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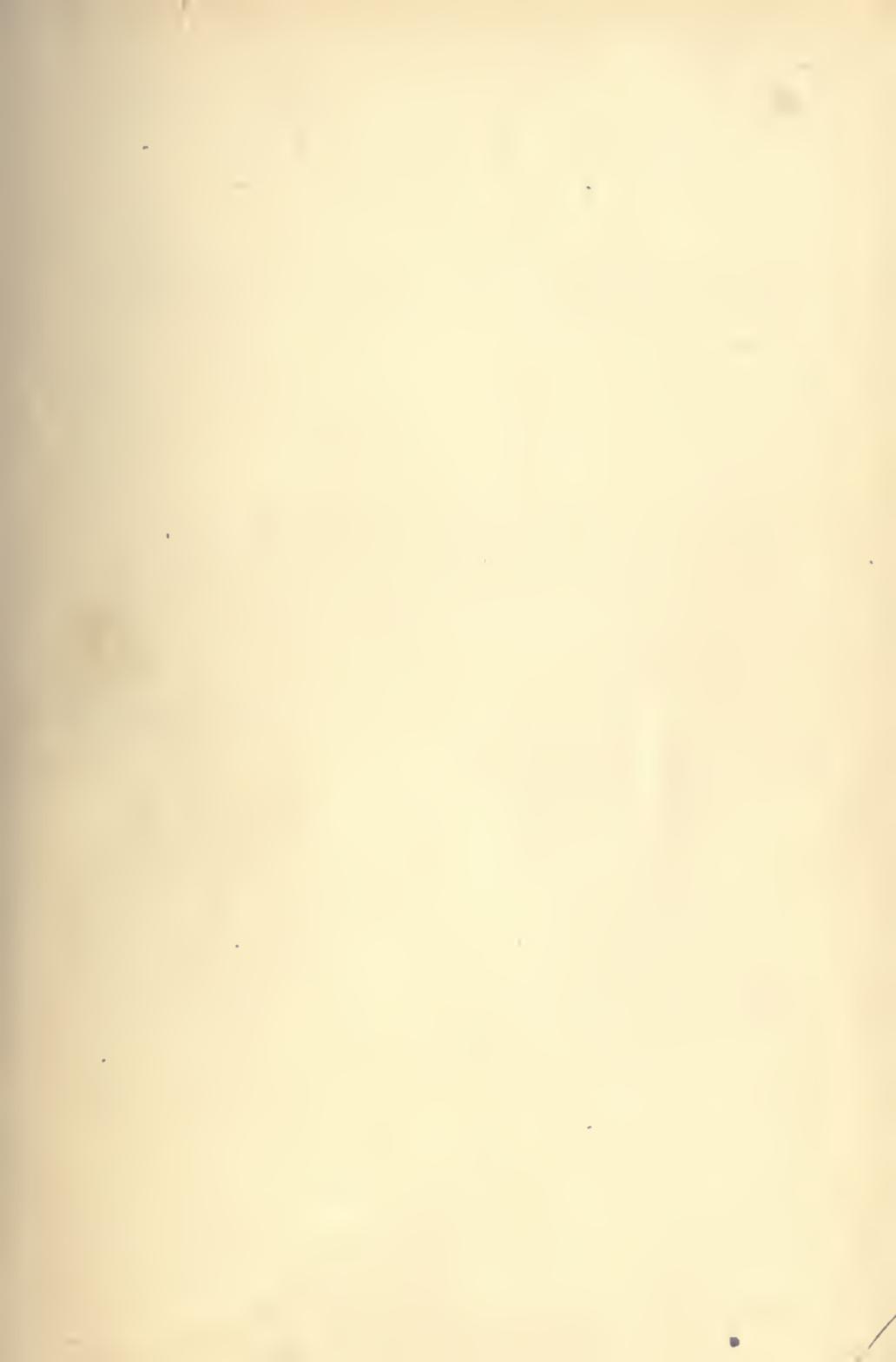
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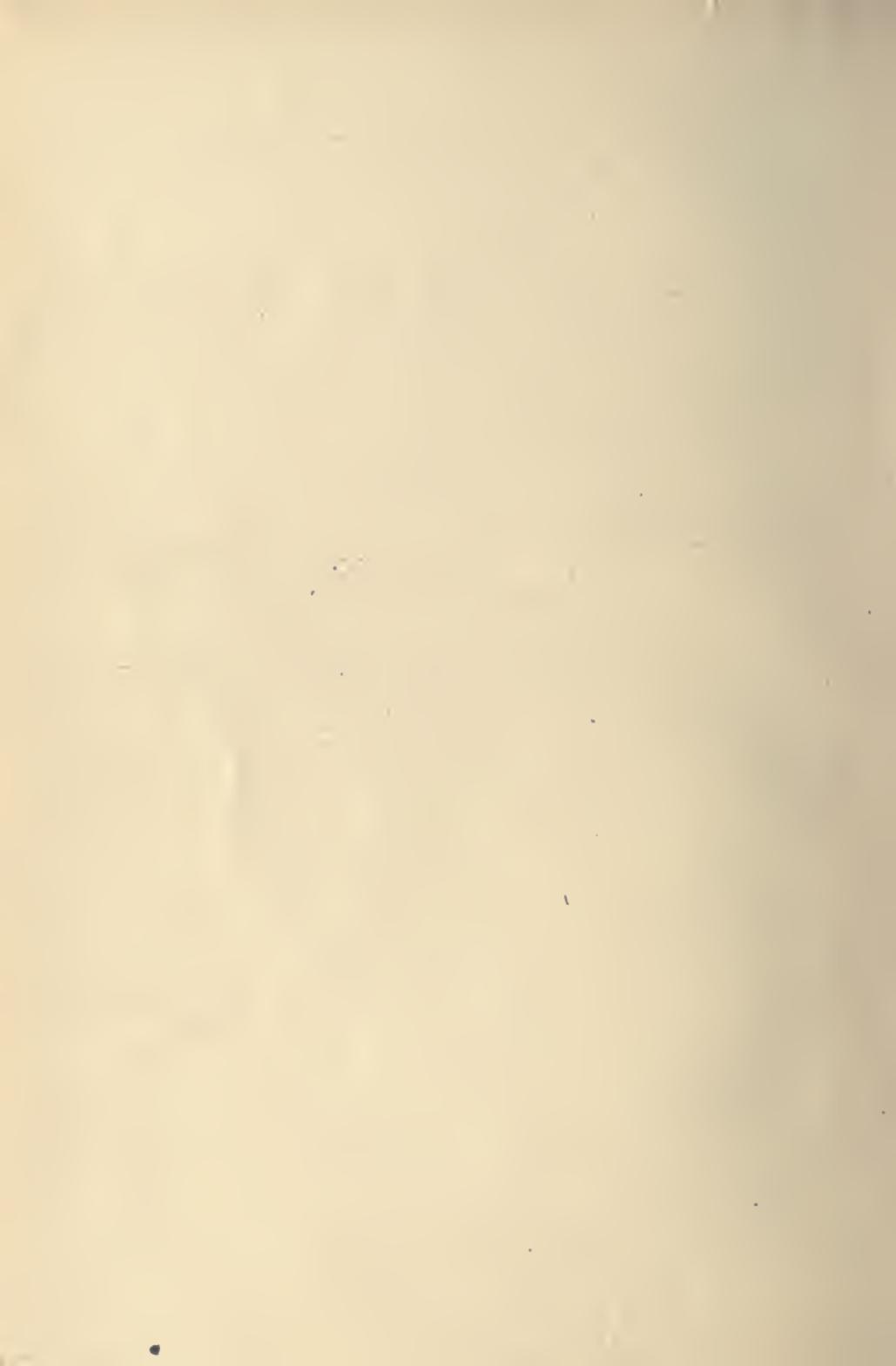




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# ADVERTISING

ITS PRINCIPLES, PRACTICE, AND TECHNIQUE

BY

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CHICAGO NEW YORK



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## PREFACE

In this book, I have tried, to the best of my judgment, to analyze and to put together in systematic form the available facts and elementary principles of advertising. It is hoped that the book may serve as a first textbook for students and as an introductory handbook for business men. I have tried, therefore, to combine the practical and the theoretical aspects of the subject in such a way that the practical experiences of business houses, which are quoted at length, may illustrate the underlying principles, and that the discussion of principles may illuminate the practical results of business.

Problems of advertising policies and plans, and problems in the technique and construction of advertisements, are given at the end of the various chapters. These will increase the usefulness of the book as a text.

This book does not pretend to be a final treatise on the subject. The last word in advertising has by no means been spoken. Scarcely more than a beginning, in a scientific way, has been made. No one realizes more than the writer, after several years of teaching and of practical contact with advertising, the scarcity of thoroughly established facts and principles.

The author takes pleasure in acknowledging his gratitude to the editors and publishers of *Printer's Ink*, *System*, *Advertising and Selling*, and *Judicious Advertising* for permission to quote extensively from these periodicals.



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# ADVERTISING

## CHAPTER I

### THE PLACE OF ADVERTISING IN THE BUSINESS WORLD

**The Immensity of Modern Advertising.** Advertising plays today a most conspicuous rôle in the management of a business. It has assumed such tremendous proportions in recent years that it is difficult to estimate the exact place which it occupies in present commercial affairs. We may gain some notion of its immense proportions from the amount of money expended and from the amount of space used each year for printed advertising in America. It has been estimated that nearly \$700,000,000 are spent annually for this purpose and that about 2000 square miles of printed space are used each year in this country. Approximately half a million dollars are spent annually for advertising any one of a score or more of such well-known household commodities as Ivory Soap, Gold Dust, Uneeda Biscuit, and Grape Nuts; or, again, we may gain a concrete idea of the immensity of advertising from the cost of space for single advertisements in some of the leading mediums. Thus, for example, the back cover of *McClure's Magazine* for a single issue in 1913 cost \$1785. The back cover of the *Ladies' Home Journal* for a single issue in 1913 cost \$10,000. Of course these are preferred positions and cost very much more than any inside page. From still another angle the immensity of advertising is indicated by the fact that from two-thirds to three-fourths of the cost of maintaining a newspaper or a magazine is derived from its advertising space.

The outsider naturally wonders whether advertising, with such high rates for space, can really be a profitable method of selling, for that is its ultimate aim; or whether it is not simply an expensive luxury indulged in by large manufacturers.

However, it takes very little study and analysis to prove that advertising is not a mushroom luxury but a profitable and, as a rule, an economical method of selling. It would not otherwise have become such a momentous business force during the last fifty years. For efficient business organizations are conducted in as economical a manner as possible, and if advertising had proved to be a less profitable method of selling than personal salesmanship, or if its aid to personal salesmanship had been unprofitable, it would have been abandoned long ago. The following extract from *Printer's Ink* may well be read in this connection:

The very best proof in the land that advertising decreases selling cost is contained in the situation of Hart, Schaffner & Marx, the famous clothing house, as compared with other clothing houses. Hart, Schaffner & Marx are authoritatively reputed to do an annual volume of business of about \$15,000,000. . . . Good advertising has been their keynote all this time; and today their salesmen (who are on salary, not on commission) talk little else but advertising to dealers. . . . In magazine advertising alone this spring and last fall Hart, Schaffner & Marx spent \$85,000. This figure is not a guess, it is checked up from the magazines. One hundred and twenty-five thousand dollars would probably cover the total advertising expenditure, newspaper advertising and all.

Now let us measure up selling cost. For the sales' department expense (everything but advertising), I learn from inside sources, Hart, Schaffner & Marx spend only 2½ to 3 percent. See how this measures up beside other clothing houses:

	MAGAZINE ADVERTISING 1909-1910	SELLING COST
Hart, Schaffner & Marx.....	\$85,000	2½-3%
B. Kuppenheimer & Co.....	49,000	4
Samuel W. Peck & Co.....	29,000	6
Alfred Benjamin.....	24,000	7

Here is one of the most powerful object lessons ever tabulated regarding the relation of advertising to sales policies. In almost perfect proportion to the expenditure for advertising, the selling cost has decreased and volume of sales increased. Those clothing manufacturers named above are all advertisers — there is an endless number of other clothing manufacturers whose names are little known to consumers, and whose selling cost ranges all the way from 6 to 9 percent. They are

getting neither the reduced cost of manufacture which comes with the larger volume of sales nor the decreased selling cost which comes with trade-marking and consumer advertising.<sup>1</sup>

**Effectiveness of Advertising.** Advertising, when properly executed, is an efficient and economic tool of business. People are influenced in their purchasing to a far greater extent by advertising than they commonly realize. A recent investigation conducted by the *Chicago Tribune* showed that 36 percent of purchases of foods were initiated through the influence of advertising. And this does not take into account the forgotten and unconscious effects of impressions made by advertisements. As explained in an article in *Judicious Advertising*, four questions were addressed to housewives as follows:

1. What are your favorite brands of food and why do you buy them?
2. How was your attention first called to each?
3. What has your experience been with each?
4. How much are you influenced by the labels and by the known purity of food products?

Replies from those who responded in this contest were classified into 37 broad divisions of food products, ranging alphabetically from baking powder to vinegar. The total votes for all the brands were 30,936. This does not mean that this number of separate replies was received, but that this was the total number of votes cast for all brands.

The reason for purchasing each brand was assigned in nearly every case. These reasons were classified in three divisions, as follows:

- Influenced by retailers, 16,527, or 55 percent of the total.
- Influenced by advertising, 11,372, or 36 percent of the total.
- Influenced by friends, 1889, or 6 percent of the total.

Those food products in which the influence of advertising was most apparent are, in general, the products that are most widely advertised. These products, ranked in the order in which the influence of advertising was admitted to be strongest, were as follows:

Cocoa and chocolate.....	61%
Cereals .....	60
Beverages .....	48
Flavoring extracts.....	46
Meat products.....	45
Milk and baking powder, tied.....	43
Sauces and relishes.....	42

1. J. G. Frederick in *Printer's Ink*, August 4, 1910, p. 3.

Among the comments from those housekeepers who admitted the influence of advertising there appear a number of unusually intelligent tributes to the manufacturer and wholesaler who advertises. Some of these quotations are given herewith:

Advertising governs the popularity of any article. And, in fact, unconsciously, the advertisements that are continually kept before the public influence the purchaser to purchase the articles advertised and to continue to do so until some more persistent advertiser, by sheer persistence, convinces one that we ought to also try their article, and its use a few times makes it soon become a habit. We are not interested at all in what we have not read or heard about.

I always scan the newspaper pages closely for any newly advertised foods, as we are always on the lookout for something as good as, or better than, what we are using. I prefer buying the advertised brands, as I find the manufacturers standing back of them ready to replace any package which is not entirely satisfactory. I always ask for my groceries under the brands or trade-marks, as I find it easier, and then I am sure to always have the same quality of goods. I always read the labels of untried brands carefully before purchasing, and I find the practice to be universal among my housewife friends, as a food may look all right but have some objectionable feature, such as artificial coloring, or may contain none of the article whose name it bears upon the label, such as Quince Jelly that contains nothing but apples.

In case of first purchases, my reasons are substantially the same. In all cases the articles *have been attractively advertised*. I do exactly what I believe nearly every other woman does, except that most women do it unconsciously while I set about it deliberately: I judge the article by the quality of its advertising (the reliability of the medium first and the apparent honesty and good taste of the advertisement second), and I am seldom fooled, as the same business spirit is usually back of both.<sup>1</sup>

The general effectiveness of advertising is further shown by the increasingly widespread belief in its reliability and by the corresponding decrease in the number of people who consider advertising as of little value. (As a matter of fact, many, even of this class, are unconsciously influenced by it.) W. A. Shryer,<sup>2</sup> a business man and student of advertising, asked this question of a total of 561 persons: "Are you in favor of advertising, or are you opposed to it?"

1. *Judicious Advertising*, December, 1913, p. 63.

2. *System*, November, 1913, p. 472.

The following tabulation was made of the replies:

	IN FAVOR	AGAINST	INDIFFERENT
511 College students and profes- sors.....	469	21	21
50 Business men.....	46	2	2

It will be observed that only about 4 percent of the students and business men were opposed to advertising.

Figure I strikingly shows the power of advertising.

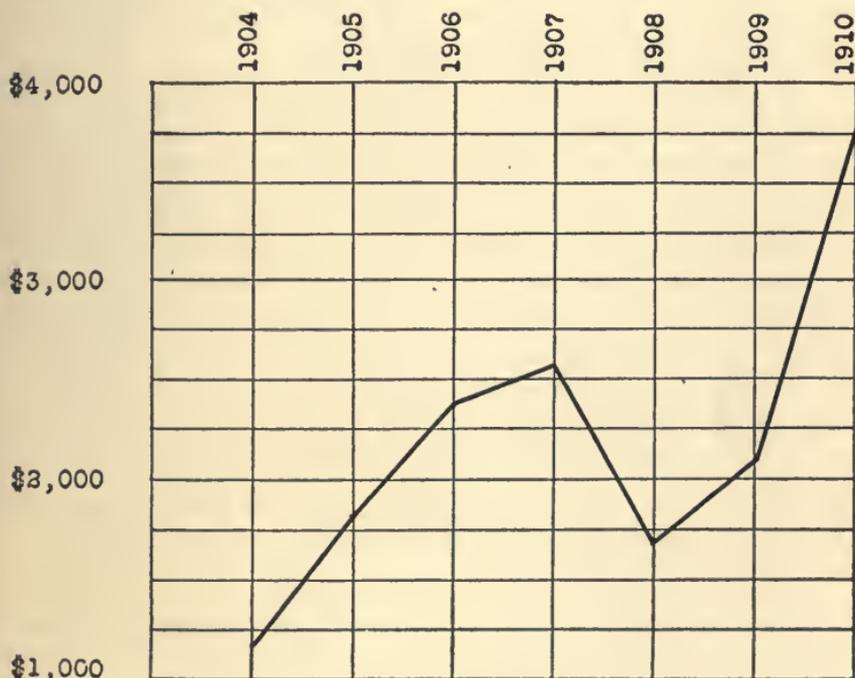


FIGURE 1

“The ascending line is a significant demonstration of the cumulative power of persistent newspaper advertising. It is drawn in exact accordance with the showing of sales in a ‘county seat’ town of central Georgia. The ‘sag’ marks a poor crop year as well as the panic.” By C. H. Post,<sup>1</sup> Advertising Manager, F. W. Devoe & C. T. Raynolds Company, Paints, New York. The horizontal distances from left to right indicate the years from 1904 to 1910 and the vertical distances from below up represent so many dollars of sales of paints resulting from the advertising

(1) *Printer's Ink*, February 16, 1911, p. 4.

**Some Concrete Examples.** A few examples of actual returns of advertisements, drawn from various lines of business, will serve to illustrate the effectiveness of advertising:

The Fitchburg Machine Works, of Fitchburg, Mass., obtained \$16,185 worth of new business through thirteen advertisements at a cost for advertising space of \$663. The advertising thus cost only 4 percent of the gross returns.<sup>1</sup>

The New York Central Realty Company, advertising in *Everybody's Magazine*, obtained 56 inquiries at \$2.33 per inquiry, or a total of \$125. These inquiries resulted in a sale of bonds amounting to \$7500. The cost of advertising was less than 2 percent of the gross sales.<sup>2</sup>

Inquiries resulting from single advertisements often run up into the thousands. In 1911 Colgate and Company placed in a few media, only, an advertisement which brought about 60,000 written responses. It is true that this advertisement offered prizes for brief estimates made concerning the strength of two smaller advertisements reproduced in it. Nevertheless, the result shows the large number of people who read and go to the trouble of writing a response to an advertisement.

The advertising of banks and high class investment securities has until recently been stiff and stereotyped. While this condition lasted, the results were doubtful. Lately, however, more active methods have been introduced, and the returns have been gratifying, as shown by the following quotations:

*A Profitable Advertisement.* In 1911 the New York state legislature amended the tax law of that state by adding article XV, relating to the taxation of secured debts. This amendment enables holders of investment bonds to render such bonds tax-exempt by the payment of a nominal tax of one-half percent on their face value. This amendment became effective September 1, 1911. Prior to that date the Guaranty Trust Company of New York had prepared a booklet giving the full text of the new law with explanatory notes for the benefit of the layman. On the day the law went into effect an advertisement was inserted in the various New York dailies, calling attention to the passage of the law and explaining briefly its provisions. The ad also invited those interested to send for the booklet and also announced that

1. *Printer's Ink*, October 16, 1913, p. 19.

2. *Advertising and Selling*, Vol. 20, p. 6.

we were prepared, for a nominal fee, to assist investors in rendering their bonds tax-exempt. All of the advertisements were keyed so that inquiries could be traced directly to the source. The results were immediate and most gratifying. Indeed, the demand for the booklet was so great that we were compelled to get out a second edition, and the total amount of fees that we received for thus assisting our customers amounted to more than twice as much as the entire cost of the booklets, the advertisements, and all other incidental expenses. In addition, we found after all inquiries were in that we had gathered together a very valuable list of names for the future use of our bond department. Such opportunities as this, of course, do not occur every day, but when they do present themselves, if taken advantage of on the minute, they are pretty sure to prove of definite worth.

*General Advertising Pays.* There is abundant evidence that bank advertising of a general nature does increase deposits. Here is an example which is reasonably conclusive. The city of Plainfield, N. J., in 1902, had a population of 15,000, with three banks, whose combined deposits were \$2,000,000. A new bank was started whose policy was radically different from that of the older banks, in that it believed thoroughly in advertising. Its success, which was almost immediate, compelled the other banks to abandon their old policy of silence, and since 1903 all the banks in Plainfield have been consistent and continuous advertisers. The population of Plainfield in the ten years has increased 5000, or 25 percent, while the deposits in the banks have increased to over \$10,000,000, or more than 500 percent. The vice-president of one of the banks in that city tells me that in his opinion "this is conclusive evidence of the great value of good bank publicity."

A city in southern Michigan, in 1902, had a population of about 10,000, with three banks, whose total deposits were about \$3,500,000. Practically no advertising was done by any of these institutions. A new bank was established in 1903, the management of which believed in advertising, and in less than nine years the new institution has accumulated deposits larger than were the combined deposits of the other three banks ten years ago. In the meantime the other banks have been forced to advertise more than they did, and they too have grown, so that the combined deposits of the four banks are today about \$11,000,000, a gain of over 200 percent, although the population of the town increased during the same time less than 35 percent. The cashier of one of the banks says: "Needless to say, my opinion is that advertising is a good thing, as you observe that this bank has grown from a deposit account of nothing to \$3,700,000 in eight and a half years.<sup>1</sup>

The effectiveness of advertising is further indicated by the quite generally accepted opinion that more business failures

1. F. W. Ellsworth, *Judicious Advertising*, November, 1913, p. 57.

occur among unadvertised than among advertised concerns. To quote from *Printer's Ink*, January 19, 1911, p. 31:

It is interesting to analyze the failures which occurred during the past year. There were 3280 manufacturing failures — 250 more than in 1909, but 500 less than in 1907. The greatest number of failures were in clothing and millinery lines — largely women's clothes, which in the finished shape are less advertised than any other large division of merchandise. The industry suffering the next greatest number of failures was the lumber industry — another unadvertised class; and next the millers. Flour advertising is done by practically two — recently three — concerns. Machinery and tool makers, glass, earthenware, and brick makers, and printers and engravers suffered more heavily than any other classes; and all of them are practically unadvertised.



**Mr. Farmer,  
Time is Money**

You cannot afford to run your Cream Separator by hand. Buy a VICTORY GEARLESS and run it with your Gasoline Engine or if you wish run it by hand.

The power machine that lasts. No gears, no worm spindle. Larger capacity than hand separators. The low price will astonish you. Ask for prices and circulars. Just send us your address.

Dept. A, La Crosse, Wisconsin.

FIGURE 2

The above advertisement, appearing in *Hoard's Dairyman* and costing \$22.40, brought forty-four inquiries at 51 cents per inquiry. The advertisement was very efficient and brought inquiries at a low figure, in view of the fact that the cost of selling a cream separator by personal salesmanship is from \$15 to \$20.

It is sometimes assumed by business men that an article which has been used and advertised for many years will, by the sheer force of its past momentum, continue to have as wide a sale as before, if all advertising is stopped. What happens, however, even with a widely known commodity,

when all advertising is suddenly stopped, although all other methods of distribution are kept the same, is a rapid dropping off in sales. To cite one example (*Printer's Ink*, March 9, 1910):

A short time after the death of Charles Vogeler, of St. Jacob's Oil fame, his widow called in a banker to look over affairs. The banker, representing ideas of a former commercial epoch, toiled microscopically through the books, and was outraged at the items spent for advertising. He would mend that! See how much more money might have been made if there had been no advertising! He figured the publicity expenditures entirely as useless "expense," and he attempted to make the widow see it that way.

The widow had a lot of faith left in her husband, for she herself had seen millions of bottles sent away to uncounted buyers. Yet there were the awful figures "squandered" just for space in magazines and on billboards, and, besides, wasn't a banker an all-wise man whom one shouldn't dispute?

So it happened that St. Jacob's Oil came less and less frequently to the attention of the public. As the contracts ran out they were not renewed and before long St. Jacob's Oil, which had been known to nearly every man, woman, and child in America — yes, and the world — through the tremendous force of advertising, quietly effaced itself from American landscapes and from magazines and the newspapers. Within a year or so all advertising had practically ceased.

St. Jacob's Oil had a splendid distribution. It could be got anywhere. The banker had said that it would sell anyhow, because everybody had come to know it so well. But . . . as the advertising had nicely ceased to bother the expense columns of the ledgers, the demand slackened. Complaints reached headquarters from dealers that St. Jacob's wasn't going as it had. And so within another two or three years the golden stream of orders had shrunk to proportions that would have driven its former proprietor frantic. St. Jacob's had become a back number.

**Advertising and Prices.** Advertising has been charged with being responsible to a considerable extent for the increased cost of living. It would seem improbable, however, that advertising has contributed any appreciable amount to the prices for the necessities of life. For we must remember that advertising is on the whole an economical method of selling. In numerous instances it has increased the number of sales and thus decreased the cost of manufacturing as well

as of selling. It has, in a certain sense, educated the public toward buying foods in more sanitary containers. As a matter of fact, the retail price of many of the most widely advertised commodities has remained the same for years even in the face of the increased cost of labor and raw material. An inquiry made among twenty-nine large firms<sup>1</sup> concerning this matter showed that during recent years in which advertising has been largely employed, five firms have reduced the price of their commodity and maintained the same quality, eight firms have maintained the same price and quality, five firms have reduced the price and improved the quality, and eleven firms have maintained the same price and improved the quality.

**Advertising Founded on Principles.** The careful analysis of a successful or an ineffective advertisement reveals underlying principles which have been applied correctly or incorrectly, or possibly ignored, as the case may be. Success and failure are not matters of good or bad luck. Complete analysis of a proposition and careful execution of the plans bring results with as reasonable certainty in an advertisement as cause and effect follow each other in any other controllable human affairs.

Advertising is a field in which immense sums of money are expended, in which invaluable permanent assets of good-will are developed, in which large results are sometimes produced as if by magic, in which success or failure often hinges on a minute understanding of human nature and of economic conditions. Such a field deserves the most scrutinizing study. It is the purpose of the succeeding chapters to point out what the scientific foundation is, and what some of the underlying principles are.

1. *Printer's Ink*, January 22, 1914, p. 3.

## CHAPTER II

### PROBLEMS OF ADVERTISING: DEFINITIONS

**Problems Confronting the Advertiser.** In order to obtain a clear understanding of the theoretical and practical problems of advertising, let us examine for a moment the actual situation which confronts the man who is preparing the plan and copy for advertising a given commodity. What information must he have, and on what principles must he proceed?

To make the situation entirely concrete, What problems would be involved in preparing the advertising plan, for example, of coffee? Without attempting at this point to make a systematic enumeration of all points concerned, let us note some of the numerous queries that the advertiser must meet and solve, if his copy is to be effective.

The first large question that he would have to face would be the method by which the coffee is to be sold and distributed. Shall the advertising begin before the distribution of the coffee among the dealers, or shall the dealers be solicited to have it in stock in advance of the advertising? Shall personal salesmanship and advertising be promoted simultaneously? What shall be the general sales policy? What is the condition of the market? How severe is the competition?

The second large question relates to the technique and execution of the advertising plan, that is, the manner in which the advertising should actually be done. In order that we may appreciate the complexity of the situation we may enumerate some of the specific advertising problems as follows: What class of people will be the natural buyers of the coffee? By what mediums can this particular class be reached? What is the best time for launching the advertising campaign? How large shall the individual advertisements be? How frequently shall advertisements be inserted? Shall small advertisements be used frequently or shall large advertisements be

used at longer intervals? How large a part of the people shall the campaign attempt to reach? What features will be most effective with the class to be reached? What shall be put into the headline? Shall an illustration be used, and if so, what shall it represent? If the coffee has never been on the market, by what name shall it be designated? What kinds and sizes of type will be most effective? What kind of borders shall be used? What shall be the arrangement and location of the different parts, such as illustrations, headlines, and paragraphs? Should argumentative or suggestive text, or a combination of both, be used? How may the effectiveness of the appeals be tested?

**Planning a Campaign.** The advertising plan of Instant Coffee illustrates in an actual, concrete way how numerous and intricate the problems of a campaign are.<sup>1</sup> The following illustration has been selected to show the complexity and the interrelation of the problems of advertising and the sales policy. Part of the success of this campaign is due to personal salesmanship, soliciting, canvassing, and demonstrating, and part of it is due to advertising:

We started three years ago, my associates and I, with a new product, a crystallized coffee, put out under the brand name of G. Washington Prepared Coffee. Four months after our start we had secured a foothold in what is generally acknowledged to be one of the most difficult markets in the world and were selling the equivalent of 42,500 cups of 40-cent coffee every morning. Now, after three years, our sales have reached the equal of about 1,000,000 cups a day.

We have done it partly through advertising and partly through various sales methods. We have made our share of mistakes; and some of them have been costly. But the net results of our efforts have been gratifying.

This was the situation three years ago, when we organized in New York the G. Washington Coffee Refining Company to take over a small going business and develop the distribution of what we have described as a "prepared," "refined," or "crystallized" coffee.

We have dodged the use of the word "extract" or "essence" as a description of the product because of the undesirable associations those words have. Besides, it is not strictly an extract. It is the result of a refining process, just as sugar is the result of a refining of sugar

1. *Printer's Ink*, October 2, 1913, p. 3.

cane or sugar beet. The best part of the coffee is there, powdered, for handy package in tins.

The first thing, naturally, was to settle on the brand name. We have been criticized for making use of the name "G. Washington" and the well-known Washington signature. To some the apparent exploitation of the Father of His Country seems little short of sacrilegious; to many others a breach of good taste. As a matter of fact, our critics are entirely wrong. The Washington for whom our coffee is named is not the immortal George Washington, of the English branch, who has won a right to the use of his own name. This George Washington is the inventor of a kerosene vapor lamp, which is on the market today. He worked fourteen years on this coffee refining process. Yes, there is plenty of justification, moral and otherwise, for the use of the name. As for the signature, its resemblance to that of the immortal George Washington is broad rather than close, and arose, I suspect, out of Mr. Washington's natural admiration for his distinguished relative.

So we kept the brand name. The next step was to lay out the campaign. Confident though we were in the unbounded possibilities of the product, we proceeded cautiously. Mr. Washington had done business on a small scale and we desired to satisfy ourselves that the merchandising conditions were right, by trying it out on a broader field.

We laid out three lines of development. First, we arranged a try-out at Atlantic City that summer, in 1910. Second, we put a small advertisement in the *Saturday Evening Post* in the hope of getting a line on the attitude of the public in all sections toward a prepared coffee. And, third, we planned to get distribution and educate the retail grocers and others through territorial agents. We were feeling our way.

The results soon began to point to success. The Atlantic City demonstration store we opened quickly reached an average sale of 160 cans of 25-cent and 80-cent coffee. We had to increase these prices later to 30 cents and 90 cents and put out a hotel size can. By means of these sales and the accompanying demonstrations, the brand name of the coffee was carried all over the country.

We immediately followed this up by organizing a force of forty canvassers and twenty demonstrators and working from town to town, touching all the places of ten thousand and over in the East. The demonstrators worked in the local grocery or drug stores and the canvassers sold from house to house. We also took in all the convenient food shows.

Thousands of letters came in reply to the advertisement in the *Post* and confirmed the judgment of the public as shown at Atlantic City.

We had our opposition pretty well sized up by this time. It was not a proposition for the small dealer at first. When our salesman talked 30-cent coffee and then showed a can about half the size of a tea

cup, the small grocer would throw up his hands. He couldn't see the value then. So we saved time and energy by following the line of least resistance and selling only the largest and most progressive grocers in every town.

By fall we were ready for advertising. And here we faced a difficulty. What sort of story should we go to the public with?

We should have liked to rehearse the many talking points of our unique process and product, but we were afraid the public might not see it through our prejudiced eyes.

We would have liked to play up the modest inventor of the process, but he was inexorable in his refusal to be exploited.

Six leading physicians of the country have told us the use of our refined coffee in place of ordinary coffee would add five years to the life of the average coffee drinker, but our advisers warned us solemnly against helping out the anti-coffee campaign; and we could not claim any actual improvement in flavor.

There was but one strong talking point left — convenience. G. Washington coffee is made in an instant, in the cup. The powdered or crystallized coffee is dropped in and dissolves in an instant when hot or cold water is poured over it.

This idea furnished our copy. It was possibly not the strongest argument we had; it probably would not help us as much as some of the other interesting facts we have to tell; but it was *safe*; it would not start the mind running in critical directions. It might not create an intense desire, but it has provoked curiosity and led directly into sales.

Our plan was one of territorial campaigning, sending our sales force into a community and backing it up with local newspaper advertising to run just before and while the salesmen were working the territory. The newspaper support was all we had at the time; no store cards, window displays, or any other auxiliaries. We began in New York City and Brooklyn and worked outward, with the help of local advertising, for the next two or three months, and after that, until the fall of the following year, 1912, without it.

Our salesmen handled the proposition in this way: One of them would call on a dealer with a case containing two vacuum bottles, a can of sugar, and a can of G. Washington Instant Coffee. One vacuum bottle contained hot water. The other bottle contained cream.

The salesman introduced himself, made a cup of Instant Coffee on the spot by putting a spoonful of the crystallized coffee into a cup and dissolving it instantly with the hot water. This he served to the grocer, with or without cream and sugar. Our men were calling on the leading grocers. A great majority of the latter were impressed by the demonstration and stocked goods.

All this time we were adding to our string of brokers. Some of

these were secured by the traveling salesmen; the rest by correspondence. By the end of the first year we had the big centers covered and were getting good orders from our brokers through the jobbers.

A year ago last summer we began to prepare for our fall campaign. We had used the local newspapers to get started. We thought we were ready for a national advertising campaign, and concluded to try the magazines. A list was made up for a four months' run, beginning with October. This included the *Saturday Evening Post*, the *Ladies' Home Journal*, the *Butterick* trio, *Literary Digest*, *Collier's*, the *Woman's Home Companion*, *Illustrated Sunday Magazine*, *Pictorial Review*, and *Good Housekeeping*. The space ran in quarter pages in all of the magazines, except *Good Housekeeping*, from once to twice in a month, and in *Good Housekeeping* full pages for the four months. It contained an offer of a booklet on new desserts and delicacies made with our coffee. Many of these booklets were distributed by this means.

The beneficial effects of this advertising, after a silence of ten months, were soon apparent. It stimulated the trade and also softened it toward our salesmen.

We followed this up after a time with ten or a dozen painted bulletins in New York City, divided among the residential section, Brooklyn Bridge, and the trade district. Some of these are still up. Later, also, we added eighth, quarter, and half-page ads in class magazines like *Field and Stream*, *Outdoor Life*, the *Trained Nurse*, *Christian Herald*.

We had great hopes in regard to our sampling. We spent \$25,000 trying out a campaign of it in New England, but so far as getting any tangible results out of it, it was a flat failure.

I am disposed to think, however, that the failure was not due to any inappropriateness of the method or the way in which we handled it, which was by the usual crews, carefully supervised, but to the fact that our samples were too small, whether for the purpose of making an impression or securing a fair test. The sample contained only enough for four cups, that is to say, less than four teaspoonfuls. I have no doubt that many housewives and cooks tossed it away without giving any thought to it—it was so small.

And it certainly was too small to start a habit or break up the old one. One of the popular impressions we have to overcome is that G. Washington Instant Coffee is good only for picnics, motor trips, kitchenette apartments, hotel rooms, and travel, where it is inconvenient to use the ground coffee. Our advertising had perhaps strengthened this impression. And one or two cups of coffee made from samples are not enough to change the habit of years.

The Shredded Wheat people tell me that they try to cover the whole country once a year with a sample box of their biscuits. A salesman will go to one family and find no one who cares for Shredded Wheat. He leaves a sample and goes on. The second house is the same; nobody

cares for it. And the third, fourth, and so on. He comes to the tenth house, and there is one little boy there that likes it. The sample left the year before has made a consumer out of him. And some of the samples left that year will make consumers in the other families. And it pays to sample. But there must be enough large-sized samples to switch or start the habit.

The development of the prepared coffee idea in our advertising—we subsequently changed the name to Instant Coffee—suggested a logical sales development, and we went after the fountain trade as well as the grocers. The fountain had already been using old style coffees and extracts. And we were to get an entrance as a novelty and build up a distribution through several thousand drug and confectionery stores. This, of course, helps the grocery store sales.

In the press of other matters we have not given the attention to literature or dealer helps that we should have. We are now going into that. We have one rather elaborate cut-out and a fountain sign; also a decalcomania sign for the dealer's window. This has our trade-mark, together with the legend "fresh creamery" on one side and "fresh eggs today" on the other, the whole in bright and attractive lettering. Our men put this up themselves, as well as place cut-outs and hangers in stores.

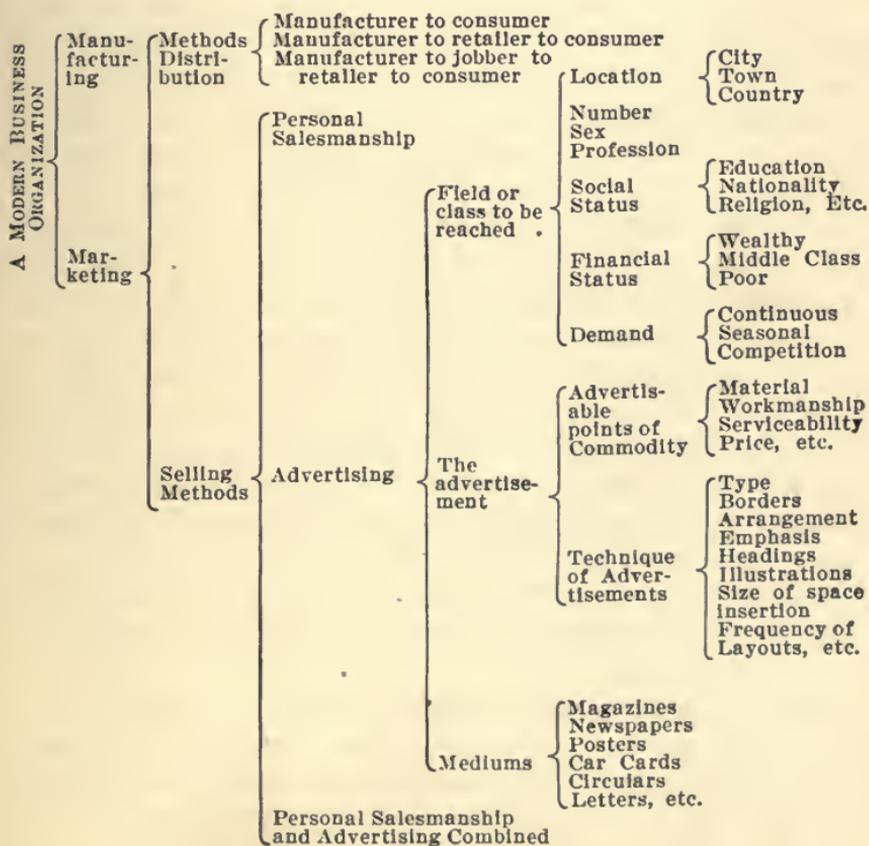
As a result of the three years' work we have done, we have a large majority of the most progressive dealers in the leading towns of the country from Eastport, Me., to Vancouver, B. C.

We are now figuring on a broad fall advertising campaign to back up the growing sales promotion. We shall give more attention to window and store display, to dealer coöperation in all its phases. Grocers are continually asking for more store demonstrations, and we shall have to develop that important side. We shall get back to sampling sooner or later. The thing called for now is intensive work, a campaign of education directed at the consumer and a campaign of trade work to bring in the small dealers whom we could afford to neglect while we were laying the framework of our distribution. We have got to go after both now. And advertising will naturally play a large part.

**Relation of Advertising to Business Management.** Thus we see that advertising itself is simply a large branch in the still larger department of the marketing of a product. Its aims and methods must naturally first be fitted into the general plan and policy of marketing that particular commodity, and then the specific advertising problems can be dealt with. We shall confine our present study to the principles and technique of advertising, and deal with the general sales plan only in so far as it may be necessary to clarify the former.

The precise place which advertising with its various problems occupies in what for our present purpose of analysis we may call a complete modern business organization is set forth in the following outline. Such a business has two main divisions, the manufacturing of the product, and the marketing of the product. The former does not concern us here and so we shall not analyze it. The latter has two large subdivisions,—the methods of distributing the product from the factory to the ultimate consumer, and the means of selling the product. The ramifying subdivisions of the latter are indicated in the outline.

From this analysis it will be seen that the advertising problems cannot be dealt with independently but must be consid-



ered in their relation to the other problems of a business organization, at least so far as the general policy is concerned.

**Definition of Advertising.** In order that we may obtain a systematic view of the whole mass of problems, let us inquire what the function of advertising is. Then we may accordingly group these problems under the various functions that a successful advertisement is intended to perform.

Of course the prime object of commercial advertising is to sell. In some instances the immediate object may be something else, such as to cause people to make inquiry about an article, to ask for a booklet, or to create a general desire, but it takes very little analysis to recognize that the aim, either immediate or remote, is to sell. There are other forms of advertising besides commercial, as for example, political advertising in which the candidate for office is advertising his qualifications for the office. Still other forms of advertising consist in the announcement of an event such as the time, place, and nature of a public gathering. In view of these various forms of advertising it is difficult to formulate an all-inclusive definition. To comprehend all the different types, we may define advertising as *the presentation of a proposition to the people, usually through print, in such a manner as to attempt to induce them to act upon that proposition.* The business man tries to present his commodity in a manner that will induce people to buy it. The candidate for office tries to present his qualifications in such a manner that voters will be induced to vote for him. A public gathering is announced so that people will be induced to attend it. In any instance, advertising consists in offering a proposition so that people will be induced to react favorably upon it. Commercial advertising, with which we are here concerned, is *the offering of a commodity, usually through print, in such a manner that the public may be induced to buy it.*

**Functions of an Advertisement.** Further analysis shows that in the accomplishment of this ultimate aim an advertisement has three chief functions: *to attract attention, to stimulate interest, and to secure a response.* Obviously, the first

thing an advertisement must do is to secure attention, to be noticed by the public. This may involve nothing more than the arresting of the reader's eye. Second, it is not enough merely to catch the eye; the advertisement must interest the reader at first glance to such an extent that he will read and examine it. In the third place, it must impress him so that he will react favorably upon the advertisement either immediately or at a later time.

