procedure.
- c. Confidential shopping.

Ross Federal has recently entered the 16-mm film business because it foresees a great potential for visual advertising and exploitation in this field. It points out the marked technical strides made during the war when Army and Navy used 16-mm films for training purposes. Ross Federal will do scientific research to determine just what the potential audience for any type of industrial film is desirous of seeing in a picture. Moreover, Ross Federal has set up a planning department, story board, and "shooting" script department and has made arrangements with Jerry Fairbanks, Inc., to produce its films.

A CHECK LIST FOR SURVEY

The Committee on Research of the American Association of Advertising Agencies, commonly referred to as the "4 A's," framed the following questions to serve as a check list of the most important points that should be used in appraising research:

1. *Who made the survey?* Complete information should be given regarding the names of the organizations or individuals who conducted the survey, made the tabulations, and interpreted the results, together

with their qualifications and the extent of their interest, if any, in the findings.

2. *Does the title indicate exactly the scope of the survey?* No report should be given a title which suggests more than the results justify.
3. *Does the report contain all pertinent data as to how, when, and where the survey was made?* The following information should be furnished:
 - a. Reason for making the study.
 - b. Who financed it.
 - c. Exact period of time covered in collection of data.
 - d. Date of issuance or publication.
 - e. Definition of terms used.
 - f. Copies of questionnaires and instructions.
 - g. How field work was conducted and supervised.
 - h. List of localities where information was gathered, together with number of calls in each locality, and how calls were divided among different sections and different strata of the population.
 - i. Actual data, as well as percentages and averages.
 - j. Explanation of bases on which percentages are figured.
 - k. Sources of collateral data.
 - l. Description of statistical methods used, together with reasons for using.
4. *Is the sample a representative cross section?* (*Size alone is no guarantee of representativeness; 1,000 interviews properly placed may be a better cross section than 10,000 poorly distributed.*) If results are obtained in one city or section or are concentrated too heavily in one group or locality, they should not be projected as a sample of the entire market, unless justification for such action is established by adequate evidence. If replies of a special group, such as certain readers or listeners, are used as base, it should be made clear that they do not represent the views or habits of others, such as nonreaders or non-listeners. The sample should be properly proportioned to reflect the entire group studied as to age, standards of living, geographical distribution, and occupations. (Even women differ as between the home and employed classifications.) Each individual group (age, standards of living, locality, brand users, readers, listeners, etc.) analyzed should also be representative of its own group. The parts should be in proportion to each other so that when put together they present a true picture of the whole.
5. *Is the sample large enough?* Lack of adequate sample is one of the commonest weaknesses in market research. There is no rule that can be

laid down to cover all cases. However, adequateness of the whole sample can be demonstrated:

- a. By showing that when results are divided into groups, such as the first 200 or 300, the second 200 or 300 etc., a point has been reached where the blocks show similar patterns so that results are not materially changed by the addition of more instances.
- b. By checks against known facts.
- c. By collateral facts such as surveys from other reliable sources.

If the sample is broken down into ages, standards of living, localities, users of brands, readers and listeners, or other parts of the whole, each component so studied must also be adequate in size.

6. *Are percentages figured for groups or classes that contain too small a number of instances?* It often happens that although there may be enough data to furnish an adequate total, breakdowns into income groups, or geographical sections, or other forms of groupings, leave too few instances in individual classes to justify figuring of percentages. In other words, the sample becomes too small when broken into parts. When such breakdowns are used, actual figures should be furnished.
7. *Are percentages of increase figured on ample bases?* Percentages of increase are frequently figured on such small numbers as to be entirely misleading. This is a common error in the case of sales of new products, circulation and advertising increases, etc. Actual figures should be used in such cases.
8. *Was information obtained by mailed questionnaires?* Information obtained by mail usually does not represent a true cross section of the market or of the population. When data have been obtained in this way, proof should be furnished that the questions are of such a nature, and that sufficient safeguards have been set up to ensure representative replies.
9. *Is causal relationship attributed to one single factor, when other contributing factors are present?* It must either be proved that all other factors are held constant, or allowance must be made for the other variable factors.
10. *If questionnaires were used, were questions such as to yield fair and adequate answers?* Care must be taken in interpreting the answers to questions that are too general, that suggest answers, or that are subject to biased replies.
11. *Was information gathered of such a nature that the memories of the people interviewed might have resulted in inaccuracies as to fact?* When any of the so-called "recall" or "recognition" methods is used,

the results should be looked upon primarily as a measure of the impressions of the people interviewed, rather than as a measure of facts, unless it can be proved that such impressions correspond with such facts.

12. *Can type of information obtained (either by interview or by mail) be relied on as accurate?* Questions involving income, personal expenditures, personal pride or prejudice, reading habits, education, etc., often do not yield correct answers.
13. *Have any original or unique statistical devices been employed?* When devices are used for which there is no well-established, published authority, adequate explanation of the method should be presented and proof must be furnished that the method is valid.
14. *Are charts misleading?* In graphic presentations, the titles must be clear, scales must not be exaggerated, the vertical scales should start with zero (except in special cases, as in index numbers that fluctuate over and under 100), curves must be clearly labeled (or easily compared with distinct legends), and simplicity should be the main objective.

Analysis of Inquiries

AN OUTSTANDING research was that made by Dr. Daniel Starch and published in a pamphlet entitled "An Analysis of Over 3,000,000 Inquiries Received by 98 Firms from 2,339 Magazine Advertisements."

Dr. Starch's findings constitute one of the most valuable contributions ever made in the advertising field. Through the cooperation of the advertisers Dr. Starch was able to check actual results with respect to coupons and inquiries received from published advertisements. His summary of results follows:

1. The results show that inquiries are on the whole a reliable measure of the sales effectiveness of advertisements. This is true for advertisements which place approximately equal emphasis on securing responses.
2. The average number of replies received per page black-and-white advertisement per 100,000 circulation is 225.3.
3. The number of inquiries was almost exactly proportional to the size of the advertisements. There was a slight advantage in favor of the smaller advertisements. This may have been due to the fact that the smaller advertisements as a rule tended to put more emphasis on securing a response.
4. Advertisements containing coupons to which there was a charge attached brought 63 per cent as many replies as advertisements containing free coupons. Advertisements containing no coupons brought 67 per cent of this number of replies or 40 per cent as many replies as advertisements containing free coupons.
5. Colored advertisements brought 57 per cent more replies than black-and-white advertisements of the same size and character.
6. Advertisements inserted on right-hand pages of magazines brought 14 per cent more replies than similar advertisements on left-hand pages.
7. Advertisements in monthly magazines brought 46 per cent of their total replies during the first month after the insertion of the advertisement. For each of the next three succeeding months, the replies were found to average about half the number received during the immediately

preceding month. The same statement holds true by weeks instead of months for advertisements inserted in weekly magazines.

8. Approximately twice as many replies were received in February and October as in July and December for the same amount of advertising.

9. Advertisements of drug products brought approximately twice as many replies as advertisements of food products, other factors being equal.

10. Double-page advertisements brought nearly twice as many replies as single-page advertisements. Back-page advertisements brought 44 per cent more replies than inside pages.

11. Advertisements in women's magazines brought more than twice as many replies (per 100,000 circulation) as advertisements in general magazines. This may be partly due to the fact that the advertisements in the women's magazines stressed the response more.