These three functions overlap more or less. If the advertisement has favorably attracted attention it has taken a long step toward persuading the reader. If it has interested him it has taken a still longer step toward leading him to purchase. But for the sake of analytic clearness we must consider these functions separately, realizing all the while that they intermesh everywhere.

This threefold purpose furnishes the most convenient basis for systematically classifying the numerous and detailed problems of advertising referred to at the beginning of this chapter.

First, the securing of attention, or the placing of the advertisement before the public, may be accomplished by the following means:

1. By the size of the advertisement itself and by the size of the print in the display lines.

2. By novel and unusual features in the make-up of the advertisement.

3. By proper emphasis and the avoidance of counter-attraction with other advertisements and among the parts of the advertisement itself.

4. By arresting the movement of the eyes, through borders, type, etc.

5. By placing the advertisement in position seen easily and frequently.

6. By placing the advertisement in mediums that reach the desired class of people.

Second, interest in the contents of the advertisement may be aroused by the following means:

1. By interesting headlines.
2. By interesting illustration.
3. By text and arguments that are terse, pointed, and full of news.
4. By making the advertisement timely.
5. By making the advertisement easily comprehensible.
6. By making the typography inviting to read.
7. By making the advertisement inviting in appearance and artistic in its make-up.

Third, a response may be secured by the following means:

1. By creating a reasoned conviction.
2. By directly or indirectly suggesting action and response.
3. By appealing to and stimulating natural inborn desires of response and action.

A fourth function might possibly be added, namely, that an advertisement should be remembered. But obviously that is not necessarily a universal function, since many types of advertisements aim to secure an immediate response. Of course, the majority of advertisements aim to make a permanent impression on the memory. At any rate, the chief principles of securing remembrance are similar to the principles of securing attention and interest. That which makes a deep impression, or arouses intense interest, is quite apt to be remembered.

**Advertising and Psychology.** From this analysis it will readily be seen that the ultimate basis of advertising,—the “why” and the “how” of specific problems,—lies in an understanding of human nature. All advertising problems are subsidiary, in the last analysis, to the one main question, namely: By what means and in what way may the mind of the potential customer be influenced most effectively? Such questions as, What is the most appropriate headline? What is the most attractive form? What are the most pulling arguments and points? What is the most effective way of expressing them? What is the best style of type? What are the most suitable mediums? What will arouse attention to, and interest in, a given proposition? What is most apt to secure re-

sponse? and the like, find their ultimate answers in the light of how they will influence people, and, in particular, the class of people to be reached in any particular campaign.

The principles of advertising, therefore, are based, either directly or indirectly, upon psychology. Broadly defined, psychology is the scientific study of human nature, of human behavior, of the functions and laws of mental life. Its central question is, How does the mind work? To know how to influence human beings, one should know the workings and laws of human behavior.

### PROBLEMS AND QUESTIONS

1. If you were to prepare an advertisement, for example, of an article of food, what facts would it be important for you to know? Make as complete and systematic an analysis as you can of all points involved. To bring the force of this problem fully before you, construct an advertisement of baked beans as well as you can, and make your analysis in connection with it.

2. What is the difference between advertising and publicity? Define each and show that the former includes more than the latter.

3. What are the differences and the similarities between advertising and personal salesmanship? In what respects are the steps in a personal sale similar to the steps in a sale through advertising?

4. If psychology is the science of human behavior, show that the principles on which advertising is based are psychological.

5. To which of the ordinary mental processes, such as attention, imagination, memory, reasoning, suggestion, imitation, feelings, emotions, will, etc., does advertising appeal most? Give examples.

6. In which is the advertiser more interested, in the characteristics and laws (mental and social) of communities and classes of persons, or in the idiosyncrasies of individuals? Illustrate your answer in advertising, for example, an article of clothing.

7. As accurately as you can analyze, to what extent are you influenced by advertisements? Concretely, can you give illustrations of purchases you have made in which you were influenced (1) entirely by advertising, (2) partly by advertising?

8. Study the campaign of Instant Coffee cited in this chapter. Make an analysis and a list of the chief problems that had to be met and state how they were met. Distinguish between the problems that relate more strictly to advertising and those that relate to the whole field of mer-

chandising. Do you see any weaknesses in the campaign? Were the problems solved in the best way?

Can you show in what way the problems here involved are fundamentally psychological?

NOTE. The usefulness of this book as a text will be greatly increased if it is possible for the instructor to make an arrangement with merchants and business houses whereby each student can make an intimate study of the advertising of a given firm, and to have the student prepare the advertising for that house during the entire time of the course. The problems at the end of the various chapters could be correlated with that work. This would give actual contact with and real practice in carrying out the principles set forth. If the work is done intelligently and tactfully, business men are glad to make such arrangements.

## CHAPTER III

### ATTRACTING ATTENTION: REACHING THE PEOPLE

**Necessity of Securing Attention.** Under this head we shall consider the first elementary function which every advertisement must perform, namely that of arresting the attention of the reader. In colloquial terms, whatever else an advertisement must do, first of all it must catch the reader's eye. No matter how effective and pointed the text of the advertisement may be, if it remains unnoticed it is wasted. Many an otherwise excellent advertisement is a loss simply because it fails to be noticed. On the other hand, an advertisement must not spend all its substance on securing the reader's attention; it must also have something to offer after the attention has been arrested. But the vital point remains that the securing of attention is an indispensable function, as can be abundantly shown by campaign results as well as experimental tests.

In a recent investigation a tabulation was made of all the firms advertising with full pages in the year 1890 in two standard magazines. These advertisements were then classified into three groups according as their attention-values were judged to be good, fair, or poor. Then the advertising sections of the same two magazines for the year 1910 were searched to find which ones of these firms were still advertising in them. The investigation brought the results in the following table:

	NUMBER OF FIRMS USING FULL PAGES IN 1890	NUMBER OF THESE FIRMS LEFT IN 1910
Attention-value good.....	35	17 or 49%
Attention-value fair.....	30	5 or 17%
Attention-value poor.....	32	5 or 16%

Hence approximately three times as many firms whose advertisements had high attention-value as firms whose adver-

tisements had inferior attention-value were still advertising in the same mediums twenty years later. While these figures do not absolutely prove the point in favor of the attention-compelling advertisements, they have, nevertheless, considerable weight. There are many obvious reasons, besides inefficient advertising, why a firm might not be advertising in the same mediums twenty years later. The mediums might not have been suitable for its products, or the business might have been discontinued, or the product might have been in demand only temporarily, or the methods of selling might have been changed. Nevertheless, these figures have a strong corroborating force in favor of the greater efficiency of properly constructed advertisements.

**Testing the Attention-Value of Advertisements.** The differences in mere attention-value among advertisements even in a first-class medium are extremely large. To obtain a measure of such differences the following test was made. The plan used obviously is not free from shortcomings, but it probably gives a fair estimate of attention-value. This test was made with several purposes in view, and will be referred to later as the "magazine test."

A copy of a magazine (*Cosmopolitan*, April, 1910, or *Everybody's*, March, 1909) was placed in the hands of each of 374 persons for the purpose of examining its advertising section. These persons were instructed to read what they liked and to skip what they did not, but to turn every leaf of the advertising section. Fifteen minutes were allowed for this purpose, after which each one was asked to write down all the advertisements he remembered having seen. In the test 284 persons were given the *Cosmopolitan* and 90 were given *Everybody's*. A table was then prepared to show the number of times each advertisement had been mentioned. Selected samples of full-page advertisements treated in this table, together with the number of times each was mentioned, are given in the accompanying illustrations, Figures 3 to 14.

Several points of criticism of this method of testing the attention-value of advertisements should be noticed here.



FIGURE 3 (131)



FIGURE 4 (94)



FIGURE 5 (92)

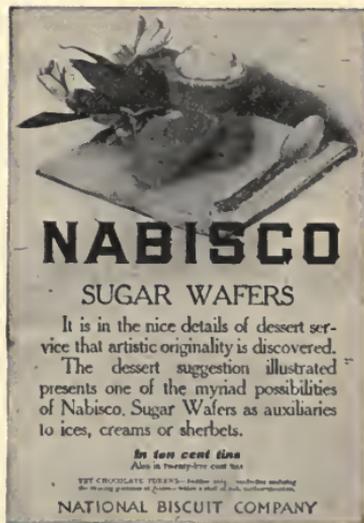


FIGURE 6 (80)

The numbers at the bottom of Figs. 3-14 indicate the relative attention-value of these advertisements as determined by the test described on page 30. The larger the number, the greater the attention-value

**That Baby of Yours**

will have a tender, burning, irritated skin unless you exercise care in choosing the soap to be used for his daily bath. Soaps containing strong alkali, coloring matter and adulterants, will dry and irritate the skin and destroy its softness.

Fairy Soap—the pure, white, floating, oval cake—a baby's friend. It is made from edible products, and is just as pure and good as it looks. Price but 5c.

THE J. I. HANBURY COMPANY  
LONDON

Just a Little Fairy in Your Home?

FIGURE 7 (79)

**Rexall**  
"93" HAIR TONIC

Makes and keeps scalp and hair healthy.

Your Money Back in 3 Days!

and all guaranteed to restore, improve, and keep your hair in its natural condition. It is the only hair tonic that is safe for the scalp and does not dry the hair.

Manufactured by Rexall, The Great Selling Point

FIGURE 8 (74)

Style V with GRAND

MAISONNET CASE '550  
BEAUTIFUL VENEER

**The Knabe**

The World's Best Piano

is the one piano not only abundant in tone, but today more than ever, a sure and sure representative of finished construction, exceptional durability and that total stability that cannot be successfully imitated or equalled.

Wm. KNABE & Co. 417 Fifth Avenue, Corner 57th Street  
NEW YORK

FIGURE 9 (59)

**Annual Special Sale**  
**Ostermoor Mattress**

Excellent French Edge Mattress, and the standard with a soft, springy, and pure, washing and powder, finest grade of cotton, all the skin, a bed of inches wide by 6 feet 4 inches long, in one of the purest and cleanest.

REGULAR PRICE \$30. SPECIAL PRICE \$18.50

Mattresses are all the same and are made of the same material. They are made of the same material and are made of the same material. They are made of the same material and are made of the same material.

Price \$18.50 Each

OSTERMOR & COMPANY  
111 Broadway Street  
New York

FIGURE 10 (48)

A study of these advertisements will reveal some striking differences in their construction and mode of appeal, such as the use of illustrations, text, type, contrast, and borders. These and other factors account for the variations in attention-value

**STUDEBAKER**



REAR VIEW OF A STUDEBAKER TOURING CAR, THE CALLESTON MODEL OF 1913

Sublimity of the car for touring family use and touring is the principal feature of the Studebaker.

It is essentially a three hundred and sixty-five days in the year automobile for general utility. Each individual part harmonizes thoroughly with reference to the service the car is intended to perform. It affords the maximum of

**COMFORT, STYLE and DEPENDABILITY**

Send a well-known motorist's diary of a recent tour of France, Spain and Italy, made in a Studebaker at a total car-cost of \$1,365. It is a story, replete with valuable touring information and data, and outstanding as proof of Studebaker dependability.

STUDEBAKER AUTOMOBILE CO., SOUTH BEND, IND.



**STUDEBAKER**

FIGURE 11 (45)

**We Spend Unseen Thousands**

Must have, in the shoes, had while in you buyers, get there's vast difference among the different brands. Some are made with a "cheap" material, some instead of the real "leather." Some are knit in a hay-barned way.

It's easy spending this year a few less Hopleproof Hoos for your feet what it costs to make a common grade.

The fact that this difference doesn't show at a glance means that hundreds will fail to get the best shoes.

We are willing, you'd be so you'd know and you can choose. You don't want to, but there are dealers better than most you find the same at the office.

Where These Thousands Go

The part that is general "Hopleproof" costs an average of 25 cents a pair—1000 in a hundred pair for only one pair. It is made from Kappa and the latest material—a very strong and elastic.

**Hopleproof Hosiery**  
FOR MEN, WOMEN and CHILDREN

It is Three-Fly

Various styles of hosiery are made from this material and are of such quality and durability that they will last for years. They are made from the finest material and are of the highest quality.

Our Expensive Process

A hosiery in our 22 years of experience, and the Hopleproof Hosiery for men, women and children is a hosiery of such quality and durability that it will last for years. It is made from the finest material and is of the highest quality.

These Hosiery for 1000 in the Last

The Hopleproof Hosiery for men, women and children is a hosiery of such quality and durability that it will last for years. It is made from the finest material and is of the highest quality.

Sold in Your Town

The Hopleproof Hosiery Co., 418 Fourth St., Milwaukee, Wis.

**Are Your Hosiery Insured?**

FIGURE 12 (30)

**Did You Ever See a Tired SHOP GIRL?  
Or a Worn Out ERRAND BOY?**



ANGING us to the shop in a crowded street car after a hard day—going often to a clothing house? "Yes?" "Lots of them?" "We thought so!" "We have all seen them! Couldn't happen to your boy or girl though?" "No!" "That's what their Father may have thought. He stopped at thinking about it. Didn't see when he could have bought the Life Insurance policy which would have protected it all. Now his boy—who has been robbed of the education which would have given him an even start in the world—and his Girl who has been robbed of her chance of a Home—meaning everything to a young woman—have to pay the price of their Father's neglect, or thoughtlessness, or indifference, or carelessness. (and it's a heavy price and an unfair one, which they have to pay. Better take such of your Life Insurance. It is it enough? No?) "We thought not!"

Send for The Equitable Life Assurance Society man—NOW—TODAY. You don't know, it may already be too late for you to get these benefits! He will tell you!

First: Whether you can become a member of the Equitable Society.

Second: How late it will cost to put an Equitable policy between your boy and your girl and the 12-hour day!

**THE EQUITABLE LIFE ASSURANCE SOCIETY**  
OF THE UNITED STATES  
"Strongest in the World"

The Company which pays its death claims on the day it receives them

PAUL HORTON, PRESIDENT 129 BROADWAY, NEW YORK CITY

AGENCIES EVERYWHERE! None in your town? Then they can be procured where good business is done—in its representative in your town. Great opportunities today in Life Insurance work for the Equitable.

FIGURE 13 (20)

**Right Painting Preserves Property**



PAINT is more than color, and more than appearance. Permanency and protection to the surface covered are of first importance. The variation of color should be taken care of only after these are secured.

Pure white lead and linseed oil are the recognized basic necessities of paint. Why? Because they form a perfect union and, when mixed, have the quality of penetrating the surface covered and becoming a part of it. Such paint never cracks or scales. It wears down uniformly and the surface is ready for repainting without scraping or any preparation other than brushing off the dust.

Use National Lead Company's pure white lead ("Dutch Boy Painter" trademark), have it mixed with pure linseed oil, and your painting must be economical because it will last. It will also be beautiful. Ask the painter who takes pride in his profession if this is not true. He knows.

National Lead Company's pure white lead is the best known and enjoys the largest sale in the world. It is exactly what we say it is—pure white lead containing no chalk, barites or any of those subtle adulterants which make painting an expense.

If you paint that way you secure both beauty and durability. Write us for our "Dutch Boy Paint Advice No. 2." Complete color schemes—correct methods. Free.

NATIONAL LEAD COMPANY  
INCORPORATED  
NEW YORK CHICAGO  
In other cities and in all foreign cities  
Solely by the National Lead Company, Limited  
National Lead and Ornamental

FIGURE 14 (2)

Differences in familiarity and reputation of the various advertisements used in this test were eliminated, as far as possible, by the method explained in the text, p. 34

An advertisement, aside from its attractiveness, might have been mentioned by many, because it was familiar, because it was located on the outside cover, or because it had a special interest. To eliminate the advantage of location, none of the advertisements in preferred positions were included in the present tabulation. To eliminate the force of familiarity, each participant in the test was asked at another time to write down all brands of articles he was acquainted with, through advertising, use, or otherwise. The number of times each commodity was thus mentioned was deducted from the number of times it was mentioned in the "magazine test." For example, the Old Dutch Cleanser advertisement was mentioned 219 times in the test and 88 times in the enumeration for familiarity, leaving 131 mentions due chiefly to the attention-compelling construction of the advertisement. The numbers given in the illustrations have all been corrected in this manner and probably represent fairly correctly the pure attention-value of these advertisements. A comparison of their relative ranks and their various make-ups shows interesting differences which evidently explain why some catch the reader's eye more readily than others do.

For a psychological description of the nature and laws of attention, the reader may consult the standard treatises on psychology.<sup>1</sup> It will be sufficient for our present purpose to note that the word "attention" will be used in the ordinary current sense of the focal point of mental activity.

**Difficulty of Attracting Attention Today.** Several factors have tended to make the task of securing attention to a commodity a more difficult one today than fifty years ago, when advertising was in its comparative infancy. It is, therefore, all the more important to study thoroughly this aspect of our subject, namely, the methods and principles of reaching the potential customer. Among the most important factors which make the problem of securing attention a difficult one today, we may mention the following five:

1. For example, Angell, *Psychology*, Ch. 4, James, *Psychology*, Ch. 13, Pillsbury, *Essentials of Psychology*, Ch. 5.

(1) *Hasty Reading.* In the first place, the tremendous volume of printed matter that has literally flooded the land has developed a more hasty reading habit. Half a century ago the typical home had one or two magazines which were read thoroughly from cover to cover. The same home today has perhaps half a dozen magazines which are skimmed more or less superficially. Newspapers, too, were formerly few and small, and their advertisements were therefore quite certain to be read.

(2) *Increase in Number of Mediums.* While we have no experimental or statistical data to prove greater hastiness in reading, yet the inevitable effect of the large masses of printed matter has been to change our habit of reading. The following table shows the astounding increase in the number of magazines and newspapers since the early sixties.

NUMBER OF MAGAZINES AND NEWSPAPERS IN THE UNITED STATES AND CANADA.<sup>1</sup>

1861.....	5203	1891.....	18,536
1871.....	6056	1896.....	19,760
1876.....	8129	1901.....	20,879
1881.....	10,267	1906.....	22,326
1886.....	14,160	1911.....	24,235

During the same period the population has grown from approximately 31 millions to 90 millions. Thus, while the population has increased only threefold, the number of magazines and newspapers has increased nearly fivefold.

(3) *Growth in Circulation.* A third factor in the growth of advertisement matter is the tremendous increase in the circulation of most of the publications. To mention a few examples: The *Saturday Evening Post* has a circulation of over two millions. In 1897 its circulation was only 3000. *Collier's Weekly* has a circulation of about 645,000. *Everybody's* has a circulation of 650,000 (*Mahin's Advertising Data Book*, 1912). In 1884 the circulation of the *Ladies' Home Journal* was about 25,000. Today it is nearly 1,750,000. From 1900 to 1910 the total circulation of the sixty leading<sup>2</sup>

1. Based on N. W. Ayer & Son's *American Newspaper Annual and Directory*.

2. As listed in the tables published at regular intervals in *Printer's Ink*.

national periodicals has doubled. In 1912 their combined circulation was 21 millions. Among newspapers, the distribution of some of the metropolitan dailies is very large. For example, the *Chicago Tribune* has a distribution of about 240,000 copies, the *New York Herald* 100,000, the *New York Sun* 90,000, and the *New York Tribune* 92,000. According to F. Hudson (*Journalism in America*, page 525) the New York papers mentioned here had in 1842 an estimated circulation of 15,000, 20,000, and 9500 respectively.

(4) *Increase in Firms Advertising.* In the fourth place, there has been a manifold increase in the number of firms using the advertising mediums, all bidding for the reader's attention. From the following table<sup>1</sup> it will be seen that there were more than five times as many firms advertising in the *Century Magazine* in the year 1907 as there were in the year 1870. The same relative increase holds for nearly all other standard advertising mediums.

DATE	TOTAL NUMBER OF PAGES OF COMMERCIAL ADVERTISING FOR EACH YEAR IN THE <i>Century Magazine</i> .	TOTAL NUMBER OF DIFFERENT FIRMS ADVERTISING DURING EACH YEAR IN THE <i>Century Magazine</i> .	AVERAGE NUMBER OF LINES USED BY EACH ADVERTISER DURING THE TWELVE MONTHS IN THE <i>Century Magazine</i> .	AVERAGE NUMBER OF LINES IN EACH ADVERTISEMENT APPEARING IN THE <i>Century Magazine</i> FOR THE YEAR INDICATED.	AVERAGE NUMBER OF TIMES EACH FIRM ADVERTISED DURING THE YEAR IN THE <i>Century Magazine</i> .
1870.....	33	66	113	.....	.....
1875.....	231	318	162	31	5.65
1880.....	244	293	186	61	3.04
1885.....	446	662	150	43	3.51
1890.....	1061	910	261	50	4.50
1895.....	902	638	317	61	5.13
1900.....	946	489	433	88	4.90
1905.....	1198	393	683	114	5.09
1907.....	1056	364	650	151	4.30
1908.....	800	.....	.....	131	.....
1909.....	888	.....	.....	145	.....
1910.....	906	.....	.....	159	.....
1911.....	790	.....	.....	154	.....
1912.....	702	.....	.....	157	.....
1913.....	632	.....	.....	169	.....

1. Abbreviated from the table on p. 183, *Psychology of Advertising*, W. D. Scott. The figures since 1907 have been added by the author.

(5) *Increase in Size of Mediums.* In the fifth place, not only has reading become more "skimming" and the number of advertisers greatly increased, but, as a consequence of the latter fact, the total advertising space of all kinds has manifolded even more rapidly. From the table just referred to, column two, it will be noticed that the *Century Magazine* carried just thirty-two times as many pages of advertisements in 1907 as in 1870. Metropolitan newspapers have increased from four and eight pages to sixteen, twenty-four, and thirty-two pages.

**Better Advertising Today.** These conditions are partly offset today by the more general habit of reading advertisements, by the greater confidence which people have in advertising, by the better methods of advertising, by a more thorough understanding of its principles, and by the introduction of classified advertisements which give the small advertiser a better chance. The general public has been educated to read advertisements and to believe in their reliability, because of the honesty of nearly all advertising in high class periodicals. In its early days, advertising largely dealt with patent medicines. There were no standards of discrimination as to the genuineness of the advertisements or the responsibility of the firms back of them. Today the high grade mediums are almost entirely free from unreliable forms of publicity. This condition has been a powerful factor in making advertising more effective. A fuller discussion of this topic will be taken up in a later chapter.

The vital question now is, How may an advertisement be constructed and placed in mediums so that it will receive the greatest attention from the largest number of desirable readers? We shall accordingly proceed to examine in detail the methods and conditions of accomplishing this end.

## PROBLEMS AND QUESTIONS

1. If the greater number of advertising mediums and the greater number of advertisers today tend to make it more difficult for individual advertisements to be noticed, what conditions are present today which counteract these difficulties?

2. Obtain one advertisement which in your opinion has high attention-value, and one which possesses low attention-value. State why you regard them so.

3. What is the difference between securing the attention and securing the interest of the reader in an advertisement? Obtain an advertisement which might do the latter but not the former.

4. Three types of attention are generally recognized: Involuntary (or spontaneous), voluntary or active, and non-voluntary or absorbed interest. To which type of attention does advertising mostly appeal? Why? On which type of attention do classified advertisements mostly depend? Compare as fully as you can the manner of appeal of the classified, with the manner of appeal of the usual display advertisement.

5. Glance through the advertising section of a magazine in the usual manner. Then analyze the ten or twelve advertisements which attracted you most, to find out why they interested you. State the reasons and factors involved. Notice also whether any of them use poor methods of securing attention. State why.

6. Criticize the method described in this chapter for testing the attention-value of advertisements.

## CHAPTER IV

### DISPLAY TYPE: ITS ATTENTION-VALUE AND USE

#### **The Display Words as Means of Arresting Attention.**

The earliest and most obvious device for attracting the reader's attention has been to print a few words of the advertisement in large, heavy type. These stimulate a larger area on the retina of the eye and so attract attention more readily. This device, however, is only one particular example among many based upon the general principle of attracting attention, known as the *law of intensity*. This law must be studied in connection with many practical problems of advertising, notably (a) in the use of display type and (b) in the use of different sizes of space for advertisements.

The *law of intensity*, stated in general terms, is, that, other things being equal, the duration and the degree of attention depend upon the intensity of the stimulus. A loud sound, a strong light, a large object, or a pungent odor arouses the attention more easily and more surely than a weak sound, a faint light, a small object, or a mild odor. Powerful stimuli impress the sense organs with much greater effect than do weak stimuli. This law of intensity is a broad biological principle deeply ingrained in human nature. A strong stimulus to an animal as well as to a man, particularly in primitive conditions of life, means a warning signal and therefore something to be heeded.

To demonstrate the strength of this law, an experiment was performed by exposing for a short interval of time a card upon which twenty-five words had been printed. Five words, scattered among the rest, were printed in type approximately twice as large as the other twenty. This card was exposed to

twenty-two persons, with the following results:

	LARGE TYPE	SMALL TYPE
Number of words shown.....	5	20
Total noticed by 22 persons.....	60	48
Average noticed per person.....	2.7	2.2
Percentage noticed per person.....	54%	11%

Thus we see that the words printed in large type had about five times as much attention-value as the words printed in small type,—54% as compared with 11%.

We will now consider in detail the applications of this law to the use of display type in the construction of advertisements. The chief practical questions are: Is the attention-value directly proportional to the size of the type? Is there a limit to the desirable size of type? What is the best size of display type to use in a given advertisement?

That large-type headlines have greater attention-value than small-type headlines has generally been recognized as advertising has developed. In evidence of this point let us notice the following two entirely different sets of data.

**Increase in Size of Display Type Used.** Since the early beginnings of advertising in this country, larger and larger display type has been used. If one turns back to the early magazines, one is struck with the small headlines then in use. In order to verify this general impression, the author measured the height of the headlines in the full-page advertisements in two standard magazines (*Scribner's* and *Harper's*) at intervals of ten years since 1870. The average for each year was computed as shown in the following table:

YEAR	AVERAGE HEIGHT
1870.....	6.6 millimeters or approximately 24-point type <sup>1</sup>
1880.....	7.2 millimeters or approximately 26-point type
1890.....	9.7 millimeters or approximately 30-point type
1900.....	11.3 millimeters or approximately 40-point type
1910.....	12.4 millimeters or approximately 48-point type

It will be noticed from the table that there has been a steady increase in the size of display type. However, it would seem that the maximum size of display type for a

1. For examples of the "point" system of measuring type, see Appendix.

magazine page has now been reached. Headlines larger than 48 points, or possibly 72 points (which rarely occur), would seem out of proportion on an ordinary magazine page held at the natural reading distance. The table also indicates that the most rapid increase took place from 1880 to 1900, the period of most rapid development in American advertising. More firms began to use advertising during this period than during any preceding period of equal length.

The apparent implication seems to be that larger display type, because of its greater attention-value, has made the advertisements more effective and so has come into more general usage. Like many other psychological principles, this one has unconsciously worked itself out in the course of practical experience and observation. Of course the tendency does not absolutely prove the principle. A common usage may sometimes be a common error. But considering that the tendency has been constant for so many years and that other facts point in the same direction, the above table furnishes an interesting corroboration of the principle under discussion.

**Testing the Attention-Value of Display Type.** The second set of data is derived from the experimental investigation referred to in the last chapter as the magazine test. From these results the accompanying table was prepared to show

HEIGHT OF TYPE IN THE DISPLAY LINES	AVERAGE NUMBER OF TIMES EACH ADVERTISEMENT WAS NOTICED
5 - 7 millimeters.....	6
8 -10 millimeters.....	11.4
11-13 millimeters.....	25.5

the number of times each full-page advertisement in which no illustration appeared had been noticed. The "all-text" advertisements alone were used because the object was to determine the attention-value of the different sized display lines in advertisements in which they were the chief means of arresting the attention. The height of the display type in these advertisements was measured, with the result indicated above.

There is obviously a regular increase in attention-value with the increase in the size of the display type. The last

figure, 25.5, however, is so far above the others partly because one of the advertisements in that group was an unusually familiar one.

Mr. Gale<sup>1</sup> made a test on this matter several years ago by exposing cards on which four words were printed in four different sizes of type. These cards were exposed ten times for a fractional part of a second, to each of fifteen persons.

HEIGHT OF TYPE	PERCENTAGE OF THE POSSIBLE NUMBER OF TIMES THE WORDS WERE NOTICED		
	MEN	WOMEN	AVERAGE
2 millimeters.....	8.7	11.6	10.1
4 millimeters.....	20.2	15.8	18.0
5 millimeters.....	27.7	27.5	27.6
6 millimeters.....	43.0	45.0	44.0

These measurements likewise show a regular increase in attention-value with the increase in size. The largest type was three times as high as the smallest type. It was noticed over four times as often.

**How Large Should Display Lines Be?** Our next question is, What shall determine the size of the display type for a given advertisement? The answer depends on several considerations. First, it depends on whether the headline is to be the chief means of attracting attention, or whether a large illustration is to be used. If only an insignificant illustration is inserted, the heading should, as a rule, be larger than if a prominent one is used. Again, the size of the headline should in general be proportional to the size of the entire advertisement. Thus, a full-page advertisement may appropriately have a heading as large as 48-point type, or possibly in some instances 72-point type, but such type would appear out of proportion in a one-eighth page space. In so far as it is possible to state any general rule of practice, the headings in common use are between one-tenth and one-twentieth of the height of the advertisement. This will hold only for the ordinary, rectangular shape of advertisement, and even then there are wide deviations.

1. Gale, H., *Psychological Studies*, pp. 52-54.

PROBLEMS AND QUESTIONS

1. Give two illustrations, not from advertising, of the principle of intensity in securing attention.
2. What is the application of this principle to the size of type in advertisements? What other considerations besides size are involved in selecting the type for an advertisement?
3. What factors enter into the question of determining the proper size of type for a headline? For example, how would the presence or absence of illustrations affect the problem? What conditions limit the size? Obtain an advertisement in which you regard the type of the main headline too small, and, if possible, one in which it seems too large.

**ON SMALL MONTHLY PAYMENTS**

**BRASS BED** Massive ALL-BRASS BED, large 3-inch posts, and walls, damped, heavy-gauge genuine French lacquer, constructed 10 years, in either length or width finish, most extraordinary value. **Terms \$2 cash, \$2 month.**

**12.95**

**Homes Furnished**

Everything for the home on Open Account Credit—the credit that is so much appreciated by the best families in Chicago today. This expanded credit service is now offered to you no matter where you live or what your salary or position may be. It's credit of the highest character—thoroughly dignified and pleasant—very convenient and helpful. You send a very small sum with order, we ship goods at once and you pay us as you find it convenient. You may take a year on every purchase. We charge absolutely nothing for this credit service—no interest—no extras of any kind. No security required. Absolute satisfaction or money back. Everything confidential.

**CATALOG No. 38 FREE**

Write for our Big New Catalog. It's an immense volume, beautifully illustrated in color, quoting factory prices on furniture, carpets, rugs, curtains, glass, sewing machines, crockery, clocks, lamps, silverware, pianos, refrigerators, stoves, ranges, etc., etc. Write us once for the great Bargain Catalog—write today.

**Hartman Furniture & Carpet Co.**  
 Dept. C7 225-229 Wabash Ave., Chicago, U. S. A.  
 Largest, oldest and best known home-furnishing concern in America. Est. 1888—50 years of success—22 big stores—over 2,000,000 homes furnished—over 700,000 customers today—capital and resources larger than that of any similar concern in the country.

FIGURE 15

Enough lamp chimneys break from "accident" to satisfy me, without having them crack and smash every time the light is turned up.

Macbeth lamp-chimneys *never break from heat.* It takes an "accident" to end their usefulness.

They add to the beauty, comfort and usefulness of the lamp—and they fit.

There is a Macbeth lamp-chimney made for every known burner, and my name is on it.

My book will tell which one to get for your lamp. It is free. Address

**MACBETH, Pittsburgh.**

FIGURE 16

4. Suggest improvements in the size of the different display lines appearing in the advertisements shown in Figures 15 and 16. Reconstruct the headings by modifying the size or by inserting or omitting display lines.

5. Type sizes are expressed in terms of the "point system." In this system 72 points equal one inch. Thus 8-point type, set solid, is of such a size that the distance from the bottom of one line of print to the bottom of the next is 8/72 of an inch. Hence nine lines of 8-point type occupy one inch. The designation of size refers to the body of the type and not to the face of the type. If the type is not set solid,

usually 2-point leads are placed between the lines. In this case only seven lines of 8-point type can occupy one inch. The "agate line" is the standard unit for expressing the size of advertising space. It runs fourteen lines to the inch. That is, it is approximately 5-point type.

(1) On the basis of these data construct a table to show the approximate number of lines to the inch of 5, 6, 8, 10, 12, 14, and 18-point type, (a) when set solid and (b) when leaded with 2-point leads.

(2) Compute the approximate number of words of text of 8-point type set solid that you could use in a quarter-page space of a standard magazine, size  $5\frac{1}{2} \times 8$  inches. Assume that half of the entire space is to be occupied by a cut and a display line.

(3) Obtain one advertisement from a newspaper and another from a magazine, and indicate in the margin, in terms of the point system, the sizes of the type used. See Appendix for samples.

## CHAPTER V

### THE SIZE OF ADVERTISEMENTS

The second important application of the law of intensity relates to the size of the space used in advertisements. Aside from minor considerations, such as the use of illustrations, extensive explanatory text, complexity of proposition, funds available, etc., the prime factor in determining the amount of space for a given advertisement is the relative attention-value of the different sizes of space.

**The Problems of Size.** Two practical questions must be examined at this point. First: Is the pure attention-value directly proportional to the size of the space? That is, other things being equal, does a half-page advertisement have twice as much attention-value as a quarter-page, and does a full-page have twice as much attention-value as a half-page advertisement? Second: What are the various factors that must be considered in determining the size of a single advertisement, or of a series of advertisements for a given campaign?

In considering the first question we must clearly distinguish between the various problems involved. Whether it is better to use small space rather than large space for advertising a fountain pen, or whether it is better to use large space rather than small space for advertising a typewriter, are questions which involve many other elements besides the mere attention-value of the space. These factors will be considered a little later. But in order to get at the ultimate facts of the problem we must single out the separate elements and deal with them in turn. The present question relates to the pure attention-value of space.

**The Pure Attention-Value of Size.** The evidence of observation, experiment, and campaign results seems to indicate that the attention-value increases as rapidly as, if not more rapidly than, the size of the space increases. But we must

not prejudice ourselves in the matter. Let us rather examine the evidence at hand.

**Increase in Size of Advertisements.** Whatever the true answer to the question may be, the first significant fact is that, since the beginning of advertising in America until within the last decade, there has been a steady and continuous tendency toward the use of larger advertisements.

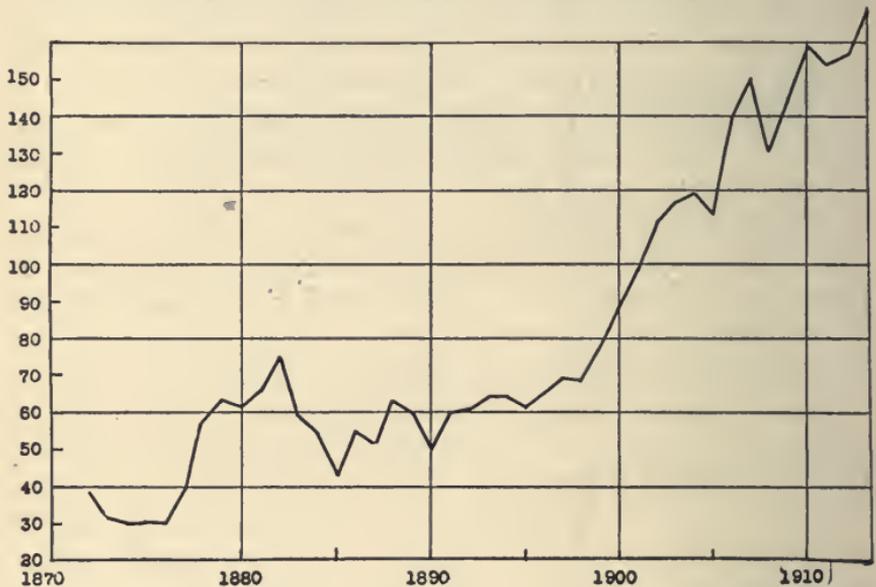


FIGURE 17

Curve showing the increase in size of the average magazine advertisement expressed in agate lines. The average magazine advertisement today is approximately four times as large as it was in 1870 .

Professor Scott made an investigation to determine the average size of the advertisements for each year appearing in the *Century Magazine* since 1870. In the table given on page 36 he gives the average number of agate lines per advertisement. In 1872 the average number of lines per advertisement was 38, whereas in 1913 the average number of lines was 169. According to this investigation, therefore, the average magazine advertisement today is four times as large as it was forty years ago.

This point is further corroborated by the appearance of double-page advertisements during the last decade and by the tremendous increase in the use of full-page advertisements. Up to 1890 only about one-fifth of the total advertising space in magazines consisted of full-page advertisements. Today the ratio is nearly one-half. Conversely, there has been a decrease in the frequency of using small space. In 1880 half-page spaces were used about two and a half times as often as full-page spaces, in 1890 less than twice as often, and today about one-half as often.

**“Mortality Rate” of Advertisers.** Professor Scott has shown that the “mortality rate” of advertisers is very much greater among the users of small space than among the users of large space. He made a tabulation of all the firms located west of Buffalo which advertised in the *Ladies’ Home Journal* during eight years.

NUMBER OF YEARS THE FIRMS CONTINUED TO ADVERTISE	AVERAGE NUMBER OF LINES USED ANNUALLY BY EACH FIRM
1 year .....	56 lines
2 years .....	116 “
3 “ .....	168 “
4 “ .....	194 “
5 “ .....	192 “
6 “ .....	262 “
7 “ .....	218 “
8 “ .....	600 “

“This would seem to indicate,” says Professor Scott,<sup>1</sup> “that in general, if a firm uses 56 lines annually in the *Ladies’ Home Journal*, the results will be so unsatisfactory that it will not try it again. If it uses 116 lines annually it will be encouraged to attempt it the second year, but will then drop out. If, on the other hand, it uses 600 lines annually, the results will be so satisfactory that it will continue to use the same magazine indefinitely.”

**Testing the Attention-Value of Space.** In the magazine test described on page 30, the results were tabulated to show how many times advertisements of different sizes were noticed and recalled. These tabulated results will be found on page 48.

1. Scott, *Psychology of Advertising*, p. 163.

From this table<sup>1</sup> it can be seen that the double-page advertisements were recalled more than twice as often as one-page advertisements, the one-page were recalled more than twice as often as half-page advertisements, and the half-page were recalled more than twice as often as quarter-page advertisements. If small advertisements had as much attention-value as large advertisements in proportion to the space occupied, the figures in the last column should all be alike, but instead there is a rapid decrease from the larger to the smaller spaces. Considered in relation to size, the double-page advertisements were mentioned about four and one-half times as often as the quarter-page advertisements, the full and three-quarter page were mentioned about three and one-half, and the half-page nearly twice as often as the quarter-page advertisements.

SIZE OF ADS	NUMBER OF ADS	MENTIONS PER AD	NUMBER OF PAGES OCCUPIED	MENTIONS PER PAGE OCCUPIED	MENTIONS PER PAGE OCCUPIED MINUS FAMILIARITY
2 pp....	3	13.4	6	67	42.3
1 p.....	69	48.4	69	48.4	33.0
$\frac{3}{4}$ p.....	10	36.1	7.5	48.1	35.5
$\frac{1}{2}$ p.....	58	10.7	29	21.4	17.0
$\frac{1}{4}$ p.....	56	2.4	14	9.6	9.6

An earlier test conducted in the same manner by Professor Scott<sup>2</sup> brought similar results. The number of mentions in his test was smaller, but his results show a similar relative advantage for the larger spaces. He apparently made no deduction for the factors of position and familiarity. His figures, corresponding to those in the fifth column of the above table, are 19.6 for one-page advertisements, 18.4 for half-page, 13 for quarter-page, and 10 for small advertisements. The larger advertisements received proportionally more frequent mentions.

**Creating an Illusion of Large Space.** Some advertisers arrange their space in such a manner as to suggest an illusion

1. The seven full-page advertisements in preferred positions were not included in this tabulation. The effect of familiarity is discounted in the figures of the last column as explained on page 34.

2. Scott, *Psychology of Advertising*, p. 163.

of larger area than is really occupied. Examples are shown in Figures 18 and 19.

**COLT**

The New .25 Caliber  
**AUTOMATIC PISTOL**

Powerful Effective Accurate

2/3  
ACTUAL  
SIZE

A new  
Catalog No. 25  
telling all about  
this compact, little  
**COLT**  
mailed free.  
Send for it today.

**The Rapid**

**Pullman Passenger Cars  
Earn \$20 to \$100 Per Day**

"The Pullman Passenger Cars for sightseeing, excursion  
and business travel throughout the country, which are available in  
the United States from 8th to 11th Ave. New York City."

If there's only one place to go, there's a market for the  
most reliable "Rapid."

The public gets its share of the "big and clean" cars—there  
are over 100 cars—arrangements to suit you—what if you  
want to go and make it easy.

Write us about your business. Our field department will  
help you in every way. Write today.

Visit the main Rapid Car of all times and sizes, the  
modern, Pullman, for the complete Car and more than 100  
Rapid Motor Vehicle Company  
401 Rapid Street  
Pontiac, Mich.

SMALLEST  
SAFEST  
LIGHTEST

SOLID BREECH  
HAMMERLESS  
DOUBLE SAFETY

Ejects empty shells and  
reloads automatically.  
Can be discharged only  
by the hand that  
holds it.

"FITS the  
VEST  
POCKET"

**COLT'S**  
PAT. FIRE ARMS MFG. CO  
Hartford, Conn.

FIGURE 18

A three-quarter page advertisement so constructed that it dominates the page

**Results of Campaigns.** The evidence presented thus far has all been derived from laboratory investigations. It will be of value now, to notice the available evidence derived from actual campaigns. A. H. Kuhlmann<sup>1</sup> made a study of the relation between the number of sales of pure bred cattle and the amount of space used in the agricultural papers to effect their sale. This study is particularly important because it was pos-

1. From an unpublished thesis in the library of the University of Wisconsin.

sible to tabulate not only the amount of advertising space used, but also the exact number of sales made. The latter was determined from the registers and transfers of pure bred stock.

**REMINGTON UMC**

**STEEL LINED SHOT SHELLS**

**NITRO CLUB**

**REMINGTON UMC**

**Meet Your Game More than Half Way**

Reduce the distance you must load that mile-a-minute goose or elusive clay target.

Shoot **REMINGTON UMC Steel Lined Shot Shells**. You know a single less powder mass is under pressure to explode.

It must be under proper pressure to give maximum speed to the shot.

It must be under the same pressure in each shell to make them shoot alike.

In **REMINGTON UMC Steel Lined Shot Shells** only do you find their dramatic results given by the greatest scientific shot gages.

Because the Steel Lined **REMINGTON UMC** Shot Shells are so accurate they penetrate more rapidly than paper.

Because the Steel Lining holds the powder tightly prevents a loose powder blow during shipment in your pocket while in the magazine of your gun.

— Because the Steel Lining makes the best shotshells unobscured.

Get **REMINGTON UMC** Arms and Ammo Club Shot Shells for uniform handling and true flight.

**Meet Your Game More than Half Way**

**REMINGTON ARMS LABOR METALLIC CARTRIDGE CO.**  
NEW BRUNSWICK, N. J.

FIGURE 19

A different method of using a three-quarter page space so as to create the impression of a full page

The results are set forth in a table which shows the number of column inches of advertising used and the number of sales made during each six months from 1900 to 1907:

YEAR	JAN. TO JUNE		JULY TO DEC.		TOTALS		COLUMN INCHES FOR ONE SALE
	ADVERTISING	SALES	ADVERTISING	SALES	ADVERTISING	SALES	
1900	118.0	63	245.0	30	363.0	93	3.9
1901	246.0	48	262.2	25	508.2	73	6.9
1902	326.0	97	292.0	105	618.0	202	3.1
1903	326.0	82	327.0	108	653.0	190	3.4
1904	347.0	107	390.0	90	737.0	197	3.7
1905	599.5	171	397.5	188	997.0	359	2.8
1906	427.5	161	361.0	137	788.0	298	2.6
1907	537.0	254	492.0	195	1029.0	449	2.3

The interesting facts brought out by a study of this table are that the number of column inches per sale decreased as the advertising space increased, and that the sales and the advertising space as shown in the curves of Figure 20 have a close parallel fluctuation. With an increase of space there is a relatively greater increase in the number of sales. Or, in other words, the larger amounts of space were slightly more profitable. These facts are portrayed graphically in the curves of Figure 20. It will be observed that these curves run

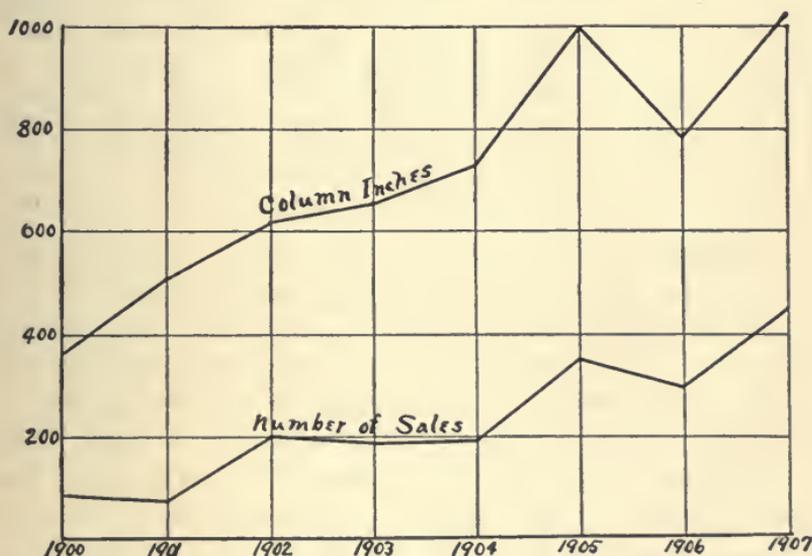


FIGURE 20

Curves showing increase in column inches of space for advertising pure bred stock and the parallel increase in the number of sales produced

parallel to a remarkable extent. When the advertising space was increased the sales generally increased, and when the advertising space decreased the sales decreased. The increase in space was not due to the use of more mediums, but to the use of larger space in the same mediums.

The returns tabulated from the advertising of the American Collection Service by Mr. W. A. Shryer<sup>1</sup> point in the

1. *Analytical Advertising*, p. 171.

same direction. The figures in the accompanying table indicate that the cash return per dollar of advertising cost is greater for the full- and half-page spaces than for the smaller spaces.

RELATIVE VALUES OF SMALL AND LARGE COPY.

SIZE OF AD	NUMBER OF MEDIUMS	NUMBER OF INSERTIONS	INQUIRIES	ADVERTISING COST	CASH RETURNS	COST PER INQUIRY	RETURNS PER DOLLAR ADV. COST
5 lines classified	66	721	13374	\$4441	\$20222	\$0.30	\$4.50
7 lines..	50	84	911	484	921	.53	1.90
16 lines..	55	126	3643	2549	5476	.70	2.10
20 lines..	12	12	127	185	114	1.47	.60
36 lines..	15	18	1078	476	827	.45	1.70
¼ p.....	42	99	2766	2109	3730	.76	1.80
½ p.....	21	60	2458	2246	6095	.92	2.70
1 p.....	18	69	4296	4774	10772	1.11	2.30

Mr. Shryer presents these results to show that the large spaces were less profitable than the small spaces. That is true if the cost per inquiry alone is considered. The cheapest inquiries were brought by the five-line classified advertisements, and the most expensive inquiries were brought by the larger advertisements. But it is quite obvious that not all inquiries are of equal value. The author has therefore computed the number of dollars of business brought per dollar invested in advertising, as shown in the last column — which is the ultimate test of the efficiency of advertising. It will be seen that the most profitable space was the small five-line insertion. It brought \$4.50 worth of business for every dollar spent for advertising. The returns, however, for this classified advertisement must be omitted from the present consideration because the problem of attracting attention by classified matter is very different from the problem of attracting attention by general publicity advertising. Attention in the former case is largely of the voluntary type, whereas in the latter it is largely of the involuntary type.

The large space would probably have shown even greater relative value if it had not been for the fact that much of

the larger space had been arranged for as "trade deals" with mediums which might not otherwise have been selected. The full- and half-page spaces brought the most profitable returns. The twenty-line space proved to be the least satisfactory because the text of the advertisement was very poor. It had no illustration—all other advertisements had; the heading was small, and the body type was small. It would be well for the development of a science of advertising if other firms followed the excellent example of Mr. Shryer in keeping accurate returns, where that is possible, and in making these results public.

**Experience of Large Advertisers.** Recently an investigation was made by *Printer's Ink*<sup>1</sup> of the question whether "small space in many media is better than large space in few media." The inquiry was addressed to large advertisers and attempted to ascertain what their experiences and actual results were. Replies from the twenty-six advertisers who responded fell into the following groups: Seven were in doubt and said that it depended on the particular conditions involved. Three firms favored small space in many media. These were the makers of the Parker Fountain Pen, Three-in-One Oil, and Onyx Hosiery. Sixteen firms, or about two-thirds of the entire number, favored large space in fewer media. Some interesting and significant statements may be quoted from this group:

E. Mapes (Cream of Wheat Company): Personally, I believe in the use of large spaces and preferred positions for a product like ours.

C. W. Mears (Winton Motor Car Company): We have tried the small-space-in-many-publications idea, and, so far as we could learn, we created practically no impression whatever. On the other hand, we have abundant evidence of having created an impression by means of large space in few publications.

E. St. E. Lewis (Burroughs Adding Machine Company): Speaking from the standpoint of the Burroughs Adding Machine Company, we believe that a big space in a few media is better than a little space in many media because we must tell a story.

T. A. De Weese (Shredded Wheat Company): In the last three years we have completely changed our methods of newspaper advertising, going from 80-line space to 440-line space. In that time the sales of Shredded

1. *Printer's Ink*, October 5, 1911, p. 3.

Wheat Biscuit have more than doubled and we have not added a dollar to the original advertising appropriation.

B. D'Emo (William Wrigley, Jr., Company): . . . spent several thousand dollars in small space without creating a ripple . . . then shifted to space twice the size used the same number of times, creating thereby a large and profitable business within slightly over a year.

W. L. Taylor states that the Wilbur Stock Food Company, in keeping a careful record of the cost per inquiry, found that "a full-page advertisement once a month in a weekly publication was found to produce larger returns at lower cost per inquiry than the regular insertion of small copy in each issue. To be definite, a full-page once a month in a weekly publication produced better than quarter-pages in each of four consecutive issues."

Numerous examples might be quoted to show the experiences and policies of national advertisers regarding the use of space. The recent change of policy of Montgomery Ward & Co. is interesting and instructive.<sup>1</sup>

A year ago Montgomery Ward & Co. made a radical change in the advertising policy, which in the opinion of the house is thoroughly justifying itself.

The old type of advertising was of a piece with the advertising of all other mail order houses, and might often have been considered a model in its way; but it was growing less and less effective. For years the cost of getting inquiries had been increasing with this house, as it had with all others. The day of the ten-cent inquiries was long past. The average had climbed, first up to 15, then to 20, 25, and at last even to 30 cents.

The argument for economy had been all along with the mail order houses, but certain practices of less reputable concerns in the field had been having a deleterious effect on public confidence. The increase of cost in getting replies was the measure of the harm done. This was the reason why the bargain offer, "This chair for \$7.98," or "Send now for our catalogue and save money," lost a great deal of its original effectiveness.

Montgomery Ward & Co. became convinced that the bargain idea was the wrong one to put forward. The real need was for a *restoration of confidence*. They decided to attempt this on their own part by giving the public a new conception of Montgomery Ward & Co., one that should impress it with a sense of the quality of its merchandise and service, the consistency of its prices and the integrity and generosity of its policy.

1. *Printer's Ink*, January 4, 1912, p. 81.

And they have carried it out, or sought to carry it out, by engaging fifteen of the leading American artists in black-and-white to symbolize the business in allegorical and other designs, and then presenting their work to the public in large space in the leading mail order mediums.

This conception and the method of its execution were, it is hardly necessary to say, somewhat revolutionary. They were not adopted by the directors without the most serious consideration. Up to this time there had been practically only one kind of mail order copy in use. Some few copywriters had managed to break away from the standard and achieved excellent results for a while with large space and reason-why copy, but always at last they had been driven back into the old rut. . . .

The first copy did not begin to run until September. It went into a list of papers about one-third the previous list and ran on an average of 672 lines or about twelve inches across four columns, occasionally deeper. The contracts were for an average of twenty-eight insertions during the year. The old copy was seldom over six inches, single column, and most of the time four or five inches.

When the copy began to run the advertising world was amazed.

"Our good friends came in to tell us that we were making the biggest mistake of all, pleasing ourselves instead of the public, and 'shooting over the heads of our customers,' " said Mr. Lynn.

"In other quarters, there must have been a lot of quiet chuckling. Our worthy competitors did not pay us the compliment of imitation — I do not suppose they are waiting for results before experimenting themselves; they have simply set the campaign down as a mistake."

The critics were only less mistaken than Montgomery Ward & Co. were, no more than Ward had been before. Instead of going far over the heads of the farmers and small-town dwellers it proved the very thing they had been waiting for. No urban population could have shown more appreciation — the response was almost instantaneous. Not only did Ward begin to hear from them, but many of them took the trouble to write in to the publishers and tell them that they had never before seen such fine advertisements in their papers, that they were a credit to the latter, and that they hoped they were going to see more of them, a wish in which the publishers were not too diffident to unite, because some of them forwarded the letters to Ward & Co.

And striking results were shown in the actual dollars-and-cents returns. The campaign started in September and there was, therefore, only about an average of two insertions per month, in the list, about one-third of the year. But traceable returns in that time cost only 25 cents per inquiry. As traceable returns are seldom more than one-half of the total number, this signified a real cost of not more than *twelve and one-half cents* per inquiry, which would take us almost to the palmiest days of mail order!

It was too much to expect that this would be kept up after the

novelty began to wear off. It was natural for the feeling to dull after the first impression. But it showed how strong that first impression was. All are confident now that they have touched the spring of the situation and that slowly, perhaps, but certainly, the business will expand until the full cumulative force of the advertising becomes effective and acts with a mighty urge. Because such advertising as this must not only stimulate those who have previously done business with them, but also those who from prejudice or indifference have never bought goods by mail; it is dignifying and elevating the whole mail order field.

The plans and results of several other firms, as recently described, have a weighty bearing upon the problem of space.<sup>1</sup>

The Liquid Carbonic Company, of Chicago, about ten or twelve years ago began the manufacture of soda fountains, in a small way. The company previous to that time had been a maker of carbonic acid gas, and machinery for carbonating water. The company's advent into the soda fountain field was at a time when a company commonly known as the Soda Fountain Trust was supposed to have everything its own way. The Liquid Carbonic Company began at once using two and four-page inserts of extraordinary beauty in all the leading druggists' and confectioners' journals, setting a pace that revolutionized methods of advertising in that industry. This bold, aggressive manner of advertising has been carried on continuously ever since. Today the Liquid Carbonic Company builds and sells twice as many fountains as any other firm in the business and has just completed a new 20 acre plant costing over \$1,000,000.

Of course, advertising did not do it all, by any means, but big space and good copy did in a few years what small space could not have done in centuries.

The Inland Steel Company, of Chicago, had been attempting for some years to build up a trade on galvanized sheet steel, and though that company made an excellent grade of steel it found difficulty in getting as high a price for it as a well advertised brand made in the Pittsburgh district. The company had been using standing cards in many trade papers for a long time.

I went to them and told them that I believed they could make a name for themselves and convince the buying public of the high standard of their product by a full-page quality campaign in all the leading papers that reached their trade.

A campaign was begun a year ago, and though the past year has been an extremely dull one for the sheet steel world, with most mills running half time, the Inland Company not only sold its full output, but

1. R. R. Shuman, "How and Why Big Space Pays," *Advertising and Selling*, January, 1911, p. 51.

more than doubled its output, and, on top of it all, is getting a higher price compared with other brands than it ever got before.

Dealers, jobbers, and wholesale consumers all responded to this advertising, and many manufacturers of galvanized steel products now make a special point in their own advertising matter of the fact that their products are made from Inland Open Hearth Sheets.

In one year's time this comparative newcomer in the galvanized sheet steel field has made an impression equaled by few firms that have been in the business for a generation.

The management of the Hawley Down-Draft Furnace Company, an old established Chicago concern, fell into the hands of the young son of a man who had been proprietor of the business for a number of years. The young man had courage and believed in advertising. The old standing cards that the company had used were therefore abandoned and in their place full-page copy of the most unique and catchy kind was used in the leading mediums to reach the three classes of purchasers of their product — steam engineers, iron and steel manufacturers, and brass and metal workers. The expenditure would have made some of the older men turn in their graves, but at that the cost of this advertising campaign is not over one-tenth as large as the public commonly believes.

The result of this campaign has been such a flood of inquiries and such an increase in business that the company has been forced to abandon its present quarters, and erect a large plant in Chicago.

The Cleveland Crane & Engineering Co., of Euclid, Ohio, had been using one-eighth pages in twenty-one magazines, with little, if any, results. A new policy changed this to six or seven magazines, with full-page copy. In three months this advertising brought more returns than all the advertising in twenty-one papers in eight years.

Burton W. Mudge & Co., of Chicago, makers of railway specialties, had been using very small spaces — one-sixteenth and one-eighth pages — in railway papers, without results. They finally took out a contract for a full-page run in the *Railway Age Gazette*, and it was only very shortly after this campaign began that a railroad official tore out one of these page ads and attached it to an order for ventilator equipment for 100 passenger coaches, the profit on which would probably pay for a full-page campaign for several years, and this was only the beginning of a marked increase in business due directly to advertising.

The Marion Steam Shovel Company had been using two-inch spaces in the trade papers for nine years. It was induced to increase its space to one-quarter pages and after four months the representative of the *Mining and Scientific Press* was asked to call. He went, fearful that these people intended to cancel the advertisement. Instead of that, they voluntarily increased to one-half page, stating that they never knew what advertising results were until they increased to the one-quarter page, and now they were going to try one-half pages or larger.

The Janesville Pump Company, of Hazelton, Pa., accomplished a phenomenal increase in their business by using four-page colored inserts in one paper called *Mines and Minerals* for one year. Their advertising before this had been perfunctory and unproductive, but this four-page insert got the business.

At the end of the first year's campaign the Janesville Pump Company mentioned in their advertisement that they had prepared a convenient binder for binding up the twelve inserts just printed and would be glad to send one upon request. They received 1400 requests for this binder! which was something like 15 percent of the whole circulation of the paper.

The Imperial Brass Manufacturing Company, of Chicago, started advertising in the *American Architect* by using one-quarter pages, alternating with one-sixteenth pages. About a year ago they increased their quarter-pages to full pages, frequently using coupons on the full pages. While the smaller spaces had brought but indifferent returns, J. J. Rockwell, who handles their copy so ably, testifies that the returns from the full-page ads were so spontaneous and so prolific in direct orders that it would be hard to find a stronger proof of the superior efficiency of the large space.

Chauncey B. Williams, the western manager of the *Architectural Record*, some time ago made a study of the files of his magazine for the last twenty years and he discovered that, without exception, all firms who persisted in their advertising campaigns from the first to the last issue of his paper were those who used big spaces. . . .

Mr. Lampman, of the *American Exporter*, tells of an experience of a Buffalo firm who had been using one-eighth page space in his paper for six years, without results. The firm increased its space to one page and only a week or two after the first issue was out received a cablegram costing \$15.00 for a bill of goods the profits on which would pay for a year's full-page campaign.

Instances of this kind might be cited till night, and then again tomorrow, and then the recital would only be begun. My references have been wholly to technical and trade journals, but the same thing applies to the popular magazines like the *Saturday Evening Post* — hence the popularity of the double spread. I honestly believe that the first man who bought a double spread in the *Saturday Evening Post* got ten times the value that he would have gotten out of a single page, and a thousand times the value that he would have gotten out of a 100 line single column ad.

The same tendency is true in bill posting. A man was telling me the other day about a friend of his who was using a 24-sheet poster in Chicago. A 24-sheet poster is a pretty big affair, as you know, and people would come to him and say, "Mercy, man, you must be using thousands of these posters. I see them wherever I go."

As a matter of fact, this advertiser was using only 112 stands.

The same principle applies to window dressing.

Mr. Clough, of the Abbot Alkaloidal Company, of Chicago, told of a little instance that came to his own attention.

It was one of those little corner stores opposite the schoolhouse where the children go to buy pens, pencils, writing-pads, marbles, toys, and knick-knacks of every kind,—the things that children love, including school necessities. But in the center of the window was a pail of chocolate creams, tilted downward so that the candies were spread out in heaping measure before the youthful gaze. The woman in the store told Mr. Clough that she sold more chocolate creams than all the other things in the window.

That was an instance of a big ad surrounded by a lot of little ones.

This homely illustration brings up another fact, and that is that *concentration of attention* is vital in order to make an advertisement effective. The pail of chocolate creams was so overpoweringly attractive that the children concentrated their attention on them instead of allowing their gaze to wander over the balance of the window display.

The man who has a one-eighth page ad alongside of seven others of the same size gets only one-eighth of the attention, and that confused, and if the one-eighth be on the same page with a one-half and three other eighths he can be sure that the one-half page gets at least three times the attention of all the small spaces combined.

The man who will use large spaces and put the right kind of copy into those spaces not only gets larger actual returns far out of proportion to the actual expenditure, but he gets the reputation of being a wholesale advertiser; if he uses five papers, people think he uses 25, and if he uses 10 they think he uses 100, while he might use little card spaces in a hundred papers and never be known as an advertiser at all.

Right or wrong, just or unjust, this is the day of the big space and the striking copy. If I were to solicit for a trade and technical journal and ran across a man who had a good proposition, but not enough money to advertise it properly, I would advise him to do one of two things; either to borrow the money to do the advertising right, or spend as large a sum as he could afford on classified advertising.

Classified advertising is the only small-space advertising that is worth what it costs, and it is worth what it costs because it gets the full value of what is called *voluntary* attention. In other words, because of the fact that it is classified under its heading it is sought out by people who are interested in exactly the kind of proposition named under the heading.

The ad that receives the voluntary attention of the reader is like the store sign. It simply tells the prospective buyer the place and number, the line of goods carried, and if he is looking for that line of goods he may or may not enter the store according to the way he is impressed by

the make-up and surroundings of it, the latter being, of course, an appeal to the involuntary as well as the voluntary attention. People are either interested, indifferent, or uninterested in your product. If they are interested they may go to the trouble of hunting out a small ad; if they are indifferent they may be caught involuntarily, and held for a time by a big, powerful ad. And this is the function of the big ad—changing indifference to interest. The big ad also has an educational function in seizing hold of the uninterested, because in these changing conditions of business efforts a man who is uninterested in your proposition today may be interested tomorrow; and when the occasion arises that does awaken his interest, the ad that has most forcibly struck him in the past is the one that he will search out and answer.

There is just one more feature about the big ad, and that is its effect on, and helpfulness to, the traveling salesman. Nearly all advertising in trade and technical journals is done for the purpose of eliciting inquiries, or in other words, making it easier for the salesman to close the deal. You may run one-eighth pages and quarter pages in 40 journals, and there is not a salesman on your force who will take the trouble to look for the ads or refer to them in his conference with a merchant or manufacturer. But begin a full-page campaign and you not only stiffen the spine of your salesmen, but you make them so proud of your efforts that they make it a point to show the ads to their prospective customers. And this is true not only of the salesmen on the road, but of every one in your whole business organization. A high-class, full-page campaign, run in the right kind of media, if it is a quality campaign, appeals to the pride and loyalty of every employee, and makes him feel like doing everything in his own individual power to measure up to the standard described in the advertising.

This fact I demonstrated strikingly in the case of the Inland Steel Company, whose product, through pure force of interest of every man in the company, has become better and better as the "quality" advertising campaign progressed. It was good at the start, but every little means for improvement that was discoverable was discovered.

In its last analysis, the big space and the good copy is *advertising*, and the small space and the standing card is not advertising.

Advertising pays.

The other thing does not pay.

A few good ads pay in proportion to their cost. Hundreds of little ads do not pay in proportion to their cost, because they are not advertising.

I am speaking particularly of the trade and technical press. The same principle applies to all other media in a greater or less extent.

**Conclusion.** It is difficult to formulate any generalization because of the numerous factors and conditions involved in

various industries and sales plans. Yet the available facts, both experimental and practical, indicate pretty definitely that, other conditions being equal, large space in few media brings greater returns than small space in many media. In making this general statement we must place due emphasis upon the modifying phrase, "other conditions being equal." By this we mean that where other conditions would permit just as well the use of either large or small space, the large space would be more effective.

On the other hand, when immediate returns are sought, and when no cumulative impressions are necessary, small space is apparently just as profitable as, if not more economical than, large space. But when a deep impression must be made and when an accumulating momentum is sought, as in the advertising of automobiles or pianos, or household articles which are in continuous use, the larger display space is apparently the most effective and the most economic. Concretely, we may conjecture that a quarter page once a month would probably not be as effective as a half page every other month, and the latter would probably not be as effective as a full page every fourth month. Or, again, one page in four months would probably not be as effective as one page in two months, and the latter would probably not be as effective as one page every month.

What are the reasons for this? In the first place, large space makes a more intense impression by its sheer magnitude. Second, it has less competition with other advertisements for the reader's attention. A full page has no counter-attracting features on the same page, and so is able to secure the reader's attention more exclusively. A one-eighth page advertisement must compete with the other seven on the same page. Third, large space permits of more adequate presentation of the proposition, such as larger and better illustrations, more complete text, better and more readable type. Fourth, it tends to create an impression of the great importance and reliability of the firm which is advertised.

The recent movement unquestionably has been in the di-

rection of intensive, concentrated advertising and away from extensive, diffused advertising. Nevertheless, our conclusion must stand as a more or less tentative conjecture which must remain open to revision in accord with reliable experimental and campaign results that may be available in the future.

### PROBLEMS AND QUESTIONS

1. What are the chief factors to be considered in determining the amount of space to be used for an advertisement or for a series of advertisements? Make as complete an analysis as you can.

2. What explanation can you offer of the fact that the average amount of space used per advertisement has gradually increased?

3. What criticism can you suggest concerning the "mortality rate of advertisers" as evidence of the greater effectiveness of large space?

4. Given an appropriation of \$5000 for one year, for advertising a new commodity, for example a toilet soap, what plan would you outline with reference to the use of space and territory to be covered? State how large space you would use for the advertisements, how frequently you would insert them, and in what medium or mediums.<sup>1</sup>

5. What reasons can you suggest for the fact that as a rule large space is more profitable?

6. What are the chief differences between classified and display advertising with regard to the problem of the attention-value of space?

7. How would the problem of space be affected if no advertiser were permitted to use larger than, let us say, half-page space of standard magazine size?

8. Make a study of current advertising with regard to the size of advertisements used for the following lines of commodities: Wearing apparel, toilet articles, jewelry and silverware, furniture, food products, automobiles, and home, office, school, and building and construction supplies. What are the prevailing practices concerning the sizes of space used? Are there any definite tendencies to use large or small space for certain classes of commodities? Are there classes for which there is apparently no uniformity of practice?

1. To answer these questions definitely a directory of rates and circulations of mediums should be accessible. Such a directory can be obtained from almost any large advertising agency, such as Lord & Thomas, Chicago; Mahin Advertising Co., Chicago; N. W. Ayer & Son, Philadelphia, and others. A limited list of rates and circulations may be found in Chapters 10 and 11.

## CHAPTER VI

### EMPHASIS AND UNITY IN ADVERTISEMENTS: AVOIDANCE OF COUNTER-ATTRACTIONS

**Emphasis versus Counter-Attraction.** The next principle of arresting attention is partly of a positive character in making a certain feature or set of features of an advertisement prominent, and partly of a negative character in the avoidance of competition among the devices designed to attract attention. It is known as the principle of emphasis or isolation, or the principle of counter-attraction, and may be stated in the following general terms: *Other things being equal, the amount and duration of attention depend upon the absence of counter-attractions.* That is, the smaller the number of objects is, the greater are the chances that any given object will attract attention. A single person going by your window is more certain of being noticed than the same person in a crowd. One conspicuous feature on a printed page or on a billboard is more certain of being noticed than a dozen.

**Experimental Demonstration of the Law.** The law of counter-attraction was demonstrated experimentally as follows: To each of ten persons a set of cards was exposed for a brief interval of time. The first card contained five words, the second ten, and the third twenty-five. Immediately after the exposure of a card each person wrote down the words he had noticed.

Number of words exposed.....	5	10	25
Average number of words noticed by each person	5	4.9	4.8

In this test the average number of words noticed was five and this number was practically constant, no matter how many words were exposed. The test would seem to show that the greater the number of words, the smaller the chances that any particular word will be noticed. Thus, when only five words were shown, each word was certain of being noticed;

when ten words were shown, the chances were one in two that a given word would be seen; and when twenty-five words were exposed, the chances were one in five that any particular word would be noticed.

The basis of this law is the fact that the grasp of the attention is limited, a fact which holds not only for visual impressions, but also for auditory and tactual impressions. Thus, in a rapid succession of sounds no more than five or six can be recognized at a single impression. The same is true of touch. If you place your finger upon a group of raised points you can recognize at a single impression not more than five or six. This fact is observed in the construction of the alphabet for the blind, in which the maximum number of raised points for a letter is six.

**Applications to the Construction of Advertisements.** The applications of the principle of counter-attraction to the structure of advertisements are interesting and of practical importance. First, this principle has a significant bearing upon the structure of the display line. In the usual habit of glancing over advertisements the time given to any one feature is almost momentary. Now, it is obvious that if the reader is to derive anything from this snapshot impression which may further interest him in the advertisement, the headline must contain no more than the mind can grasp instantaneously. We have demonstrated that this limit is approximately five words. It would follow that unless there are definite reasons to the contrary (and this is rarely the case), a good headline ought to be limited to the smallest number of words possible, not more than four or five, and preferably less. Note the difference in quickness and ease with which the two headings in Figure 21 can be grasped. If a prominent illustration is used, the structure of the headline is not quite so important a matter. In such cases, however, the illustrations ought to be relatively simple and comprehensible.

**Increase in Short Headlines.** It is significant to notice here that the number of headlines containing five words or

less has gradually increased as advertising has improved, so that today the large majority of high grade advertisements have short headings. The long, wordy heading has gradually tended to disappear. Observation and experience have proved the short, terse headline to be the best, for the simple reason that it can be grasped more quickly, and that therefore it has greater attention-value.

## PREMIER

### Only \$1500 Yet See What This Car Has Done

FIGURE 21

The accompanying table, compiled from the advertising sections of standard magazines, shows for several intervals of years the percentage of full-page advertisements containing short headlines, that is, headlines of five words or less.

1881.....	37%	1890.....	59%
1885.....	57%	1909.....	87%

Thus it appears that in the standard mediums all but a small percentage of the full-page advertisements have short headings. The proportion has grown in the last twenty-five or thirty years from 37 to 87 percent. Good judgment and wide experience have proved the short heading to be the most effective.

**The Magazine Test.** This fact is further borne out by the results of our magazine test. If we take the advertisements in which the headline is the chief means of arresting attention, we find that the advertisements with the short display lines were noticed and remembered much oftener than the advertisements with the long display lines, as the follow-

ing table indicates. There were ten full-page advertisements and seven half-page advertisements which had either no cut at all or else an entirely insignificant one. In both cases the advertisements whose display line contained five words or less were mentioned between two and three times as frequently as the ones whose display line contained six words or more. It is self-evident that for this comparison advertisements without illustrations only could be used, because in advertisements which have a prominent illustration the display line is of less importance as an attention feature, and in fact should be less conspicuous.

#### FULL-PAGE ADVERTISEMENTS

	FIVE WORDS OR LESS	SIX WORDS OR MORE
Number of advertisements .....	5	5
Number of mentions .....	33.6	13

#### HALF-PAGE ADVERTISEMENTS

Number of advertisements .....	3	4
Number of mentions .....	5.3	2.2

**The Principle of Emphasis or Isolation.** The second application of the law of counter-attraction may be stated somewhat dogmatically as follows: An advertisement should contain one, and preferably only one, conspicuous feature, which should stand out prominently above the other features as an agency for catching the attention. If there are several prominent features they compete with one another and tend to lessen the value of the advertisement as a whole. Elementary as this principle seems, there are, nevertheless, many violations of it, as can be seen from the illustration in Figure 22. This Underfeed advertisement is weakened by having four almost equally emphatic features, namely, two display lines, an illustration on the upper left-hand side, and a pair of illustrations at the bottom. The advertisement would be much improved if one of the display lines, perhaps the upper one, were made less conspicuous and if the illustrations were simplified. Compare it with Figures 23 and 24 and

notice the excellent emphasis secured in each of these by making only one feature prominent.

This principle of emphasis is more frequently violated in small advertisements than in large ones. The user of small space feels that he ought to say as much as possible in the

UNDERFEED PROFITS



SAVINGS

**How to Make  
BIG MONEY  
Out of Your Heating System**

**IT** may seem odd to compare the UNDERFEED Heating System with Savings Banks or Investment Bonds. Neither banks nor bonds yield anything like the profit that is *annually* represented by the *reduced cost* of UNDERFEED heating.

The number of other heating plants that DEALERS have torn out of their homes and stores and replaced with UNDERFEED plants during the past season, is expert proof that they KNOW



The Peck-Williamson Underfeed

HEATING SYSTEMS    WARM AIR    STEAM-HOT WATER  
 FURNACES - BOILERS

Save 1/2 to 2/3 of Coal Bills

*Clear, extra heat at a cost from 6-8% to 20% less than the old coal is certain in the UNDERFEED. The reason is simple. You save on hard and soft coal, and *consequently* the 3 which would smother a fire in ordinary heaters and boilers, yield as much as the *lightest* priced coal. The difference is not represented *your* saving. *Call* the UNDERFEED in fact from before. With all the coal on top, around and *down*, wasted in other heaters, sent from through the flues, are consigned and make *more* heat. Actions are low and are *renewed* by shaking the grate bar *also* ordinary furnaces and boilers.*

*Illustration shows furnace with **underfeed** grate bar. This is shown in 1914. **Patent** of underfeed grate bar.*

*Double, however thousands and **thousands** are *always* quickly converted by UNDERFEED look.*

M. F. Linn, a Memphis, Mo., furnace dealer, writes:

"I had read your testimonials and talked with several men, but I *was* *not* *sure* before the the furnace would do what it *claims* to be doing for me. It is not as much *expensive* as you *stove*. Last night after *sleeping* I *noticed* in a *hour* or two of *sleep* and an *experience* in it that it *was* *not* *settling* the morning. The *temperature* of the house *was* *10* *degrees* *warmer* than I *had* and *the* *next* *day* *morning*. The furnace *will* *pay* *for* *itself* *in* *the* *saving* *of* *fuel* *boilers*, *the* *saving* *in* *time*."

We'll send you FREE a lot of beautiful testimonials like this and our Underfeed book of Furnaces or Boilers of *any* *size* of *any* *and* *Hot* *Water* *Boilers*. *Having* *the* *name* *and* *address* *of* *our* *Engineering* *Company* *FREE* *Write* *today* *and* *we* *will* *send* *you* *one* *of* *our* *best* *books* *with* *some* *of* *our* *profit* *in* *deal*.



**The Peck-Williamson Company**  
 810 West Fifth Street, Cincinnati, O.

*Forward Dealers, Plumbers and **Heads** *since* *the* *are* *used* *to* *write* *for* *our* *1914* *Propaganda*.*

FIGURE 22

Too many conspicuous features

available space and consequently he leaves little room for a conspicuous heading. In most instances of this kind the advertisement would be more effective if some of the text were sacrificed to the securing of better display. Notice the instances of this tendency, shown in Figure 25.

Furthermore, it is often profitable to leave vacant white space, especially if the advertisement is one among many on a page. Its display type will thereby stand out more conspicuously. A striking example of this method will be found in Figure 25, on page 69.



*Experiment  
with no  
experiments*

Load your Kodak  
with

## Kodak Film

You film with the ease of your favorite experience but it is the film that is invariably selected for important occasions and scientific work where arduous conditions demand a supremely important.

Look for the red paper — 1/2 x 3 1/2 inch and the 1000 and 1600 no. film box.

EASTMAN KODAK CO.  
ROCHESTER, N. Y. The 8 word City.

FIGURE 23

Excellent display. No competition among the parts of the advertisement



## Good Board in Colorado \$8 a Week

**I**n Colorado the months of August and September are the most delightful of any during the year. If you have not yet taken your holiday, why not go west there for a few weeks? The expense is not great. We are selling round trip tickets from Chicago for \$45, from St. Louis for \$35 — less than the usual one way fare. Eastern railroad agents will sell through tickets.

That is our trade dress.

Leave Chicago 5:00 p. m. Leave St. Louis 2:15 p. m.  
Leave Denver 8:30 p. m. next day. Leave Denver 8:15 p. m. next day.

The accommodations in Colorado are excellent. We publish a handbook which tells all about the hotels, boarding houses and ranches. What they charge by the week or month. (The charges are very reasonable; no higher than at the average eastern resort.) Also the charges for heavy and guides. It tells something about the attractions of each place, about the hunting and fishing to be had, quotes the game laws, tells where the golf links are, and gives you a lot of useful information. It will be sent free if you ask.

P. S. KUSTIS, Passenger Traffic Manager, C. & N. W. R., CHICAGO

FIGURE 24

An example of isolating the one prominent feature

Still another violation of the principle of counter-attraction consists in making the subheadings relatively too prominent. Unimportant points are often over-emphasized by larger type than the subject-matter demands, and consequently they compete unduly with the main headline. (Illustrations under Problem 4 at end of chapter.) As a general rule, subheadings should not exceed one-third the size of the main display line.

The underlying psychological reason for the avoidance of counter-attractions in an advertisement is the limitation of the field of attention. Strictly speaking, only one thing can be attended to at one time, but four or five separate



## PROBLEMS AND QUESTIONS

1. What application has the principle of counter-attraction to the construction of headlines? Obtain an advertisement which complies with and one which violates this principle.

2. Under what circumstances would you use a long headline?

3. Rewrite and improve the following headings, taken from current advertisements, so as to express in five words, or preferably less, the essential point in the headline:

(1) "The Trend of Demand Is Toward Safe 6 Percent Bonds Secured by a Thousand Farms."

(2) "Two Helpful Books That You Will Welcome Into Your Home."

(3) "This Pile of Dirt Was Removed by an Automatic Vacuum Cleaner."

(4) If You Want to Economize Use "Diamond Dyes."

(5) Why Pay War Prices for French and Italian Olive Oil?

(6) An Excellent 6% Investment for Your Present Funds.

(7) A Message to Every Owner of a Victor or Columbia Talking Machine.

(8) Don't Throw Away Your Worn Tires.

(9) If You Can't Reduce Your Cost of Living Let Us Show You How to Increase Your Income.

(10) A New Way to Meet an Old Difficulty.

(11) Are You a Leader or a Trailer?

(12) You are paying for it—Why not have it?

4. Reconstruct the following advertisements so as to give proper emphasis to the essential feature in each (Figures 26, 27, and 28).

Get this Book from the  
**ATLAS CEMENT LIBRARY**




Concrete Houses and Cottages Vol. I—Large Houses \$1.00  
Vol. II—Small Houses 1.00

It will prove an inspiration if you contemplate building or remodeling. It is filled with illustrations, floor plans and descriptions of fine homes, all made with some form of concrete. You will learn, among other things, that successful concrete construction demands cement of the right quality—the quality that has made

**ATLAS PORTLAND CEMENT**  
THE STANDARD AMERICAN BRAND

Other books you should have are:

Concrete Construction about the Home and on the Farm	Free
Concrete in Highway Construction	\$1.00
Reinforced Concrete in Factory Construction	Free
Concrete in Railroad Construction	Delivery charge .10
Concrete Cottages	1.00
Concrete Country Residences (out of print)	2.00
Concrete Garages	Free

Atlas Portland Cement is made of genuine Portland Cement Rock. It contains no furnace slag. It is the brand bought by the Government for the Panama Canal. If your dealer cannot supply you with Atlas, write to

**THE ATLAS PORTLAND CEMENT CO.**  
Dept. 60 30 Broad Street, New York

Largest productive capacity of any cement company in the world. Over 30,000 barrels per day.



Send for our book "Concrete Garages" (free). It shows splendid examples of garages all built of concrete and contains information of practical value to all who want a durable, fireproof home for the automobile.

FIGURE 26

**CONNECTED BY WIRE**

**WHITE HOUSE COFFEE**

IS ON YOUR LINE

Call up your grocer, on the phone. When he answers "Hello!" tell him to send you up a can of "White House" Coffee—that nothing else will do.

IT SUITS WHEN OTHERS DISAPPOINT

No grocer should deny you, for the wire connections with our factory—through our various distributors in the principal parts of the United States—make it possible for any dealer, no matter when or where, to obtain a supply of this superb coffee without delay.

Packed only in 1, 2 and 3lb. sealed cans.

**DWINELL-WRIGHT CO.**  
BOSTON = CHICAGO

THE BOSTON FACTORY OF DWINELL-WRIGHT CO.

A REPRESENTATIVE GROCERY STORE

A TYPICAL HOME

FIGURE 27

# BUFFALO LITHIA SPRINGS WATER

## "All the Argument Necessary"

The International Journal of Surgery, August, 1905, under the heading "CYSTITIS" says: "In the treatment of Cystitis water is the great aid to all forms of medication. Moreover, **BUFFALO LITHIA WATER** is the ideal form in which to administer it to the cystitic patient, as it is not only a pure solvent, but has the additional virtue of containing substantial quantities of the alkaline Lithates. Patients should be encouraged to take from two to four quarts per day if they can, and the relief they will obtain will be all the argument necessary after the first day or so."

Dr. Geo. Ben. Johnston, M. D. LL. D., Richmond, Va., Ex-President Southern Surgical and Gynecological Association, Ex-President Virginia Medical Society, and Professor of Gynecology and Abdominal Surgery, Medical College of Virginia: "If I were asked what mineral water has the widest range of usefulness, I would **BUFFALO LITHIA WATER** In Uric Acid Diathesis, Gout, Rheumatism, Lithaemia, and the like, its action is prompt and lasting. . . . Almost any case of **Pyelitis and Cystitis** will be alleviated by it, and many cured."

Medical testimonials mailed. For sale by the general drug and mineral water trade.  
Hotel at Springs Opens June 15th

**BUFFALO LITHIA SPRINGS WATER CO.** **BUFFALO LITHIA SPRINGS, VIRGINIA**

FIGURE 28

## CHAPTER VII

### CONTRAST: THE USE OF COLORS AND NOVEL FEATURES

**The Principle of Contrast.** Numerous unusual devices for securing attention are being used at the present time which may be grouped together under the principle of contrast, or novelty. This law states that, other things being equal, the duration and degree of attention depend upon the contrast of an object with surrounding objects. A flash of light at night, a man wearing an Indian blanket in a city, a cool gust of wind on a hot July day, a shrill sound in a forest, all compel attention by reason of contrast with their surroundings.

**An Experimental Test of Contrast.** The force of contrast may be demonstrated in many ways. One method used was to expose before a group of persons, for a brief interval of time, a card containing twenty-five words—twenty printed in black, and five, scattered among the rest, printed in red. Immediately after the exposure each person recorded the words he had noticed. This test, made with twenty-four persons, yielded the following results:

	IN BLACK	IN RED
Number of words exposed.....	20.	5.
Total noticed by 24 persons.....	39.	78.
Average noticed per person.....	1.6	3.2
Percentage noticed per person.....	8.2%	64.0%

Hence the words printed in red had approximately eight times as great a chance of being noticed as the words printed in black. And obviously the advertisement which has a really novel and striking feature has far greater power of attracting attention.

Another example of the principle of contrast is to be found in objects or stimuli which change quickly or vary suddenly from their normal behavior. The clock in your



in man, but in the lower animals as well. Any sudden change in the environment requires attention, because it is usually a vital matter, and may endanger the life of the animal. Thus a change in the temperature of the atmosphere stimulates birds to migrate, or else they would perish.



**Most Shoes Starve to Death—  
Thanks to the Leather Trust**

Your ordinary shoe breaks down because all the life has been starved out of the leather in the tanning.

That's Trust leather—tanned with adulterants, with chemicals, with any process that will cheapen the leather for the profit of the Leather Trust.

If you want shoes made of live leather—leather tanned for your kind of shoe and your kind of service—you must get Endwell-Johnson shoes.

Endwell, Johnson & Co. are the only shoe manufacturers in this country who tan their own leather. They are independent of the Leather Trust.

You will get more wear out of Endwell-Johnson shoes than any other make of shoes has ever given you.

You will get style—good fit—foot ease—exquisite finish, inside and outside. You will save 30 cents to \$1.00 on every pair. Endwell, Johnson & Co. sell direct to your home shoe dealer—no profits to Trusts or Middlemen.

ENDWELL (Goodbye Welt) in their dress and business shoes—\$6.99, \$9.99 and \$9.99.

ENDWELL shoes combine perfect foot comfort with all the little smooth touches that a man wants in his shoes. Two hundred styles—a full range of lasts—every width of toe—all the colors of leather.

Remember the name—stamped in every shoe—

**ENDWELL**  
ENDWELL SHOE STORE  
200 WEST WATER ST.

These reports who do not outside the city where this paper is published can learn the names of their home dealers. See ENDWELL shoes by writing to Endwell, Johnson & Co., Endwell, N. Y.



FIGURE 30

Overemphasis of novelty in the illustration tends to withhold attention from the essential points of the advertisement

In man, anything novel appeals to the instinct of curiosity and consequently is a strong incentive for closer attention and interest.

**Contrast Devices.** Some of the devices based on the law of contrast which are in common use are the following: Black,

gray, or colored backgrounds; large amounts of vacant white space; odd shapes, circles, ovals, curves, diagonal lines; bizarre type; unusual illustrations; diagonal or inverted position of cuts; odd borders; unusual arrangements of type and words; and so on indefinitely. (See Figures 29 and 30.) Practically all of these devices have been used to advantage under certain conditions. Some are more useful than others. All of them, however, if used frequently, lose their novelty and become commonplace. The strength of the device lies in



  
**Telanian—**  
 a distinctive fabric finish  
 for business stationery

More striking and pronounced than our Linen Finish, and from a different weave. Such a finish on a high-grade bond paper like

Strathmore  
Parchment

makes it possible to secure a dignified business paper that shows discrimination and selection.  
 If you prefer the glazed or the linen finish, the price is the same.