12. The strongest advertisements were personal, concrete, and direct in wording and contained high-grade artwork. They usually pictured the product in use in the home or in a familiar setting and usually appealed to some strong primary instinct such as appetite, pride, and so on.

13. The weakest advertisements were notable for their general or diffuse wording and for poor artwork. The significance of the illustration and the meaning of the text were usually harder to grasp and the appearance of the advertisements was less pleasing.

Specimen Type Faces

14 Point Bodoni Book Caps

A NEW NATION CONCEIVED IN LIBERTY AND DEDI-

14 Point Bodoni Book Caps and Lower Case

A New Nation Conceived in Liberty and Dedicated to the Prop-

14 Point Caslon Caps

A NEW NATION CONCEIVED IN LIBERTY AND

14 Point Caslon Caps and Lower Case

A New Nation Conceived in Liberty and Dedicated to the

14 Point Spartan Medium Caps

A NEW NATION CONCEIVED IN LIBERTY AND DEDI-

14 Point Spartan Medium Caps and Lower Case

A New Nation Conceived in Liberty and Dedicated to the

14 Point Spartan Black Caps

A NEW NATION CONCEIVED IN LIBERTY AND DEDI-

12 Point Garamond Caps

A NEW NATION CONCEIVED IN LIBERTY AND DEDI-

12 Point Garamond Caps and Lower Case

A New Nation Conceived in Liberty and Dedicated to the Propo-

10 Point Memphis Bold Caps

A NEW NATION CONCEIVED IN LIBERTY AND DEDICATED TO THE

14 Point Bodoni Caps

A NEW NATION CONCEIVED IN LIBERTY

14 Point Bodoni Caps and Lower Case

A New Nation Conceived in Liberty and Dedicated

14 Point Bodoni Bold Caps

A NEW NATION CONCEIVED IN LIBERTY AND

14 Point Bodoni Bold Caps and Lower Case

A New Nation Conceived in Liberty and Dedicated to

14 Point Ultra Bodoni Caps

A NEW NATION CONCEIVED IN LIB

14 Point Ultra Bodoni Caps and Lower Case

A New Nation Conceived in Liberty and

14 Point Baskerville Caps

A NEW NATION CONCEIVED IN LIBERTY AND

14 Point Baskerville Caps and Lower Case

A New Nation Conceived in Liberty and Dedicated to

14 Point Bookman Caps

A NEW NATION CONCEIVED IN LIBERTY

14 Point Bookman Caps and Lower Case

A New Nation Conceived in Liberty and Dedicated

14 Point Antique Caps

A NEW NATION CONCEIVED IN LIBERTY

14 Point Antique Caps and Lower Case

A New Nation Conceived in Liberty and Dedicated

14 Point Kabel Light Caps

A NEW NATION CONCEIVED IN LIBERTY AND

14 Point Kabel Light Caps and Lower Case

A New Nation Conceived in Liberty and Dedicated to

12 Point Century Caps

A NEW NATION CONCEIVED IN LIBERTY AND

12 Point Century Caps and Lower Case

A New Nation Conceived in Liberty and Dedicated to the

24 Point Bodoni Caps

A NEW NATION CONCEI

24 Point Bodoni Caps and Lower Case

A New Nation Conceived in

24 Point Garamond Caps

A NEW NATION CONCEIV

24 Point Garamond Caps and Lower Case

A New Nation Conceived in Libe

24 Point Bulmer Caps

A NEW NATION CONCEIVED

24 Point Bulmer Caps and Lower Case

A New Nation Conceived in Liberty

24 Point Bulmer Italic Caps and Lower Case

A New Nation Conceived in Liberty and

24 Point Lining Gothic Caps

A NEW NATION CONCEIVED IN LIB

24 Point Lining Gothic Caps and Lower Case

A New Nation Conceived in Liberty

24 Point Alternate Gothic Caps

A NEW NATION CONCEIVED IN LIBERTY AND

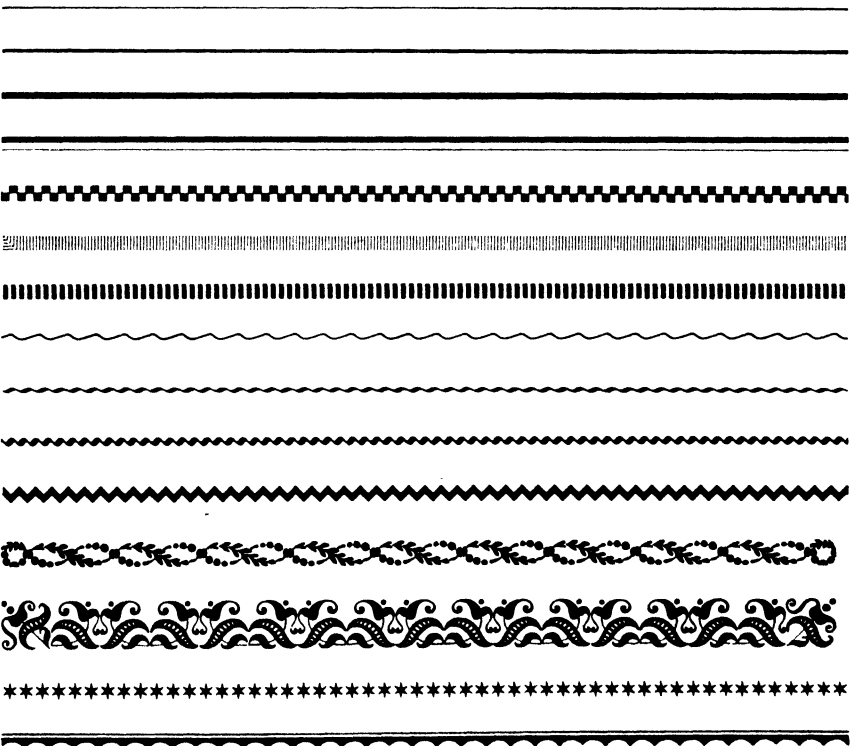
24 Point Alternate Gothic Caps and Lower Case

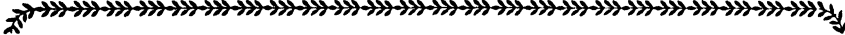
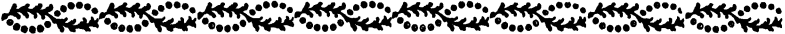
A New Nation Conceived in Liberty and Dedicate

30 Point Bernhard Cursive Bold Caps and Lower Case

A New Nation Conceived in Liberty

Special types of rules and borders





APPENDIX G

How to Fill a Given Space

THE copy writer often faces the question "How many words must be written to fill the space at my disposal?" This question may apply to an entire advertisement or to a section. Two methods may be suggested.

1. *The typewriter method.* We have seen that an inch in depth is 72 points. If the type is to be set solid, the number of lines that can be set in a space 1 inch deep will be:

6-point	12	lines
8-point	9	lines
10-point	7+	lines
12-point	6	lines
14-point	5+	lines

If leads are used between the lines, allowance must be made. It is well to remember that type should not have a crowded appearance and that a smaller number of lines than will actually fill the space will make a better looking advertisement. If we know how many letters and spaces the type face we intend to use will run to a line the width we want, we can set the marginal stops of our typewriter so that every line written will exactly equal a line of printer's type.