Your printer, engraver or lithographer will show you the STRATHMORE PARCHMENT sample book, as we shall be glad to send you one free.

While you are consulting your printer about STRATHMORE PARCHMENT, we like to give you the sample books of the STRATHMORE QUALITY Bond and Cover Papers. You will be delighted at the opportunity they afford for greatly enhancing the attractiveness of your printed matter. We shall be glad to send the sample books to ones of printing.

STRATHMORE PAPER COMPANY, WATREBOROUGH, MASS., U. S. A.  
 The "Standard" Quality, 1916.

FIGURE 31



Genasco  
Ready Roofing

Make sure of lasting protection for the roof of your home. Let Genasco—the roofing with the line that follows your line, why build, build and live.

You know it will last because we are not afraid to tell you what it is made of.

Trinidad Lake Asphalt

 MAKING AND MANUFACTURING THE BEST ROOFING FOR THE WORLD. Genasco Ready Roofing is made of Trinidad Lake Asphalt, the best roofing material in the world. It is made of the finest Trinidad Lake Asphalt, the best roofing material in the world. It is made of the finest Trinidad Lake Asphalt, the best roofing material in the world.

THE GENASCO ASPHALT ROOFING COMPANY  
 PITTSBURGH, PA.  
 THE ROOFING EXPERTS

FIGURE 32

The advertisements in Figs. 31 and 32 appeared in a magazine on opposite pages, facing each other. By virtue of their contrast of black and white they tend to enhance and strengthen each other

its newness. The advertiser is forced, therefore, continuously to exercise his ingenuity and originality.

Furthermore, some of the above schemes are accompanied by serious objections. For example, any background other than white makes the advertisement, as a rule, more difficult to read. The same is true of bizarre type, or unusual arrangements of words. A dead-black background often is repulsive

to the æsthetic sense. In such cases it is a question of balancing the advantages against the disadvantages, and determining according to the best judgment whether the device can be used effectively. These and other points will be considered in their appropriate connections under other topics.

**Black and White Contrast.** One of the most common forms of contrast is that of black and white. A dark shade and a light shade close together tend to make each other appear darker and lighter, respectively, than they would appear separately. Notice the illustrations on page 75. This fact is an important one to consider in the construction of advertisements and in the combination of adjacent advertisements in a medium. Some advertisements by virtue of their contrast tend to increase the effectiveness of each other, while others tend to weaken each other.

**Use of Colors.** Let us turn now to a more thorough consideration of the uses and values of colors. Their chief uses in advertisements may be classified under three heads—artistic-value, attention-value, and illustrative-value.

**Artistic-Value of Different Colors.** Some interesting studies have recently been made concerning the relative attractiveness of colors. Professor Wissler,<sup>1</sup> at Columbia University, tested the color preference of some three hundred men and women and found striking likes and dislikes, as indicated in the following table:

	TESTS ON MEN			TESTS ON WOMEN		
	PERCENTAGES			PERCENTAGES		
	PREFER- ENCE	PREJU- DICE	DIFFER- ENCE <sup>2</sup>	PREFER- ENCE	PREJU- DICE	DIFFER- ENCE <sup>2</sup>
Red.....	22	7	15	42	8	34
Orange.....	5	25	-20	8	31	-23
Yellow.....	2	32	-30	5	8	-3
Green.....	7	15	-8	9	21	-12
Blue.....	42	12	30	9	23	-14
Violet.....	19	8	11	19	9	10
White.....	3	1	2	8	0	8

1. *Correlation of Mental and Psychological Test*, p. 17.

2. Difference between preferences and prejudices. The minus sign means a preponderance of prejudices over preferences.

The author made a test with 133 persons — 69 men and 64 women — using ten standard Hering colors mounted on a white background. Each person numbered the colors in the order of his preference, putting the most agreeable color first, the next most agreeable color second, etc. The following table indicates the results of the experiment. The smaller the number attached, the more highly the color was preferred.

TEST ON MEN		TEST ON WOMEN	
Blue .....	2.4	Red .....	3.3
Red .....	2.5	Blue .....	4.1
Purple .....	3.4	Greenish Blue.....	4.8
Violet .....	4.0	Violet .....	5.2
Green .....	4.8	Green .....	5.5
Orange .....	5.5	Yellow .....	6.1
Greenish Blue.....	6.8	Bluish Green .....	6.3
Bluish Green.....	7.2	Purple .....	6.5
Yellowish Green.....	8.8	Orange .....	6.6
Yellow .....	9.0	Yellowish Green.....	6.7

These two investigations agree fairly closely. Both show that the most agreeable color for the men is blue, and for the women red, and that the second choice for the men is red, and for the women blue.<sup>1</sup> It will be noticed that red and blue are practically a tie for first choice with the men in the second table.

Jastrow took a color census of 4500 men and women at the World's Fair in Chicago in 1893.<sup>2</sup> He found that blue is preëminently the masculine favorite and red the feminine favorite.

Grant Allen, basing his statement on the reports of missionaries, places the color preference of primitive people as red, blue, and green.

In view of these facts and their practical bearing upon advertising, it is important to notice the distinction between color preference, or artistic-value, and attention-value. The advertiser must, of course, use those colors which not only arrest attention but which at the same time are agreeable to

1. Or violet in the first table.

2. Jastrow, J., *Popular Science Monthly*, Vol. L, p. 361.

the eye, so that the eye may be held upon the advertisement rather than be repelled from it.

**Attention-Value of Colors.** Gale made some tests to determine, by his rapid exposure method,<sup>1</sup> the pure attention-value as distinguished from the artistic-value of colors. He exposed various colors for an instant on a white background to determine which ones would be noticed most frequently and most easily. His results are stated in the following table, which gives the number of times each color was noticed and the percentage of times each color was noticed of the total number of times that all the colors were noticed:

	TEST ON 9 MEN		TEST ON 7 WOMEN		AVERAGE
Red.....	88	19.5%	113	32.2%	25.9%
Black.....	151	33.5	43	12.2	22.9
Green.....	87	19.3	66	18.8	19.1
Orange.....	88	19.5	38	10.8	15.2
Blue.....	24	5.3	38	10.8	8.1
Purple.....	8	1.7	29	8.2	5.0
Yellow.....	4	.8	23	6.5	3.7

The attention-value of colors is in the order mentioned in the table. Red has the greatest attention-value, black is next, while purple and yellow have the least. Apparently there are differences between the sexes, but the number of men and women is too small to make a significant comparison. It is interesting that red is first in attention-value and also first in preference for the women and second for the men, while blue is first in preference for the men and second for the women, but it is considerably farther down the list in attention-value.

Red has greater attention-value than any other color because it arouses greater physiological activity in the retina of the eye, and possibly because it has long been associated with war and bloodshed. Artists call it a warm color, in contrast with blue as a cold color.

In this connection it is significant to notice that red, next to black, is the most frequently used color in advertisements

1. Gale, H., *Psychological Studies*, p. 56.

in which the color is not determined by the natural color of the object illustrated in the advertisement but in which it is chosen for its power of attraction. A tabulation of colored advertisements appearing in various magazines showed that 77 percent used red, 19 percent brown, 8 percent blue, 6 percent orange, 6 percent green, 6 percent yellow, and 5 percent purple.

**Illustrative-Value of Colors.** In addition to the uses already mentioned, colors also have, as a rule, a very high illustrative-value. Thus by means of colors it is possible to represent adequately and correctly the natural appearance of the article—its texture, grain, pattern, outline, quality, etc. The reader obtains thereby a far more realistic impression of the object as it actually appears, and is able to imagine it with much greater facility and clearness. This is especially true of such articles as clothing and rugs. Excellent examples may be seen in almost any high grade advertising medium.

Furthermore, the use of colors enables the customer to recognize packages, cartons, and articles much better than the simple use of a name or trade-mark does. Good illustrations are the cartons used for foods, canned goods, toilet articles, etc. Recall, for example, the packages, labels, and wrappers of the National Biscuit Company, Colgate & Co., J. B. Williams & Co.

Colors also aid in producing perspective. Red seems nearer than blue at the same distance, and a bright object seems nearer than a dark one. These differences in shades and tints of colors help in creating an appearance of perspective and depth in the presentation of objects, which makes them seem more realistic and true to life.

**Opinions of Big Advertisers.** The potency and effectiveness of colors are indicated by the very wide use of colors today in car cards, posters, booklets, and even in magazines. A recent inquiry made by *Printer's Ink*<sup>1</sup> among over a dozen leading national advertisers concerning their reasons for using

1. *Printer's Ink*, December 19, 1912, p. 40.

color in advertisements showed the following points as justification for the extra cost of color :

1. Color is more attractive than black and white.
2. Color produces the package as it really is.
3. Color emphasizes the trade-mark.
4. Color gives atmosphere.
5. Color will keep the advertisement on the library table.
6. Color is useful when the product itself is in colors ; for example, paint.
7. Color has an innate appeal which is worth the price.
8. Color achieves, through judicious combinations, distinctiveness for an advertisement over others in the same issue.
9. Colored advertisements attract a better class of replies.
10. Colored advertisements are advisable for conventional reasons in preferred positions.

**"Pulling Power" of Color.** A writer in *Advertising and Selling*<sup>1</sup> discusses the additional cost of color printing compared with its additional "pulling power." Although he calculates that a booklet illustrated by the three-color process costs four times as much as the same booklet illustrated in black, he nevertheless concludes that the extra cost is abundantly justified. To quote :

Does it possess four times the attention-value<sup>2</sup> and sales-power of the book illustrated in black only? . . . The answer is, it does. Excellent proof of this lies in the fact that the big mail order houses, which figure costs and results down to the fraction of a penny, pay the four-fold cost of color process work without a murmur, use more of it every year, and have found by comparative tests that a cut in color will sometimes sell as high as fifteen times as many goods as a black cut.

Mr. Harvey Conover,<sup>2</sup> of Thomas Cusack Company, states that the label of a cough-drop package was changed from white to a design in red, white, green, and gold. In the former case it was unsuccessful, while in the latter it met with immediate success.

The mail order houses have perhaps better opportunities for ascertaining the effectiveness of color than almost any

1. *Advertising and Selling*, Vol. 19, p. 1196.

2. *Printer's Ink*, December 19, 1912, p. 31.

other form of business. In response to an inquiry for accurate data the author received the following replies from two well-known firms in Chicago. From one firm:

The value of colored advertising material is pretty well established, although we cannot, from our own business, give you any definite ratio of pulling power as compared with black and white.

Colored advertising is one of the many topics in which generalizing is dangerous. If color is an essential feature of the merchandise then a colored illustration is pretty sure to pay if quality and price are right according to market conditions. The elements entering into this question are numerous enough to make a book. It has been found, for instance, that a single word in red ink increased the pulling power of a certain advertisement exactly one-third. This was plainly due to the contrast afforded and would not be the case if other color printing had been in competition with the same advertisement.

Generally speaking, our experience with colored advertising is, that it has great possibilities for increasing business but must be used with caution on account of the expense and the many other factors involved.

From the other firm:

We have found that color cuts pull a great deal better in practically every instance and their additional cost is fully warranted by the tremendous increase in the business that they draw.

### PROBLEMS AND QUESTIONS

1. Give two illustrations, not from advertising, of the meaning of contrast as a means of stimulating attention.

2. Obtain an advertisement to illustrate each of the following ways of producing contrast: Unusual border, unusual background, unusual position, and unusual illustration.

3. What objections can you give to the use of a black or colored background, or to unusual position of type, which tend to counteract the advantage of their contrast?

4. What are the main factors involved in considering whether or not colors are to be used in an advertisement?

5. Mention two or three articles in the advertising of which the use of color would probably be of special value, and two or three for which color would afford little or no advantage. Give reasons for your opinion.

6. What factors determine the kind of color or colors that shall be used? In answering this question notice the colors used on the covers of magazines.

## CHAPTER VIII

### BORDERS; EYE-MOVEMENT AND ATTENTION

One further group of devices for focusing attention and producing emphasis consists of the different types of borders and their modified forms, such as panels, circles, and lines.

**The Function of Borders.** Borders have four more or less distinct uses: (1) When properly applied they tend to increase the attention-value of advertisements. (2) They lend unity, compactness, and individuality. (3) They serve to separate small advertisements on the same page from one another. (4) They may be used to add a decorative and illustrative value to advertisements. Examine the illustrations in this chapter, noticing how these uses are exemplified.

Let us consider these various uses a little more in detail. First, the attention-value of borders. For a small advertisement a border is practically indispensable. The border is necessary to set it off from the other advertisements on the same page and give it an individuality of its own. Observe the illustrations given in this chapter. In this connection it is interesting to notice that throughout the early years of advertising, borders were much less conspicuous than at present, and for this reason the advertisements of a page frequently formed a more or less undivided mass. Compare the two illustrations on this point. (Figures 33 and 34.)

Moreover, the full-page advertisement in most instances is enhanced by a border, even though it be a simple one. Compare the illustrations given on the following page, noticing the appearance of unity and completeness of the second in contrast with the first. The border adds a touch of finish and pictorial attractiveness which the borderless advertisement does not possess.

Then, too, the various modified forms of the border, such as circles, lines, arrows, under scoring bars, contracted borders,

panels, and the like, are employed to set off and emphasize important features of an advertisement which are to receive special attention. Notice the accompanying examples.

# TIFFANY & CO.

UNION SQUARE, NEW YORK.

PARIS: 87 Rue Chateaudun. LONDON: 50 Abchurch Lane. BOMBAY: 7 Bazaar Lane.

## Diamond Merchants,

AND IMPORTERS OF

Diamonds, Pearls, Rubies, Emeralds, Sapphires, Gems, and Rare Stones,

AND CAREFULLY SELECTED LOTS OF

—South African Diamonds,—

CHOICE SOLITAIRE, AND MATCHED STONES.

To which the attention of class buyers is particularly invited.

Their stock of Stones, both mounted and unmounted, is the largest in the Country.

Having their workshops on the premises, with Designers, and the acknowledged best staff of Diamond Jewellers in the country, they offer unequalled inducements for the manufacture of Gem Jewellery, and the resetting of Stones.

FIGURE 33

The advertisement in Figure 33 appeared in 1879. It is a typical illustration of the absence of borders at that time. Figure 34 contains an appropriate border illustrating present practice



• FIGURE 34

**Increase in Use of Borders.** It is noteworthy that borders are a recent element in the construction of advertisements. In the early days they were almost wholly absent from the large advertisements. Of course the small spaces have always required a means of separation, and consequently some form of border has always been present, however inconspicuous at times. The increase in the use of borders is indicated in the table below which shows the percentage of full-page advertisements in standard magazines using borders.

### PERCENTAGE OF FULL-PAGE ADVERTISEMENTS POSSESSING BORDERS

1880 .....	6%
1890 .....	38%
1900 .....	82%
1910 .....	77%

There has been a remarkable increase from the time when large advertisements rarely had a border until today when nearly every one has a border. The slight decrease for 1910 is probably an accidental fluctuation. The enhancing effect has thus gradually been realized.

**Arresting Eye-Movement.** Borders also increase the attention-value by their tendency to arrest eye-movement. The



FIGURE 35

vertical lines of the border run at right angles to the usual horizontal movement of the eyes as they glance from page to page. It is a well-known and easily demonstrated observation that objects, and more particularly crosslines, in the path of the movement of the eyes tend to arrest the eyes. The right-hand section of the horizontal line in Figure 35 looks longer than the left-hand section because the crosslines tend to arrest the eyes as they sweep over them, thus requiring more energy and consequently making that part of the line appear longer. The same phenomenon of arrested eye-movement can be shown by taking photographic records of the movements of the eyes.

Now, it is this function which borders and other lines of the border variety serve. They tend, by mechanical stimulation, to stop the sweep of the eyes. And the point upon which the eyes are focused is usually the point upon which the visual attention is centered. If the eye is arrested, the attention also usually is arrested. This is shown by the fact that it is rather difficult for a person to direct the attention to some object off toward the side in the indirect field of vision, while the eyes are focused upon another point. Long established habits have associated the center of vision with the focus of visual attention.

It is this principle of arresting and directing the movement of the eyes which makes such devices as circles, panels, and lines of all sorts, valuable for securing emphasis upon an advertisement or upon some of its features.

**Rules for the Use of Borders.** Much care must be exercised in the use of these devices so that they may not be employed unnecessarily or act as counter-attractions. Notice Figure 37 and the comments made upon it.



FIGURE 36

Figure 36 shows a unique illustrative border. Figure 37 gives an example of a decorative border. It is too elaborate and tends to detract from the advertisement itself



FIGURE 37

The size<sup>1</sup> and nature of the border to be used for a given advertisement depend upon the size and nature of the advertisement, and upon the article advertised. As a general rule a plain, simple border is preferable to a fancy, elaborate border. In fact, it is safe to say that an elaborate, ornamental border should not be used unless there are special reasons for it,—in instances, for example, in which it would distinctly enhance the attractiveness or illustrative-value of the advertisement. Such would be the case with commodities in which

1. The size of standard borders is indicated by means of the point system in the same manner as type sizes are indicated. The standard straight line borders usually run from one to twelve points in width. The standard fancy borders usually are wider and range from 6 to 36 points. The latter widths are rarely used because they are apt to be too heavy and too conspicuous.

the artistic or decorative aspect is particularly important. Illustrations of these points are given in the accompanying examples. The elaborate border is apt to attract the eye to itself rather than to the central feature of the advertisement.

**Junior Accountants**  
 can greatly increase their efficiency, and acquire the self-confidence necessary for success, by studying  
**RENN'S PRACTICAL AUDITING**  
 This book contains complete and explicit directions for performing an excellent complete report of an Auditor's Report; a lucid exposition of the Controlling Account on a short-cut in Auditing; besides a great deal of other valuable and practical information, not to be found elsewhere.  
 New, cloth-bound edition, revised and enlarged, just ready.  
 Given by mail postpaid, Three Dollars. Descriptive circular free.  
 GEO. B. RENN, 1341 Dohie St. Room 172, Chicago, Ill.

## The Financial Post of Canada.

Accurate, Readable  
and Independent.

Compact, Informing  
and Authoritative.

We are prepared to give a high class service to all who are interested in Canadian stocks, bonds or real estate.

PUBLISHED WEEKLY.

Subscription,  
\$2.50 per year.

Publication Office,  
10 Front St. E., Toronto, Ont.

### How to Double the Day's Work

47 plans and schemes in this book that will increase the working efficiency of any desk man, general manager or clerk, from 20 to 30 per cent.

Packed with short-cuts and time-savers. Makes the desk a model work bench on which every paper has its place, nothing can be lost or mislaid, no task neglected or slighted or overlooked. Tells how to use every inch of space to best advantage—how to keep working materials so you can locate them without loss of time—how to make a desk keep itself clean and how to save from 5 to 65 minutes on your day's dictations.



It describes in detail time-saving desk appliances which, purchased in the open market, would cost anywhere from \$14.00 to \$24.00. By following the simple instructions given, you can make them at a total cost of two or three dollars.

Gives a complete course in systemizing the desk and the man, in streamlining the work of today and in planning the work of tomorrow—in working, thinking and money-making along the lines of least resistance. The book is minutely illustrated, well printed on laid

bank paper. Contains 736 pages, size 5 1/2 x 8 1/2 inches, substantially bound in vellum with die-stamped cover.

**FREE** The way to get a copy of this book absolutely free, is through SYSTEM, which stands pre-eminent as the magnet of business. Send to any of the many offices of SYSTEM and you cannot afford to miss a single page. The price of SYSTEM is \$1 a year. Simply send \$1 and you will not only receive SYSTEM for one full year—12 complete issues—but its advance will be sent you, absolutely free, a copy of SYSTEM, 151-153 Wabash Avenue, Chicago

## TAKING INVENTORY

We Can Help You.

Time saved and when done leaves are bound (by yourself) and indexed by floors or departments.

Write right now for Booklet No. 12.  
BARLOW BROS., - Grand Rapids, Mich.

**TO LEARN AUDITING**  
 Get the latest and best book of instruction  
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FIGURE 38.

How many advertisements are there on this page? Absence of borders for small advertisements confuses the reader



The border is only a secondary matter and should be so constructed that it will subserve rather than dominate the purpose of the advertisement as a whole.

**Directing the Movement of the Eyes.** The next problem of interest in connection with our present topic is that of directing the attention by means of directing the movement of the eyes.

This is achieved by various means, mostly by lines, arrows, position of cuts, etc. It is a general observation that the eyes tend to follow along any line of suggested movement. For example, they have a tendency to follow along the direction in which a person is looking or walking. The implied suggestion is that there is something interesting and important in that direction, and consequently the eyes almost involuntarily follow the suggestion. If you see a person or a group of persons, intently gazing in a certain direction you almost invariably turn your



" I  
Cannot  
tell a  
lie " —

**MAKAROFF  
RUSSIAN  
CIGARETS**

are really what we say they are—a connoisseurs' proposition—strictly.

Theoretically—"at all dealers." Actually  
—at most of the best stores and clubs.

If your dealer cannot or will not supply you we will, but we'd rather you'd ask the dealer first.

15 cents and a quarter in boxes of 10;  
\$1.50 to \$6.00 in boxes of 100.

*Makaroff - Boston*

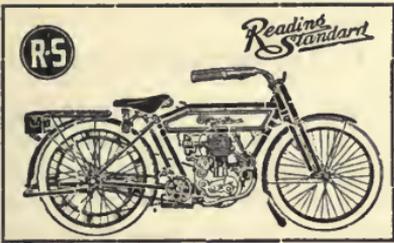
FIGURE 42

The position of the cut directs the movement of the eyes away from the advertisement

eyes in the same direction. The operation of this principle can best be shown by examining the illustrations here presented.

It is, of course, an obvious necessity that all suggested eye-movement in an advertisement should be such as to keep the eyes centered upon the advertisement instead of directing it away to some other adjacent one, or off the page. Yet there are frequent violations of this principle, as will be seen by a

study of Figure 42. All these problems of eye-movement concern minute, and apparently unimportant, details in the construction of an advertisement, nevertheless they are



## Before You Buy a Motorcycle

Investigate the merits of the

### 1912 READING-STANDARD MOTORCYCLE

*THE FINEST MOTORCYCLE IN THE  
WORLD*

*Built and Tested in The Mountains*

---

Service Model 4 h. p. chain or belt	\$225
Tourist Model 4 h. p. chain or belt	\$250
Twin Cylinder 7 h. p. chain drive	\$300

---

All models have ball bearing engine and are equipped with free engine clutch, Bosch Magneto and Shebler Carbureter.

The Special Vertical acting cushion fork and the adjustable shock absorbing cushion seat-post, make the R-S unsurpassed for comfort in riding.

CALL OR WRITE FOR CATALOG OR ASK FOR DEMONSTRATION

---

## *National Utility Company*

Sales Agents and  
Distributors

Phone 2423

307-308  
Washington Bldg.

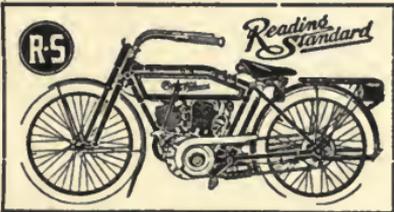


FIGURE 43

worthy of careful attention, for often the strength of an advertisement depends largely upon just such details. It costs no more to have these minute matters correct, and correctness in detail may make the difference between success and failure.

#### PROBLEMS AND QUESTIONS

1. Suggest improvements in the border of the illustration in Fig. 37.
2. Sketch an appropriate border for the advertisement in Fig. 33.
3. Criticize and suggest improvements in the border, lines, and other devices used for emphasis in Fig. 43. Reconstruct the advertisement.
4. What sorts of advertisements necessarily require borders? What sorts would not absolutely need borders?

## CHAPTER IX

### MEDIUMS — GENERAL CONSIDERATIONS

**Problems.** Thus far we have considered the devices and elements in the structure of the advertisement itself, which are designed to secure the attention of the reader. Our next question is, How may the advertisement be brought before the public; that is, where may the advertisement be placed so that it will receive the maximum attention from the greatest number of potential customers? This will necessitate the study of two large problems. (1) An analysis of comparative merits of the various mediums available today, and (2) a study of the conditions and factors concerned in the selection of mediums for a given commodity, or for a given campaign.

**Classes of Mediums.** The various advertising mediums may be classified as follows:

First, a large group of printed periodicals—

1. Newspapers — daily and weekly.
2. Magazines.
3. Trade and professional journals—including agricultural and mercantile papers.

Second, outdoor and miscellaneous mediums—

4. Billboards and outdoor signs.
5. Street railway cards.
6. Circulars, booklets, catalogues, letters.
7. Novelties — calendars, blotters, etc.
8. House organs.
9. Miscellaneous — directories, programs, handbills, etc.

**Relative Prominence of Mediums.** The relative importance of the various classes of mediums and the relative extent to which they are used may be roughly indicated by the sums of money paid annually for advertising space in them. The following estimate was recently made by *Printer's*

*Ink*,<sup>1</sup> showing the approximate amounts of money annually spent in the United States for advertising in the chief mediums.

Newspaper advertising .....	\$250,000,000
Direct mail advertising.....	100,000,000
Farm and mail order.....	75,000,000
Magazine advertising .....	60,000,000
Novelty .....	30,000,000
Billposting .....	30,000,000
Outdoor-Electric Signs.....	25,000,000
Demonstration and sampling.....	18,000,000
Street car advertising.....	10,000,000
House organs .....	7,000,000
Distributing .....	6,000,000
Theater programs .....	5,000,000
	<hr/>
	\$616,000,000

Thus we see that about 40 percent of all advertising is done in the newspapers, about 15 percent in farm and mail-order journals, and about 10 percent in magazines. Each type of medium has uses and advantages of its own and each may be suited to particular commodities. These points will be dealt with later in detail. However, as a preliminary study let us examine the general conditions upon which the merits of a given medium may be decided. In other words, What determines the value of a medium?

**Quantity of Circulation.** First, the value of a medium depends upon the circulation,—upon the number of people who see it. Until recent years, statements of circulation have been utterly unreliable. They were, as a rule, so exaggerated that they had no meaning whatever. During the last eight or ten years, publishers have adopted a totally different attitude, so that today nearly all reputable mediums issue sworn statements of their circulation and distribution. The advertiser is entitled to know just how many people he is apt to reach when he buys space in a medium. He is also entitled to know whether the cost of space in a medium is proportionate to the size of the circulation. Among magazines there is a tendency to charge according to a standard page rate per 1000 of circulation. See the table on page 103. These rates range from considerably less than one dollar per page per

1. *Printer's Ink*, May 4, 1911, p. 78.

1000 circulation to over three dollars, with an average of approximately one dollar and a quarter. Yet there are periodicals, usually with a small circulation, whose rates are far in excess of the value of the space. A certain periodical with less than 2000 circulation charges ten dollars per page. The readers are a more homogeneous and select group than those

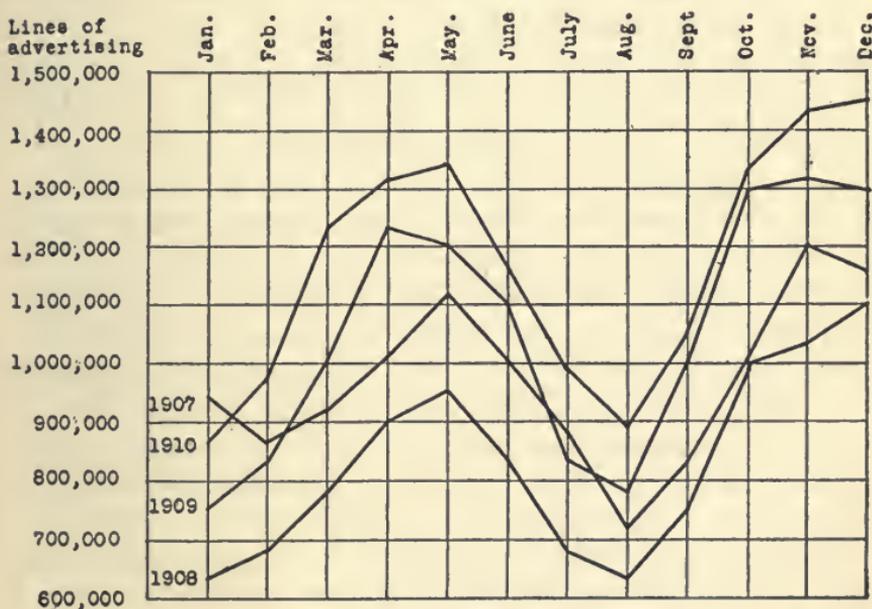


FIGURE 44

Total number of lines of advertising carried each month of each of the years indicated in the leading magazines as tabulated by *Printer's Ink*, Jan. 19, 1911, p. 30

of a general magazine, but even then the rate is entirely out of proportion.

The seasonal fluctuation in the amount of advertising done is very large. Figure 44 shows the variation for four successive years. This fluctuation is similar from year to year. There are two very active periods reaching their heights in May and November respectively, and two dull seasons reaching their lowest point in January and August respectively. During these latter months only about half as much advertising is done as during the former months.

**Quality of Circulation.** Second, the value of a medium depends not only upon the quantity but also upon the quality of the circulation, that is, upon the kind or class of people reached. Thus, for example, the *Atlantic Monthly* and the *Popular Magazine*, or the *Ladies' Home Journal* and *Comfort*, go to very different classes of people.

The *Atlantic Monthly*,<sup>1</sup> with a guaranteed circulation of 40,000 for 1914, has the following distribution of subscribers:

Business men .....	21%	Bankers .....	10%
Lawyers .....	23%	Railroad officials.....	6%
Doctors .....	12%	Farmers .....	5%
Clergymen .....	13%	Miscellaneous .....	10%

Here again the advertiser is entitled to know what share of the circulation of a medium goes to persons who are likely to become customers. He is entitled to know something of the financial, social, professional, and educational status of the readers of a medium. For example, a man advertising a commodity used only by lawyers or by bankers, would be entitled to know whether *Collier's* or the *Saturday Evening Post*, or some other magazine, has a sufficiently large number of lawyers or bankers among its readers so that he could advertise with profit in it. Some mediums are better suited than others for certain articles. Some commodities can be advertised successfully only in certain mediums. As an extreme instance, it would be absurd to advertise church pews in an engineer's or clothier's magazine.

**Quality of Advertising Carried.** Third, the value of a medium depends upon the kind and standard of advertising carried. The confidence which readers have in the truthfulness of an advertisement depends upon the medium in which it appears. Thus a financial advertisement would appeal very differently in the *Literary Digest* and in the *Sunday Magazine*. How much confidence will an advertisement command, even though it is literally true in every statement, if it is seen side by side with a medical advertisement offering a panacea for all ills, or an advertisement guaranteeing a large permanent income from rubber stock?

1. *Printer's Ink*, Dec. 11, 1913, p. 51.

**Time of Issuing.** Fourth, the value of a medium depends, to a certain extent, upon the time and frequency of issuing. In the case of a newspaper, it may be important to consider whether it is a morning or an evening paper, or in the case of a magazine, whether it appears weekly or monthly.

#### PROBLEMS AND QUESTIONS

1. On what basis would you select a medium or mediums for advertising a commodity such as men's hats? Make a full analysis of all conditions that would enter. Specify the mediums that you would use for a national campaign, and those you would use for a local campaign.

2. In what way does objectionable advertising lower the value of a medium? Illustrate.

3. What kind of mediums would be depreciated most, and what kind least, by objectionable advertisements? Would the class of people to whom the medium goes be a factor in the problem? Give reasons for your opinion.

4. What factors besides objectionable advertisements affect the confidence in a medium?

## CHAPTER X

### MEDIUMS—MAGAZINES.

**Circulation Information Today.** The recent movement toward cleaner and better advertising, and toward honest statement of the quantity and quality of circulation, has been led by the publishers of magazines, with the result that today the high grade magazines give correct circulation analyses and carry clean advertising. As an example of the minuteness of information given on the amount and nature of the circulation we may cite the analysis given out by *Collier's Weekly*, which is shown on pages 97 to 100.

From a complete statement of this kind the advertiser knows exactly what he gets when he buys space, and he can therefore proceed far more intelligently in the selection and use of mediums than if he had merely vague assurances of enormous circulations to guide him. This statement of the publishers is backed by a guarantee given to the advertisers in advance. For example, the guarantee for the year 1911 was made in the following terms:

*Collier's* guarantees to every advertiser for 1911 an average of 500,000 copies, 95 percent of which is to be net paid, for the numbers in which his advertisement appears. A pro-rata refund will be made to every advertiser for any shortage of this guarantee. Any advertiser can have access to our circulation books at any time.

In one year there was a shortage of 13,000 copies. A pro-rata refund, amounting to several thousand dollars, was made to all advertisers. This policy has been in effect only since 1909, yet the business world has responded by manifesting greater confidence<sup>1</sup> in its choice of a medium than under the old method of boastful claims.

1. Harmon, Butler, Galloway, *Advertising*, p. 145.

CIRCULATION ANALYSIS OF COLLIER'S THE NATIONAL WEEKLY

Issue of October 12, 1912

STATEMENT No. 1 — BY STATES

STATEMENTS ARE ISSUED UNDER THE FOLLOWING CLASSIFICATIONS

1. By States
2. By Buying Centers (i. e., within a twenty-five mile radius of the larger cities)
3. By Groups of Cities
4. By Occupations
5. By Individual Cities on request

	NORTH CENTRAL	PERCENTAGE OF TOTAL
Ohio .....	35,762	
Indiana .....	13,766	
Illinois .....	37,621	
Michigan .....	15,001	
Wisconsin .....	9930	
Minnesota .....	11,720	
Iowa .....	7887	
Missouri .....	19,403	
North Dakota.....	2452	
South Dakota.....	2537	
Nebraska .....	6417	
Kansas .....	8844	

171,340 32.3

NORTH ATLANTIC PERCENTAGE OF TOTAL

Maine .....	1937
New Hampshire....	1541
Vermont .....	1373
Massachusetts .....	20,336
Rhode Island.....	5708
Connecticut .....	7866
New York.....	57,020
New Jersey.....	18,087
Pennsylvania .....	43,302

157,170 29.6

SOUTH CENTRAL

Kentucky .....	6051
Tennessee .....	5551
Alabama .....	4137
Mississippi .....	1923
Louisiana .....	5802
Arkansas .....	3933
Oklahoma .....	7544
Texas .....	16,209

51,150 9.6

SOUTH ATLANTIC

Delaware .....	807
Maryland .....	7997
District of Columbia	3601
Virginia .....	5330
West Virginia.....	6480
North Carolina....	2976
South Carolina....	2853
Georgia .....	5879
Florida .....	3054

38,977 .3

WESTERN

Montana .....	3687
Idaho .....	2828
Wyoming .....	1234
Colorado .....	8369
New Mexico.....	1978
Arizona .....	2693
Utah .....	3860
Nevada .....	984
Washington .....	13,972
Oregon .....	6193
California .....	36,915

82,713 15.6

Canada .....

Foreign .....

Total .....530,874 100.0

## STATEMENT No. 2 — BY BUYING CENTERS

	CIRCULATION IN CITY	CIRCULATION WITHIN 25 MILE RADIUS	TOTAL CIRCULATION
Albany, N. Y.....	922	1306	2228
Atlanta, Ga.....	1307	182	1489
Baltimore, Md.....	5211	299	5510
Boston, Mass.....	7257	4581	11,838
Buffalo, N. Y.....	3234	1023	4257
Chicago, Ill.....	20,271	2022	22,293
Cincinnati, O.....	4439	1247	5686
Cleveland, O.....	6611	751	7362
Columbus, O.....	1827	387	2214
Dallas, Texas.....	1493	259	1752
Dayton, O.....	1796	1436	3232
Denver, Colo.....	3129	249	3378
Detroit, Mich.....	4289	286	4575
Grand Rapids, Mich.....	1021	365	1386
Hartford, Conn.....	1549	3874	5423
Indianapolis, Ind.....	2268	293	2561
Kansas City, Mo.....	2402	1195	3597
Los Angeles, Cal.....	5815	1737	7552
Louisville, Ky.....	1893	393	2286
Memphis, Tenn.....	1463	16	1479
Milwaukee, Wis.....	3358	732	4090
Minneapolis, Minn.....	3642	2406	6048
Nashville, Tenn.....	875	99	974
New Orleans, La.....	2772	38	2810
New York City, N. Y.....	31,010	14,099	45,109
Omaha, Neb.....	1503	513	2016
Philadelphia, Pa.....	7978	2244	10,222
Pittsburgh, Pa.....	5311	2602	7913
Portland, Ore.....	2661	326	2987
Reading, Pa.....	670	800	1470
Richmond, Va.....	1052	50	1102
Rochester, N. Y.....	2224	317	2541
San Antonio, Tex.....	1174	96	1270
San Francisco, Cal.....	7092	5062	12,154
Scranton, Pa.....	1177	2311	3488
Seattle, Wash.....	5088	2431	7519
Salt Lake City, Utah.....	2322	271	2593
St. Joseph, Mo.....	538	185	723
St. Louis, Mo.....	8472	552	9024
Syracuse, N. Y.....	1433	653	2086
Toledo, O.....	2066	321	2387
Washington, D. C.....	3521	331	3852
Total.....	174,136	58,340	232,476

STATEMENT No. 3 — BY GROUPS OF CITIES

POPULATION OF TOWN	CIRCULATION	PER CENT OF TOTAL
1 to 500	35,384	6.6
500 to 1000	20,800	3.9
1000 to 5000	86,282	16.3
5000 to 10,000	41,943	8.0
10,000 to 25,000	58,796	11.1
25,000 to 50,000	50,348	9.4
50,000 to 100,000	44,151	8.3
100,000 to 200,000	29,901	5.6
200,000 and over	163,269	30.8
Total	530,874	100.0

STATEMENT No. 4 — BY OCCUPATIONS

<b>Financial Classes</b>	
Bankers and brokers.....	4544
Bank officials and cashiers.....	5846
Real estate and insurance brokers.....	12,449
Insurance and trust officials.....	126
Treasurers.....	604
Safe deposit companies.....	54
	23,623
<b>Professional Classes</b>	
Physicians, surgeons, and oculists.....	18,479
Lawyers.....	10,957
Dentists.....	6100
Scientists, professors, teachers.....	3710
Students.....	1068
Secretaries.....	2133
Architects.....	1096
Clergymen.....	1577
Artists and sculptors.....	669
Mining Engineers.....	125
Miscellaneous.....	3898
	49,812
<b>Building and Allied Trades</b>	
Including builders, contractors, dealers in lumber, decorators, dealers in building materials.....	48,509
<b>Government Officials and the Public Service</b>	
Federal and municipal officials.....	4703
Public service.....	7523
Consulates.....	576
	12,802
<b>Manufacturing Pursuits</b>	
Including officials and owners, foremen, expert mechanics, etc.	84,650

## Retail Dealers

For example: Grocers, 16,019; butchers, 5788; druggists and chemists, 6387..... 88,842

Office workers of all classes..... 86,105  
Salesmen and buyers..... 16,486  
Hotels, clubs, restaurants, reading rooms, and public institutions. 20,102

## Transportation

Steamships and Pullman cars..... 235  
Officials ..... 300  
Locomotive engineers, despatchers, agents, conductors, etc.. 21,628

---

22,163

Householders, housekeepers, etc..... 62,781  
Advertisers and advertising agencies..... 5186  
Newspapers and magazines..... 2349  
Miscellaneous ..... 7464

---

Total ..... 530,874

## ACCOUNTANTS' REPORT ON AVERAGE WEEKLY CIRCULATION

54 William Street, New York, January 29, 1913.

Messrs. P. F. Collier & Son, New York.

Dear Sirs:—We have examined the circulation records and financial books of your company and we certify that exclusive of copies returned or used by solicitors, the average weekly circulation of *Collier's* for the year 1912 was 518,904 copies.

In arriving at the circulation for the last four months, the returns from the American News Company have been conservatively estimated on the basis of past experience.

We further certify that no refunds are due to advertisers in respect of the guarantee of a minimum circulation of 500,000 copies for each separate issue.

Yours very truly,

PRICE, WATERHOUSE & Co.,  
Chartered Accountants.

**Higher Standards Today.** From a study of the publisher's statements given on the preceding pages it will be seen that a very great advance has been made recently along the line of treating the advertiser with absolute honesty. Advertising has also made a remarkable advance in recent years in respect to the cleanness and reliability of advertising matter accepted by reputable mediums. Very encouraging progress has been made in the standard of advertising carried. The advertisements in high grade magazines' today

are trustworthy and in many instances are guaranteed by the publishers of the mediums. As illustrative of the policy adopted by a large number of magazines, we may quote the following statement of censorship exercised by the Curtis Publishing Company with reference to advertisements which will be accepted for the *Saturday Evening Post* and the *Ladies' Home Journal*:

The *Saturday Evening Post* and the *Ladies' Home Journal* accept no advertisements:

- (1) Of medical or curative agents of any kind.
- (2) Of alcoholic beverages.
- (3) Of subjects immorally suggestive.
- (4) Of a nature unduly cheap or vulgar, or that is too unpleasant either in subject or treatment.
- (5) Of a "blind" character — that is to say, advertising which in purpose and intent is obscure or misleading.
- (6) Of "free" articles unless the article is actually free. (A thing is not free if the reader is obliged to perform some service or buy some other article in order to obtain it.)
- (7) Of a financial nature, if highly speculative.
- (8) "Knocking" competitors.

The extent to which publishers of the best mediums censor the advertising copy which is offered to them, and stand back of the advertisements which appear in their publications is shown by the following quotation from *Printer's Ink*, April 14, 1909, p. 42:

How large a part of the confidence of the public in magazine advertising is due to the careful advertising policy of publishers is not appreciated by all advertisers. A large national advertiser said the other day that if the advertising pages of the publications he used carried one-half of the advertising that most magazines carried eight or ten years ago, he would seriously consider withdrawing altogether from advertising his product. He could not afford to appear anywhere in juxtaposition to objectionable advertising.

(Mr. S. K. Evans says the following for the *Woman's Home Companion*): "I want our readers to feel that the *Woman's Home Companion* will go shopping with them through the advertising pages, and will guarantee to make good every advertiser's representations. No reader can have much purchasing security by any other method of shopping, and I want to keep that faith inviolate.

“We have had several interesting cases in which we were given an opportunity to prove our principles. A woman bought a bird from one of our advertisers some time ago, and when it arrived it was a dead bird. She wrote to the concern but it made no effort to satisfy her. Then she wrote to us. It was a small matter to have reimbursed the woman, but we were after the principle, and kept after the advertiser until he finally made good to the woman. She had done her part, doing exactly what the advertiser asked her to do, and had sent her money. If she had been given no satisfaction, her entire faith in advertising might have been shattered.

“Another case was that of a southern man who had bought an automobile which would not auto. It is possible that it was his own fault, since he knew little of machinery, but that was not the point at all. He desired the prerogative of a purchaser to get his money back, and when he came to us to help him get it we investigated the matter and gave it to him. If that man had been unable to get satisfaction from either ourselves or our advertiser, he would have been a living signboard to the end of his days against advertising columns.”

One of the few magazines, if not the only one, however, which has actually put an advertiser behind the bars is *Success Magazine*. A Buffalo man advertised houses, and many people sent him money. He promised to deliver them, but kept sending promises only. He had a splendid suite of offices, but no discoverable factory. After making an investigation and giving him until a certain time to raise money to put on deposit against his obligations to those who answered his advertisement, *Success Magazine* finally decided to prosecute, and he is now serving a sentence.