For example, we want to fill a space 3 inches wide and 1 inch deep with 12-point Caslon Old Style. We find by counting a 3-inch line in a style sheet of Caslon, or in an advertisement already printed, that it will take about 40 letters and spaces. Set the stops on the typewriter so that its writing line will be 40 spaces long. We know from the above table that we must write 6 lines to fill the space.

To use this method effectively the copy writer should make up a table showing how many letters to the line each type face that he uses will run. Almost every face will show a different result, but with the scale determined it will be easy to set the typewriter. An easy method of making a scale is to find some of the size and face type desired and copy it on the typewriter. Then by comparing the typewritten line with the printed line, note how many letters and spaces you have typewritten to make 1 inch, 1½, 2, 3, or any width you want of the printed matter.

2. *The square-inch method.* This requires a knowledge of how many words will go in a square inch and how many square inches there are to be filled. The following table will give an approximate number of words of average length that will go in a square inch, if Caslon, Cheltenham, or a similar body type is used.

Points	Words per Square Inch (solid)
6	45
8	30
10	14
14	10
18	6

By use of this table and by measuring the area of the space as nearly as possible it will be easy to approximate the number of words needed. The table is based on solid matter. If leads are used, due allowance must be made. Frequently where a certain message must be told in a certain space, the copy will be written and the words counted. By referring to the table, the writer can tell what point type it will go in.

The experienced copy writer many times can, without computation or reference to tables, tell how many words will fill a given space. One glance at the space is enough. He writes until something tells him to stop and he generally finds that his "hunch" has not deceived him.

3. *Estimating copy for a booklet.* Often a problem like this is presented: What size of type should be used to set up a 16-page booklet with type page 4 by 6 inches if the typewritten copy fills 24 pages, 6 by 10 inches, double spaced? To solve this problem we must first know that the ordinary typewriter with "pica" type writes 60 letters single spaced and 30 double spaced to the square inch. Second, we must have a table showing how many letters there are to the square inch of whatever type face we want to use. The following shows the number of letters which Caslon Old Style takes to the square inch:

Point	Solid	Leaded
8	141	110
10	101	87
12	68	57
14	49	41

Coming back to the problem, we find that 24 pages, 6 by 10 inches, contain 1,440 square inches. As the matter is double spaced, we multiply by 30 to get the number of letters, which is 43,200. The booklet would contain 384 square inches of type. Divide 43,200 by 384 and we have 112. Referring to the above table we find that 10-point Caslon will take 101 letters

solid to the inch. This is the size, therefore, that we would select. If we wanted it leaded, we would use 8-point.

4. *Size of type in relation to length of line.* There is a closely defined relation between the size of type and the length of the line. Small type set clear across a page, for instance, is hard to read. Following is a table showing the length of line beyond which the size of type indicated becomes hard to read:

Size of Type	Length of Line
8-point	2½ inches
10-point	3½ inches
11-point	4½ inches
12-point	5 inches
14-point	7 inches
18-point	10 inches

5. *Size of type in relation to headlines.* An advertising manager of a department store uses the following table, showing the relative sizes of headlines and body matter:

1 Col.—Headline 10-point, Text 6-point
1 Col.—Headline 12-point, Text 8-point
1 Col.—Headline 14-point, Text 10-point
2 Col.—Headline 18-point, Text 12-point
2 Col.—Headline 24-point, Text 12-point
2 Col.—Headline 30-point, Text 14-point
3 Col.—Headline 24-point, Text 12-point
3 Col.—Headline 30-point, Text 14-point
4 Col.—Headline 36-point, Text 14-point
4 Col.—Headline 48-point, Text 18-point
5 Col.—Headline 48-point, Text 18-point
5 Col.—Headline 60-point, Text 18-point

The above table would not necessarily apply to small advertisements of retailers standing alone. If, for instance, a one-column advertisement were used, a much larger headline than 10- to 14-point might be advisable to attract initial attention.

APPENDIX H

Radio Advertising Rates

The following rates of National Broadcasting Company appear in Standard Rate & Data Service of Jan. 1, 1947:

BASIC NETWORK

City	Call Letters	One Hour	One-half Hour	One-quarter Hour
<i>Eastern Time Zone:</i>				
New York, N.Y.	WEAF	\$ 1,400	\$ 840	\$ 560
Baltimore, Md.	WBAL	420	252	168
Boston, Mass.	WBZ	600	360	240
Springfield, Mass.	WBZA	(bonus with WBZ)		
Buffalo, N.Y.	WBEN	340	204	136
Cincinnati, Ohio	WLW	1,080	720	480
Cleveland, Ohio	WTAM	520	312	208
Detroit, Mich.	WWJ	500	300	200
Hartford, Conn.	WTIC	400	240	160
Philadelphia, Pa.	KYW	480	288	192
Pittsburgh, Pa.	KDKA	520	312	208
Portland, Me.	WCSH	160	96	64
Providence, R.I.	WJAR	220	132	88
Rochester, N.Y.	WHAM	400	240	160
Schenectady, N.Y.	WGY	440	264	176
Syracuse, N.Y.	WSYR	240	144	96
Toledo, Ohio	WSPD	220	132	88
Washington, D.C.	WRC	260	156	104
Wilmington, Del.	WDEL	140	84	56
<i>Central Time Zone:</i>				
Chicago, Ill.	WMAQ	800	480	320
Des Moines, Iowa	WHO	520	312	208
Indianapolis, Ind.	WIRE	220	132	88
Kansas City, Mo.	WDAF	440	264	176
Louisville, Ky.	WAVE	220	132	88
Milwaukee, Wis.	WTMJ	400	240	160
Minneapolis, Minn.	KSTP	400	240	...
Nashville, Tenn.	WSM	400	240	160
Omaha, Neb.	WOW	380	228	152
St. Louis, Mo.	KSD	400	240	160
St. Paul, Minn.	KSTP	400	240	160
Total — 28 paid, 1 bonus		\$12,520	\$7,584	\$5,056

BASIC SUPPLEMENTARIES

City	Call Letters	One Hour	One-half Hour	One-quarter Hour
<i>Eastern Time Zone:</i>				
Allentown, Pa.	WSAN	\$ 120	\$ 72	\$ 48
Altoona, Pa.	WFBG (available only with WJAC)	70	42	28
Johnstown, Pa.	WJAC (available only with WFBG)	70	42	28
Lewistown, Pa.	WMRF (available only with WFBG and WJAC)	20	12	8
Augusta, Me.	WRDO	60	36	24
Bangor, Me.	WLBS	140	84	56
Bluefield, W. Va.	WHIS	80	48	32
Charleston, W. Va.	WGKV (available only with WBLK)	70	42	28
Clarksburg, W. Va.	WBLK (available only with WGKV)	70	42	28
Cumberland, Md.	WTBO	60	36	24
Easton, Pa.	WEST	50	30	20
Elmira, N.Y.	WENY	60	36	24
Eric, Pa.	WERC	120	72	48
Grand Rapids, Mich.	WOOD	160	96	64
Harrisburg, Pa.	WKBO	100	60	40
Harrisonburg, Va.	WSVA *	120	72	48
Hazleton, Pa.	WAZL	50	30	20
Lancaster, Pa.	WGAL	80	48	32
Lima, Ohio	WLOK	60	36	24
Reading, Pa.	WRAW	120	72	48
Richmond, Va.	WMBG	140	84	56
Saginaw-Bay City, Mich.	WSAM	80	48	32
Trenton, N.J.	WTTM	100	60	40
Wilkes-Barre, Pa.	WBRE	120	72	48
Williamsport, Pa.	WRAK (available only with WBRE)	60	36	24
York, Pa.	WORK	120	72	48
Zanesville, Ohio	WHIZ	60	36	24
<i>Central Time Zone:</i>				
Duluth, Minn.	WEBC	140	84	56
Superior, Wis.				
Hibbing, Minn.	WMFG (available only with WEBC and WHLB)	10	6	4
Virginia, Minn.	WHLB (available only with WEBC and WMFG)	10	6	4
Eau Claire, Wis.	WEAU	80	48	32