Besides the magazines already mentioned there is fortunately a growing number of periodicals which are exercising strict censorship over the advertisements accepted. It would appear, from the rapid increase in the number of publishers who carefully guard their advertising columns, that within a comparatively short time the dishonest advertiser will have great difficulty in finding any medium for his publicity campaigns.

**Effect of High Standard on Value of Space.** Careful discrimination in excluding objectionable advertising from a medium has a distinctly telling effect upon its reputation for trustworthiness and hence upon its value. This is indicated in part by the significant differences in the price of space which different mediums are able to command. In the fol-

lowing table a comparison is made among a number of magazines selected largely by chance to include some high and some low grade magazines. To make a direct comparison possible, all rates are reduced to the same terms, namely, the cost per page per 1000 circulation.

The circulation figures and the page rates are for 1912 as given in *Mahin's Advertising Data Book*.

NAME OF MAGAZINE	CIRCULATION	PAGE RATE	PAGE RATE PER 1000 CIRCULATION
<b>STANDARD PAGE MAGAZINES</b>			
<i>Atlantic Monthly</i> .....	30,000	\$100	\$3.33
<i>Century Magazine</i> .....	125,000	250	2.00
<i>Harper's Magazine</i> .....	160,000	300	1.88
<i>Scribner's Magazine</i> .....	200,000	300	1.50
<i>Cosmopolitan</i> .....	444,813	600	1.35
<i>Munsey's Magazine</i> .....	434,300	500	1.15
<i>Good Housekeeping</i> .....	300,000	336	1.12
<i>American Magazine</i> .....	311,418	312	1.00
<i>McClure's Magazine</i> .....	463,684	460	.98
<i>Everybody's Magazine</i> .....	650,000	600	.92
<i>Popular Magazine</i> .....	354,220	300	.85
<i>New Story</i> .....	125,000	100	.80
<i>Top Notch</i> .....	200,000	150	.75
<i>Ten Story Book</i> .....	88,913	60	.67
<i>Railroad Man's Magazine</i> .....	228,007	150	.66
		Average ...	\$1.26
<b>LARGE PAGE MONTHLY MAGAZINES</b>			
<i>Harper's Bazaar</i> .....	140,000	700	5.00
<i>Woman's Home Companion</i> .....	762,324	2880	3.77
<i>Ladies' Home Journal</i> .....	1,600,000	6000	3.75
<i>Delineator</i> .....	930,600	3400	3.65
<i>Woman's World</i> .....	2,059,166	6250	3.35
<i>Comfort</i> .....	1,178,710	2544	2.16
<i>Home Friend</i> .....	500,000	980	1.96
<i>American Woman</i> .....	619,752	1134	1.83
<i>Masses</i> .....	50,000	40	.80
		Average....	\$2.92
<b>LARGE PAGE WEEKLY PERIODICALS</b>			
<i>Scientific American</i> .....	73,464	600	8.18
<i>Collier's Weekly</i> .....	500,000	1600	3.20
<i>Christian Herald</i> .....	304,471	900	2.95
<i>Saturday Evening Post</i> .....	1,750,000	4000	2.29
<i>Associated Sunday Magazine</i> .....	1,387,869	2500	1.80
		Average....	\$3.68

The table indicates that the *Century Magazine* obtains three times as much per page per 1000 circulation as the *Ten Story Book* or the *Railroad Man's Magazine*. Likewise *Collier's Weekly* obtains nearly twice as much as the *Associated Sunday Magazine*, and the *Ladies' Home Journal* twice as much as the *American Woman*, and nearly five times as much as the *Masses*.

These differences, of course, are due not alone to the cleanliness of the advertising carried or to the confidence which these mediums are able to command, but, in part, also to the purchasing power and the uniformity or homogeneousness of the entire class of their readers. For example, the *Scientific American* is able to obtain a high rate, not because it carries cleaner advertising than *Collier's* or the *Saturday Evening Post* (there being no difference in that respect), but because its readers are, as a class, more homogeneous. It is read largely by scientific men and consequently anything advertised in it for scientific men will have little waste circulation. It is, more or less, a specialized medium.

#### Value of Space Depends upon Uniformity of Readers.

The effect of the uniformity of the readers of a given paper upon the value of its advertising space is shown by the following rate-table for a group of monthly trade, professional, and class publications picked out at random:

MONTHLY TRADE AND PROFESSIONAL MAGAZINES	CIRCULATION	PAGE RATE	PAGE RATE PER 1000 CIRCULATION
<i>Advertising and Selling</i> .....	12,750	\$64.00	\$5.04
<i>American Thresherman</i> .....	58,798	218.40	3.71
<i>Architectural Review</i> .....	9742	50.00	5.15
<i>American Motorist</i> .....	31,750	100.00	3.15
<i>Motor</i> .....	25,000	112.50	4.50
<i>Baker's Review</i> .....	7608	37.50	4.94
<i>American Banker</i> .....	12,000	57.69	4.80
<i>Cement Age</i> .....	12,500	48.00	3.84
<i>Haberdasher</i> .....	6500	35.00	5.38
<i>American Paint and Oil Dealer</i> ...	10,000	90.00	9.00
<i>Engineering Review</i> .....	10,166	50.00	4.90
<i>Hardware Review</i> .....	10,969	50.00	4.55
		Average..	\$4.91

Thus we see that the trade and professional mediums obtain about four times as high a rate as the general monthly magazines, circulation being considered. The average figures are \$4.91 and \$1.26 respectively.

It is also noteworthy that many religious papers, although as a class less discriminating in accepting advertising than the better general magazines, command very high rates because of the confidence the readers have in them.

**Purchasing Power of Magazine Readers.** A further factor worthy of consideration is the purchasing power of magazine readers. Figure<sup>1</sup> 45, based on the census of 1900, shows the relative number of families of varying annual income, and the relative number of magazine readers among each class. It will be seen that the

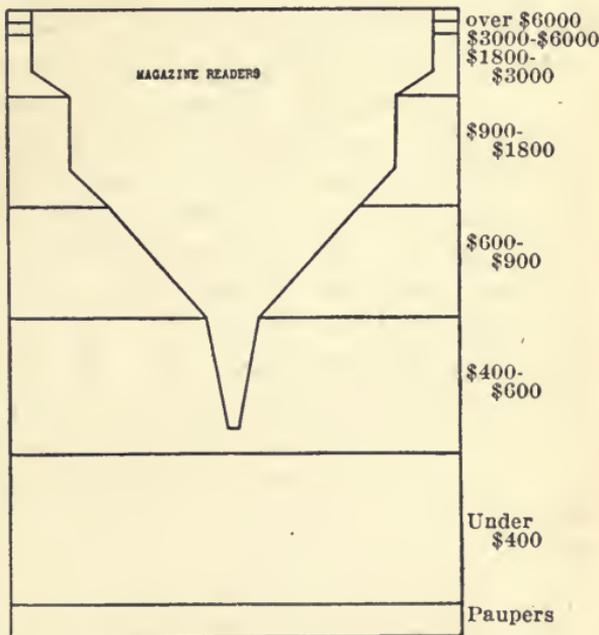


FIGURE 45

This chart shows the relative number of families with different annual incomes, which have magazines in their homes

number of magazine readers falls off rapidly among the families having an income of less than \$900. It is obviously useless to advertise in magazines which are intended to be sold to families of small incomes.

**Who Reads Advertisements?** The question is often asked, How many people ever look at the advertisements in a

1. From an unpublished thesis by C. T. Anderson, in the library of the University of Wisconsin.

magazine, and of those who do read advertisements, how much time do they spend with them? In one sense this question answers itself, because the success and profitableness of magazine advertising are the strongest testimony for the fact that the public almost universally reads advertisements. Professor Scott<sup>1</sup> made a count of 600 magazine readers (men) in the Chicago Public Library at different times of the day, on different days of the week, and at different seasons of the year, and found that 65 or 10½ percent were reading advertisements. Moreover, it should be borne in mind that these figures would be larger if based upon reading in general; for the reading of magazines in libraries is rather cursory as compared with the more extensive reading in homes. Regular subscribers no doubt read their magazines more thoroughly than the casual readers in public libraries.

Strong<sup>2</sup> made an investigation which more nearly duplicates the conditions under which magazines are read. One hundred and sixty women were supplied with copies of the September, 1911, *Everybody's*. They were requested to read a certain article in that magazine. One hundred and thirty-seven of these complied with the requirements. After they had had the magazine in their possession for one week, they were tested as to what advertisements they could recognize from a collection handed them of advertisements that were in the magazine. These tests were very carefully made so that mere guesses were eliminated. Only those that were actually remembered as having been seen in that particular magazine were counted. The results are shown in the following table:

46% could not recognize a single advertisement afterwards.

24% could recognize from 1 to 10 advertisements each.

30% could recognize from 11 to 50 advertisements each.

Of the 24%, 16% could recognize from 1 to 5 each,

8% could recognize from 6 to 10 each,

Of the 30%, 15% could recognize from 11 to 20 each,

9% could recognize from 21 to 30 each,

3% could recognize from 31 to 40 each,

3% could recognize from 41 to 50 each.

1. Scott, W. D., *Psychology of Advertising*, p. 226.

2. Strong, E. K. Quoted, by permission, from a lecture prepared under the auspices of the Associated Advertising Clubs of America.

Thus it appears that among these women slightly more than one-half, or 54 percent, had paid some attention to the advertisements and that about one-third, or 30 percent, were sufficiently interested in them to read more than those that simply came to their notice casually. This fact is brought out by the next table. The 24 percent are those readers who noticed only the advertisements in preferred positions.

Column A represents those advertisements that were within ten pages either of cover or reading matter; Column B represents those advertisements that were more than ten pages from a cover or reading matter.

	COLUMN A	COLUMN B
46% of the women remembered.....	0%	0%
24% of the women remembered.....	5%	1%
30% of the women remembered.....	15%	9%
Total of the 137 women.....	6%	3%

**Positions in Magazines.** The question of preferred position in the advertising pages of magazines and newspapers is one which has acquired considerable importance in recent years. The pages usually designated as preferred are:

1. The last outside cover page.
2. The first inside cover page.
3. The last inside cover page.

In some magazines, such as the *Ladies' Home Journal* and the *Saturday Evening Post*, these three are the only preferred positions. All other pages either contain reading matter or are next to reading matter and so are regarded as of equal value. Many other magazines designate as preferred the following additional pages:

4. The page facing the first page of reading matter.
5. The page facing the last page of reading matter.
6. The page facing the first inside cover.
7. The page facing the last inside cover.
8. The page facing the table of contents.

While most of these so-called preferred positions have undoubtedly special value, it is not at all certain just how much more valuable they are than other pages. For instance, how much more advertising value does the last outside cover page

have than a page somewhere in the middle of the advertising section in the average magazine?

To the man who buys a preferred position, this problem is of interest because he wants to be sure that he does not pay too much for the additional privilege. And to the publisher, the problem is equally important because he wants to be sure that he receives a sufficiently higher rate for the greater worth of such positions.

**Why Certain Positions Are More Valuable.** The value of preferred positions consists largely, perhaps entirely, in their greater attention-value; not in better copy or better illustration or greater persuasive power, but simply in the greater amount of attention which they are able to command.

This greater attention-value is due in the first place to the fact that an advertisement in a preferred position is seen by a greater number of persons. Even those people who claim not to read the advertisements, can hardly escape reading what is printed, for example, on the outside cover page, or on the page facing the first page of reading matter. Second, an advertisement in a preferred position, particularly on the outside cover, is seen not only by more people, but it is seen more frequently by the same persons, and, third, it is often the first or the last advertisement seen when looking through a magazine. First and last impressions are made more deeply and more permanently.

**The Greater Values of Preferred Positions.** In order to determine how much more attention-value preferred positions have than others, the following experiments were made.

A pamphlet was prepared containing six leaves of ordinary magazine size. On the middle of each page was placed a syllable composed of three letters, a vowel and two consonants. The syllables used were *lod, zan, mep, dut, rad, hon, vib, lin, fos, dar, hep*. One of the syllables was inserted twice, on the third and eighth pages. This was done for a special purpose, as will be pointed out later.

This pamphlet was given to a person who was told that it contained syllables and that he should turn the leaves of it

as he would the leaves of a magazine or book and read each syllable, going through the entire pamphlet only once. He was then asked to lay it aside. A sheet of paper was given him on which he wrote all the syllables he remembered. In this manner fifty persons were tested.

The aim was to find out how often the syllables on the various pages would be remembered. Since no one could recall all the syllables, and most remembered but four or five, it is obvious that only those would be recalled which had made, for some reason, a deeper impression than the rest. It should also be stated that the persons tested were told not to try to memorize any of the syllables, but simply to read them in a passive way. In fact, they did not know that they would be asked to recall them.

The question will naturally arise in the mind of the reader, why would it not be just as well or even better to make the experiment by using full-page advertisements in the form of a pamphlet, letting each person look through these and then report what he remembered. Such an investigation was made at a later time, and the results are stated below. There are, however, several objections to this plan that must be considered in a procedure of this nature. For by using advertisements it is difficult to eliminate all the other factors which influence attention and memory, while the problem we wish to solve is the relative importance of position, pure and simple.

For instance, some advertisements might be more familiar and better known, others might be more attractive because of large type or beautiful illustration or striking border. Still others might be remembered more readily because of special interest in the class of articles exhibited in the advertisements.

All these difficulties were avoided in the use of syllables, for they were all equally meaningless, equally simple, and equally large. The only difference was that they were placed on different pages, and this question of position was the very one we wished to investigate.

In order to guard still further against the possibility that

certain syllables might have been remembered for some reason other than position, the same twelve syllables were redistributed in a similar pamphlet. If, for example, the syllable *lod* on the first page had been recalled more easily than others, it was placed on a different page in the second pamphlet. Each of these two pamphlets was used with about half of the fifty persons tested.

Now if the outside pages have greater attention-value, we should expect the syllables on these pages to be remembered more frequently. How much more attention-value they have, should be roughly indicated by the greater number of times these syllables would be remembered. The investigation gave the following statistics:

Average number of times the syllables on the first and last pages were recalled=34.

Average number of times the syllables on the second and eleventh pages were recalled=26.

Average number of times the syllables on all the other pages were recalled=17.

Total number of syllables recalled=261.

The pure attention-value of an outside page would therefore seem to be approximately twice as great as that of an inside page. The ratio of the figures happens to be exactly two to one, 34 and 17.

In the case of a magazine, the attention-value of a cover page is more than twice as much as that of an inside page, for the reason that a magazine lying on a reading table or elsewhere displays constantly one or the other of the cover pages. However, in the present experiment the readers saw the pamphlet only once, and the greater attention-value shown here was due entirely to the psychological principle that first and last impressions in a series of impressions are remembered better than any others. This is known in technical terms as the law of primacy (first) and recency (last).

In the case of the magazine you have not only the effect of this law, but also the fact that the outside cover page is seen oftener and by a greater number of people.

Pages two and eleven in the pamphlet used correspond to the two inside cover pages of a magazine. Their attention-value also is greater than that of the other inside pages, but of course not as great as that of the outside cover page. The average number of syllables remembered for these two pages was twenty-six, which is about 50 percent more than the average for the other inside pages.

We might, therefore, place the relative attention-values of an inside page, the second or third cover page, and the last outside cover page at one, one and one-half, and two, respectively.

If, then, it is true that the outside cover page is worth twice as much as an inside page; it should also be true that two inside pages are worth as much as the one outside page. It was the object of the repeated syllable mentioned on page 108, to determine whether or not this is the case. As a matter of fact it was found that the repeated syllable was remembered forty times, or just a little oftener than the average for the outside pages. More extensive tests, however, as well as the values placed by publishers on preferred positions, indicate that the outside cover is considerably more than twice as valuable as an inside position and that other preferred positions have proportionate values, because of additional factors which operate in the actual use of periodicals.

**The Magazine Test.** Our magazine test described in a previous chapter has furnished some valuable data on this question. These results were tabulated to show the number of mentions of the advertisements located on the various preferred and non-preferred positions. Only the full-page spaces were considered in this tabulation, because all advertisements in preferred positions occupied full-page spaces. The final data are set forth in the accompanying curve which is so drawn that the value of the outside cover is placed at one hundred, and all other positions have proportionate values on the scale of one hundred. Now, there are two very obvious elements which interfere with the validity of these data: first, the great familiarity of some firms and commodities and

second, the greater attention-value of some advertisements than of others. The effect of the first has been eliminated as far as possible as previously explained on page 34. The effect of the second has been eliminated by smoothening the curve according to the usual statistical methods. Thus the article advertised on the page facing the last inside cover page was Ivory Soap, and the number of mentions was unduly high. If, instead, it had been an unknown commodity, the number of mentions for that position would have been unduly low. All these inequalities are distributed as fairly as possible by the smoothened curve.

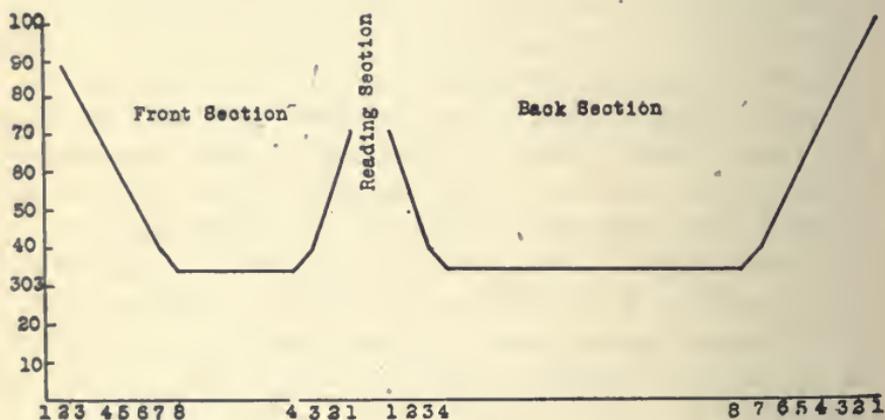


FIGURE 46

Curve showing the relative attention-value of preferred positions in a standard magazine

The main facts brought out by the curve are (1) that the outside cover is probably at least three times as valuable as an inside position, (2) that all positions within approximately eight pages from the end of the advertising section have greater value than other inside positions. These values gradually diminish as indicated by the drop of the curve. This advantage does not extend as far into the advertising section from either end of the reading section. (Apparently it extends only over four pages.) The positions facing the first and last pages of reading matter have approximately two-thirds of the value of the outside cover.

**Rates for Positions.** In view of the above conclusions it is interesting to compare the differences in rates charged by publishers for the different positions. The following are some typical rates as given for 1912:

	<i>McClure's</i>	<i>Munsey's</i>	<i>Argosy</i>	<i>Cosmopolitan</i>	<i>National</i>	AVERAGE
Fourth cover.....	\$1785	\$1600	\$750	\$3360	\$550	\$1609
Second cover.....	823	600	375	1200	400	680
Third cover.....	828	600	375	1200	400	680
First following text...	828	600	375	1200	400	.....
Facing second cover..	690	.....	.....	1200	300	.....
Frontispiece.....	690	.....	.....	.....	.....	.....
Facing third cover....	675	800	500	.....	300	.....
Facing back of frontis- piece.....	500	.....	.....	.....	.....	.....
First left facing con- tents.....	500	500	.....	.....	300	.....
Second left facing con- tents.....	500	.....	.....	.....	.....	.....
First right facing index	500	.....	.....	.....	.....	.....
Second right facing index.....	500	.....	.....	.....	.....	.....
Any inside page.....	460	400	250	840	200	430

From this table it will be seen that the differences in rates agree quite closely with the differences in attention-value as determined by the tests and indicated in the curve. The rate for the outside cover is three to four times (for the magazines in the above table 3.7 times) as high as for an ordinary page. According to the curve the ratio is one to three, and similarly for the other positions. No magazine has an extra rate for positions farther into the advertising section than the page facing the text or the cover. There is little doubt that several adjacent pages have greater worth than an ordinary inside page. Some adjustment of rates should perhaps be made. A noticeable advantage extends over about eight pages from the covers and over about four pages from the text. The magazines which have only three preferred positions must necessarily make a smaller difference in rates as shown in the fol-

lowing table. Periodicals of this type of make-up have only these three preferred positions, as all other positions are next to, or facing, reading matter.

	<i>Collier's</i>	<i>Saturday Evening Post</i>	<i>Ladies' Home Journal</i>	<i>Country Gentleman</i>
Fourth cover . . . . .	\$2200	\$7000	\$10,000	\$400
Second cover . . . . .	1800	5000	8000	350
Third cover . . . . .	1800	5000	8000	350
Any inside page . . . . .	1600	4500	6000	300

**Values of Parts of a Page.** Is there any difference in advertising value between the upper and lower halves of a page? Presumably the upper half would be regarded by most advertisers as a better position. If there is a difference it would be of practical interest to determine how much more valuable the upper half is.

This problem was approached by the method of syllables discussed previously. Twelve syllables were placed in a small pamphlet, one in the middle of each half page. This was presented to fifty persons who read it through once and then reported what they remembered.

The experiment gave the following result:

Total number of syllables recalled = 354.

Recalled in the upper half = 54 percent.

Recalled in the lower half = 46 percent.

The pure attention-value of the upper half would therefore seem to be about 8 percent greater. A similar investigation made some time ago showed a difference of 10 percent in favor of the upper half. See *Judicious Advertising*, VI, p. 17.

It is also of interest here to mention the figures obtained for the half-page advertisements in the magazine test. The average number of mentions per half-page advertisement located on the upper half was 12.6, while for the lower half it was 11.4, which is again 10 percent more for the upper half.

What is the comparative worth of quarter pages? To

answer this question, four syllables were placed on each right-hand page, one in the middle of each quarter. This pamphlet was likewise submitted to fifty persons, giving the following results:

Total number of syllables recalled = 224.

Percentage of mentions for each quarter: Upper left quarter, 28 percent; upper right quarter, 33 percent; lower left quarter, 16 percent; lower right quarter, 23 percent.

Thus the upper quarters, and particularly the right quarter on the right page, appear to have appreciably greater values than the lower quarters, particularly the lower left quarter. These differences are, no doubt, mainly due to our habits of eye-movement. We are more inclined to notice the upper features of an object than the lower. We begin to read at the top of the page. We notice a person's face more than his feet. The upper half of letters is more significant than the lower half. It is easier to recognize a word when the upper part of the letters is shown than when the lower part is shown. See illustration below, Figure 47.

**Your Christmas Money**

**YOUR CHRISTMAS MONEY**

FIGURE 47

There is thus unquestionably a difference in the advertising value of different positions on a page, yet seldom is there a difference in the rate for different positions on a page.

**Policies of Firms in Using Preferred Positions.** The preferred positions in some mediums are sought after and contracted for a long time in advance. The back covers in many leading magazines are sold three and four years in advance.

The desirability of preferred positions depends somewhat upon the nature of the commodity and the season of the year.

Mr. DeWeese, of the Shredded Wheat Company, says:

I believe that the back cover of a magazine or illustrated weekly is a "poster proposition," and hence should be used only by those products that lend themselves to that kind of pictorial advertising. Poster advertising does not lend itself to dignified argumentative text. It is employed most effectively in advertising those products which permit of effective pictorial representation. . . .

The inside pages are far better adapted to "reason why" copy. . . .

Shredded Wheat is an educational proposition. Hence the company uses inside positions except at certain seasons of the year, when they wish to show it up with strawberries, raspberries, or other fruit (June and July).<sup>1</sup>

DeWeese ranks preferred positions for Shredded Wheat in the following descending order:

1. Inside cover.
2. Page facing inside cover.
3. Page facing last printed page.
4. Page facing second inside cover.
5. Third inside cover.
6. Outside cover.

For other products he would put outside cover first, followed by the others in above order.

#### PROBLEMS AND QUESTIONS

1. Make a thorough survey of two magazines and compare them with each other concerning the following points. (Examine several issues of each magazine to formulate fairly correct estimates.)

(a) Determine the cost rate per page per one thousand circulation and compare it with the average rate for magazines of that class. If it differs considerably from the average, find out what the probable reasons for this difference are. (The circulation and page rates may be found in a periodical directory,<sup>2</sup> or they may be obtained directly from the publishers of the magazines concerned.)

(b) Make a study concerning the cleanness and reliability of the advertising carried. Make an enumeration of all forms of objection-

1. *Printer's Ink*, July 13, 1912, p. 46.

2. Such as the *American Newspaper Annual and Directory*, by N. W. Ayer & Son, Philadelphia, or the *Mahin Advertising Data Book*, by A. C. McClurg & Co., Chicago, or the *Pocket Directory of the American Press*, by Lord & Thomas, Chicago, and others.

able advertisements that you find. If it is of considerable amount, determine the approximate percentage of advertising space occupied by objectionable advertisements.

(c) Determine as nearly as you can the class of people to whom these magazines go. What kinds of commodities may suitably be advertised in each?

2. Why are preferred positions considered more valuable than ordinary positions?

3. Do the same firms usually occupy preferred positions, or is there considerable change? Give examples of firms. What would you infer from this with regard to the value of preferred positions?

## CHAPTER XI

### MEDIUMS — NEWSPAPERS

**Newspapers Versus Magazines.** Some of the obvious differences between a magazine and a newspaper are that a magazine lasts thirty days; a newspaper lasts but one day; a magazine is read more thoroughly and leisurely, while a newspaper is read hurriedly; the circulation of a magazine is general, while that of a newspaper is local, even in the case of metropolitan dailies. The newspaper, therefore, permits of intensive local campaigning, as it will reach a far larger percentage of the population in a given territory than will a magazine. For example, *Collier's Weekly*, with its large national circulation, has a circulation in Chicago of only 20,271 (see statement on page 103), whereas, the Chicago dailies have much larger circulations in that city; moreover, practically all of this distribution is within a rather small radius.

**Newspaper Circulation.** Newspapers, on the whole, have lagged far behind the magazines in clean advertising and reliable statements of circulation. As recently as January, 1910, the *New York World*<sup>1</sup> stated in its advertising columns that it had the largest circulation of all the dailies in America, and gave figures for the twelve "largest" dailies. On the same day the *New York American* came out with a statement that its circulation was not only larger than that of any other paper, but equal to the circulation of the *World* and *Herald* combined. According to the figures of the *World*, the *American* was not even among the twelve "largest" papers. The *World* gave its circulation as 1,415,097, that of the *Herald* as 1,023,617, that of the *Chicago Tribune* as 961,194, etc. The figures given for 1912 in *Mahin's Advertising Data Book*

1. *Advertising and Selling*, Vol. 19, p. 1213.

were approximately 400,000 for the *World*, 100,000 for the *Herald*, and 240,000 for the *Tribune*. Such inaccurate claims as these threw great discredit upon the newspapers. In fact, such circulation figures were not only meaningless, but distinctly harmful. No one can be convinced by mere boasts of the merits of a paper as an advertising medium.

However, a rapid change is taking place. Newspapers are now giving sworn statements of their circulation and among them are the papers just referred to. *Printer's Ink* conducts a department in which thoroughly reliable statements of circulation are given for a large number of dailies. The post-office department has recently begun to require twice a year the filing of a certified statement of circulation.

**Clean Advertising in Newspapers.** It is also encouraging to notice that many papers have definite policies of rejecting certain unclean classes of advertising. The *New York Times* makes the following statement:

The *New York Times* rejects all unworthy or doubtful advertisements, and welcomes information from its readers in aid of its efforts to keep its advertising columns absolutely clean. The following are some of the classes of advertisements that are rejected:

1. Fraudulent or doubtful financial offerings.
2. Bucket shops.
3. Attacks of a personal character.
4. Large guaranteed dividends.
5. Offers of something for nothing.
6. Guaranteed cures.
7. Massage.
8. Matrimonial offers.
9. Fortune tellers, palmists, etc.
10. Suggestive books.
11. Objectionable medical advertising.
12. Offers of large salaries.
13. Want advertisements which request money for samples or articles.

Reward of \$100 offered by the *New York Times* for information leading to the arrest and conviction of anyone who may have obtained money under false pretenses through the medium of a misleading or fraudulent advertisement in its columns.

The *New York Sun* makes the following statement in a letter:

The *Sun* is very careful in accepting advertising to appear in its columns. We exclude anything which we think is a misrepresentation and do not publish bogus mining or financial advertising, loan sharks, offensive medical or matrimonial advertisements.

The *Chicago Tribune* states its position in a letter:

We do not knowingly accept fake or objectionable advertising of any kind or character. We specifically reject the following classes of business:

Medicines containing habit-forming drugs.

Medicines containing a large proportion of alcohol.

Medicines claiming extravagant cures.

Announcements of alleged physicians offering to treat or to cure sexual diseases.

Announcements of loan sharks.

Announcements of a financial nature offering securities on which the return is either doubtful or in connection with which extravagant promises are made.

The advertising of whiskey:

The *Chicago Record-Herald* states in a letter:

We do not accept physicians, medical, fake mining schemes, or other advertising which is aimed to rob the investors. We make a specialty of clean, high-class advertising.

There are still many newspapers, apparently without consciences, which exercise no discrimination whatever, and accept any and every kind of advertising that seeks admission to their columns. This is distinctly harmful, not only to the particular paper, but to advertising in general.

**Effect of Higher Standard on Value of Space.** A comparison of rates, similar to that in the table for magazines, reveals some very interesting differences. The exclusion of objectionable advertisements has an undoubted effect upon the reputation for trustworthiness of the paper. It undoubtedly accounts for a good share of the difference in the value of space. Other factors, of course, enter, such as editorial policy, religious appeal, purchasing power of the readers, and the like.

NEWSPAPER	CIRCULATION	INCH RATE	INCH RATE PER 1000 CIRCULATION
<i>Boston Transcript</i> .....	29,881	\$2.10	\$.070
<i>Boston Christian Science Monitor</i> .....	50,000	2.80	.056
<i>Boston Advertiser</i> .....	34,900	1.75	.050
<i>Boston Herald</i> .....	100,000	3.50	.035
<i>Boston Traveler</i> .....	86,463	2.10	.024
<i>Boston Globe</i> .....	184,037	4.20	.023
<i>Boston American</i> .....	312,071	4.20	.013
<i>Boston Post</i> .....	341,680	4.20	.012
<i>New York Herald</i> .....	100,000	6.30	.063
<i>New York Sun</i> .....	90,000	5.60	.062
<i>New York Times</i> .....	175,000	5.60	.032
<i>New York American</i> .....	250,000	7.70	.031
<i>New York World</i> .....	357,559	5.60	.016
<i>New York Journal</i> .....	750,000	8.40	.011
<i>Chicago Record-Herald</i> .....	209,094	5.60	.027
<i>Chicago Tribune</i> .....	240,560	5.60	.023
<i>Chicago Examiner</i> .....	216,021	4.20	.019
<i>Chicago American</i> .....	343,745	5.60	.016
			Av. .032

The above figures are quoted from *Mahin's Advertising Data Book* for 1912.

It appears from the table that among the Boston papers the *Transcript* obtains about six times as high a rate per inch per one thousand circulation as the *Post* or the *American*. Among the New York papers, the *Herald* obtains nearly six times as high a rate as the *Journal*. Besides discrimination in the advertising accepted, a large factor, no doubt, is the purchasing power of the readers of a paper. For example, in financial and educational status, the readers of the *Transcript* or the *Christian Science Monitor* are markedly different from the readers of the *Post* or the *American*. In a paper like the *Monitor*, the religious appeal is an additional factor.

As has been said before, there has been a very rapid advance during the last two or three years toward cleaner advertising. Some of the papers which were most open to criticism are now actively engaged in eliminating all forms of objectionable advertisements.<sup>1</sup>

1. Many papers have changed their policy since 1912, the year to which the figures in the above table refer.

Professor Scott<sup>1</sup> made an inquiry among 2000 business and professional men of Chicago to determine which of the Chicago papers was most preferred. The results showed that "the Chicago paper which was most often preferred in proportion to its total circulation is the paper that secures, in proportion to circulation, a larger price than any of the others for its advertising space. That paper which was the least often preferred is the one which is compelled to sell its advertising space the cheapest, circulation being considered."

**Effect of Quantity of Circulation upon Rates.** Papers with small circulations charge higher rates relatively than papers with large circulations. This is probably due to the fact that they are published as a rule in small cities where there is little or no competition, and to the fact that they must depend to a somewhat greater extent upon the income from advertising for their financial support. To indicate how much higher the rates are per 1000 circulation for the smaller papers, the figures are given for a number of papers published in the Middle West, as stated in *Mahin's Data Book*.

NEWSPAPER	CIRCULATION	INCH RATE	INCH RATE PER 1000 CIRCULATION
<i>Antigo</i> (Wisconsin) <i>Journal</i> ....	1700	\$0.10	.060
<i>Baraboo</i> (Wisconsin) <i>Republic</i> ..	950	.06	.063
<i>Berlin</i> (Wisconsin) <i>Journal</i> ....	555	.05	.090
<i>Grand Rapids</i> (Wis.) <i>Reporter</i> ..	662	.10	.150
<i>Menasha</i> (Wisconsin) <i>Record</i> ...	800	.25	.310
<i>Neenah</i> (Wisconsin) <i>News</i> .....	950	.12	.126
<i>Portage</i> (Wisconsin) <i>Democrat</i> ..	700	.10	.143
<i>Stoughton</i> (Wisconsin) <i>Courier</i> ..	1000	.10	.100
<i>Red Wing</i> (Minn.) <i>Republican</i> ..	1723	.09	.053
<i>St. Cloud</i> (Minn.) <i>Journal</i> ....	2068	.10	.050
			Av. .116

The average rate per 1000 circulation for these ten smaller papers is .116 as compared with .032 for the eighteen larger papers mentioned in the preceding table. The average rate as computed for about seventy-five newspapers, large and small, is approximately .05 cents per column inch per 1000 circulation.

1. Scott, *Psychology of Advertising*, p. 246.

**Papers Read per Person.** There are numerous problems concerning the distribution and the extent to which newspapers are read, which are of vital interest from the standpoint of advertising. Thus it would be valuable to know how many people in a given city or territory read more than one paper. This information would have a significant bearing upon the number of papers that might be used profitably as mediums by a firm. Moreover, the advertiser would be glad to know which departments of a paper are considered most interesting and important by the reading public.

An inquiry for data on these and allied problems was made by Professor Scott<sup>1</sup> with reference to the Chicago daily papers. He addressed a questionnaire to 4000 business and professional men of Chicago. Approximately 2000 of them returned answers to the inquiry.

The first question was, What Chicago daily or dailies do you read? The replies showed that:

14 percent read but one paper,  
46 percent read two papers,  
21 percent read three papers, and  
17 percent read four or more papers.

Hence 84 percent read more than one paper. The same advertisement seen in two or three papers may be more effective than if seen in but one, but most advertisers are convinced that it is not worth three times as much to have an advertisement seen in three papers as it is to have it seen in one. The duplication of circulation represents a loss. If the advertiser could pick out the papers that command the most confidence of a relatively large number of readers, he could afford to neglect the other papers entirely. However, there is probably not nearly as much overlapping in the circulation of different papers for other classes of readers. The business and professional men are more apt to read several papers than laborers or office clerks.

1. Scott, *Psychology of Advertising*, p. 226.

**Time Spent in Reading Newspapers.** Another question was, Do you spend on an average as much as fifteen minutes daily reading a Chicago daily? Professor Scott comments as follows: "A decided majority seemed to consider fifteen minutes a fair estimate of the time spent in reading the daily papers. Four percent answered that they spent less than fifteen daily. Twenty-five percent reported a greater amount of time." This means that "a very decided majority of these representative business and professional men spend but approximately from five to ten minutes reading any particular paper. The papers are glanced through so hurriedly that an advertisement, in order to be seen at all, unless sought for, must be striking in appearance, and must announce something in which the reader is particularly interested. . . . The advertiser should attempt to construct his advertisement so that a single glance at it may be effective in imparting information and in making an impression, even though the advertisement is not to be under observation for more than a few seconds."

**Most Interesting Features in a Newspaper.** A third question asked by Professor Scott was, What are the five features of your paper that interest you most? The returns were scored so as to show the relative amount of interest of the 2000 men in the various features. This yielded the following percentages of interest:

Local news.....	17.8	Music .....	1.88
Political news.....	15.8	Book reviews.....	1.84
Financial news.....	11.3	Arrangement .....	1.4
Foreign news.....	9.5	Society notes.....	1.4
Editorials .....	9	Drama .....	1.1
General news.....	7.2	Art .....	.9
Ethical tone (broadly considered) .....	6.7	Advertisements .....	.44
Sporting news.....	5.8	Storiettes .....	.13
Cartoons .....	4.3	Weather .....	.1
Special articles.....	4.3	Humor .....	.05

Professor Scott remarks concerning these figures, "These results make it clear that Chicago dailies are valued as *news* papers and as little else. . . . As is indicated in the tabula-

tion above, the news items possessed over 75 percent of the total interest."

This investigation was addressed to men only. A similar investigation among women would probably bring different results, particularly with regard to the time spent in reading, and with regard to the features considered to be of most interest.

**Morning Versus Evening Papers.** The relative value of morning and evening papers depends upon the commodity to be advertised, upon the people to be reached, and often upon the particular papers themselves. Morning papers are read relatively more by business and professional men and very much less by the laboring classes, who have no time to read papers until after the day's work is over. Professor Scott found that the Chicago business and professional men read morning papers in larger numbers and preferred them in more instances than evening papers. The latter are regarded merely as subsidiary. It would follow that if the advertiser wanted "to reach the richer classes, he would use the morning papers; if he wanted to reach the laboring classes, he would employ the evening papers."

Bank and financial advertising would probably be more effective in a morning paper; but a savings plan advertisement, designed to appeal to the laboring classes, would very likely be more profitable in an evening paper.

**Preferred Positions.** The preferred positions vary considerably in different papers. In general, however, the preferred positions are, next to reading, the top or bottom of a column, the second, third, and last pages, or some other specified page. The best position is at the top of the page surrounded by reading matter, known as a "full position."

The increased value of these positions depends almost entirely upon their greater attention-value, or the greater chances an advertisement has of being seen. Thus the top of the column is more valuable because of the habit of beginning to read at the top. Or, a position following reading matter is slightly preferable to a position just preceding reading,

because of the habit of glancing toward the right in reading. In some instances a difference in rate is made between these two positions.

The relative values placed by publishers upon the various positions may be inferred from the following table, which gives the percentage of extra cost of these positions as compared with the "run of the paper" positions.

	<i>New York Sun</i>	<i>New York Times</i>	<i>Chicago Tribune</i>	<i>Chicago Record-Herald</i>	<i>Wisconsin State Journal</i>
Top of column surrounded by reading.	100 %	.....	.....	.....	100%
Top of column next to reading.....	75 %	62½%	37½%	32½%	25%
Bottom of column surrounded by reading.	50 %	87½%	.....	.....	.....
Following and alongside of reading.....	25 %	50 %	.....	.....	.....
Next to reading.....	12½%	12½%	25 %	17½%	10%
Women's pages.....	12½%	.....	.....	.....	.....
2nd, 3rd, or last page.	12½%	50 %	.....	.....	.....
Opposite editorial page	12½%	50 %	.....	.....	.....
First and last page of sections.....	12½%	.....	.....	.....	.....

There are no exact available data on the actual difference in value of preferred position in newspapers. The above differences in rates are based largely upon general impressions and estimates. The relative differences in rates vary considerably in the various papers. For example, "top of column, next to reading," ranges from 25 percent to 75 percent higher than an ordinary position.

### PROBLEMS AND QUESTIONS

1. What are the essential differences between magazines and newspapers as advertising mediums? Compare them particularly on the following points: (a) Commodities or types of business that can be successfully advertised in one but not in the other. State the reasons. (b) Differences in classes of people reached. (c) Circulation and territory covered. (d) Should there be a difference in the kind of copy used in each?

2. Make a thorough survey of two papers and compare them with each other concerning the following points. (Examine several issues of each paper to formulate fairly correct estimates.)

(a) Determine the cost rate per column inch per one thousand circulation and compare it with the average rate. If it differs considerably from the average, find out what the probable reasons for this difference are. (The circulation and rates may be obtained directly from the rate cards of the publishers or from any of the directories mentioned at the end of the preceding chapter.)

(b) Make a study of the cleanness and reliability of the advertising carried. Make an enumeration of all forms of objectionable advertisements that you find. If it is of considerable amount, determine the approximate percentage of advertising space occupied by objectionable advertisements.

(c) Determine as nearly as you can the class of people to whom these papers go. Are there any essential differences between these papers in regard to general standing in the estimation of the public? Does the standing of a paper appreciably affect its value as an advertising medium?

## CHAPTER XII

### MEDIUMS — STREET RAILWAY CARDS

The placard, as an advertising medium, has assumed general importance only in recent years, and is still regarded by many as merely a form of advertising subsidiary to the magazine or the newspaper. There are, however, several prominent national advertisers who have built up their business primarily through the street railway cards. This is particularly true of food products, toilet articles, and many local commodities. The Heinz "57 varieties" were popularized largely through street cars and billboards.

Some of the distinctive features of street railway cards are:

1. So far as attention-value goes, every card has an equal chance with every other card, as all spaces are of the same size. The small advertiser, therefore, cannot be overshadowed by the large advertiser, as may be the case in a magazine or newspaper. Furthermore, there is little or no difference in positions. All have practically an equally advantageous location.<sup>1</sup> The only exception would be in rare instances where cards are placed over the doors.

2. Car placards have been very free from objectionable advertising. The advertiser in street cars is not exposed to the danger of being placed in juxtaposition to a fraudulent or deceptive advertisement. The cards are so constantly before the people that common sentiment has kept the dishonest advertiser out of the street cars.

3. The seeing of placards requires a minimum of effort. They appeal entirely to the passive attention of the reader. While this may have its drawbacks, it has the advantage of reaching people who may pay little attention to advertise-

1. This is particularly true in some cities where the cards are on a slowly moving belt.

ments in the newspaper or magazine. Every passenger in a street car has the cards before his eyes. He becomes familiar with them unconsciously, as the following incident shows. A woman once claimed that she paid no attention whatever to the cards on the street car line on which she had traveled for years; yet, upon being questioned, she showed familiarity with practically every product advertised in those cars.

4. Railway cards are practically a universal medium which reaches all classes of people who live in cities. Probably a fair estimate is that 85 to 90 percent of all adults in cities ride on street cars with some regularity. Particularly the lower classes of people are reached,—classes who are little influenced by newspapers and not at all by magazines. The placard, like the billboard, reaches the masses.

5. The street car cards are usually the last advertisements seen by shoppers. They consequently afford excellent opportunity to present the commodities that are bought on a shopping trip, such as foods, household articles, toilet articles, wearing apparel, etc. Placards serve as the last reminders.

6. Cards are read repeatedly and in a leisurely mood. Professor Scott<sup>1</sup> has pointed out that the things with which we spend much time unconsciously assume much importance in our minds.

The passengers on street railways have but little to distract their attention. They go over the same road so frequently that the streets passed through cease to be interesting. Since newspapers and magazines cannot be easily read, the cards have but few rivals for attention. Even those who have but little interest in the advertisements find that they glance at the cards frequently and that the eyes rest on a single card for a considerable length of time. . . . The goods which through their advertisements have occupied our minds for long periods of time assume in our minds an importance which is often far in excess of anything which would have been anticipated by one who is not familiar with the peculiar power here described. In estimating the relative values of two competing lines of goods, I assume that my judgment is based on the goods themselves as they are presented to my reason. I am not aware of the fact that I am prejudiced in favor of the goods that have occupied my mind the longest periods of time.

1. Scott, *Psychology of Advertising*, p. 224.

The cards in street cars are usually changed once a month or once a week. In some campaigns they have been changed as often as twice a day, in the morning and in the afternoon. This, however, is rather expensive. The cards in most cities are of a uniform standard size, 11 by 21 inches. The rates also are reduced to a fairly uniform basis, usually 40 to 50 cents per card per month. It is estimated that it takes approximately 50,000 cards to supply all of the full-time cars in the United States with one card each. Most of the street car advertising space is now under the control of the Street Railway Advertising Company.

#### PROBLEMS AND QUESTIONS

1. What are the chief differences between street car cards as compared with magazines and newspapers? Compare them specifically concerning the following points: (a) Commodities or types of business which can or cannot well be advertised on cards. Mention examples of each and give reasons for your answer. (b) Classes of people reached. (c) The kind of copy to be used.
2. Make a similar study of posters to show comparison and differences on the points mentioned in the preceding question.

## CHAPTER XIII

### TRADE NAMES AND TRADE-MARKS

**The Psychological Value of a Well Chosen Name.** There are several reasons for the value of trade names. 1. The use of a name is a simple and convenient method of identifying a commodity. It makes purchasing simpler, both for the buyer and for the seller. Thus, for example, the name Ivory Soap is a far more convenient and more easily recognizable identification of the commodity than the long phrase Procter & Gamble's soap would be.

2. A name affords protection, for both the manufacturer and the consumer, against substitution. An article with a definite name and a uniform standard of production is the same wherever it is purchased. It insures the customer against the substitution of an inferior article. In short, it is a warrant of quality.

3. The use of a name, through its constant association with the article, makes possible the increasing accumulative effect of the reputation of the article in the estimation of the users. The mere psychological effect of repetition acquires a tremendous momentum for the commodity. A name represents the crystallized result of continued advertising, and of wide use and familiarity of the article. This subtle effect is recognized by the stupendous values placed upon well-established names and trade-marks. Mr. Green, president of the National Biscuit Company, stated in a public address<sup>1</sup> that he estimated the trade-mark "Uneeda"—which has been flattered by more than 400 imitations and infringements—as worth to his company more than \$1,000,000 a letter, or in excess of \$6,000,000 in all. The Gorham Manufacturing Company declared, in a

1. *Printer's Ink*, May 2, 1912.

legal suit for the infringement of their Lion and Anchor trade-mark, that this mark was worth between \$1,000,000 and \$2,000,000. An officer of the Coca-Cola Company placed a



FIGURE 48

Trade-marks and trade names representing millions of dollars of business and advertising assets

valuation of \$5,000,000 upon the trade-mark of his firm. In the recent plan to dissolve the American Tobacco Company,

the trade-marks were valued at over \$45,000,000, out of total assets of \$227,000,000.

According to a statement made in 1907,<sup>1</sup> the trade-mark of Mennen's Taleum Powder was estimated at that time to be worth several times as much as the whole business was a decade previously. Today it is valued at over \$10,000,000.<sup>2</sup> The trade-mark of Walter Baker & Co. has been rated at \$1,000,000. "Characters," while not the same as trade-marks, owe their value to the same psychological causes and serve very much the same purposes. Mr. N. K. Fairbanks<sup>3</sup> asserted that \$10,000,000 could not buy the Gold Dust Twins and the Fairy Soap Girl. The mark of Onyx hosiery has recently been rated at \$1,500,000 by an officer of the firm.

**"Family" Names.** A conspicuous example of the development of a name for a family of products and of the accumulated momentum which the name adds to each new product as it is launched is the "Rubberset Family." After the name "Rubberset" had been decided upon, the first brush put upon the market was the shaving brush, which met with immediate success, particularly because safety razors were so widely advertised at that time. Later there were added Berset Shaving Cream, Rubberset paint brushes, and Rubberset tooth brushes.

When recently asked as to the extent to which each succeeding member of the Rubberset Family was benefited by the advertising given its predecessors, T. B. Denton, the advertising manager of the company, referred to the tooth brush experience as follows: "Each product has been able to make its start miles ahead of where the one before it was compelled to start its race for public favor. Indeed this cumulative appreciation on the part of the consumers of what our name stands for got us into trouble when it came to the Rubberset Tooth Brush. We planned initiation of our tooth brush months ahead, and ordered advertising in the March issues. No labor familiar with the manufacturing of tooth brushes being available in Newark, we had to open a school of instruction, and teach our help. Mr. Albright estimated that if we had

1. *Profitable Advertising*, Vol. 17, p. 181.

2. *Printer's Ink*, September 25, 1913, p. 8.

3. *Printer's Ink*, June 30, 1910, pp. 34-39.

a million brushes on hand before the advertising started, that would be enough.

We made up the million. But so great has been the demand for Rubberset Tooth Brushes, as the result of what was practically a mere mention of it in the advertising pages, that we are today 2000 gross behind in our orders from dealers, in spite of the fact that we are making twenty to thirty gross a day, an amount far in excess of what we expected to make. Because of our inability to make deliveries, we have given ourselves no end of trouble with our long-standing dealers. We have canceled, for the present, what Rubberset Tooth Brush space we had secured, wherever possible. A recent back cover on *Collier's*, which could not be canceled on such short notice, and which had been originally intended for tooth brush advertising alone, was divided up into quarters, and one each given to the shaving brushes, paint brushes, dental cream, and tooth brushes.<sup>1</sup>

Other well-known names for groups of products are the Keen Kutter, Heinz 57 Varieties, Colgate, Snider, etc.

On the other hand, there are instances in which the prestige of one old-established name was not so planned as to carry over to a new product of the same firm. How much might not the new product, Crisco, have gained if it could have been given the momentum of Ivory Soap! Or, again, consider how large the advantage would be to the National Biscuit Company if their products had been built up around one "family" name instead of having separate and unrelated names such as "Uneda," or "Zu Zu," or "Nabisco."

The development of trade names and trade-marks has been very rapid in recent years. Numerous manufacturers have devised names and marks for their commodities. "Family" names for large groups of products are now quite common. The following is the experience of the National Enameling and Stamping Company in developing a trade-mark:<sup>2</sup>

To unify the product that is composed of several thousand articles, made up into a dozen or two different lines; to obtain some identifying mark so that each would have its own identity and yet all be related—that was the problem that confronted the National Enameling and Stamping Company.

1. *Printer's Ink*, June 30, 1910, p. 3.

2. A. M. Candee, *Judicious Advertising*, November, 1913, p. 63.

Labels, names, and designations galore! Trade for years familiar with the old lines under the diversified and numerous names, yet as a selling proposition it was simply so much merchandise that happened to be sold by a salesman representing this company. In other words, though there were labels and trade-marks and names, each more or less familiar to the trade because of long continued buying, yet between product, designation, and organization there was no established relationship.

To acquire a better understanding, let's look back a bit and see what we had to work with.

Seven immense factories located at strategic points, both as to labor conditions, raw materials, and shipping of finished products; an organization that covered the entire country; established trade with jobbers and dealers wherever in the United States the merchandise was used, and that meant everywhere. A product that is in daily and constant demand in every household. This product included such lines and items as Royal Granite enameled ware, tin ware, including wash boilers, pie and cake tins, etc., japanned ware, milk cans, dairy pails, Nesco Perfect oil heaters, galvanized ash cans, garbage cans, tubs, pails, fly swatters, and so on almost ad infinitum.

In the way of tools for use we had, as suggested above, variously shaped and designed labels under almost as many designations as there were items. Some time back the word Nesco had been coined out of the initials of the company, and, for want of anything else to do, it had been put inside a diamond.

Years ago some clever artist designed a sign which he sold the company for advertising purposes—a window transfer showing a boy who received the appellation "Knight of the Kitchen." Catalogs, of course—a general one and some smaller ones of special lines.

This, then, was the situation when I was delegated to take up the work of creating some effective advertising for the company. Such work is largely evolution—it cannot be developed in a moment nor created out of a session of thinking with the purpose of finding a "big idea" around which to operate.

One of the first steps was to register as trade-mark the word Nesco and its use inside the diamond. This word we embossed into many of the pieces manufactured. Then came the expression, a very natural one, "Nescoware"—euphonious, easy to remember, and full of meaning. And, because of our almost universal distribution, we were justified in the use of the expression "Nescoware is Everywhere," implying great popularity because of such general use. As new articles were brought out and names and labels were required, we little by little combined some of the ideas in an effective manner.

**Classes of Names.** While it is difficult to draw a definite line between various kinds of names, yet there are certain

rather obvious distinctions which divide names into a small number of classes.

1. The *name of the maker or of the firm* is given to the article, such as Williams' toilet articles, Colgate's products, Ingersoll Watches, Baker's Cocoa, etc.

2. *Geographical names* are used, such as Hawaiian Pineapples, Boston Garters, Paris Garters, La Crosse Plows.

3. *High-quality words*, such as Perfection, Ideal, Reliable, Gold Medal, Blue Label, Regal, Royal, Peerless, Premier, Monarch, Diamond, Standard, Victor, Gold Dust, Challenge, etc.

4. *Artificially-coined names without meaning* or descriptive implication, such as Nabisco, Kodak, B. V. D., Karo, A. B. C. Auto, "61" Floor Varnish, Phoenix, Necco Sweets. Many of these coined names were produced by combining the initial letters or the initial syllables of the names of the firm. For example, the name Nabisco is derived by combining the first syllables of the name of the firm, National Biscuit Company; Necco is derived by combining the initial letters of the firm name, the New England Confectionery Company; Sampeck is obtained from Samuel W. Peck & Co. Many others are derived from foreign words, for example, Tarvia from the English word tar and the Latin word via (road).

5. *Artificially-coined names with a descriptive* or at least suggestive meaning, such as Holeproof, Innerplayer, Everwear, Cat's Paw, Nuskin, Cream of Wheat, Ivory, Auto Strop, Shur-on, Kantleek, Uneeda Biscuit, Milady Chocolates, Underfeed Furnace, Pianola, and Simplex.

These five classes include practically all the varieties of names in use at the present time.

**What Constitutes a Good Name?** Several elements are essential in the selection or coinage of a new name. 1. A trade name, above all things, should be *simple* and *short*. It takes a long time to speak and much space to print a long, ponderous name. The psychological effect is stupefying and confusing. When advertising space is expensive, the cost of printing long names is an item worth considering. Compare, for example, Kelly-Springfield Pneumatic Tires with Con-

tinental Tires, Barret Specification Roofs with Rubberoid, Mennen's Borated Talcum Powder with Mennen's Talc, Barrington Hall Bakerized Steel-Cut Coffee with Whitehouse, or George Washington Prepared Coffee with Instant Coffee.

2. A name should be *easy to pronounce* and *easy to remember*. The average reader will have considerable hesitancy in trying to pronounce such names as Caementium, Sanatogen, Olivilo, Aa-A1, Cuticura, Telekathoras, Mentholatim, Koh-I-Noor, Sieger's Angostura Bitters. Compare with these such simple, terse, and easy names as Victor, Kodak, Presto, Mum, Ivory, Jello, Cremo.

The experience of a manufacturer of a substitute for coffee is an illustration in point:

Knowing he had a good proposition, the food expert prepared to promulgate the news upon the American public by advertising.

He decided upon the name "Koffee-No." The "No" was underlined.

He then set about to capture a share of the coffee business in several middle-western cities. With good illustrations and concise, salesman-like phraseology, copy was prepared, featuring in big heavy type the "Koffee-No."

Retailers were stocked fairly well and the jobber's efforts were enlisted.

Then good-sized advertisements, inaugurating the campaign, appeared in newspapers of the several cities.

The advertiser sat back and waited for returns. Nothing stirred.

The campaign apparently was not sending housewives to their grocers for the product. The advertiser was amazed. He had concluded that the proposition was one the public could not fail to recognize as good. The advertising was good and there was no flaw in the plan of distribution. But he had to quit advertising. He called the campaign a failure, yet he had no constructive reason why it failed.

An advertising man in the writer's acquaintance determined to look into the proposition for his personal satisfaction. He had anticipated a hidden defect in the product.

He visited a retail store near his home and asked for "Koffee-No."

The clerk asked him to repeat the name. He repeated it and then was compelled to give a description of the product.

"Oh, you mean 'Coffeeno,' don't you," interrogated the clerk, pronouncing the name with the accent on the second syllable, giving it an entirely different pronunciation from the one its maker intended.

He secured the cereal coffee and at home asked his wife to prepare some of it for dinner, which she did.

"Koffee-No" pleased the advertising man and his wife. They both agreed it was good and determined it was worth using continually in place of coffee.

"By the way, what do you call it?" queried the advertising man of his wife that evening, believing the experience with the retailer might shed some light on the selling difficulties.

"Why, let's see," she replied, "Why, I've forgotten. Just a minute, I'll get the package and see."

"Never mind, it's too difficult to remember. I can see that!"

Had the name of this cereal coffee been flashed from a newspaper page at his housewife it would have been impossible for her to recall it at her grocers. That sale would have been killed by the intricacy of the product's name.

Which explains the Waterloo of this good product.

The advertising manager for a well-known manufacturer was on intimate terms with the president of the house. The institution, which manufactured household articles, commenced manufacturing a new specialty.

The advertising manager was asked to invent a new name. He was fond of calling the president by the initials of his name. So, after due consideration, he determined upon "J. B." as the cognomen for the specialty — these being the first two initials of the president's name.

Later this advertising manager left his position for one in a larger field. The new advertising manager found "J. B." to be the poorest seller the manufacturer had, and also satisfied himself that it was fully up to the concern's standard of merit.

When he had been with the house a week the letters "J. B." went into the discard and the new man bluntly told the president the reason. He made plain the fact that he was drawing his salary for selling goods, not for nursing vanities.

He gave the article a short, terse, descriptive, easy-understandable, easily-remembered name.

The trade was notified. The articles that had grown dusty on dealers' shelves were shipped back to the factory and restamped.

Salesmen were instructed never to refer to "J. B." — to absolutely wipe the name from their memories. The original selling energies that had marked the birth of "J. B." were applied to the newly-named article.

In three months and a half the article became the second best seller the house had. Sales for that quarter-year leaped to quadruple the number that dealers had made in the previous three months.

Among five-cent cigars one of the best sellers in this country is the

Club Smoker, manufactured by a Chicago concern. One of the main factors in its success has been its easily-remembered name.

And the name should be a far more vital point with a cigar manufacturer than with other articles to which the consumer devotes more time in considering the purchase.

Yet cigar manufacturers are probably the worst offenders in the matter of names. One authority charges many ineffectual efforts of cigarmakers to advertise their products to the invariable tendency to christen every star cigar with a Spanish name, or worse, a mixture of Spanish and American.

We are not Spanish people. And naturally it is hard for us to grasp and mentally to hold a Spanish name. So few of us do it.

A cigar store clerk told the writer that fully fifty percent of the sales in his store are made to men who either ask for a "good Havana cigar" or, pointing to one in the case, ask for "one of those."<sup>1</sup>

A certain large system of drug stores issues bulletins from time to time to its clerks stating how the public pronounces various names for drugs, so that the clerks may be prepared to recognize the things called for. Thus they found that "Todco Cream" was called for as "Tuxedo," and "Cuticura Soap" was asked for as "Keeley Cure Soap."

3. A name should be *unique* and *distinctive*, so that it may not be easily imitated or infringed upon. Blue Label Ketchup might be mimicked by the name "Brown Label," or some other colored label. Almost every well-known successful name has been imitated. Note the following illustrations:

Uneda .....	Iwanta
Limetta .....	Limette
Egyptian Deities.....	Egyptian Prettiest or Daintiest
Peruna .....	Rupena
Pain Killer.....	Pain Expeller
Cascarets .....	Castorets
Apollinaris.....	Appolinis
Honeymoon .....	Honeycomb
Moxie .....	Noxie, Hoxie, Modox, Noxemall, Moxine
Sorosis.....	Sartoris

Producers of new commodities intended to compete with older commodities of the same class often attempt to adopt names as nearly like the older names as possible without

1. Quoted by permission from *Judicious Advertising*, July, 1911, p. 63.

having them identical. The newcomer thereby attempts to rob the old concern of some of its established prestige. It is therefore extremely important to adopt a name at the outset which will be difficult to copy and which may be legally protected. Apropos of this point we may quote from *Real Salesmanship in Print* (Lord & Thomas; page 17):

Another thing to look out for is the danger of substitution. There are a great many lines where substitution by dealers kills from one-half to two-thirds of the trade. Rare is the article which attains big success against such a handicap.

Substitution cannot always be entirely eliminated, but there are ways to minimize it. And it must be reduced to modest proportions before an advertising campaign can be advocated.

This is one of our gravest problems. And it must be solved in the original plans if one is to solve it at all. It is folly to raise crops for others to garner.

Foresight in this matter is an essential. Without it, the most brilliant campaign might result in disaster. In many other cases results have been multiplied by simply taking proper precautions.

Toasted Corn Flakes has succeeded despite substitution. But the Kellogg concern is not getting more than forty percent of the trade it created. And fortunes are spent on advertisements aimed merely to defend that percentage.

Suppose the same trade, at the same expense, had been built around a name like Post Toasties. How much more would the trade have been worth?

Suppose the Kodak had been called Eastman's Camera. Suppose Uneeda Biscuit had been named National Soda Crackers. Consider how impregnable are their positions today compared with what they might have been had they overlooked the trade-mark foundation.

. . . We can cite numerous instances where a change in name has multiplied the results of the advertising. We know cases where the name has done more for the article than all other selling arguments.

One of our greatest successes of the past six months is due, apparently, mainly to a name we coined. An enormous business, long established, was doubled in four months. And the main element we added, in our estimation, was a name which brought to one maker the trade which had hitherto been divided. . . .

(Page 62.) One of our clients makes an evaporated milk. This milk, in the process of sterilization, is given a slight scalded flavor.

At one time we found that this unnatural flavor killed a large percentage of the trade we created. Users failed to buy again.

This problem, as usual, came up to our strategists. The natural solution would be to explain the flavor. But any explanation which we could devise sounded too much like apology.

Then one man suggested, "Let us call it the Almond Flavor. Let us make it a virtue—an indication of purity—of freedom from germs. Let us tell the buyers to seek for this Almond Flavor—that the milk is not genuine without it."

And we did. We changed the objection into an advantage. This advertiser now is selling close to fifty million cans per year.

4. A name should *not be absurd or degrading* for the article to which it is applied. On the other hand, a name should rather be suggestive of value and worth. The name "It" as applied to a breakfast food is not the kind of name which would elevate one's conception of the food. Or the name "Smile" as applied to a high-grade \$20 hat has a distinctly depreciating effect. There is nothing about the name that would induce a person to buy the hat. It is one of the useful functions of a well-chosen name to add to the desirability of the commodity. The name and picture for "Old Dutch Cleanser" carry an atmosphere of cleanliness and human interest. The same is true of "Quaker Oats" as contrasted with "oatmeal," or "Ivory Soap" as compared with simply a bar of soap. "Old Dutch Cleanser" is a better name than "Bon Ami." It suggests something about the use and cleanliness of the article. It also is easier to pronounce and easier to remember.

Notice some of the absurd names that have been used:<sup>1</sup>

Asperox, Alamo-Bromo, Alkolol, Bo-alka, Bovax, Americanitis-Flizer, Babeskin, Coeterine, Enuriene, Germea, Cow-Oil-Ene, Hekake, Kalone, Kilfyre, Kremette, Kremola, Kis-me (gum), I O U (champagne), Nix-E, Thym-a-Tol, Oxyma, Oxyneura, Oxeta, Tarterlithene, Kodol, E Z 2 Tie (neckwear), Har-in-felt (mattress), Carbolineum, On-Time (yeast), Stainoff, Payo, Powdo, So-Lite (shoes), Keep-shape.

Mapeine (whiskey), Sal-lae, Wonderful Dream (salve), Silkilo, Acisilk, Radiumite (razor), Flexo (garter), E Z (stove polish), Rex Elinteote, Ho-Co (thermos bottle), Hot-a-Co (thermos bottle), Nosmellee, Pantasote, Nufangel.

Names of foods: Cere-Fruto, Malta-Vita, X-Cello, Malto Food

1. *Printer's Ink*, January 20, 1909, p. 40.

Flakes, Grandose Flakes, Flaketa, Norka, Eata-Biscuit, Cereola, Dr. Price's Eatabita, Perfo, Graino, Koffa, Carmel-Cereal, Neutrita, Grap-Suga, Flakes, Granola, Maz-all, Coffayette, It, Malta Nut, Tarvena, Nulife.

5. It is an advantage to a name to be *suggestive*, if not descriptive, of the nature of the article or of some essential feature of it. The name "Holeproof" is excellent in suggesting the innovation in the hosiery business of guaranteeing hosiery for a certain length of time. Other illustrations are "Rubberset," "Shinola," "Tarvia," "Auto Strop," "Poros-knit," etc. However, one difficulty with names which are strongly descriptive is that they cannot be registered. But it is possible to have a prominent suggestive element and still comply with the registration laws.

**What Sort of Names Can Be Registered?** Mr. W. A. Knight, legal specialist on trade-marks, answers this question thus:<sup>1</sup>

Generally speaking, a trade-mark to be valid must not be the name of a person, name of a place, descriptive of the goods or of the quality of the goods, or old in the class into which the goods fall on which the mark is to be used, according to the arbitrary classification of the patent office.

*Personal* and *Geographical* names have the objection that any other person by the same name living in the same locality might enter upon the production of a line of goods competing with one already well known. He would have the right to use his own name or the name of his locality in designating the goods.

Names consisting of words *purely descriptive* of the article are objected to because any one else who may have the right to sell that kind of article would also have the right to describe it in the same way. This rule is strictly adhered to by the courts.

For instance, it would hardly seem that the person who adopted this jaw-breaking title, "Ammoniated Bone Superphosphate of Lime,"

1. *Judicious Advertising*, December, 1911, p. 71.

for a fertilizer would either rob his neighbors of a phrase they might wish to use, or sell enough of the stuff to litigate about. But it is a fact that such a trade-mark was held invalid because it presumably only described the fertilizer. Even the refined word "Desiccated," when applied to the sacred New England codfish, will not do alone as a trade-mark, since a good dictionary shows it to be descriptive of a process which anyone else may adopt.

The courts go so far as to hold that words borrowed from foreign languages will not do as trade-marks as, when translated, they merely describe the article. One would certainly think that the original introducer of "Parchesi" had hit upon a capital trade-mark, but since the word is Hindustanese for a game in India, and since others have the right to make and sell the game under its real name, this trade-mark has been held invalid.

Some of these cases are very close and depend largely upon the "personal equation" seated upon the bench. Dr. Dadrian, the originator of "Matzoon," which is the Armenian name for buttermilk fermented by a special process, lost his case against an imitator in the Federal courts in New York City on the ground that the word, translated, was merely descriptive, while in the New York courts, sitting on the other side of City Hall Park from the Federal court, it was held that "Matzoon" was a perfectly valid trade-mark.<sup>1</sup>

Most of the names rejected by the registration office come under the class of descriptive names. Some very close distinctions are made; thus "Rubberoid," "Nexttobeer," "Kantleek," etc., have been refused registration on the ground of their descriptive character.<sup>2</sup> More recently "Crystal Domino" as a name for sugar was refused registration because crystal is descriptive of sugar. For similar reasons "Turk-nit" (towel), "Master Craft" (for suits and overcoats), and "Bras-Brite" (for polish) were rejected. "Crisco" could not be registered because the name "Crispett" was already on the register.<sup>3</sup> Likewise, "Onyx" as a name for underwear was refused registration because the name was already widely known as a name for hosiery.<sup>4</sup>

Many names have been registered which would now be refused registration. The trade-mark law passed in 1905 pro-

1. *System*, May, 1911, p. 489.

2. *Printer's Ink*, May 2, 1912.

3. *Printer's Ink*, February 20, 1913, p. 80.

4. *Printer's Ink*, November 27, 1913, p. 56.

vided for the registration without question of any trade-mark which for ten years or more prior to 1905 had been in exclusive use by the applicant or his predecessors.<sup>1</sup> Personal and geographical names such as "1847 Rogers Bros.," "Boston Garters," "Elgin" or "Waltham" or "Ingersoll" watches could not be registered today. Names or portraits of celebrities who are dead may be registered. The name of a living celebrity may be registered if he gives permission for the use of his name. Statements added to trade-marks must be truthful to be registrable. "Made in Germany" or "Bottled in England" cannot be registered unless the goods were actually made in Germany or bottled in England.<sup>2</sup>

Summarizing, we may say that the best name is a short, fanciful name suggestive of the article as much as possible. Thus, nearly ideal names are "Uneeda," "Nabisco," "Gold Dust," "Regal," "Premier." Personal and geographical names are conservative and dignified, but they may be used by others. High quality names suggest worth and desirability of the goods, but they sometimes sound boastful and egotistical, and the same name is often used by many firms for many different commodities. Thus words like perfection, standard, premier, peerless, etc., are used for a large variety of articles. There is a Peerless Automobile, a Peerless Cream Separator, a Peerless Bicycle, and a Peerless Beverage.

Fanciful, or artificially coined names, if suggestive, are on the whole the best, but they have the weakness usually of being more difficult to remember and to popularize. The word "Uneeda" required much time and money to hammer into the public mind. "W. H. Childs,<sup>3</sup> of the Bon Ami Company, now states that he would be willing to give many thousands of dollars if only the name 'Bon Ami' could be changed to any one of a number of other names which his experience has shown him would be far better without losing the time, money, and effort which have been put into past advertising. 'Bon Ami' is objectionable, for one thing, because the 'masses' do

1. *Printer's Ink*, July 18, 1912, p. 112.

2. *System*, May, 1911, p. 489.

3. *Printer's Ink*, July 28, 1910.

not know enough French, as a rule, to appreciate its meaning, and hence its appropriateness.”

**Is Your Trade-Mark Really Yours?**<sup>1</sup> One point concerning trade names and marks that is often overlooked is the possibility of registration. Names that have been popularized at considerable cost are discovered, in many instances, to be infringing on some older names. A good illustration in point is the following experience of a candy maker :

There are a number of manufacturers in this country who are using trade-marks that in fact do not belong to them. Sooner or later, just about the time they realize that their marks are worth more than the very plants in which the marked products are produced, they will be compelled to abandon their marks in favor of the rightful prior users. . . .

A Mr. Candy Man some twenty-odd years ago in a large university town began to manufacture chocolate creams which he designated by a certain mark which he thought was original. All at once this candy man woke up to the fact that his special brand of creams had become very popular not only in his own vicinity but all over the United States. You see, the chocolate creams were good, and some of the thousands of students, after leaving their university—which was located in Mr. Candy Man’s town—in addition to sending back for express orders of creams, holiday times and on other special occasions, told their dealers about these fine creams, and custom grew rapidly.

Well, one of the old university boys who happened to be a trade-mark lawyer, upon a visit to his Alma Mater, dropped in to say hello to his old friend, the candy man, who was getting richer every year and prouder of his good creams. The latter, like any man who has a successful trade-mark, lost no time in telling the lawyer about the success of the creams.

The lawyer, being with an old personal friend and thinking of the mark from a trade-mark lawyer’s standpoint, emphatically suggested that such a valuable mark be registered and that he would be glad to take care of the matter for a certain fee. Mr. Candy Man enthused and told the lawyer to go ahead, not to make a preliminary search, because Mr. Candy Man was so sure that he was the original user of the mark, but to make application for registration right away.

In brief, the application went to the Patent Office and in due time the examiner came back with a cold refusal to register the mark, rightfully basing his refusal on the grounds that the same identical mark had been registered by a large eastern candy manufacturer some twenty-five years back—just five years before Mr. Candy Man in good faith appropriated

1. A. B. Remick, *Judicious Advertising*, December, 1913, p. 55.

the mark. The result was that Mr. Candy Man not only made himself liable in what might have been a serious infringement suit but had to give up that pet mark in favor of the prior user.

Now Mr. Candy Man has the tedious and costly task of building up a reputation of an entirely new mark. This time I am quite sure that he will take his trade-mark lawyer into consultation and select a mark that will be his property forever.

### PROBLEMS AND QUESTIONS

1. What points must be considered in selecting the name for a new article? Make a comprehensive analysis.

2. Compare the merits of "Walk-Over" and "Red Star" as names for shoes; "Bon Ami" and "Sapolio" as names for cleansers; "Carnation" and "Clover-Leaf" as names for milk. Which do you consider the better? Why?

3. Why are geographical or personal names refused registration?

4. Is the prestige of a well-selected name equally important for all lines of commodities?

5. Suggest a name for a hat which you would consider good and which could probably be registered.

6. Criticize and suggest more appropriate substitutes for the following names:

Lablache (face powder).

Grippen's Floor Crack Filler and Finisher (floor varnish).

Nufashond (shoe laces).

Manning-Bowman Alcohol Gas Stove.

Caementium (cement or glue).

Mazda (electric lamp).

7. Could the following names be registered? Why, or why not?

Keeplean (brush).

Indestructo (trunk).

Crystal Domino (sugar).

8. Discuss the merits of the trade-marks (not the names) of the following products:

Cat's Paw rubber heels.

Iver Johnson revolver.

Skinner's satin.

Royal Tailors.

## CHAPTER XIV

### HEADLINES

In the preparation of an advertisement three questions concerning the headline have to be faced: (a) What is the best size of type for securing attention most effectively? (b) What is the best number of words? and (c) What is the best thing to say? The first two problems have been considered in preceding chapters. The third is before us now. The first two relate to the arresting of the attention. The third relates to the arousing of interest on the part of the reader so that he may be induced to continue to read and examine the entire contents of the advertisement more in detail.

**How May the Headline Stimulate Interest?** (a) *By stating the vital point of the advertisement.* This requires a great deal of keen analysis on the part of the copywriter. He must pick out the most dynamic idea in the whole advertisement and then state it tersely. For example, "Spare Time Money" is an excellent heading for an advertisement of the Curtis Publishing Company to secure canvassers for their publications. It strikes the nail on the head, and appeals exactly to the persons who are likely to be interested in that sort of work.

An advertisement in a college publication designed to secure students for the purpose of selling aluminum ware during the summer vacation might use any one of the following headlines, some of which have been actually used:

It Pays.

Make Money.

Aluminum Ware.

A Paying Proposition.

Earn Your College Expenses.

There is a quite obvious difference in the strength of these headings. The first is blind and could be used for advertising anything from a thumb tack to an adding machine. It is general and indefinite, and relates only indirectly to the essential points of the text. The second is stereotyped and uninteresting. The rest have perhaps an ascending degree of definiteness and interest-value. The young man who makes his own way through college is practically the only one interested in the proposition, and therefore the last two headings would be more to the point.

The headline should give the gist of the advertisement, so that it may attract just that class of individuals who are likely customers. It should act as a sort of sieve for sifting out only the potential customers.

A Chicago medical house was having considerable difficulty some years ago with its advertising. It apparently was producing only mediocre results. The headline was "Cold Feet" in black Gothic type. It was planned along logical lines. The ad meant to attract people who were bothered with cold feet.

Somehow that copy didn't attract very well. An agency man suggested changing the word "cold" to "warm." It was done as an experiment. Not another word in the ad was changed.

In a twinkling the copy began landing the orders. To people with cold feet there was a lure in the words "warm feet," and the ad so headed brought back their orders. The same copy with the same headline, is running today.<sup>1</sup>

(b) *By using the news factor.* A headline may arouse interest by stating some significant, live news element relative to the goods advertised. News always appeals to the sense of curiosity. See Figure 49 for an illustration of this device.

The following are typical examples of advertisements which employ the news element in their headings:

New Speed in Billing (Typewriter advertisement).

The Trained Man Has Money (International Correspondence School).

In Front of the White House (Tarvia).

A Clock of Lifelong Service.

1. *Printer's Ink*, January 4, 1912, p. 17.

Winchester Model 1895 .405 Caliber Rifle

THE DREADNOUGHT OF THE JUNGLE

# WINCHESTER

GUNS and AMMUNITION

THE **W** BRAND

"TARLTON took his big double-barrel and advised me to take mine, as the sun had just set and it was likely to be close work; but I shook my head, for the Winchester .405 is, at least for me personally, the 'medicine gun' for lions."

Ex-President Roosevelt  
in Scribner's Magazine

Used by Successful Hunters. Sold Everywhere

FIGURE 49

Making use of a news item. This advertisement appeared when Ex-President Roosevelt was on his hunting trip in Africa

(c) *By appealing to instincts.* Interest may always be stimulated by appealing to some fundamental human need or instinct. This applies not only to the headline, but to the advertisement as a whole. The advertiser constantly demands "Put human interest into your copy." Psychologically, this simply means an appeal to the deep-seated human desires and instincts, such as curiosity, personal pride and ambition, social distinction, economy, comfort, pleasure, etc.

Many of the advertisements of the International Correspondence School are appeals to the personal ambition of the young man, by such headings as, "Here Is the Job—Now Produce," "Big Pay If You Can Do It," "Opportunities for Government Positions," "The Talk That Made Bill and Broke Jim."

Much of the advertising of the Royal Tailors appeals to the instincts of social superiority by headlines such as these: "When You Become a Royal Tailored Man," "It's Funny What a Difference a Few Clothes Make."

Appeals to such desires as are deeply ingrained in human nature are the most pulling incentives to interest and action that can be applied. We shall consider them more fully in a later chapter.

**Form of Heading.** Since the function of the heading is to present at a glance the gist of the advertisement, its form should be such that it can be read at a glance. The heading should therefore be concise and crisp. As has been previously pointed out (see page 64), the number of words should not, as a rule, exceed five,—in fact, a smaller number is preferable. Short words are preferable to long words. A one-line or "single-deck" heading is ordinarily better for advertisements than a heading with two or three "decks." Several forms are shown in Figure 50.

**Classes of Display Headings.** It would seem rather hopeless to attempt any systematic classification of the bewildering variety of headlines in any of our standard mediums. But a little analysis shows that they fall into a rather small number

of fairly distinct classes, according to the purpose that each one attempts to accomplish.

The following represent some of the more common headlines :

**Your  
System  
Needs Such  
a Food as This**

*a*

**Clark Heaters**

*b*

**Stein-Bloch  
Smart Clothes**

*c*

**An Ideal Gift for Old and Young**

*d*

FIGURE 50

A heading should be confined to one or two decks. *a* has too many decks. *d* is too long as a single deck. It might be improved by setting it up in two decks. *b* and *c* are good examples of a single and a double-deck headline respectively

(a) *The name of the firm or article.* Examples of this are: Victor-Victrola, Community Silver, The House of Kuppenheimer, or The Willys-Overland Company.

(b) *The statement of a selling point,* such as, "Starts, Ignites, Lights" (used by the Remy Electric Company); "Men's Shirts \$3" (used by Life-Long Silk Company), or "Cooks Better" (used by the Kalamazoo Stove Company).

(c) *The indirect or suggestive heading.* This is closely allied to the preceding class and differs from it mainly in that the need or utility of the article is stated or suggested somewhat indirectly, such as "Your Home and Your Neighbor's" (used for paint by the Lowe Brothers Company); "When You Build" (used by the Hydraulic Press Brick Company), or "If You Manifold" (used by L. C. Smith Bros. Typewriter).

(d) *Irrelevant or blind headings,* such as "Burglars" (used for a breakfast food), "We want," "Here it is," etc.

Each one of these classes except the first may be subdivided according to the grammatical form of the statement, as a direct declarative statement, a question, or a command. Hence we often speak of declarative, interrogatory, or imperative headings. For example, the heading of the Kalamazoo Stove Company may be "Cooks better," or "Do you want to cook better?" or simply "Cook better!" Each has a certain advantage for certain purposes.

**Relative Merits of Different Classes of Headings.** The use of the name of the firm or of the goods is in general a good, conservative, dignified form of headline. It reveals at once whose advertisement it is. The name of the article is, as a rule, better than the name of the firm. It is usually shorter and states just what is being presented. The name of the firm, unless well known to the public, does not indicate what sort of commodity is being presented. The name "Tiffany & Co." is used regularly by this firm as the display line. There are many readers who have seen this name very frequently, but who could not say what the firm makes or sells. The display line "Community Silver" is much more to the point. It combines the trade name with the class of goods advertised. The advertiser should realize that, no matter how well he may be known, there is always a certain percentage of the readers who do not know the firm, and as a rule, they are the ones to be sought after as the field for new trade. The mere displaying of the firm name is effective, but it

requires a longer time and more frequent presentations of the advertisement.

**A Selling Point as Heading.** The statement of a selling point in the headline is more apt to arouse interest than the simple statement of the name. It gives opportunity to employ in original and forceful ways the news factor and thereby stimulates curiosity and a feeling of inquiry. It furthermore gives some definite point in favor of the goods. The heading "Men's Shirts \$3" not only states the article but also the fact that it is a high grade shirt. The heading "\$1250 for Husbands," used by the Curtis Publishing Company in a recent advertisement contains a stirring news element which is quite sure to arouse interest for further reading.

An illustration in point is the following result of change in copy based chiefly upon the news element in the headline:

Years ago an advertising solicitor went to the maker of a device for deaf persons. The solicitor was to furnish a new piece of mail order copy for this advertiser. If the copy brought results, there was a large piece of business in it for him. Former copy had been pulling fairly well, but it was not entirely satisfactory to the ambitious advertiser. He wanted inquiries under a dollar each.

The solicitor went back to his agency and put the best man in the place at work on this problem. The copywriter dug, dug, dug for three weeks. Several hundred pieces of copy were torn up before he was satisfied he had the right one.

It was presented to the advertiser, who O. K.'d it without comment. It was tried out in a few mediums first. It pulled consistently. Inquiry cost dropped to thirty-four cents. At once it went into the concern's entire list. Its size was only three inches. Within a year it had quadrupled the business of the manufacturer. The headline was the basis for the entire copy. It was: "The Deaf Now Hear Whispers."

. . . In the first place, the headline is short enough to be taken in at a glance of the eye. It was arranged in two lines—a step-head. You know that the eye grasps but four words at a single glance. There were three short words on one line, and two on the other.

In the second place, the headline is news. Third, it attracts the natural market at which it is aimed—the deaf people. The word "deaf" does that.<sup>1</sup>

1. *Printer's Ink*, January 4, 1912, p. 17.

The effect of the statement of the vital selling point in the headline is well illustrated in the following example:

There are a number of manufacturers of "knock-down" houses who are securing excellent results from their advertising.

One of them, several years ago, was selling his output at an advertising cost of less than \$2100—this amount being expended in small copy run several times in a very few mediums. The copy was usually only about two inches double column in size. Sometimes it ran to three inches double column.

. . . Such headlines as "The Ideal Knock-Down House," "Your Summer Home \$——," "Build Your Own Summer Home," were used to advantage. They pulled the inquiries, and with an ordinary follow-up system landed enough orders to dispose, each year, of an output slightly larger than the year previous.

. . . He (the agency copywriter) remembered having once erected one of the houses in less than two hours. The thought struck him that this would make an excellent topic for one of the advertisements in the campaign. It happened that, instead of writing an entire advertisement on the subject, he was compelled to take an advertisement very similar to one utilized the year previous, and he merely scratched out a somewhat platitudinous headline and wrote this for the headline: "Build Your Own House in Two Hours."

. . . The entire advertisement was two and a half inches double column. . . . Along in May or June of a year or so ago this advertisement—the first of the campaign—appeared in one of the well-known national weeklies. . . . The week the ad appeared the manufacturer received 1000 inquiries from this five-inch piece of copy. To him, that in itself was extraordinary. Before the advertisement ceased pulling it brought 3000 inquiries and it was scarcely a month later when the year's output was sold. This ad had pulled more than six times the number of inquiries of any previous ad—solely as a result of a changed headline. A correctly gauged headline effected the sale of the entire year's output. The rest of the space was canceled.<sup>1</sup>

**The Question and the Command.** The interrogatory form of heading tends to heighten interest. A question naturally stimulates a response as a matter of habit. Likewise, the command is a forceful form of caption. It is particularly useful in advertisements aiming to secure immediate action, because the immediate impulse following a command is to

1. *Printer's Ink*, February 28, 1912, p. 28.

obey it. This fact is based upon the subtle power of suggestion and habit. More of this will be said in a later chapter.

There are numerous instances of successful imperative headings.

The Pompeian Massage Cream people know that their headline, "Don't Envy a Good Complexion; Use Pompeian and Have One," has probably sold more of their product for them than any other headline that has ever been used as a caption for their advertisements.<sup>1</sup>

Others of the same type that have pulled effectively are, "Don't Be a Pump, Buy One," used by the Fuller & Johnson Company; later, "Don't Be an Adding Machine, Buy One!" was used by an adding machine manufacturer, and Dickson's "Stop Forgetting" has brought large returns. The Pompeian heading is rather long, but it is exceptionally "catchy" and suggestive.

**Blind Headings.** So far as the irrelevant or blind heading is concerned, there is little by way of commendation that can be said for it. In the early days of patent medicine advertising it was considered the height of skillful advertising to shout "Murder" in a bold headline and then tell a cruel tale of assassination and finally refer at the end to So-and-So's pills or bitters. Clean advertising today looks with scorn upon such methods. The present tendency has been very distinctly away from irrelevant material in advertisements, toward a straightforward presentation of the proposition. Statistics show that in 1890 and earlier, about 15 percent of full- and half-page advertisements used either irrelevant headings or irrelevant illustrations, or both—about 5 percent used both. Today less than half as many advertisements use irrelevant material. The opinions of nearly all advertising experts is against the use of blind headings and cuts.

**Objections to Blind Headings.** The chief objections to irrelevant displays are: 1. An irrelevant headline or cut gives absolutely no information about the article or about the proposition. Its only excuse can be to arrest the momen-

1. *Printer's Ink*, January 4, 1912, p. 17.

tary attention of the reader. But relevant material will do that just as well and, in addition, will impart some facts or qualities about the goods. It would be no less absurd than for a salesman to spend most of his time talking to his customers about events in distant parts of the world and at the end of his conversation to refer incidentally to his line of goods. As a matter of fact, the salesman in this case would have a certain efficiency, because he would finally get in a word about his goods, whereas one seldom reads the irrelevant advertisement far enough to learn even the name of the article advertised.

2. Blind and misleading headings often give the reader a feeling of being deceived and trapped into reading something in which he is not in the least interested. This is particularly true of advertisements set up so as to resemble the regular reading matter of a newspaper. In such instances the blind heading becomes a blind trap and it makes the reader a permanent enemy.

3. Irrelevant material does not have as much permanent attention- and interest-value as relevant copy. Gale<sup>1</sup> made some experiments to determine the interest-value of relevant words, relevant cuts, irrelevant words, and irrelevant cuts as headlines. He used actual advertisements in which each of these features was prominent and tested them by means of the rapid exposure method in five successive trials. His findings are set forth in the curves of Figure 51. These curves show that relevant words rank the highest for attention-value and that they tend to increase in interest in the successive trials. Next in value come relevant cuts, then irrelevant cuts, and last irrelevant words. These last also tend to decrease in interest in successive exposures. By these repeated exposures Gale approximated the condition of a reader seeing the advertisement in different mediums or repeatedly in the same medium. The results indicate that as soon as the novelty of the irrelevant material has worn off the advertisement loses in interest, whereas the strictly relevant material maintains

1. Gale, *Psychology of Advertising*, p. 50.

interest because it actually furnishes something for further consideration.