BASIC SUPPLEMENTARIES

<i>City</i>	<i>Call Letters</i>	<i>One Hour</i>	<i>One- half Hour</i>	<i>One- quarter Hour</i>
Elkhart, Ind.	WTRC	\$ 40	\$ 24	\$ 16
Evansville, Ind.	WGBF (available only with WBOW except daytime. Individually available be- fore 6 P.M. (NYT) at \$60 per hour)	100	60	40
Terre Haute, Ind.	WBOW (available only with WGBF except day- time. Individually avail- able before 6 P.M. (NYT) at \$50 per hour)	60	36	24
Fort Wayne, Ind.	WGL	100	60	40
La Crosse, Wis.	WKBH	120	72	48
Madison, Wis.	WIBA	140	84	56
Marinette-Menominee, Wis. ...	WMAM	80	48	32
North Platte, Neb.	KODY	30	18	12
Pittsburg, Kan.	KOAM *	120	72	48
Sioux Falls, S.D.	KSOO *	140	84	56
Sioux Falls, S.D.	KELO (available only when KSOO is off the air)	80	48	32
Springfield, Mo.	KGBX	120	72	48
<i>Minnesota Network</i> (available only as a group):				
Mankato, Minn.	KYSM	40	24	16
Rochester, Minn.	KROC	40	24	16
St. Cloud, Minn.	KFAM	40	24	16
Total — 45 stations daytime 43 stations nighttime		\$1,885 \$3,470	\$1,131 \$2,082	\$754 \$1,388

* Available only to local sunset.

SOUTHEASTERN GROUP

(Available only as a group of not less than five stations,
each with an hourly rate of \$80 or more)

<i>City</i>	<i>Call Letters</i>	<i>One Hour</i>	<i>One- half Hour</i>	<i>One- quarter Hour</i>
<i>Eastern Time Zone:</i>				
Charleston, S.C.	WTMA	\$ 100	\$ 60	\$ 40
Charlotte, N.C.	WSOC	120	72	48
Columbia, S.C.	WIS	140	84	56
Greenwood, S.C.	WCRS (available only with WIS and WFBC)	20	12	8
Greenville, S.C.	WFBC	140	84	56
Asheville, N.C.	WISE	60	36	24
Norfolk, Va.	WTAR	180	108	72
Raleigh, N.C.	WPTF	280	168	112
Savannah, Ga.	WSAV	80	48	32
Winston-Salem, N.C.	WSJS	120	72	48
Martinsville, Va.	WMVA (available only with WSJS)	20	12	8
Total — 11 stations		\$1,260	\$ 756	\$ 504

FLORIDA GROUP

(Available only as a group with Southeastern
or Southcentral)

<i>City</i>	<i>Call Letters</i>	<i>One Hour</i>	<i>One- half Hour</i>	<i>One- quarter Hour</i>
<i>Eastern Time Zone:</i>				
Jacksonville, Fla.	WJAX	\$ 160	\$ 96	\$ 64
Miami, Fla.	WIOD	200	120	80
Tampa, Fla.	WFLA	160	96	64
Total — 3 stations		\$ 520	\$ 312	\$ 208
Lakeland, Fla.	WLAK (available only with WFLA)	\$ 40	\$ 24	\$ 16

SOUTHCENTRAL GROUP

(Available only as a group of not less than six stations including the first four plus two others, each with an hourly rate of \$100 or more. However, WSB, Atlanta, may be used individually with the Basic Network)

City	Call Letters	One Hour	One-half Hour	One-quarter Hour
<i>Central Time Zone:</i>				
Atlanta, Ga. (EST)	WSB	\$ 420	\$ 252	\$ 168
Birmingham, Ala.	WBRC	180	108	72
Memphis, Tenn.	WMC	240	144	96
New Orleans, La.	WSMB	200	120	80
Chattanooga, Tenn.	WAPO	120	72	48
Greenwood, Miss.	WGRM	20	12	8
Jackson, Miss.	WJDX	120	72	48
Hattiesburg, Miss.	WFOR (available only with WJDX and WAML)	20	12	8
Laurel, Miss.	WAML (available only with WJDX and WFOR)	20	12	8
Lafayette, La.	KVOL (available only with KPLC and WSMB)			
Lake Charles, La.	KPLC (available only with KVOL and WSMB)	20	12	8
Mobile, Ala.	WALA	120	72	48
Pensacola, Fla.	WCOA (available only with WALA)	40	24	16
Montgomery, Ala.	WSFA	100	60	40
Natchez, Miss.	WMIS	20	12	8
<i>Eastern Time Zone:</i>				
Bristol, Tenn.-Va.	WOPI (available only with WKPT)	30	18	12
Kingsport, Tenn.	WKPT (available only with WOPI)	30	18	12
Knoxville, Tenn.	WROL	120	72	48
Total — 18 stations		\$1,840	\$1,104	\$ 736

Appendix H

497

SOUTHWESTERN GROUP

(Available only as a group of not less than seven stations, each with an hourly rate of \$120 or more)

<i>City</i>	<i>Call Letters</i>	<i>One Hour</i>	<i>One-half Hour</i>	<i>One-quarter Hour</i>
<i>Central Time Zone:</i>				
Amarillo, Tex.	KGNC	\$ 120	\$ 72	\$ 48
Corpus Christi, Tex.	KRIS	100	60	40
Dallas-Ft. Worth, Tex.	WFAA-WBAP	500	300	200
Houston, Tex.	KPRC	260	156	104
Little Rock, Ark.	KARK	140	84	56
Monroe, La.	KNOE	40	24	16
Oklahoma City, Okla.	WKY	280	168	112
San Antonio, Tex.	WOAI	340	204	136
Shreveport, La.	KTBS	120	72	48
Tulsa, Okla.	KVOO	300	180	120
Weslaco, Tex.	KRGV	100	60	40
Wichita, Kan.	KANS	100	60	40
Hutchinson, Kan.	KWBW (available only with KANS)	20	12	8
Total — 13 stations		\$2,420	\$1,452	\$ 968

NORTHWESTERN GROUP

(Individually available with Basic Network)

<i>City</i>	<i>Call Letters</i>	<i>One Hour</i>	<i>One-half Hour</i>	<i>One-quarter Hour</i>
Bismarck, N.D. (CST)	KFYR	\$ 200	\$ 120	\$ 80
Fargo, N.D. (CST)	WDAY	180	108	72
Total — 2 stations		\$ 380	\$ 228	\$ 152