4. The memory-value of irrelevant material is very small. Thus in the magazine test referred to in an earlier chapter it was found that many of the irrelevant display lines or cuts were remembered, but that the persons did not recall what the advertisement was about. Several recalled seeing a picture of a "woman and a snake," or "a man plowing dollars," or "a girl driving," but they did not remember that the first



FIGURE 51

Five successive exposures of each of the four different forms of display material mentioned above. A rise in the curve indicates increased interest value with each successive exposure. A drop indicates the reverse. (Adapted from Gale, p. 50, Fig. 2)

was an advertisement of books, the second of a railroad, and the third of a soap. Shryer in his table of results, page 52, shows that the irrelevant blind copy used in the 36-line space brought many inquiries, but they were of an undesirable kind. It "caught" many curiosity seekers who inquired for the sake of inquiring. The result was that while the cost per inquiry was low the cash returns per dollar of advertising cost was less than the cash returns of any other space except the 20-line space. The 20-line space was ineffective because of the absence of illustrations.

There are no doubt rare exceptions in which irrelevant matter is fully justified and possibly more effective than relevant matter. Such instances usually turn out well because they are skillful appeals to curiosity.

**Relative Use of Different Kinds of Headings.** In this connection it is interesting to notice the relative frequency with which the different classes of display lines are used in current mediums. A tabulation of the 325 advertisements appearing in a recent issue of *Everybody's Magazine* showed the following percentage for each class of heading and for each size of advertisement:

	FULL PAGE	HALF PAGE	QUARTER PAGE	SMALLER SPACES
Name of article.....	60%	65%	68%	28%
Name of firm.....	4	4	3	0
Selling point.....	16	5	13	25
Indirect heading.....	10	16	10	19
Blind heading.....	4	0	0	5
Command.....	3	8	3	19
Question.....	3	2	3	4

The name of the goods is used as the caption by approximately two-thirds of all advertisements except the very small ones. The next largest class is the statement of a selling point either stated directly or suggested indirectly. These two comprise about one-fourth of all headings. Another significant fact is that the very small advertisements use the name of the article in only about one-fourth of the cases, and instead use the command and the statement of some selling point far more frequently than the larger spaces do. This is no doubt to be explained by the fact that the users of small space are seeking for immediate returns more generally than the users of large space. And possibly under the pressure of using small space they are forced, as it were, to make their proposition just as interesting, forceful, and concentrated as possible. Hence the command and the selling argument are uppermost in the mind of the copywriter.

**Catch Phrases and Slogans.** Catch phrases such as "Ivory soap, it floats," are elements in advertising which are closely related to headlines. They are designed primarily to popularize and impress upon the minds of the people some significant point about a commodity or a proposition. Many national advertisers have developed such phrases and popularized them very successfully. Psychologically they are simply an aid to memory.

The requisites for a good catch phrase are that it should be short, euphonious, rhythmic, alliterative. Not all of these features are necessary for a successful slogan, but they may all contribute in one instance or another. The words of a slogan should rhyme or at least have a pleasing sound so that they may be easy to remember, easy to speak, and "catchy," so as to induce repetition, for that is just the purpose of the slogan. A phrase with rhyming words and poetical cadence is retained in mind more easily, as has been shown by experimental studies. In school, various things that have to be committed to memory, such as the months of the year, the number of days of the different months, grammatical forms, and the like, are fre-

# HEY! YOU

We have talked, talked,  
talked---now we want a  
chance to

## Show You

the finest, classiest line of fall furnishings your money can buy.

☞ Hats and Caps in every shade and style at prices that satisfy.

☞ Ties and Scarfs--a brand new shipment of the real new effects in fancy knits and silks.

☞ Shirts--of the patterns and fabrics that make the well-dressed man proud.

☞ And socks, and overcoats, and raincoats, and sweater-vests and everything else you want. But we have said enough, now let us SHOW YOU.

### Murrish

428 State. Phone 2264.

FIGURE 52

quently taught to children by constructing them into rhymes. The following are some of the popularized slogans:<sup>1</sup>

Works without waste (Sapolio).

Ivory soap, it floats.

Have you a little fairy in your home? (Fairy soap).

Hasn't scratched yet (Bon Ami).

There's a reason (Postum Company).

Costs more — worth it (Occident flour).

## "THEY FIT ROYALLY"



**Emperor**  
TRADE MARK

Shirts, \$1.00 and up

**Princely**  
TRADE MARK

Shirts, 50¢ and 75¢

UNLESS your shirt fits, the best material and most skilful workmanship count for nothing. The style and general correctness of a shirt depend wholly upon its fit. "EMPEROR" and "PRINCELY" Shirts apply to ready-to-wear garments the self-same careful and accurate methods of the "custom" shop. They are cut full and roomy; they sit right; fit right; wear right; wash right. Every shirt is tried on a living model to insure ease, grace and poise. That's why "they fit royally."

Your dealer sells them. More than 900 modish and exclusive patterns to choose from. Insist on getting "EMPEROR" or "PRINCELY" Shirts, and be sure to look for either of the labels shown above. Beautiful Style-Panorama "F" in colors sent free. Write for it.

**PHILLIPS-JONES COMPANY, 502-504 Broadway, New York**  
Also Makers of "Jack Rabbit" Work Shirts  
Largest Shirt Manufacturers in the United States. Established 1862.

FIGURE 53

Ask the man who owns one (Packard automobile).

The machine you will eventually buy (Underwood typewriter).

You can pay more but you can't buy more (Royal typewriter).

From Kalamazoo direct to you (Kalamazoo Stove).

His Master's Voice (Victor phonograph).

1. See Casson, *Ads and Sales*, p. 102.

Don't travel—telephone (Bell Telephone Company).

The ham what am (Armour & Co.).

Hammer the hammer (Iver Johnson revolver).

The road of a thousand wonders (Southern Pacific).

The watch that made the dollar famous (Ingersoll watch).

Who's your tailor? (E. V. Price & Co.).

Most of the preceding phrases are constructed on the correct principles. Particularly good are "From Kalamazoo direct to you" or "Ask the man who owns one." They are suggestive of worth and convenience. The latter contains an implied challenge, laying the record and efficiency of the commodity open to the best possible test, namely, the test of experience on the part of the user. Such a challenge carries with it a strong appearance of conviction.

On the other hand, such a phrase as "Who's Your Tailor?" is meaningless and devoid of any suggestive worth. The phrase is not apt to be associated more readily with one tailor than with another. "For school life and life's school" is too difficult to speak and lacks rhythmical swing. It reminds one of the phrase, "She sells sea-shells." "The watch that's made for the majority" also is weak in rhythm and "catchiness." It would seem to be obvious that the advertiser wastes money when he spends large sums in the effort to popularize his products by phrases totally lacking in meaning and "catchiness."

### PROBLEMS AND QUESTIONS

1. Obtain one advertisement which in your opinion has a good display line and one which has a poor display line. In what ways do they conform to or violate the general principles about headlines?
2. Prepare two good headlines for umbrella advertisements to appear in newspapers.
3. Criticize and rewrite the headings of the advertisements in Figs. 52 and 53.



The Knapp-Felt shapes for spring are exclusive C&K designs modeled on lines which will harmonize properly with the lighter apparel of the season. The variety of styles affords an opportunity for individual selection which, combined with the superb quality and steadfast Cronap dye, forms the most satisfactory solution of the hat problem for discriminating men—those for whom the best is none too good.

Knapp-Felt DeLuxe hats are Six Dollars, Knapp-Felts are Four Dollars—everywhere.

Your newspaper probably has the advertisement of a hatter who sells Knapp-Felts.

*Write for The Hatman*

**THE CROFUT & KNAPP CO.**  
**838 Broadway, New York**

FIGURE 54

4. Analyze the text of the above advertisement, Figure 54, into the essential point or points and then write six possible headings for it, indicating which one you would use. Each heading is to illustrate one of these types, (a) stating the vital point, (b) news heading, (c) appealing to some fundamental human instinct or need, (d) name of firm or product, (e) stating a selling point, (f) an indirect suggestive heading.

## CHAPTER XV

### ILLUSTRATIONS

**Functions of Illustrations.** The primary purposes of an illustration are (1) to attract attention, (2) to make the advertisement interesting, (3) to make the advertisement easier to comprehend by portraying the article or illustrating some relevant point, and (4) to make an artistic appeal to good taste. Mankind has a natural interest in pictures, because pictures are the most realistic substitutes for the objects portrayed. Pictures speak a universal language. Before the development of methods of writing by means of letters and words, primitive people drew pictures of objects, and of animals and their actions. An illustration can represent at a glance what would require paragraphs to describe. It therefore helps to impart the message more easily, more quickly, and more completely.

**Effectiveness of Illustrations.** Generally speaking, there are two opposing camps of advertising men.<sup>1</sup> The one group believes that "reason why," or logic, is all that is worth considering in the preparation of copy. The other believes that pretty pictures, unconscious impressions, artistic decorations, high class art work, are the main forces in advertising. But a complete analysis of the principles underlying the practice of advertising and a careful observation of human nature must convince one that both features are important. To be sure, the one set of factors is relatively more potent for some commodities, while the other set may be more effective for other commodities. We act both from reason and from suggestion.

Hollingworth<sup>2</sup> has shown by an investigation that there are two fairly distinct types of persons: those who are more

1. *Printer's Ink*, January 11, 1912, p. 59.

2. *Judicious Advertising*, March, 1912, p. 68.

attracted and interested in straightforward description or argument, and those who are less imaginative and therefore require pictures to assist in forming clear ideas of objects. In studying a group of expert engineers with respect to the persuasiveness of different sorts of machinery advertisements, Professor Hollingworth says, "The men broke into two sharply defined groups. Members of one group seemed to think in terms of visual pictures. They did not need an illustration of the machine, for the words themselves called up vivid mental pictures of the parts and the advantages described. To these men, the presence of a cut was not necessary—they wanted all the text they could get and placed copy advertisements higher than advertisements with illustrations.

"But for the men in the other group, the words called up no mental pictures. They thought in terms of sound and movements, and had to have a complete cut of the machine before them before they could perfectly comprehend its advantages. For such men advertisements with clear cuts were more persuasive than those with only reading matter."

Strong<sup>1</sup> made a similar investigation with thirty women, using ten soap advertisements. His results as shown in the following table, corroborate the conclusions of Hollingworth.

	1 ALL CUT	2 ALL TEXT	3 $\frac{1}{2}$ CUT	4 $\frac{3}{4}$ TEXT	5 $\frac{1}{2}$ CUT	6 $\frac{1}{2}$ TEXT	7 $\frac{3}{4}$ CUT	8 $\frac{3}{4}$ TEXT	9 $\frac{3}{4}$ CUT	10 ALL TEXT
Group A, with good pictorial imagination.....	-4.2	+2.6	-0.1	+0.2	+0.7	+0.4	+1.3	-1.0	-1.0	+1.0
Group B, with poor pictorial imagination.....	+3.1	-2.9	+0.1	-0.2	-0.3	+1.0	-1.1	+0.9	+0.5	-0.3

The plus signs indicate that the advertisements were preferred, and the minus signs indicate that they were not preferred. The numbers indicate the extent of preference or prejudice. Group A, quite uniformly, placed the text

1. *Relative Merit of Advertisements.*

advertisements high and the cut advertisements low, while for group B the reverse holds. "The inference is, then, that the ideal advertisement should contain, other things being equal, both cut and reading matter."

**Pulling Power of Cuts.** To learn the actual pulling power of advertisements with cuts as compared with those without cuts, see the table on page 52. In the column giving cost per inquiry it will be noticed that the 20-line copy brought the most expensive returns—\$1.47 per inquiry, which is over twice as high as the average cost per inquiry of the others, or .68. This 20-line copy is the only one in which no cut was used, except the classified advertisements. Such a record as this compiled by Shryer shows pretty positive proof of the actual attention- and interest-value of illustrations. There are no doubt instances in which the value of cuts is even greater than indicated here.

Another example of the value of illustrations is given in the following campaign :

Thomas Cort, Inc., of Newark, N. J., is now doing considerable advertising of a high grade line of ready-to-wear, custom-made shoes. The copy is being run in the highest grade publications, usually in preferred position. The Cort shoes are made to sell for from \$8 to \$14 per pair. The advertiser started in February of this year. According to Mr. Tonkin, an official of the concern, the reason why no illustrations have been used in connection with his series of advertisements is the fact that it is perfectly possible to prepare cuts which will make a \$3.50 pair of shoes look just as good as a pair of \$14 Cort-made. . . . Although but one lone dealer inquiry has been received in four months, Mr. Tonkin explains that he is not over-anxious about returns upon his advertising before December at the earliest inasmuch as he believes that it will naturally take that long to attain its efficiency. . . .

Whether all this aversion to illustration is squeamishness, or is founded on real fact, is a matter that does not seem to be settled. The majority of indications seem to point toward the illustration of the goods wherever possible. The logic of the matter is unassailable, and only for goods of radical exclusiveness does there seem to be even a gleam of justification for refusal to show what the goods look like. Even these might improve their results if they employed art work in keeping with their pretensions. . . .

Perhaps no better illustration, by way of comparison between the

illustrated advertisement and the non-illustrated advertisement, and one, by the way, bearing directly upon the Thomas Cort experiment, is at



**The  
Lasting Impression  
of Artistic Hardware**

Let the hardware trimmings about your house reflect your chosen architectural scheme and create an impression of true taste and refinement in home finishing. Whatever the woodwork or decoration, plain or elaborate, perfect harmony is assured by

**SARGENT'S  
Artistic Hardware**

Illustrations and descriptions of over seventy distinctive designs are contained in  
**Sargent's Book of Designs—Free**  
Also explains the Easy Spring Principle of Sargent's Locks.

The **Colonial Book**—showing Cut Glass Knobs, Door Knockers, and other Colonial fittings—also free on request. Write at once.

**SARGENT & CO., 189 Leonard St., New York.**

FIGURE 55

An illustration which really illustrates



**Vudor**

**Any Porch is Made Cool,  
Shady and Secluded**

by the use of Vudor Porch Shades. They make the porch a comfortable out-door living room at all times. They keep out the sun and glare, but let in the breeze and sufficient light for reading, sewing or games. They can be seen through from the inside, but not from the outside.

**Vudor Porch  
Shades**

are substantially made of wide linden wood slats bound together with strong seine twine; and they last for years. They are stained in artistic weather-proof colors, green or brown and come in various widths.

Do not confuse Vudor Porch Shades with the flimsy bamboo or imported screens, but ask for Vudor Porch Shades, and look for the Vudor aluminum name plate which is always on the genuine.

**Booklet Free**

Write for our booklet illustrating in colors and fully describing Vudor Porch Shades and Vudor Re-enforced Hammocks. With the booklet we will send name of our dealer in your town.

**HOUGH SHADE CORPORATION**  
221 Mill Street, Janesville, Wis.

FIGURE 56

Does not illustrate the article clearly

hand in the case of a certain other dealer in high grade shoes who recently took space in *Vogue*. He preferred not to use illustrations in

spite of the fact that practically every competitor, such as William Bernstein, Andrew Alexander, and J. & J. Slater, was using high grade illustrations freely. The dealer was urged to use at least one illustration, but persistently refused, preparing carefully hand-lettered copy. The results were naturally awaited with great interest. Where the advertisers who used illustrations had excellent returns, the dealer who preferred to run solid talk found practically no return for the money he had spent.<sup>1</sup>



See what happens when you  
boil an ordinary shaving brush

This is a photograph of an ordinary shaving brush after being boiled about a minute. The salesman represented it to be a "very good brush" and, as ordinary brushes go, it was. But who wants to use cold water for shaving? Hot water—one of the essentials to a comfortable shave, softens all settlings of glue, rosin, or cement and in a very short time ruins the brush. Hot water—*boiling* water will never harm a

## RUBBERSET

TRADE MARK

### Shaving Brush



Nothing happens when you boil a  
Rubberset Shaving Brush

The bristles are held in a solid bed of hard, vulcanized rubber which is absolutely impervious to water, hot or cold. Never crumbles or swells—in fact, the setting is there to last a lifetime. And yet this almost indestructible brush costs no more than the ordinary bristle-shedding kinds. Guaranteed never to lose a bristle from its setting. Look for the name on each brush.

At all dealers' and barbers', all styles and sizes. 25, 50, 75 cents to \$6.00. Do not accept any "stamped" to be a good. This brush is patented and is the only one held in solid rubber. To the average man we recommend the \$1.00 brush.

Sole U.S. Pat. No. 22 THE RUBBERSET COMPANY New York, Boston and London  
220 Metropolitan Tower, New York City. 15 FINE ST., BOSTON, U. S.  
GRAND STREET, BOSTON, CHICAGO, SAN FRANCISCO, MONTREAL.

## BERSET

TRADE MARK

### Shaving Cream Soap

A tube of cream that produces the smoothest, creamiest lather you ever tried. It is composed of Glycerine and Coconut Oil and contains no free alkali.

To enjoy the luxury of a velvet shave and the comfort of a smooth soft skin after shaving—try a tube of Berset—the sanitary, antiseptic, healing lather. 25 cents a tube at all dealers'.

Send dealer's name with 4c in stamps for 10c sample tube.

THE RUBBERSET COMPANY



**The  
Healing  
Lather**

FIGURE 57

Illustrating a selling point

**Specific Functions of Illustrations.** 1. An illustration should really illustrate. There are, of course, advertisements in which the cut has other advantages, but when there is a

cut designed to illustrate, it should really exhibit the goods. It may illustrate (a) the appearance and construction of the article, or (b) the article in use, and convenience derived therefrom, or (c) some good quality or selling point about



FIGURE 58

An irrelevant illustration

the article. For example, a suit of clothes might be exhibited on a hanger, but a cut of a young man wearing the suit adds a strong touch of realism. See Figures 55 and 57, and the comments.

2. Illustrations may be used to lend an artistic tone or atmosphere to an advertisement which cannot be produced in any other way.

3. In some more exceptional advertisements the cuts may add to the trustworthiness of the proposition. A bank may illustrate its location and building, or the deposit vaults. A portrait, particularly in mail order advertising, often increases the confidence in the advertisement.

4. An illustration heightens the interest and vividness by the portrayal of action. An object in action appeals more to our interest than the same object in a stable, inactive condition. Statistics show that action pictures are used far more frequently today than in the earlier history of adver-

# "61" FLOOR VARNISH

*You may dent the wood, but you can't crack the varnish*

"61" is fracture-proof, heel-proof, and water-proof. It merges with the flooring and will not crack or chip off. Easy to apply, hard to wear out.

## Send for Free Sample Panel

finished with "61" and test it yourself. Get our booklet "The Finished Floor." It tells how to have and how to keep a perfect floor with little labor or expense.

**For Exterior Use,** Pratt & Lambert Spar Finishing Varnish is especially made to resist changing climatic conditions. Absolutely unaffected by moisture or water.

**For Interior Use** (excepting floors) "98" Preservative Varnish for the finest finish, and "110" Cabinet Varnish for general work, are unequalled.

**For White Enamel Work,** use Vitalite "The Long-Life Enamel," a permanent white enamel for indoors or outdoors. Never turns yellow nor shows brush marks.

Good dealers sell Pratt & Lambert Varnishes. If yours doesn't, write to us. Price-list and literature on request.

*"If the Star is on the Label, there is Quality in the Can"*

**PRATT & LAMBERT VARNISHES**  
 Established 61 Years

FIGURE 59

## TIFFANY & Co.

Articles at moderate prices have always been a feature of Tiffany & Co.'s stock. Every order is given the most exacting attention regardless of the amount involved

The Tiffany Blue Book, which will be sent upon request, contains concise descriptions and the range of prices of jewelry, silverware, and artistic merchandise

Fifth Avenue & 37th Street New York

FIGURE 60

tising. Today wherever human beings are used in illustrations they are represented in action as often as possible.

One point, however, requires special notice here, namely, the fact that whenever a human being or an animal is represented in action it should be shown in one of its natural resting positions. That is, a picture of a man walking should not show him with one foot on the ground and the other in

mid-air, but both feet should be on the ground just as he has completed a step and is ready to take the next one. Unless this is done the figure appears awkward and stilted.

The chief reason for this principle is that unless a figure is represented in one of the several resting positions it appears unstable and lacking in sufficient support. Another reason is that the eyes do not see an object distinctly while they are in motion, but they stop momentarily and obtain successive glimpses of a moving object. Consequently we do not associate the unpoised positions with movement as readily as the naturally poised positions.

#### PROBLEMS AND QUESTIONS

1. Obtain one advertisement which has a distinctly good illustration and one which has a distinctly poor illustration. Explain why you selected these.
2. In what sorts of advertising would illustrations be almost indispensable and in what sorts would they be of little or no value? Mention several examples.
3. Suggest appropriate illustrations for Figs. 59 and 60. Sketch and specify the illustrations you would use.

## CHAPTER XVI

### REPETITION AND CUMULATIVE EFFECT

**The Principle of Repetitions.** There are two well-established laws of human nature, which we will need to keep in mind in planning an advertising campaign. One of these states that attention and interest cannot be maintained, except momentarily, in a stimulus which remains absolutely the same; there must be something new and changing about it. The other states that attention and interest cannot be maintained in a stimulus which is absolutely without meaning. The effect of the former law has been discussed in a preceding chapter under the principle of contrast or novelty. The latter remains for present consideration. We can, of course, voluntarily force our attention for a brief period of time to almost any stimulus or situation, but such attention cannot be continued very long, unless this object reveals some significance or suggests some new interest. In other words, while there is a law of novelty, there is also a law of repetition or familiarity. That is to say, our continued interest in an object depends, among other factors, upon our familiarity and associations with that object, and these in turn depend upon repeated contact with that object or situation.

If you glance at a page of Chinese print you may be interested for the moment in the odd appearance of the characters, but your attention will soon lag, because these characters have no meaning for you, and so no permanent interest. If, however, you should find an English paragraph amidst this Chinese jargon, you would be quite apt to have sufficient interest to read it. The fact of familiarity calls up associations and connections which arouse a warmth of interest that is impossible with the unfamiliar.

In advertising, the practical aspect of this problem presents itself in the form of repetition, in the continued and

persistent presentation of an advertisement to the attention of the people.

Of-ten-repeated advertisements, such as those of Cream of Wheat, or of Ivory Soap, almost become friends which many readers like to see. You may never have paid much attention to advertisements of fireless cookers, but if one of your friends has bought one and has shown it to you, you notice subsequently all advertisements of fireless cookers. Your familiarity stimulates new interest.

**Problems of Repetition.** Now what are the main problems concerning the manner in which the practical advertiser encounters the factor of repetition?

There is the large and far-reaching question as to the cumulative effect of successive advertisements of a given article, appearing at regular intervals. This question splits itself further into two subordinate questions, namely: (a) What is the optimal, that is, the most efficient, frequency of running the different advertisements for a given commodity in a given medium? That is, is it best to run a full page once in two months, or once a month, or once a week, or, in case of newspapers, daily, or every other day? (b) Is there any advantage commensurate with the cost in inserting an advertisement simultaneously in several mediums which reach the same readers? That is, is it worth while to insert an advertisement in one, or in two, or in all the newspapers of a city, if these papers are read by the same class of persons? Would this simultaneous repetition be a practical advantage or not?

Some advertisers of considerable experience question whether there is any such thing as cumulative effect. Men of this opinion regard cumulative effect as a thing which does not exist. Nevertheless, the fact that there is a gradually increasing momentum derived from the continued advertising of a firm or article is quite abundantly demonstrated by modern advertising. The opposition to this idea is usually led by men whose business is of such a nature that cumulative results are either precluded or very insignificant. As proof

of repetition-value, recall, for example, the tremendous values placed upon "good will" and upon trade names and trade-marks. These values depend almost solely upon cumulative effects.

**The Argument of Mr. Shryer.** It is true that Mr. Shryer,<sup>1</sup> in his compilation of advertising returns, gives figures which apparently deny any value in repetition. He quotes the carefully keyed returns of a subscription campaign conducted by a popular magazine. The campaign extended over a considerable time and involved a large number of mediums, both magazines and newspapers. Quoting (p. 84) :

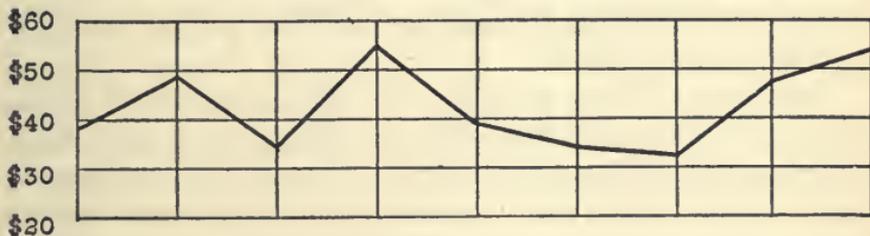


FIGURE 61

Curve showing the average returns during four years of advertising in four mediums—*Everybody's*, *System*, *Collier's Weekly*, and the *Literary Digest*. Based on Shryer, *Analytical Advertising*, Table p. 98. The divisions along the base line from left to right indicate successive periods of about five months each. The divisions along the vertical line represent so many dollars' worth of business brought by each insertion

An analysis of these actual results in securing magazine subscriptions develops many interesting features. I will point out several that are particularly illuminating in reference to the cumulative value superstition. The average cost per subscriber from the entire campaign is \$1.10; \$3147.94 in advertising resulted in 2855 subscribers, at \$1 each. The average cost per subscriber, from the first insertion of these advertisements, is 85 cents. This includes a count of the publications used only once. The total amount spent in one time insertions and in the first insertions of those used more than once was \$1870.19, which resulted in 2196 subscribers. The average cost per subscriber, on the subsequent insertions, is \$1.91. "Cumulative value" raised the cost from 85 cents to \$1.91. The "magic third" insertion was tried but twice. In the first case it raised the average cost in that medium from 35 cents to \$3.60, over ten times the cost. In the second case, it raised the average cost from 52 cents to \$24.75, an increase of over 47 times.

1. *Analytical Advertising*.

Shryer further presents (p.97) an excellent compilation of the returns of the campaign for the American Collection Service, which ran for about four years, from 1907 to 1911, using considerably over a dozen mediums. By an elaborate keying system he was able to record very accurately the returns brought by every advertisement. Shryer argues that if there were accumulative effect the successive insertions in the same mediums ought to bring more and more returns. Without giving his data in detail, the author prepared a curve which exhibits the returns for four of the consistently used mediums. The chart is so constructed that it shows the average cash business brought per insertion during successive periods of six months.

This curve shows, as do the data in toto, that there was no increase in the cash returns as advertising went on. There are fluctuations in the returns, but the average curve remains on the same level all the way across the chart. Shryer regards these figures as fully disproving the notion of cumulative value. They do demonstrate this point so far as this particular business is concerned, but it would be carrying the conclusion too far, to apply it to all forms of advertising.

There are several factors that must be considered. In the first place, these data are all derived from mail order advertising and a large share from classified advertising. In conditions of attention and in the nature of the appeal, classified advertising differs widely from display advertising. In the second place, the number of readers of any one medium who are likely to be interested in a correspondence course of this kind offered by the American Collection Service is certain to be rather limited and is found early, so that the possibilities are exhausted in a relatively short period of time. In the third place, both the subscription campaign and the correspondence course campaign deal with commodities which are purchased only the one time. They are not commodities such as foods, wearing apparel, and the like, which are purchased continuously. The nature of the advertising campaigns, therefore, is such that there can be little or

no cumulative effect, for there is nothing on which there could be any accumulation.<sup>1</sup>

Shryer has also tabulated some results of successive follow-up letters sent out in connection with the campaign of the American Collection Service.<sup>2</sup>

ORDER OF LETTERS	NUMBER MAILED	NUMBER OF SALES	AMOUNT CASH	PERCENTAGE <sup>3</sup>
First.....	28,576	368	\$7844	.012
Second.....	27,623	443	8882	.015
Third.....	27,202	303	5736	.011
Fourth.....	26,966	288	5166	.0106
Fifth.....	21,962	233	3512	.0106
Sixth.....	12,101	161	2282	.018
Seventh.....	10,140	137	2109	.013
Eighth.....	8558	38	460	.0046
Ninth.....	1205	4	57	.0033

The tabulation continues to the twenty-first letter, where the returns decrease to practically nothing.

A similar record of returns was kept for the follow-up letters sent out in connection with a campaign for a kitchen device.

ORDER OF LETTERS	NUMBER MAILED	NUMBER OF SALES	AMOUNT CASH	PERCENTAGE <sup>3</sup>
First.....	4109	166	\$2522.35	.04
Second.....	4821	83	1209.80	.017
Third.....	5700	78	1188.76	.013
Fourth.....	9577	145	2283.44	.015
Fifth.....	7286	66	1005.25	.009
Sixth.....	8051	71	978.10	.008
Seventh.....	3127	7	102.50	.002
Eighth.....	823	7	85.00	.008

It is not necessary to point out the decreasing returns due to repeated appeals. The same tendency of any series of appeals proves the fallacy of the theory that repeated stimuli cause a final surrender of the indi-

1. The author's only criticism of Shryer's report concerns his conclusion as to advertising in general. In other respects, his tabulation is a model and should be followed by similar reports from other forms of business.

2. *Analytical Advertising*, pp. 221-222.

3. Percentage of the number of sales out of the number to whom letters were mailed.

vidual. Some are prone to be influenced by repeated appeals. Otherwise, it would not pay to appeal more than once to any one. The point of the matter is this: The strongest appeal is the first, other things being equal. As appeals are repeated, fewer and fewer respond. This certainly is a law. If it is a law, there is no such thing as cumulative value in publications.<sup>1</sup>

In the opinion of the author, quite the opposite inference may be drawn from these tables. They do not disprove cumulative value even in these follow-up letters themselves. Of course, it is obvious that the percentage of returns gradually decreases. That is necessarily to be expected, because the possibilities are gradually being exhausted. The very fact that succeeding letters brought any returns at all shows that repeated stimuli had an effect, otherwise all those who would be influenced to respond should have responded to the very first letter.

**Cashing In on Cumulative Effect.** There are numerous advertising campaigns in which the accumulation of successive impressions plays an important rôle. The following account is a striking illustration:

In every business there are numbers of prospects of the "almost persuaded" variety — those who have been interested in the goods, perhaps to the extent of sending in an inquiry, perhaps even to the point of talking the subject over with a salesman, but who, for one reason or another, have never actually given an order. In many cases this show of interest took place at some time in the past, yet those prospects can never be put in exactly the same class as those who have never shown interest. Their attitude toward the goods has been determined as more or less favorable, and in a sense represented good-will which has not been realized. Every business man knows them, and practically every advertising man has faced the problem of turning them into buyers of his goods.

The reasons why the "almost persuaded" failed to respond with the cash may be very different; in fact, no two of them may precisely have the same reason; yet a little change in the selling plan may serve to bring them over in such numbers as to turn a positive loss into a substantial profit.

The Review of Reviews Company of New York had been advertising the *Photographic History of the Civil War* for a year when they discov-

1. *Analytical Advertising*, p. 222.

ered that the selling cost was just about equal to the average selling price. The magazine and newspaper advertising was bringing in thousands of coupon inquiries, but the sales were not being "closed" in profitable volume.

That was a state of affairs just the opposite from what had been predicted. A "find" of a set of photographs of such a momentous bit of history as our own Civil War was so unusual and striking that it should have aroused instant attention. Nothing was left undone, apparently. The advertising began the moment the last pictures were discovered, before even the books were completed, and continued without a break for more than a year.

The man in charge of the campaign was an old hand at the business of selling books by mail, and had laid out a schedule of the approximate results which should be forthcoming from the advertising, month by month. He realized that it takes time to cash in on inquiries by the follow-up method, and that a great many people won't send in a coupon until they have seen the goods advertised time after time. He was depending upon the cumulative effect of the advertising to offset the apparent loss of the first few months, and departed on an outing in Florida without much fear for the results.

When he got back, however, the only thing which had materialized was a selling cost of thirty dollars a set, which was the total price paid by the consumer. He would be putting a pretty big burden upon cumulative effect to expect to offset this condition by the end of April, which was the time scheduled for the end of the sale.

There was nothing serious the matter with the copy, for inquiries were coming in steadily. The follow-up was complete and elaborate, and was being sent out promptly. But something manifestly was wrong, for the number of those who had sent in coupons but hadn't ordered the books was increasing at a stupendous rate.

Since the magazine copy seemed to be above reproach, the trouble must be in the follow-up, and a careful analysis located it. The follow-up was interesting, it was artistic, it was well written; but it failed to give the inquirer an adequate impression of the size and comprehensiveness of the edition. It stimulated desire for the books, but not to the extent of thirty dollars' worth. And it was instantly recognized that the only way to cash in on cumulative effect was to give the people the opportunity to see the books themselves, since in this way only could they be convinced of the full value of the goods.

The entire edition was turned over in November to John Wanamaker, and the advertising continued under the name of the New Wanamaker Book Club. The books were conspicuously displayed in the store, and an easy payment plan of purchase was inaugurated. The results were immediately apparent, and the profits arrived on schedule. During the first twenty days of April, the sales aggregated five-elevenths of the total

sales during the entire campaign. In other words, out of a total sale of some forty thousand sets, nearly half were sold during the last twenty days.

Of course, there is nothing to prove that the results would not have come if the course originally followed had been adhered to, but the probabilities are strongly against it.

What made the difference between success and failure was the disposition to find out what the matter really was.<sup>1</sup>

**Frequency of Insertion.** With regard to the other problem concerning the frequency of running advertisements for a given commodity, there is little definite information at hand. It depends upon the commodity itself, whether it is a seasonable article or in demand at all times of the year. Articles in continuous use, such as foods, toilet articles, and clothing, are, as a rule, advertised by one insertion every month. For example, Ivory Soap usually has one insertion a month in the regular monthly magazines, and usually not more than one a month even in mediums like the *Saturday Evening Post*, which appear weekly. It would be a very useful investigation to find out what the optimal frequency of insertion is for various conditions and commodities; that is, what frequency would yield the greatest results for the money expended.

**Repetition of "Characters."** Another phase of this problem relates to the repetition, in all the advertisements of a given commodity, of parts or features such as "characters," special kinds of type, or uniformity in the general layout. A comparison of the advertisements of 130 national advertisers showed that:

- 10% used characters.
- 20% had general uniformity in the layouts.
- 25% used one kind of type.
- 4% used their trade-marks conspicuously.
- 41% had no repeated features.

The psychological value of the repeated feature is that it assists in the identification of the advertisement and therefore establishes a continuity of association among all advertisements of a given commodity. At the same time the rest of

1. *Printer's Ink*, July 11, 1912, p. 40.

the advertisement permits of novel features. In other words, a repeated feature wisely used, combines in the right proportions the elements of familiarity and novelty.

Besides familiarity, the particular advantage of well-chosen characters, such as the chef in the Cream of Wheat advertisement, is the element of human personality. We learn to regard them as persons, like characters in fiction, whose statements and actions have a more personal interest than abstract statement has. Advertising has created many famous characters during the last twenty-five years, some of which are as widely known as famous characters in fiction. The "Gold Dust Twins" have been used since 1883. Other well-known characters are the chef, the Fairy Soap girl, the Dutch Boy painter, the Gold Medal flour girl, the Quaker Oats man, etc.

#### PROBLEMS AND QUESTIONS

1. What are the features that occur repeatedly in successive advertisements of Gold Medal Flour, Kellogg's Corn Flakes, Spearmint, and Ivory Soap? What are the advantages of such repeated features?

2. What are the advantages of, and objections to, using the same advertisement of a given article in all mediums used? According to your observations, what is the common practice? Mention examples.

3. Analyze and enumerate the various factors that enter into the frequency of inserting advertisements.

4. What is the practice among advertisers with regard to the number of newspapers used simultaneously in a given city? For example, is it customary for large department stores to use several daily papers at the same time for similar advertisements? What is the practice in advertising a single commodity, such as household articles, with regard to using one or several papers simultaneously in the same city?

## CHAPTER XVII

### TYPE AND LEGIBILITY<sup>1</sup>

A notable advertising expert stated recently that an advertisement which looks easy to read is read twice as often as one that looks hard to read. Notice the difference in the illustrations in Figures 62 and 63. No observing person would question that there is a great difference in the legibility of different advertisements. That an advertisement should

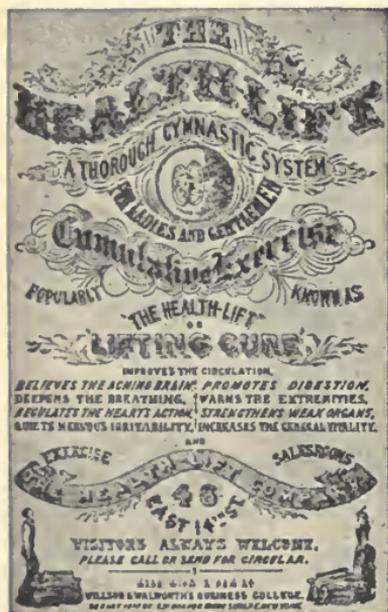


FIGURE 62



FIGURE 63

be easy to read and inviting to the eye is not only desirable, but altogether imperative.

**Four Main Factors.** What makes one advertisement easy to read and another difficult to read? There are four main

1. Much of this chapter appeared in an article by the author in *Judicious Advertising*, August, 1911. Reproduced by permission of the publishers.

factors which affect the legibility of print: (a) The type; (b) the length of the lines in print; (c) the distribution of the lines, words, and letters; (d) the background upon which the text is printed.

Readableness as distinguished from legibility depends upon certain additional factors which combine to arouse the reader's interest, such as the wording, the illustration, the article advertised, etc. But we shall leave these matters aside for the present and consider only the legibility of print.

**The Type.** The two principal characteristics of type which affect its legibility are the style and the size.

(a) *The Style or Face of the Type.*<sup>1</sup> Experiment as well as experience has shown that there is a tremendous difference in the facility with which different type faces may be read.

**KNOX  
HATS**

FIGURE 64

**Knapp-Felt  
SOFT HATS for MEN**

FIGURE 65

A glance at the illustrations in Figures 64 and 65 will readily demonstrate this difference.

In order to compare the legibility of italic and roman type, the author obtained two pieces of text, alike in all respects except that one was set up in italics and the other in roman.

1. See Appendix for names and illustrations of the most common type faces in use.

The test was made with forty persons by asking each one to read both pieces of text at the rate at which he would naturally read. The time taken by each person for reading these two kinds of print was accurately measured by a stop watch. The test showed that the italic text was not read as rapidly as the roman text.

Capitals are more difficult to read than lower case letters. They are stiff, and have more angles and fewer curves. They are also less common, so that the eye is not so fully accustomed to them.

A test like the one just referred to made with forty persons showed an average reading rate of 5.01 words per second for the lower case type, but only 4.55 words per second for the capitals. This is a difference of ten percent in favor of the lower case text.

Miss Roethlein<sup>1</sup> made an elaborate series of experiments for the purpose of measuring the relative legibility of different faces of types. Her method was to measure the distance at which the different type faces could be recognized. This method is open to considerable criticism because the distance at which letters can be recognized depends so largely upon the size and heaviness of the parts of the letters. Her results, however, are set forth in the following table, in which the reading distance, for lower case letters in groups, is expressed in centimeters. Hence, the larger the number, the greater was the legibility.

News Gothic.....	166	Scotch Roman.....	151
Cushing O. S.....	163	Bulfinch .....	150
Century O. S.....	162	Caslon .....	149
Century Expanded.....	159	Cushing Monotone.....	144
Cheltenham Wide.....	159		

From this table it appears that certain faces are more legible than others. Condensed and expanded faces are harder to read than the ordinary widths of type, especially if used in large quantities with little space between the words and lines. Expanded faces, however, are good for street car

1. These experiments were made at Clark University.

cards because of the oblique angle from which they are generally seen.

A type face constructed on plain, simple lines with relatively few angles and corners is read most easily. The old Roman type face, or some closely related face, comes nearest to these requirements, and is generally conceded to be the most legible type face. It is claimed that the angular and difficult character of the German print is, in part, responsible for the prevalence of visual defects among the school children of Germany.



**WOOLENS**  
 FLANNELS, YARNS,  
 WORSTEDS, and all  
 materials containing  
 ANIMAL WOOL  
 must be carefully  
 washed to keep them  
 SOFT & PREVENT  
 SHRINKING. Don't  
 send them to the  
 cleaners—but use  
**PEARLINE**  
 MODERN SCAP

**DIRECTIONS**  
 "Wash woollens and  
 flannels by hand in  
 luke-warm  
**PEARLINE**  
 suds; rinse thoroughly  
 in WARM water;  
 wring dry, pull and  
 shake well, and they  
 will keep soft with-  
 out thinking.  
**DRY IN WARM  
 TEMPERATURE.**

**Pearline Keeps Woolens Soft**

FIGURE 66

Fancy and unusual types are difficult to read. They contain too many nooks and corners, too many angles and curly-cues. As a general rule, fancy type should be avoided unless there are good reasons for using it. In such cases the advantages may outweigh the disadvantages. In some instances, fancy type adds greatly to the artistic appearance of an advertisement, if it is appropriate and in harmony with the commodity advertised. Or, it may be desirable to use artistic

or unique type as a heading or name, which, when used continuously in advertisements of the same article, becomes a mark of recognition very similar to the use of a character, such as the Cream of Wheat chef, or the Gold Dust Twins.

**Pearline Individuality.** An illustration in point is the type used in the Pearline advertisements. See Figure 66. The same kind of type and background has been used for such a long time in the advertisement of this product that it has acquired considerable accumulative value. Because

**DO YOU KNOW**  
THE FOOD VALUE OF  
**PEANUT BUTTER**

Do you appreciate what a wholesome and nutritious food Peanut Butter is? Do you realize how many ways it can be used to give variety to the home menu?

**PEANUT BUTTER CONTAINS MORE FOOD VALUE THAN THE BEST ROAST BEEF**

and is a thorough delight to the taste when used for sandwiches and luncheon dishes.

**HEINZ PEANUT BUTTER**

will give you a new idea of how good Peanut Butter can be. It is smooth, rich and appetizing with all the flavor of fresh roasted nuts. Like all the 57 varieties, Heinz Peanut Butter is made in clean surroundings, by accurate methods.

**ONLY THE FINEST SELECTED PEANUTS ARE USED**

They are uniformly roasted, thoroughly ground and salted in exact proportion. It is packed in jars directly from the grinder, preserving its fresh, nutty flavor until served on your table.

**EACH PACKAGE OF HEINZ PEANUT BUTTER IS A TRIAL PACKAGE**

You may try it at our risk and your grocer will return the full purchase price if you are not pleased.

**H. J. HEINZ COMPANY**  
Distributing Branches and Agencies Throughout the World

FIGURE 67

Headings set up in capitals are not as legible as headings printed in lower case letters  
See Figure 68

*Do You Know the*  
**Food Value of Peanut Butter**

Do you appreciate what a wholesome and nutritious food Peanut Butter is? Do you realize how many ways it can be used to give variety to the home menu?

Peanut Butter contains more food value than the best roast beef, and is a thorough delight to the taste when used for sandwiches and luncheon dishes.

Heinz Peanut Butter will give you a new idea of how good Peanut Butter can be. It is smooth, rich and appetizing with all the flavor of fresh roasted nuts. Like all the 57 varieties, Heinz Peanut Butter is made in clean surroundings, by accurate methods. Only the finest selected peanuts are used. They are uniformly roasted, thoroughly ground and salted in exact proportion. It is packed in jars directly from the grinder, preserving its fresh, nutty flavor until served on your table.

Each package of Heinz Peanut Butter is a trial package. You may try it at our risk and your grocer will return the full purchase price if you are not pleased.

**H. J. HEINZ COMPANY**  
Distributing Branches and Agencies Throughout the World

FIGURE 68

A rearrangement of Figure 67 so as to eliminate the excessive use of capitals

of this fact, we recognize a Pearline advertisement immediately without even reading a word of it.