Appendix H

MOUNTAIN GROUP

(Available only as a group with Basic or Pacific Coast Network)

City	Call Letters	One Hour	One-half Hour	One-quarter Hour
<i>Mountain Time Zone:</i>				
Denver, Colo.	KOA	\$ 320	\$ 192	\$ 128
Salt Lake City, Utah	KDYL	200	120	80
Albuquerque, N.M.	KOB	160	96	64
Total — 3 stations		\$ 680	\$ 408	\$ 272
El Paso, Tex.	KTSM (available with Mountain Group)	\$ 120	\$ 72	\$ 48

NORTH MOUNTAIN GROUP

(Available only as a group for use with Mountain or Pacific Coast Network)

City	Call Letters	One Hour	One-half Hour	One-quarter Hour
<i>Mountain Time Zone:</i>				
Billings, Mont.	KGHL	\$ 120	\$ 72	\$ 48
Boise, Ida.	KIDO	120	72	48
Butte, Mont.	KGIR	120	72	48
Boseman, Mont.	KRBM	(bonus with KGIR)		
Helena, Mont.	KPFA			
Total — 3 Paid, 2 Bonus		\$ 360	\$ 216	\$ 144
(Individually available with North Mountain Group)				
Pocatello, Ida.	KSEI	\$ 50	\$ 30	\$ 20
Twin Falls, Ida.	KTFI	50	30	20

PACIFIC COAST NETWORK

(Available only as a group. If used with Basic Network, Mountain Group must be included)

City	Call Letters	One Hour	One-half Hour	One-quarter Hour
<i>Pacific Time Zone:</i>				
Fresno, Cal.	KMJ	\$ 160	\$ 96	\$ 64
Los Angeles, Cal.	KFI	600	360	240
Portland, Ore.	KGW	240	144	96
San Diego, Cal.	KFSD	140	84	56
San Francisco, Cal.	KPO	460	276	184
Seattle, Wash.	KOMO	240	144	96
Spokane, Wash.	KHQ	200	120	80
Total — 7 stations		\$2,040	\$1,224	\$ 816

Note: Pacific Coast Network may be used separately.

(Individually available with Pacific Coast Network)

Medford, Ore.	KMED	\$ 80	\$ 48	\$ 32
Reno, Nev.	KOH	80	48	32
Sacramento, Cal.	KCRA	80	48	32

ARIZONA GROUP

(Available only as a group with Pacific Coast Network)

City	Call Letters	One Hour	One-half Hour	One-quarter Hour
<i>Mountain Time Zone:</i>				
Globe, Ariz.	} KWJB KTAR KYCA KGLU KVOA KYUM	\$ 200	\$ 120	\$ 80
Phoenix, Ariz.				
Prescott, Ariz.				
Safford, Ariz.				
Tucson, Ariz.				
Yuma, Ariz.				

HAWAIIAN SERVICE

City	Call Letters	One Hour	One-half Hour	One-quarter Hour
Honolulu, T. H.	KGU *	\$ 160	\$ 96	\$ 64

* Hawaiian time is 2 1/2 hours earlier than Pacific. Rates remain the same for all periods of day and night. Rates for delayed broadcasts on application.

Appendix H

CANADIAN SERVICE

(Individually available with Basic Network)

City	Call Letters	One Hour	One-half Hour	One quarter Hour
<i>Eastern Time Zone:</i>				
Montreal, Que.	CBM	\$ 240	\$ 144	\$ 96
Toronto, Ont.	CBL	300	180	120
Montreal, Que.	CBF	300	180	120
(<i>French Language</i>)	}			
Combination Rate				
	CBM			

Note: Rates for Canadian Broadcasting Corporation facilities on request.

PHILIPPINE STATIONS

KZRC, Cebu and KZRH, Manila — temporarily unavailable.

Time Cost of a Typical 125-Station Network

The net time costs for a typical 125-station network, with weekly discounts, annual rebate, and full network discount deducted, follows. This covers three typical time periods on a 52-week basis.

	One Hour	One-half Hour	One-quarter Hour
9 to 10 P.M. (EST)	\$18,934	\$12,105	\$8,070
10 to 11 P.M. (EST)	17,786	11,414	7,609

Daytime — 5 times a week

One Hour — \$44,884

One-half Hour — \$27,056

One-quarter Hour — \$18,037

Rate Classifications

All rates quoted on Local Time. Fractional rates do not apply to Hawaii or the Philippines.

a. Gross rates as listed on this card: 6:00 P.M. to 11:00 P.M. (*except WLW—see below*).

b. Three-quarters gross rates: 12:00 noon to 6:00 P.M., Sundays only.

c. One-half gross rates: 8:00 A.M. to 6:00 P.M. (*exclusive of Sunday afternoon*) and 11:00 P.M. to 12:00 midnight.

d. One-third gross rates: 12:00 midnight to 8:00 A.M.

(Service available only if a regularly scheduled program precedes or follows.)

e. Rates for periods longer than one hour in exact proportion to corresponding one-hour rate.

f. WLW rate from 6:00 P.M. to 6:30 P.M., Mondays through Saturdays, is $\frac{2}{3}$ of gross card rate.

Terms of Use

a. Minimum period sold is 15 minutes. No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts with the National Broadcasting Company, subject to card rates and regulations.

b. Sale of any NBC time period is governed by acceptability of the product, the program, the continuity for the specific period in question, and its relationship to preceding and following time periods and programs. Information on program policies will be supplied on application to NBC.

c. The closing date for continuity is three weeks in advance of initial program.

Production Services

a. Services of the NBC Program Department in arranging and presenting programs are available to our clients.

b. No special charge is made for facilities when programs originate in their entirety in one of the NBC Studios in New York, Washington, Chicago, Cleveland, Denver, Hollywood, or San Francisco, provided the city of origination is included in the network used. Additional pickups are subject to availability of lines and special charges.

Special charges, subject to agency commission but not to discount or rebate, are made for facilities for program origination not conforming to these conditions and for programs requiring special production.

WEEKLY DISCOUNTS—5 to 10 per cent

For 13 or more consecutive weeks of network broadcasting. In determining the discount rate from the following table all NBC network contracts for the same advertiser may be combined:

<i>Contracted Value of Network Time at Gross Rates</i>	<i>Rate of Discount on Weekly Gross Billings</i>
Less than \$8,000 per week	None
\$8,000 or more but less than \$18,000 per week . . .	5%
\$18,000 or more per week	10%

Appendix H

NOTE: Rate of discount will be reduced 5 per cent on network programs broadcast between 8:00 and 10:00 P.M., New York Time, and on their rebroadcasts. (For example, 10 per cent becomes 5 per cent.)

ANNUAL REBATE—12½ per cent

The annual rebate for 52 consecutive weeks of broadcasting shall be 12½ per cent of the gross billing on all facilities used during the rebate year, except on such facilities as are discontinued prior to the end of the rebate year. The rebate will be due and payable at the end of each 52 weeks of consecutive service or currently on firm 52-week contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

ANNUAL DISCOUNT—22½ per cent

A discount of 22½ per cent in lieu of weekly discounts and annual rebates (17½ per cent in the case of network programs broadcast between 8:00 and 10:00 P.M., New York Time, and their rebroadcasts) will be allowed currently to advertisers whose contracted gross billing equals or exceeds \$1,500,000 within a twelve-month fiscal year period.

FULL NETWORK PLAN—10 per cent

On contracts which include 125 or more NBC stations within the continental United States, and which include all available stations with an evening hour rate of \$50 or more (except KCRA, Sacramento, Calif., and KOH, Reno, Nev.), the net time charges will be subject to an additional discount of 10 per cent after all other allowable discounts and rebates have been deducted. This additional 10 per cent discount applies only if such stations are actually used. However, if a limited number of the stations are unavailable, NBC will determine what proportionate part of the 10 per cent discount will be allowed in each case.

ADVERTISING AGENCY COMMISSION—15 per cent

Net billings (gross billings less all discounts and rebates) shall be subject to an advertising agency commission of 15 per cent. From the annual rebate, if any, the company shall deduct any excess agency commission previously allowed.

Commissions allowed only to recognized advertising agencies.

No agency commission or discount will be allowed on program charges.

CONDITIONAL PAYMENT DISCOUNT—2 per cent

When charges for facilities are paid on or after the sixteenth day of the month following the month of broadcast, the total discount will be reduced by an amount equal to 2 per cent of the gross charges to which the discount is applicable. This reduction will not be made when payments are satisfactorily completed on or before the fifteenth day of the month following the month of broadcast.

Nothing in this paragraph shall operate as a waiver of any rights of NBC arising out of any failure to pay the broadcast charges on the fifteenth day of the month following the month of broadcast.

Specimen Radio Commercials

ANNOUNCERS speak on the average of 125 words per minute. Some "minute" commercials run as high as 150 or 160 words, but they are delivered so rapidly that, in the opinion of many, they lose some of their efficiency. Minute commercials can be used in regular 15-minute or half-hour programs or as "spots" on stations where they can be made to fit in. For instance, in a network station where a national program is preceded or followed by a local program, a little time can be deducted from a local program to give room for the minute spot announcement.

In the 20-second pause between programs on national networks, there is room for a "station break" of about 15 seconds, in which approximately 30 words may be used. Twenty-second station breaks, giving time for about 40 words, are also used in some instances in nonnetwork stations where they can be fitted in. Below are some specimen commercials of national advertisers and retail stores.

NATIONALLY ADVERTISED PRODUCTS

The following commercial was used on the Life Can Be Beautiful program, advertising Ivory soap:

KITTY. Now I know how Columbus felt. I've *discovered* Ivory soap for the Monday wash. Never—ever—were my clothes washed cleaner. Ivory gets things such a clean-clean! Such a sweet-smelling clean! It's a clean that kinda shocks me, it's so—clean.

Are you in a rut like I was? Do you think pure safe Ivory soap can't clean hard? That you need a tough laundry bar? *Believe* me . . . huh uh! That Ivory cake cleans *much* harder!

Are workshirts and overalls in your wash? My husband Tom says: "What d'ya do, dynamite 'em?", his come out so clean. And d'ya like your tablecloths looking like pearls? And your housedresses and children's things to look bright as technicolor? Well, Ivory soap gets 'em that clean. *I mean . . . clean!*

RON. A cake of Ivory packs more cleaning power than the strongest kind of laundry bar.

Why? Ivory is pure *soap*—concentrated.

Makes up to twice the suds . . .

KITTY. You say it—but I see it. Ivory's a *discovery* for getting clothes clean, clean, clean! (1 minute, 10 seconds.)

ADDITIONAL SHORT NATIONAL COMMERCIALS

Wouldn't you like to be sure that the sparkling water you drink at your family table and use for mixing is of the highest quality? If that's what you want, be sure you get Evervess . . . E-V-E-R-V-E-S-S . . . Evervess, the new kind of sparkling water that comes in a big 12-ounce bottle for only 5 cents! Evervess is really a triumph of modern science. . . . It's processed for purity by passing through a special high-pressure tank with the water flowing over big ultraviolet-ray lamps. What's more, this fine sparkling water is good for you. It likewise has *positive alkalinity*. . . . That's why it's ideal for your family table at every meal . . . and just right for mixing. And friends you'll be glad to know that Evervess has behind it the reputation of the Pepsi-Cola people, who have perfected this high-quality club soda. What does that mean to you? It means you get more for your money! . . . You get a big 12-ounce bottle of Evervess Sparkling Water for *only five cents*. Stock up on Evervess . . . E-V-E-R-V-E-S-S . . . Evervess, available right now at your grocer's and delicatessen (one minute).

You know, friends, when you get right down to it, everybody likes fine, high-quality refreshment. That's why Beech-nut gum is an overwhelming favorite with folks all over the country. They know that the famous yellow package with the red oval is full of long-lasting minty flavor . . . cool, smooth, and delicious. Always ask for Beech-nut gum (20 seconds).

We Americans have always been a fast-moving nation . . . always going places and doing things. That's one reason why we appreciate quick, snappy refreshment like Beech-nut gum. Its fine, minty flavor gives immediate enjoyment, long-lasting satisfaction. Enjoy delicious Beech-nut gum wherever you can. And remember . . . the famous yellow package stands for *high, unvarying quality and long-lasting flavor* . . . Always ask for Beech-nut gum (20 seconds).

No matter what your job is, you'll enjoy it more with Beech-nut gum in the yellow package. It's smooth—delicious—refreshing. Always ask for Beech-nut gum (15 seconds).

"SINGING" COMMERCIALS

Pepsi-Cola hits the spot,
 Twelve full ounces—that's a lot.
 Twice as much for a nickel, too.
 Pepsi-Cola is the drink for you.
 Nickel, nickel, nickel, nickel.
 Trickle, trickle, trickle, trickle (fading away).

In 1940 radio listeners heard for the first time over a national network the singing of the above jingle. Since that time many other singing jingles have appeared. One of the most popular was "Chiquita Banana," which the United Fruit Company used in 1946 to teach customers that bananas were best when ripe and that they could more quickly attain this state if they were not kept in the refrigerator. Words and music of this jingle appear on page 507.

For thirteen weeks during the summer of 1946 the United Fruit Company substituted for the Chiquita Banana jingle another one designed to support the food-conservation program. For this purpose the company appropriated \$250,000. This is an example of advertising used to induce people to think and to act in a certain way (see page 9).

CHIQUITA

I'm Chiquita Banana with a message grave
 About a million children that we want to save.
 Don't let them starve and here is what to do,
 Eat more fresh veg'tables and fresh fruits, too.
 Then we'll send them fats and wheat
 And all sorts of food in ca --- ans.
 You'll agree if you examine
 This is how to beat the famine. . . .
 For when you eat fresh veg'tables and fruits
 you're in the fight against starvation
 So let's all hold a helping hand out to every other nation.

This is Chiquita Banana with this message grave,
 Let's not forget those children that we can save.

RETAIL-STORE COMMERCIALS

Luckey's—station WKIP, Poughkeepsie, N.Y.

Your fur coat deserves to spend the summer in Luckey's cool, cool vaults
 . . . guarded from moths, fire, and theft. And if you'd like it Hollander-

CHIQUITA BANANA

Words by
Gerth Montgomery
Music by
Len Mackenzie

Calypso

I'm chi - gui - ta Ba - na - na and I've
 come to say ba - na - nas have to rip - en in a
 cer - tain way, when they are fleck'd with brown and have a
 gold - en hue, ba - na - nas taste the best, and are the
 best for you. You can put them in a sa - lad
 You can put them in a pie - eye
 An - y way you want to eat them
 It's im - pos - si - ble to beat them. But ba -
 na - nas like the cli - mate of the ve - ry ve - ry tro - pi - cal e -
 qua - tor. So you should never put ba - na - nas
 in the re - fri - ge - ra - tor

FIG. 77.—Helpful information was given in this singing jingle used by the United Fruit Company. Millions of people became aware that “you should never put bananas in the refrigerator.”

ized (that improved cleaning and glazing method), it will come back cleansed of all dulling dirt and grime, looking for all the world as lovely as when you bought it. Luckey's Fur Department will take the very best care of your furs; remodel and repair at special summer rates. Nothing is too good for your little fur coat . . . so phone Luckey's, 2500, for fur storage, repairs, remodeling, and Hollanderizing. See Mr. Burger, expert furrier in Luckey's Fur Department (1 minute).

Rosheks—station WKBB, Dubuque, Iowa

The junior and the young miss in your family has very definite ideas about the hat she'll want for spring and Easter. As she puts it . . . "I want a hat but not much hat," and that means the half-hat for the long bob . . . "hat, but not much hat." A half-hat can be casual or dressy . . . and it's definitely flattering and glamorous . . . just what a hat must be for the younger lady of the family. Rosheks' Fashion Floor Millinery Salon has an ocean of half-hats in its special Junior Miss Department, half-hats in felts, straw cloth, and belting. Perfection in every detail, these Fashion Floor half-hats are the answer to the junior miss hat demand. See them tomorrow—in the junior miss section of the Fashion Floor millinery salon (1 minute).

E. W. Edwards & Son—stations WFBL, WAGE, WOLF, Syracuse, N.Y.

Girls . . . Edwards' Teen 'Bout Town Shop has the dress of your dreams—a Teentimer original, of course, designed by Grace Norman . . . lighthearted as spring and sure to make a young man's fancy turn to you. It's a striped seersucker with a flattering neckline of scroll and ric rac . . . two big pockets and full skirt to add a beguiling touch. It launders easily . . . requires practically no ironing . . . and will stay fresh and pretty all spring long. In gay sparkling stripes of green, blue, lime, or pink, on white, it comes in sizes 8 to 16 and is priced at \$7.95. You girls will want a dozen of these lovely crisp new seersuckers when you see them in Edwards' Teen 'Bout Town Shop . . . second floor (1 minute).

Warehouse Furniture Store—station WATR, Waterbury, Conn.

Springtime means new furniture to replace those time-worn shabby pieces. At the Warehouse Furniture Store, on Harrison Avenue, you'll find furniture that will satisfy your craving for something bright and new in your home and at the same time you save real money. The low overhead at Warehouse is the reason for the exceptionally low prices. That's why you can be sure of the finest quality in everything you buy at Warehouse, at prices far below what you'd expect to pay. Why not pay the Warehouse Furniture Store a visit, when you're looking for that new fur-

niture to brighten up your home this spring? Warehouse is on Harrison Avenue, just a few steps from Exchange Place, in Waterbury (1 minute).

Larry's Shoe Store—station WMBO, Auburn, N.Y.

For the smartest shoes you've ever seen, stop in at Larry's family store today! It's the *grand opening* of their new Auburn store and the values are exceptional. At Larry's Shoes they feature the well-known Weatherbird shoes for boys and girls . . . Velvet Step shoes for women . . . City Club shoes for men. They are *exceptional* shoes, but they cost no more than ordinary shoes. And *free souvenirs* will be given with all purchases . . . today at Larry's Shoes, 86 Genesee Street in Auburn (half-minute).

Mangel's Store—station WLAP, Lexington, Ky.

She's as cute as a spring blossom and twice as pert in her free swinging, trimly molded coat from Mangel's! The jaunty belt of her coat completes her air of fashion while the soft, pastel shade plainly says that she is feminine and sweet. Her Easter duds can't be improved upon because she had the wisdom and good taste to choose them from Mangel's. You'll also want to stop at Mangel's to see their collection of simply tailored coats in the belted or boxy styles. There are pastels and dark shades of cinnamon and black. Mangel's also have spring coats in the larger sizes in 38 to 44 with lines as distinctive as the wearer's personality. Greet Easter in style by selecting your coat from Mangel's, 210 West Main. Mangel's offer you a convenient 30-day charge account, if you wish (1 minute).

M. L. French & Son—station WLBZ, Bangor, Me.

A man's hat has to be good to hold its shape—to retain the smart flattering lines that you admire when you buy it. If it's not a quality hat throughout, after a few months of wear, it will look like the old battered headgear you wear on fishing trips. That's why M. L. French and Son, 110 Exchange Street in Bangor, carry the famous Emerson hats. Emerson hats are built to take the beating the average man gives a hat—and still keep their smart lines and hold their shape. French's have a brand-new shipment of Emerson hats—priced from \$4.50 to \$10.00. There are several different styles from which to make your selection, including regular and wide brims. For longer wear, for smarter appearance, choose a new Emerson hat at M. L. French and Son—110 Exchange Street in Bangor (1 minute).

McCartney's—station WLAW, Lawrence, Mass.

We've all heard of cats having nine lives, but take it from McCartney's, pussy has nothing on one of their smart Valgora overcoats! As a matter of

fact, McCartney's Valgoras are known as the *coat with nine lives* . . . nine outstanding features! You see they are Glen Artney models tailored by Kuppenheimer. Combine that famous Kuppenheimer skill with selected wools, and the result is a long-term investment in good appearance! Regular price for one of these overcoats is \$55 . . . but now they're available at just \$47 . . . an eight-dollar saving for *you!* And . . . while we're on the subject, we'll give you those nine outstanding features! Briefly, the Valgora is . . . light feeling, wet-resistant, weatherproof, wrinkleproof, lustrous, soft and supple, colorful, distinctive, and economical! See the Valgora overcoat tomorrow . . . at McCartney's in Lawrence or Haverhill! (1 minute).

Dunn's Cleaners—station WIZE, Springfield, Ohio

The shrinkage of textile fabrics has always presented a problem to dry cleaners. Almost every material is subject to a certain degree of shrinkage during the cleaning process. There are several reasons for shrinkage. The most difficult ones for the dry cleaner to combat are those inherent in the material itself. One of the most important factors is weave. All woven fabrics are produced under tension . . . stretched taut in the loom. When the tension is relieved the fabric assumes a smaller size. The tendency to shrink is much greater in loosely woven fabrics than in those having a firm weave. Dunn's will discuss other factors later in the program (1 minute).

Craftwood Inn—station KVOR, Colorado Springs, Col.

Enjoy the restful, friendly atmosphere at Craftwood Inn when you dine. Craftwood Inn is set on the side of a hill with a beautiful view of the mountains. Trout, steak, chicken, and Italian spaghetti dinners are a specialty here, where *all* fine food is served. There is a private dining room for parties, and it is suggested that all diners call Hyland 209 for reservations. Service is from 6:00 to 9:00 P.M., with luncheon from 12:00 to 2:00. Drive out to Craftwood Inn, El Paso Boulevard, at Mayfair Avenue, and enjoy truly good food in a beautiful setting! Open every day except Wednesday (1 minute).

APPENDIX J

An Aggregate Chart of Modern Agency Functions

(Compiled as a list of all services mentioned by agencies consulted; in any given case, participation may be advisory, supervisory, or actual execution.)¹

Product:

- Product analysis
- Product design and styling
- Search for new products
- Development of new products
- Product names, trade-mark designs
- Package and label design
- Package enclosures
- Instruction manuals
- Recipe testing

Management:

- Distribution policies
- Market counsel
- Market research
- Finding new markets
- Pricing policies
- Public relations
- Employee relations
- Publicity articles
- Merger investigations
- Annual reports
- Dividend enclosures

Sales Operations:

- Organizing sales force
- Sales policies

Compensation plans

- Sales training
- Planning sales meetings
- Addressing sales meetings
- Sales portfolios
- Sales manuals
- Campaign presentations
- Sales contests
- Working with salesmen in territories
- Introducing salesmen to distributors
- Testing sales ideas
- Visual selling aids
- Sales educational films

Sales Promotion:

- Convention exhibits
- Fair and exposition exhibits
- Premium selection and plans
- Sampling plans
- Catalogues
- House magazines
- Product literature, direct mail

Trade:

- Investigation distribution channels

¹ *Printers' Ink* for Mar. 9, 1939.

Recommending distributors
Consultant on jobber-dealer relations
Sales-training material for dealers' and jobbers' sales forces
Planning retail promotions
Advertising campaigns for dealers
Window displays
Counter and floor displays
Local market studies
Testing retail sales ideas in agency-owned store
Retail and jobber contests

Advertising:

Copy research
Pretesting copy
Copy for all consumer mediums
Industrial and trade-paper copy
Space buying
Artwork
Mechanical services
Radio program production
Casting for radio shows
Scripts for business films
Supervising film production
Securing testimonials
Copy-effectiveness checks

The Townsend Methods

IN 1935 W. S. and A. J. Townsend announced and began to sell their "Methods for Mass Persuasion and Advertising Evaluation." Across a long period of years the brothers had developed these methods for their own use as advertisers. Being engineers instead of advertising men they had assumed at the beginning of their researches that there must be basic principles involved in creating advertising principles that get attention, arouse interest, build desire, achieve memory, and stimulate action. The brothers attempted to identify these principles and give effectiveness ratings to them so that they could score the selling effectiveness of an advertisement.

The Townsends had made studies of many thousands of successful and unsuccessful advertisements where case records could be secured. Through their tests they selected 27 principles—4 attention-getting principles, 11 interest principles, 6 desire-building principles, 4 memory-achieving principles, and 2 action-getting principles. Then they stated: "There is a direct relationship between the results produced by an advertisement and the number of these 27 principles contained in the advertisement, and the sequence in which they are used."

The Townsends also claim that by checking an advertisement and determining which of the principles are violated, adding up the total of the weightings for each principle violated, and deducting that total from 100 per cent, one can evaluate the advertisement, score it, and get a very sound notion of its selling power. In this way, they say, an advertiser is able to tell a good advertisement from a bad one before or after publication. They do not claim that the weightings are exactly accurate but they do say that they are good approximations. They say that their methods do not pick the better of two good advertisements, nor the better of two bad advertisements, but they do claim that their methods select the good from the bad with great accuracy.

The Townsends first offered to give their methods without charge to one of the national advertising organizations, but, because they had no proofs except in their own advertising and because at that time pre-evaluation was not considered possible, the Townsends' offer was not accepted.

So they decided to sell their methods and adopted a plan of strict secrecy, giving exclusive use in an industry to clients who bought. This plan was eminently successful and the system was bought and used by a large number of organizations, including advertising agencies and retail stores. Today all those exclusive contracts have expired, but those who buy are pledged not to teach others. Below are the 27 points with their relative selling power indicated by the percentage figure opposite each.

<i>Principle</i>	<i>Power Percentage</i>
No. 1. Identification	5
No. 2. Attention	25
No. 3. Interest	5
No. 4. Proof	2
No. 5. Timing	2
No. 6. Good Quality	3
No. 7. The Proposition	1
No. 8. Consumer Acceptance	1
No. 9. Personality—You	1
No. 10. Sincerity	1
No. 11. Focus	5
No. 12. Poor Quality	1
No. 13. Loss	2
No. 14. Who?	5
No. 15. The Request for Action	2
No. 16. Association	3
No. 17. The Command to Act	2
No. 18. Aim	1
No. 19. The Main Appeals	10
No. 20. The Urge for Life	7
No. 21. The Urge to Reproduce Life	5
No. 22. The Urge for Comfort	3
No. 23. The Urge for Personal Importance—P.I.	2
No. 24. The Urge to Enjoy the Five Senses	2
No. 25. Layout and Illustration	7
No. 26. Sequence	5
No. 27. Type	1
	109

The ratings add up to 109 per cent which, the Townsends state, is the best proof that they are not absolutely accurate. Great importance is claimed for headlines; the Townsends point out that some authorities rate

headlines as high as 90 per cent, some as low as 60 per cent. The Townsend researches indicate about 82 per cent of the value of the advertisement is in the headline, subhead, and illustration, and that 16 of the 27 principles help to create sales-producing headlines—simply because more people read headlines and look at illustrations than read copy.

The Townsends are inclined to bear down on the importance of featuring main appeals and point out that prospects buy to get something or to avoid losing something. In their methods they insist on featuring the main appeals in headlines and illustrations—repeating them in the first sentence of the copy and backing them up with proof, and they say that it is wise to repeat the main benefits near the end of the copy just before asking for action. They emphasize the importance of copy and say that it must be long enough to make the prospect see the benefits he gets and exactly why he gets them. They say that their researches show that layout must carry the eye through the message in proper sequence and that the illustration must show the main benefits of the product or service.

It will be noted that there are two principles dealing with quality—one with “good quality” and one with “poor quality.” Mr. Townsend explains these as follows: “It seems that people buy for two reasons: (1) to get something; (2) to avoid losing something. They buy to benefit, and benefits stem from good qualities. In the same fashion losses stem from poor qualities. It seems that the mind goes through the process of comparison often before buying. As for example: ‘You get long wear, good looks and easy upkeep from this all-wool (good-quality) finely tailored (good-quality) suit of clothes.’

“Comparison: ‘Where ordinary suits made of cheaper fabrics (poor quality) wrinkle, lose their shape, wear out and soon look unattractive (losses) and must make more trips to the presser (loss).’”

Mr. Townsend cautions that “poor quality” must be handled with great care in copy and used only where appropriate.

Lately, W. S. Townsend has been applying his methods specifically to the field of retail advertising, working with large department stores and with the retail advertising departments of newspapers. He feels that advertising is the principal selling force and that advertising people now play a vital part in making the jobs necessary for a prosperous peace. Mr. Townsend has condensed his methods for retail advertising and now has 9 standards, each with its weighting and each applicable in the same fashion that the 27 principles are used in creating and scoring national advertising. The 9 Standard Method is now taught by a sound training film titled, “. . . Pre-evaluation Pays,” which is distributed by Townsend Methods, Inc., of Chicago.

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