An advertisement whose text is all set up in capitals is not read with as great facility, and is more apt to be passed over by the reader.

Some of the recent advertisements of Tiffany and Company were printed in capitals, and so presented a certain uniqueness, because text in lower case type is more common.

In some instances, though perhaps rarely, the greater strain in reading capitals is outweighed by this contrast effect.

In this connection it is also an interesting fact that during the last quarter of a century there has been a marked decrease in the use of "all-capital" headlines in advertisements.

The following table shows the percentage of full page advertisements in which the headlines were set up entirely in capitals. It is based on the advertising section of the *Century Magazine*.

PERCENTAGE OF ALL-CAPITAL HEADLINES

1881 .....	85 percent
1890 .....	69 percent
1900 .....	43 percent
1910 .....	43 percent

Thus, "all-capital" headlines are now only about one-half as prevalent as formerly. A great many scientific principles are gradually being worked out as the standard of advertising and the training of advertising men rise.

(b) *The size of the type*, of course, affects the legibility. Type smaller than ten point becomes increasingly difficult as it decreases in size. There is rarely or never any reasonable excuse for using fine print in the body text of a large advertisement. Of course, it is a different matter with the very small advertisement.

If one turns back to the early files of magazines, one is struck with the large number of advertisements containing a body text printed in type as small as five and six point. To show this fact a tabulation was made to show the percentage of full-page advertisements (*Century Magazine*) with the main body text printed in 8-point type or smaller:

1881 .....	85 percent
1890 .....	38 percent
1900 .....	18 percent
1910 .....	5 percent

Here is an immense drop from 85 percent to 5 percent in thirty years—an eloquent testimony against eye-straining type in advertisements.

**Length of the Line of Print.** On theoretical grounds one might reason that it ought to make no difference in legibility whether the lines are long or short, if only the type itself is plain and sufficiently large. Experiments and even casual observation indicate, however, that the length of the line is an important factor. A line five or six inches in length does not look as inviting to the eye as a shorter one. It seems difficult; it looks involved and tedious. Of course, it depends also upon the size of type used. A long line printed in large type is easier to read than the same line in smaller type.

In order to determine approximately what is the most satisfactory length of line, the author made the following tests:

Three pieces of text were set up exactly alike, except that they differed in the length of the lines. In the first text the lines were one and one-half inches long, in the second they were two and three-quarters inches long, and in the third they were five inches long. The test was made with forty persons individually by asking each one to read each piece of text at his natural rate of reading. The time taken by each person for each piece of text was measured with a stop watch. These persons, of course, did not know what the object of the test was, so they could not have been influenced for or against any one text.

The outcome is set forth in the following table, which gives the average number of words read per second for each kind of text:

Length of line.....	1½ in.	2¾ in.	5 in.
Average number of words per second.....	5.25	6.06	5.69

The two and three-fourths inch text is thus read sixteen percent more rapidly than the one and one-half inch text, and seven percent more rapidly than the five-inch text. There is, consequently, a certain optimum length of line somewhere in the neighborhood of three inches.

If we made further experiments with texts graded by small steps, from two and one-half inches to three and one-half inches, we should probably find that there is very little

difference within these limits. A very short line is hard to read, just as a very long one is hard to read.

Newspaper and magazine columns usually fall within these limits. The average newspaper line is about two and one-fourth inches and the average magazine line about two and one-half inches long. The magazine page is, for convenience, split into two columns. Much of the better class of advertising conforms to this idea. For example, the booklets sent out in recent years by Hart, Schaffner & Marx have the lines of print three and one-fourth inches in length.

The chief reasons why lines of moderate length are more legible than very long or very short lines are as follows:

(1) Fewer fixations of the eye are required. The eyes, in reading, do not move along smoothly, but take successive glimpses at intervals of three to five words. The eyes cannot see distinctly while they are in motion, and consequently they make successive fixations separated by short intervals. This fact can easily be observed by watching in a mirror the eyes of the person who is reading.

(2) In lines of moderate length the subject-matter in adjoining lines is more closely related than in long lines. Thus, the context of the line below the one that is being read is, to a slight extent, apprehended. This facilitates the reading.

(3) In very long lines it is more difficult for the eyes, when shifting from the right end to the left, to find the beginning of the next line.

The difficulty of long lines, in large space advertisements in which much text is used, may be avoided by breaking up the text into short paragraphs and into columns as shown in Figure 69.

**The Distribution of Letters and Words.** Under this head we should include the problems of paragraphing, spacing between lines, etc.

The main criticism to be noted here, however, is directed against unusual arrangements and distributions of letters and words, which often make an advertisement nothing short

of an optical puzzle. Notice, for example, Figure 70 on page 189.

Several years ago a "worst ad contest" was conducted by *Printer's Ink*, for which contributors sent in what they con-



**Burroughs Blue Book**

Monthly Sales by Clerks
Expenses
Monthly Sales by Depts.
Monthly Profits
Daily Sales by Clerks
Inventory
Daily Sales by Depts.
Money Owed
Daily Sales Cash and Chq.
Pay Roll
Outstanding Accounts
ReRs Account

## Your Whole Business Right in Your Hand

—and you can carry the book in your pocket

You simply cannot carry all the details of your business in your mind. But if you are a good business man you will not fail to have these details at your fingers' ends and you will compare them with those of yesterday, last month and last year.

You will compare John with James; one department with another; keep your eye on expense; realize just where the profits come from; discover the holes that make the leaks in your business.

You need this information every day—at your desk, on the train or if you're fishing—right in your pocket, and that's what the Burroughs Blue Book will do for you and do easily. This book can be obtained only from Burroughs Adding Machine Company.

Write for our Bulletin for Retailers—"Stopping Store Leaks"—which more fully explains (in detail) the way to get, easily, all the facts of your business at your fingers' ends. It will be sent free. Write today and learn how others succeed.

**BURROUGHS ADDING MACHINE CO., 99 Burroughs Block, Detroit, Michigan**  
European Office: 76 Cannon Street, London, E. C., England

Makers of adding and adding-subtracting bookkeeping machines, listing and non-listing adding and tabulating machines, table-printing adding and calculating machines—86 different models in 412 combinations of features—\$1.50 to \$9.50 in U. S. Easy payments U. S. desired.

FIGURE 69

Showing how long lines may be avoided by setting the text up in two columns

sidered the worst advertisement which had come under their observation. The advertisement which won the prize as being the poorest one out of the large number submitted had a very conspicuous fault. The words of the text were arranged in step-ladder fashion from the bottom up, making it exceedingly



FIGURE 70

A puzzling arrangement of the text

difficult to read. That was not the only criticism, but it was a very important one.

**The Effect of Background.** The background also affects to a considerable extent the legibility of the text. A white background with black type is, as a rule, the most legible combination. A different kind of background, as, for example, black, gray, or color, has the advantage of being conspicuous by contrast, but it has the disadvantage of reducing facility in reading. No doubt, in many instances the added uniqueness and contrast of unusual backgrounds outweigh the reduced legibility. In such cases where advantages and disadvantages are balanced against each other, good judgment must decide which is to be used. But it is a very important matter to know what the advantages and the disadvantages are.

In an experiment similar to the one described, forty per-

sons were tested for the purpose of determining their natural rate of reading — (a) white type on a dark gray background, and (b) black type on a white background. The difference was very great. The average number of words read per second in (a) was 4.26, whereas, the average number of words read per second in (b) was 6.06. This is a difference of 42 percent in favor of the black type on white background.

There is no better way of fixing the definite responsibility of the layout — the ad's structure — in helping copy produce maximum sales than from evidence furnished by mail order campaigns.

In ads that send prospective buyers to the dealer's store it is, of course, next to impossible to determine a layout's value, because advertising of that sort is not usually keyed.

But the moral behind this article applies with even greater force to the latter type of copy than it does to mail order copy, for in direct mail order advertising results are easily traceable.

And a correct copy structure has been proved to be far more vital than the average manufacturer might imagine.

A Middle Western manufacturer several years ago got himself into a tight place. He had a ten dollar article. The manufacturing cost was \$2.50. He had been getting inquiries at approximately \$1.50 each. As he sold a heavy percentage of inquiries — for he had an excellent follow-up selling plan — he secured one order from every three inquiries. That made selling cost, counting advertising literature, about \$7.25. Adding to this his overhead, salaries and other like items it brought the cost of getting the article into each consumer's hands almost \$7.75 each, leaving a profit on each article of about \$2.25. Yet his was an excellent mail order business, for few of them manage to sell more than fifteen percent of their inquiries.

But his success brought two competitors into the field. They had good copy, and from the instant reduction in his volume of inquiries, he imagined that they were sharing heavily in what had previously been his field exclusively. Their article presented slight advantages that his did not.

His inquiry cost began going up. From \$1.50 each, replies began to cost him around \$2. Then, when they shot above that mark, he became frightened, for inquiries at \$2.25 meant a profitless business and above that amount he would lose money.

He finally took his problem to efficient advertising counsel. They surveyed his literature without comment. He told them it was necessary to cut inquiry cost or he would have to go out of business. How to do it was a puzzle to him.

The advertising counsel was loath to change copy that had been possessed of known productivity. They measured up the copy to all standards they knew and finally decided that that was not the way out.

One bright mind criticized the layout for the copy. Then came a number of layout suggestions—means that would clarify the readability of the ad. It was decided to allow the wording of the ad to stand and rehabilitate the copy's structure.

The ad had a border that overshadowed the headline. This was stripped off entirely. Then instead of the hand-lettered type headline, Cheltenham Bold type was substituted. The headline was set in "reverse"—white letters on a black background—thus giving it fifty percent greater attraction power.

The ad was approximately fifty lines by two columns. The first line beneath the headline was 6-point lightface and two columns in width. The first few lines of the ad were changed to 8-point blackface—to give the eye an easier task in dropping from the large headline to the smaller lightface type below. It was decided two-column measure was too long for the remaining lines of 6-point type, the eye having reached the end of the line had difficulty finding the next line below, thus, in a measure, destroying interest—it was hard to read. The side borders of the ad were left off altogether—giving the type more room. A black bar, that balanced the black background at the top of the ad, was placed at the bottom. The illustration faced outward. The experts turned it inward—so it faced the copy—and induced interest in that direction.

It must be remembered that these advertising men were redressing an ad that had produced returns, and they were fearful lest by some miscue they might injure its pulling power.

The last touch, however, was to place a black circle around the copy and allow the illustration to break into the circle. This was just below the "reverse" headline and the black background at the top of the ad was flush to the top of the circle.

They took the copy and took the competitors' advertising. All three were pasted upon the page of a mail order paper, for the purpose of gauging the attention-value of each. Not a word of the copy was changed.

The new ad, though not large, absolutely dominated the page.

The advertiser was a trifle skeptical still, so he utilized the new copy in a few mediums only, at first.

It had been out scarcely a day when he felt his problem had been solved. Inquiry cost instantly dropped two-thirds. Where he had been paying between \$2 and \$2.10 for replies, at that time, he found that he was now buying them for less than 70 cents each.

He was amazed at the increase in the volume of inquiries and could scarcely attribute it to what to his mind was trivial—the layout. In spite of this attitude, however, he immediately substituted the new ad

in his entire list. The same result followed from every mail order publication he was using.

It was little short of a miracle to him, and within a short time one competitor dropped out of sight and he bought out the one who managed to hold his own for a while.

The incident demonstrated absolutely the value of correct layouts. I have seen similar cases, but never before one that so vividly portrayed the necessity of giving the advertisement's structure thorough study before dismissing the building of the layout.

The layout has two primary functions: Attraction-power and readability—making it easy to read.

In giving the ad power to attract the reader's eye as the line of vision enters a page there are various methods of achievement. It can be done with extraordinarily large black bars at the top and bottom; with a heavy black border; with a circle; a curve; anything that will intercept the left-to-right path of vision and carry it to the desired point in the ad. White space to the left of the type matter has the same effect.

Setting the headline in "reverse"—white letters on a black background—has fifty percent greater power to attract the eye than plain black type.

Oftentimes the name of the article advertised is used in the middle of the ad. To be optically correct this name, if set in heavy black type, should be two-thirds to three-fourths the length of the ad above its base.

That is, in a 100-line, single column ad, the center display should be twenty-five to thirty-three lines below the topmost point of the copy. Then, if the ad be page size, it is directly in line with the reader's natural line of vision. Experts have determined that fact by experiment. It is due to the way the average reader holds a magazine or newspaper.

When the type gets down to 6-point it becomes hard to read if the lines are five or six inches in length. The type columns should then be "doubled-up"—two columns of type instead of one—thus shortening the distance the eye must travel on one plane. This makes reading easy.

If the headline is set in plain type, then it should be surrounded with one and a half to two inches of white space, governed, of course, by the ad's size, to allow it to stick out from the surrounding type matter.

A line or bar in an ad that intercepts the line of vision is always capable of getting attention. A diagonal line across the side of a layout will invariably arrest the eye and carry it to the point desired.

In this class is the copy that ran last winter, I believe, in the resort classified sections of certain magazines and weeklies. It had a crayon check mark on the left-hand side of the copy. The upward stroke of the check mark was diagonal, and it stuck out from the entire page of classified advertisements to the extent that it was the first apparent point of interest to the man who turned to that page. The writer understands that

this insignificant five or six-line classified ad produced abnormal returns, due simply to the bit of strategy in laying out the copy.

A circle surrounding the type of an advertisement, with the headline at the top of the circle and breaking into it, is another attraction-power that has been used with good returns in various types of copy.

The arrow was a magnet that in the past few years has worked overtime.

In constructing the layout for an advertisement that occupies from three-fourths of a page to a full page there is, of course, no especial necessity of attracting the eye; that is achieved by the fact that the eye has to pass over the advertisement in reaching the next page. Its size guarantees it a reading if there is sufficient force in the copy.

The illustration can be made to induce interest in the copy. Most illustrations are placed on the left-hand side of the ad, or in the middle. By turning the illustration so that it faces the type matter, if it is on the left or right-hand side, the eye is made to travel toward the type.

The average copywriter can intuitively tell whether an advertisement is easy to read; whether the headline type is too strong for the illustration; whether the body type lines are too long; whether there is too much or too little white space; whether the ad dominates the page it is on.

One plan that gives at a glance the verdict as to the attraction-power of an advertisement is this: Have the advertisement proofed up on the same paper that it will be printed on in the publication for which it is intended. Then take a typical page of that publication and carefully paste the ad upon it. Have it surrounded by other ads, if that is the way the copy usually appears.

Then close the paper and in the presence of some one, run over the pages. When you arrive at the page on which the ad is pasted, ascertain which advertisement on that page was the first that caught the eye. You will usually get fair judgment, and it is usually a fair test of the layout.

When the selling plan is decided upon; when the layout is finished satisfactorily, then comes the selection of the headlines, which is one of the biggest of tasks. For with plan, layout, and headline selected, the execution of the copy is simple.<sup>1</sup>

1. *Printer's Ink*, January 25, 1912, p. 10.

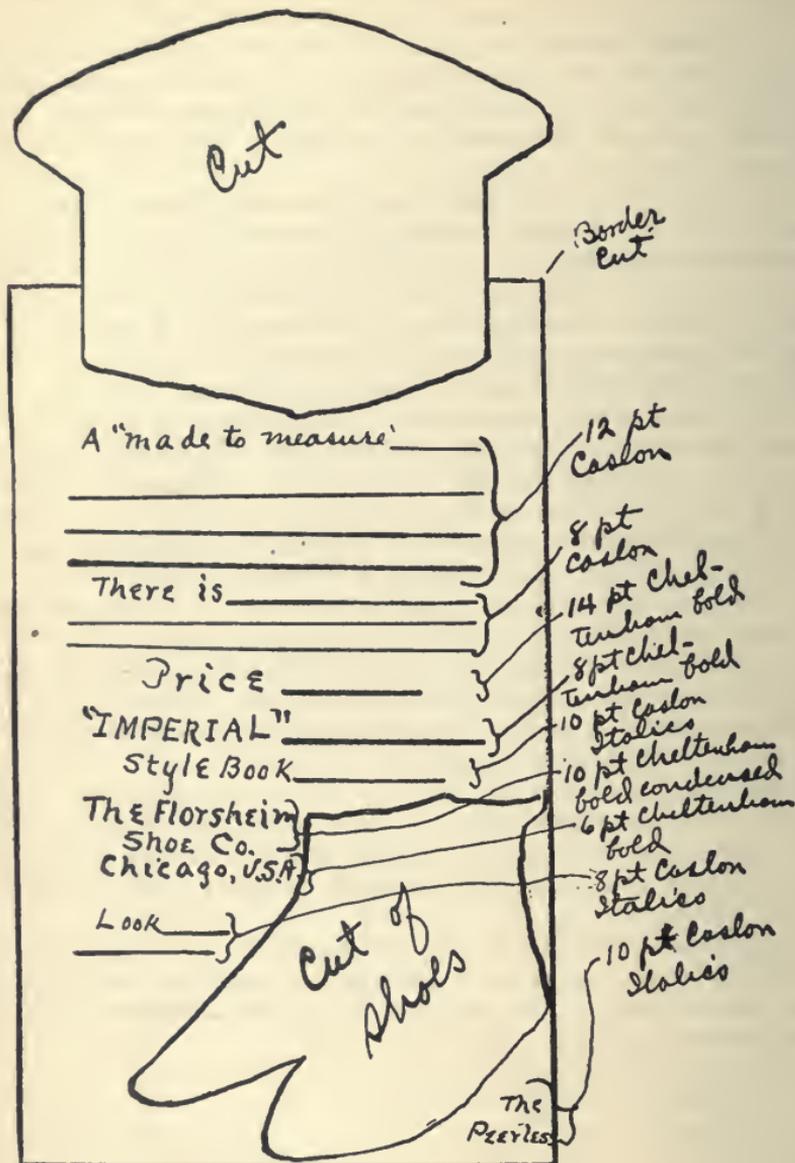


FIGURE 71

An example of a layout giving the specifications for the construction of the advertisement. The text portions must accompany the above layout. See pages 196, 197

FOR THE MAN WHO CARES

*The*  
**Florsheim**  
SHOE

A "made-to measure" fit in Florsheim "Natural Shape" shoes, and a style for every taste.

There is a Florsheim dealer ready to serve you—if unable to locate him—write us.

**Price \$5.00**

**"IMPERIAL" Quality \$6.00**

*Style Book FREE upon request*

**The Florsheim  
Shoe Co.**  
Chicago, U. S. A.

*Look for Name  
in Strap*

*The  
Peerless*

FIGURE 72

The finished product according to the layout of Fig. 71

## PROBLEMS AND QUESTIONS

## CONSTRUCTING A LAYOUT

A layout is a typographical diagram of an advertisement.

**Purpose.** The purpose of a layout is to show:

(1) Exactly how the advertisement will appear, the arrangement of its parts, cuts, display lines, body type, borders, etc. The ad-writer thereby can judge better whether the advertisement will make a pleasing impression and whether it conforms to the rules of good arrangement before it is actually set up.

**Protect Yourself!**  
 Against  
 Substitutes and Imitations  
 of "Mushroom Growth." Ask for  
**HORLICK'S**  
 It means the Original and Genuine  
**MALTED MILK**  
 "Others are Imitations"  
 The Food-Drink for all Ages.  
 Rich milk, malted grain, in powdered form. More healthful than tea or coffee.  
 For infants, invalids and growing children. Agrees with the weakest digestion.  
 Pure nutrition, upbuilding the whole body. Keep it on your sideboard at home.  
 Invigorates nursing mothers and the aged. A quick lunch prepared in a minute.  
 Get the best. All druggists.  
 Take no substitute. Ask for HORLICK'S.  
 In no Combine or Trust

FIGURE 73

(2) The layout furnishes definite directions to the compositor so that he may know just how to proceed.

**Construction.** (1) The layout should show the exact width and depth of the advertisement. This is best indicated by drawing the border in its exact width and length.

(2) It should indicate the location and amount of space for the cut or cuts. It is usually well to sketch the illustration or to insert a proof copy of it. See Fig. 71.

(3) It should indicate the location and size of the display lines. These should be sketched or lettered in roughly in their proper places.

(4) It should indicate in the margin the name and size of the type faces used in the display and body text. For example, 10-point Caslon or 30-point Cheltenham Bold.

(5) It should usually indicate the number and length of all text lines besides the display by rough horizontal lines. The copy of the body text should be attached on a separate sheet.

**Practice.** (1) Obtain a full-page magazine advertisement and a quarter-page (or smaller) newspaper advertisement, and construct a layout for each according to the above specifications. Attach the layout to the advertisement.<sup>1</sup>

(2) Reconstruct the advertisement, Fig. 73, so as to improve the legibility and general layout.<sup>2</sup>

1. It will be convenient to obtain the ruled paper specially prepared for the construction of layouts.

2. For different faces and sizes of type see Appendix.

## CHAPTER XVIII

### ARTISTIC ELEMENTS IN ADVERTISEMENTS

**Art for Business' Sake.** The advertiser is interested in art for business' sake. He believes in constructing his advertisements in accordance with approved principles of artistic arrangement, because beautiful advertisements have more pulling power than ugly ones. Why? Simply because the beautiful attracts, while the ugly repels. The beautiful holds the interest; the ugly produces disgust. The beautiful secures favorable attention and good will; the ugly arouses displeasure and ill will.

All these factors of pleasure and displeasure operate in very subtle, very telling, ways. In order to appreciate more fully their half hidden, half unconscious, appeals, let us briefly notice, first, the physiological, and, second, the psychological effects of pleasant, as contrasted with unpleasant, stimuli.

**Physiological Effects.** Several interesting investigations have been made relative to these problems. For example, it has been found that pleasant stimuli, such as agreeable colors, odors, tastes, and tones, tend to facilitate the depth and rate of inspiration, to produce free and powerful action of the heart, to allow the muscles to liberate more energy, and to remove inhibitions to normal nerve action. The popular expressions, "to feel chesty," or "down in the mouth," are more than mere figures of speech. By means of a pneumograph attached to the chest an accurate record of the breathing may be obtained, which shows that the chest tends to become slightly larger by the deeper and more regular inhalations. Hence, to feel happy and proud, means to feel "chesty."

Dearborn<sup>1</sup> made a study of the involuntary movements produced by the application of various pleasant and unpleasant stimuli to nineteen persons. By means of delicate recording

1. Dearborn, G. V. N., *Psych. Rev. Monog.*, Sup. No. 9 (1899), p. 41.

devices he was able to register the slightest movements made with the fingers, hands, feet, or head. He found that under unpleasant stimuli his subjects tended to contract the muscles, while under pleasant stimuli they tended to extend the muscles. His subjects were instructed to sit quietly and passively, so that all responses were purely involuntary and unconscious. The following table gives the flexions and extensions of the muscles under the different forms of stimulation:

	STIMULATION UNPLEASANT	STIMULATION INDIFFERENT	STIMULATION PLEASANT
Flexion.....	66.6%	49.0%	32.2%
Extension.....	33.3	51 0	67.8
Ratio.....	2 to 1	Nearly equal	1 to 2

Hence, under the influence of disagreeable stimuli the chances were two to one that the muscles would contract, while under the influence of agreeable stimuli the chances were two to one that the muscles would extend or expand.

By means of a dynamometer the grip exerted with the hand may be measured accurately. Titchener<sup>1</sup> found the following results, expressed in kilograms, produced under various pleasant and unpleasant stimuli of odor:

NORMAL	PLEASANT	UNPLEASANT
23.0	26.5 (crabapple blossom)	21.0 (carbon disulphide)
24.0	27.0 (white rose)	22.0 (wood alcohol)
23.0	25.0 (oil of anise)	21.0 (stale cheese)
25.0	26.0 (spirits of camphor)	22.5 (burnt hair)
Average 23.7	26.1	22.5

“It is clear that the ‘pleasant squeeze’ is always the strongest, and the ‘unpleasant’ the weakest.”

**Psychological Effects.** The psychological effects of pleasant or unpleasant stimulations are not less striking than the physiological. In fact, many of the above phenomena of reac-

1. Titchener, E. B., *Experimental Psychology, Instructor's Manual* (Qualitative), p. 169.

tions depend both on physical and mental conditions. In general, we may say that agreeable external situations or stimuli cause the mind to act more quickly and more normally, associations and thoughts to flow more readily. They make one optimistic and open to conviction. The customer in good spirits is more apt to be influenced in the desired way. He is more easily persuaded; suggestions take effect more quickly.

How radically the view of life may be affected by agreeable or disagreeable situations, is well illustrated by the following entry in the diary of an early New England circuit minister:

Wednesday evening. Arrived at the home of Brother Brown late this evening, hungry and tired after a long day in the saddle. Had a bountiful supper of cold pork and beans, warm bread, bacon and eggs, coffee, and rich pastry. I go to rest feeling that my witness is clear; the future is bright; I feel called to a great and glorious work in this place. Brother Brown's family are godly people.

The following entry was made the next morning:

Thursday morning. Awakened late this morning after a troubled night. I am very much depressed in soul; the way looks dark; far from feeling called to work among this people, I am beginning to doubt the safety of my own soul; I am afraid the desires of Brother Brown and his family are set too much on carnal things.<sup>1</sup>

These æsthetic elements of pleasure and displeasure play a far more subtle rôle in human affairs than is commonly realized. We like to think of pleasant things. The eyes are held focused upon a beautiful picture. The ears are entranced by a beautiful symphony. So the well-constructed, artistic advertisement attracts and interests in a way that the poorly constructed one is unable to do.

**Artistic Forms.** Even the most casual observation reveals the fact that certain outlines and forms are much more pleasing than others. For example, you would much prefer having your photograph mounted on a rectangular card to having it mounted on a square card. You prefer a rectan-

1. Betts, *The Mind and Its Education*.

gular book to a square one, or a vase with curving outline to one with an irregular outline.

All these factors of likes and dislikes in form and proportion, curvature and symmetry, come up in numberless ways in the laying out of advertisements, and each contributes its mite of strength or weakness to the effectiveness of the advertisement. Neglect or disregard of these factors is particularly absurd, because it costs no more to have an advertisement planned and constructed correctly than to have it thrown together in any chance manner. Yet the value of the former far surpasses the value of the latter.

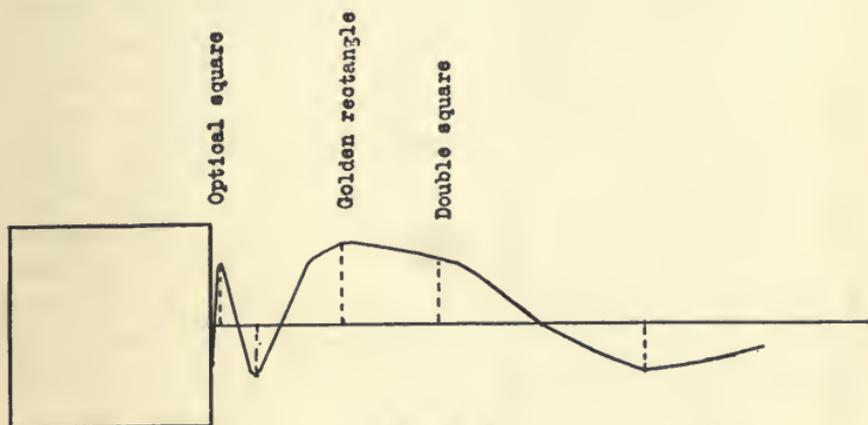


FIGURE 74

As the square is lengthened into a rectangle its agreeableness varies up and down as indicated by the curve  
 Agreeableness of rectangles

(Adapted from Scripture, *The New Psychology*, p. 309)

It is often said that concerning tastes there can be no disputing, but the student of art knows well that there are certain universally established principles which must be observed in successful work. Much advertising consists of blind blundering, but the high grade advertiser studies the principles and effects of correct, artistic arrangements as thoroughly as the painter or the architect.

**Classes of Forms and Outlines.** The chief types of forms and outlines may be simply classified as follows:

(1) The square. Here we must distinguish between the mathematical and the optical or apparent square. The mathematical square has the exact proportion of one to one, where the sides are exactly equal.

**STEARNS & FOSTER**  
**MATTRESS**  
Best for Healthful Sleep

*Its absolute comfort and whole restful character make the Stearns & Foster best of all for inducing dreamless, healthful sleep.*

**F**EW of us own really comfortable mattresses. Heavy mattresses of the best grade of hair are comfortable—for a time. But they are expensive, and costly re-making must be done from time to time to keep them in condition. Low-priced hair mattresses are merely a compromise, and the truth about their economy, their uncleanliness and dangers would not make pleasant reading. Tens of thousands have never slept on anything but a hair mattress—have never enjoyed the luxury of a Stearns & Foster. And many more have used some cheap uncomfortable make-shift because they did not know the *best* mattress of all was so inexpensive as to be within their reach.

If we could induce all these people to sleep on a Stearns & Foster mattress for 60 nights if we could induce them to try it that long and enjoy the luxurious restfulness, its sleep-inducing character, they would never give it up, and never use any other kind.

Send for Our Book of Bedroom Furnishing  
**FREE**

It not only contains all the latest information, but shows the best of it in pictures, so you can see for yourself the latest in the art of bedroom furnishing. The book is a beautiful one, and is illustrated with photographs of actual bedrooms as beautiful as the *best* in the world. Some of the most beautiful things of which our country boasts.

Books 16 and 17, *Shipping the Night*. Free Trial

**Four Grades of Superiority**

Woolen Grade	Spring Grade	Woolen Grade	Woolen Grade
\$48.50	\$48.50	\$16.00	\$22.50
\$33.50	\$33.50	\$16.00	\$22.50

**CAUTION**—The name "Stearns & Foster" is one sign of quality and good production. Look for that name and don't let anyone else sell it.

**STEARNS & FOSTER CO., Dept. L, Cincinnati, Ohio**

Never buy a mattress unless you can see what it contains. Our faced opening makes seeing easy.

FIGURE 75

The panel conforms exactly to the ratio of the golden proportion. See page 203

Owing to the visual "illusion of the vertical," this form does not look square, but slightly higher than wide. The illusion of the vertical refers to the fact that a vertical line appears to be longer than a horizontal line of the same length. The reason is that the eyes are more accustomed to move from side to side than up and down, and, consequently, it requires more energy to look along a vertical than along a horizontal line, and so the vertical line seems the longer. The optical or apparent square is one that looks square but is actually wider than high to compensate for this illusion. The amount of the illusion is approximately 3 percent; that is, the apparent square must have the proportion of 1 to 1.03. A difference of 3 percent is small and may seem negligible, but, as a matter of fact, it is far in excess of the smallest difference between lengths recognizable by the average person. The average eye can distinguish as small a difference as 1 percent.

(2) The circle. Here also the proportion is one to one.

This proportion of unity is, in general, a pleasing one. In some instances, as in wall paper patterns, many illusions of curved lines of various sorts enter, but the effect upon the eye is that of one to one.

**HIS GREATEST DELIGHT  
EVERY SATURDAY NIGHT**

is a vigorous shampoo with Packer's Tar Soap. The cleansing and refreshing sensations from its rich, creamy lather are as gratifying as they are immediate.

**PACKER'S TAR SOAP**

controls and prevents dandruff, and, by imparting a tonic cleanliness to the scalp, goes far towards restoring and maintaining the life and health of the hair.

Our booklet, "The Value of Systematic Shampooing," gives valuable information. Sent free on request.

THE PACKER MFG. CO.  
Suite 67 A, 81 Fulton Street, New York

FIGURE 76

The dimensions of the oval conform to the ratio of 1 to 1.6. The upper and lower sections of the advertisement are well proportioned

(3) The double square, whose sides are one to two.

(4) The "golden section" or rectangle, whose proportions are 1 to 1.62, or approximately five to eight. This is generally considered to be the most pleasing rectangular form. In mathematics the relation of its sides is known as the mean propor-

tion; that is, the short side of a rectangle is to the long side as the long side is to the sum of the two. The wide prevalence of this proportion in art was discovered about 1855 by Zeising. It had been present all through the history of art, but its mathematical conformity was not recognized until then.

To discuss the reasons offered to explain why this is the most agreeable rectangular form would take us too far afield.



THREE Generations of Men Have Worn  
**KNOX**  
 HATS

The first generation wore them because they were the first fine hats made in America. The second generation wore them because they were still the finest hats made in America. The present generation wears them because they are the finest hats made in the world.

An exclusive hat dealer in every city.

FIGURE 77

The rectangle has the proportions of 1 to 2, one of the pleasing proportions

Suffice it to point out the two chief lines of evidence for the universal recognition of this formula.

(a) We find that objects in general use approximate the golden proportion, such as books, envelopes, cards, stationery, windows, doors, pictures, etc. This principle has worked itself out unconsciously since the earliest æsthetic feelings of mankind, long before there was any appreciation of mathematical formulæ. Back of it all there may be an element of

**Bon Ami**

hasn't scratched yet!!!

Bon Ami cleans, scours, polishes and does the wildest scratching. It is the only scouring soap that can be used on the finest articles without injuring them.

Bon Ami cleans on a unique principle. It is applied in a thin layer, which dissolves the dirt. When the layer is dry, soap is applied a second time and rubbed in good. That is the whole process.

If your glassware, windows or mirrors need polishing, use Bon Ami. If your floors, woodwork, sinks, etc., need scouring, use Bon Ami. When the brass, ironware, porcelain and steel require cleaning, use Bon Ami.

With a cake of Bon Ami in the kitchen, all the work is much easier. It can be put to more uses than any other similar article. It's used on the sugar-bowl and "hasn't scratched yet!"

**BON AMI**

FIGURE 78

utility, but many objects, such as envelopes and stationery, might as well be square as far as use is concerned. Nevertheless, we prefer the rectangular forms.

(b) The problem has been investigated experimentally. Witmer prepared a large number of rectangles varying in proportion from the perfect square up to and beyond the double square. The rectangles usually employed for tests of this kind are alike in width but vary in length. Witmer presented these to his subjects and asked them to indicate which ones they liked and which ones they disliked. His results are shown in Figure 74, page 201. Beginning at the left of the curve with the square and gradually lengthening it out, he found that the mathematical square was not liked; then as it became long enough to take the form of the optical square, it became distinctly pleasing. But as soon as it exceeded the apparent square, it suddenly became displeasing, and later, as it approached the proportion of 1 to 1.62, it became more and more agreeable. The curve reaches a higher point there than it does for the square, which means that the golden proportion is more pleasing than the square. It should also be noted that there is a rather wide range in the neighborhood

### *Almost Every Woman Without an Income*

has wants which she is unable to gratify because of lack of money. If you are among the number, THE LADIES' HOME JOURNAL has a plan which will interest you.

**W**e have use for the services of women all over the country in looking after our subscription business. For this work we will pay a weekly salary, the size of which depends upon the amount of time which you can give to it. In addition to this salary, you will receive a liberal commission on each order sent. Several thousand women are now regularly earning money in this way, but the list is not yet full. There is a place for you if you are willing to make an honest effort to look after our local subscription work for THE LADIES' HOME JOURNAL and THE SATURDAY EVENING POST.

You need not hesitate to try it for fear of being unsuccessful. We are willing to take the risk if you are willing to try the experiment, and there is no reason why you should not be just as successful as all these others have been.

Just drop a line, stating whether you can give all of your time or only a part of it to the trial, and we will send all details and everything necessary.

Recruitment Bureau  
The Curtis Publishing Company  
Philadelphia, Pennsylvania

FIGURE 79

Showing different ways in which a long column space may be divided into more agreeable sections.

of the golden proportion over which the proportions are quite pleasing. On the other hand, a slight deviation from the optical square makes it at once disagreeable.

(5) The oval. The most pleasing oval is the one that conforms to the golden ratio, in which the short axis is to the long axis in the relation of 1 to 1.62.

**Applications in Advertisements.** The external proportions of space in standard mediums, especially in magazines, are, of course, determined, so that the advertiser has little choice, but there are numerous opportunities for exercising discretion in newspaper space, booklets, and particularly in the parts of an advertisement. Furthermore, the magazine and the newspaper page roughly conform to the desirable rectangular form. In the standard magazine the spaces have the following proportions:

The full page,  $5\frac{1}{2}$  by 8, or, 1 to 1.45.

The horizontal half page,  $5\frac{1}{2}$  by 4, or, 1 to 1.33.

The vertical quarter page,  $2\frac{3}{4}$  by 4, or, 1 to 1.45.

The vertical half page,  $2\frac{3}{4}$  by 8, or, 1 to 2.91.

The horizontal quarter page,  $5\frac{1}{2}$  by 2, or, 1 to 2.7.

Hence, it is obvious that the full page and the vertical quarter approach most closely to the proportions of the golden section.

Most high grade booklets have approximately the golden proportion. Street car cards, being 11 by 21, approach the proportion of one to two.

Aside from the external form of the advertisement, the question of form must be met in the arrangement of parts such as the form of cuts, panels, or blocks of text, ovals, etc., and particularly in the handling of the now prevalent long column spaces. See the illustrations and comments. The long column advertisement should be broken up into sections, each of which may have a pleasing form.

## CHAPTER XIX

### ARRANGEMENT, BALANCE, AND HARMONY

**Meaning of Balance.** The principles of balance are relatively simple, and may be understood most easily if we consider them in relation to two general fundamental notions, namely, the location of the optical center and the principle of "gravity" or support. Balance, let it be understood, refers to the arrangement of the parts and features of an advertise-

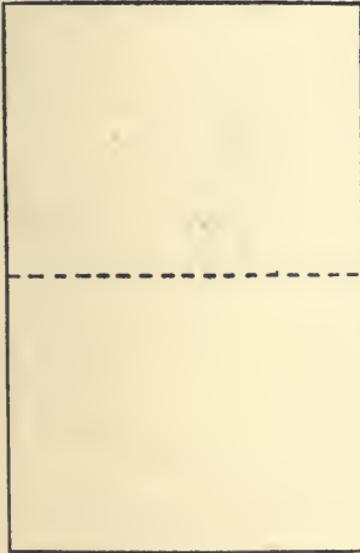


FIGURE 80

Division line at mathematical center

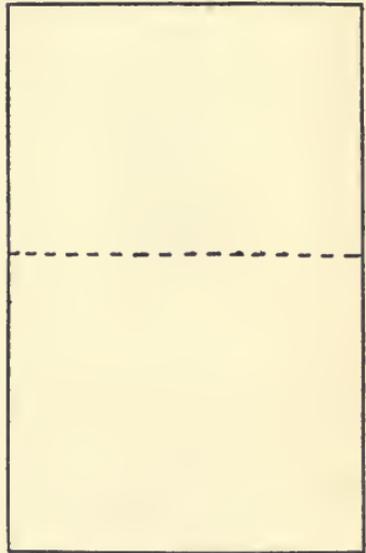


FIGURE 81

Division line at optical center

ment so that it gives the appearance of symmetry and stability. An advertisement is said to be balanced when it is not top-heavy, lop-sided, irregular, or unsymmetrical in the location of its features.

**The Optical Center.** By this term we mean that point of a given area which is located apparently at the center of the area. It is located above the actual center by approximately

one-tenth of the distance from the lower border to the mathematical center. Thus in the standard magazine page, which is  $5\frac{1}{2}$  by 8 inches, the mathematical center is four inches from the lower border, but the optical center is about one-tenth of four inches, or about three-eighths of an inch, above the mathematical center. Compare the two illustrations on page 207. In the first the middle line is drawn exactly through

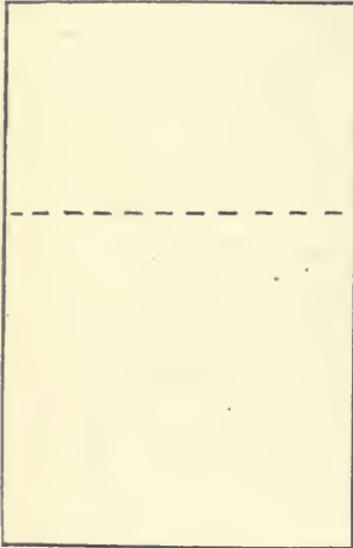


FIGURE 82

Division line at upper division  
of golden proportion

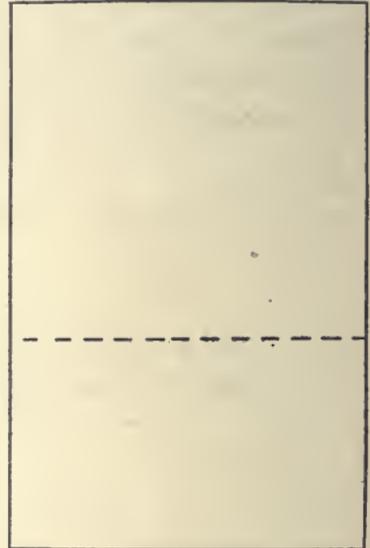


FIGURE 83

Division line at lower division  
of golden proportion

the actual center of the rectangle, while in the second it is drawn through the optical center. The first one looks to be too low, and makes the rectangle seem top-heavy. To give the impression of stability and sufficiency of support, it seems to be necessary to make the lower half slightly larger, in order to maintain the weight of the upper. There are numerous illustrations in which this fact applies. For example, the lower half of the letter S is slightly larger than the upper half. This difference can be more easily observed by turning the letter upside down; the middle bar in the letter E is slightly above the center.

**Location of the Main Feature.** In an earlier chapter it was pointed out that an advertisement ought to have one prominent display feature, cut, or headline, and preferably not more than one. What is the best location for this main display element? Other things being equal, the best positions are as follows, in the order of preference:

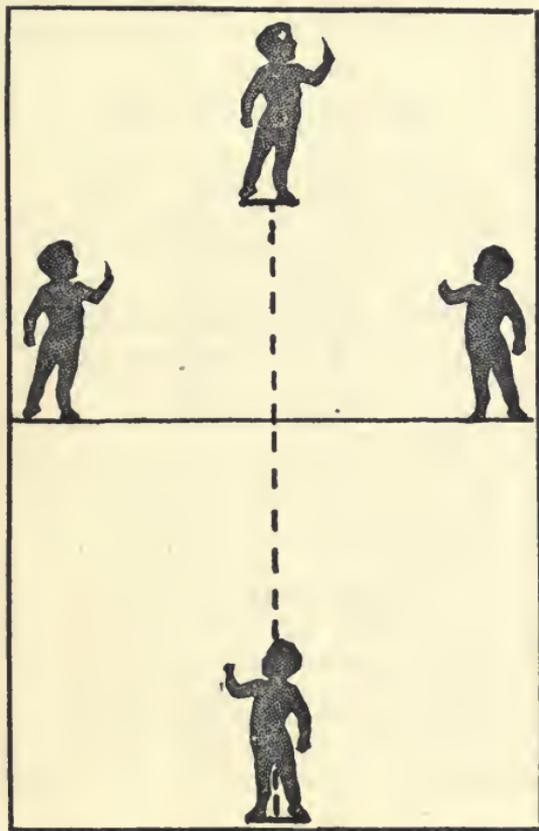


FIGURE 84

The figures or "weights" at the ends of the diameters must be equal in order to produce a balanced arrangement

- (1) At the optical center.
- (2) At the upper division point of the "golden proportion." That is, at the point so located that the upper area and the lower area maintain the ratio of 1 to 1.62.

(3) At the lower division point of the "golden proportion." See the illustrations on page 208.

(4) Near the extreme top.

(5) Near extreme bottom.

These are the natural points of locating features and the ones which give the most pleasing division of the space. In many instances, specific conditions must be taken into con-

ARROW COLLARS—did the work over the last  
month in your store at the rate of 100 per cent.  
—The Chicago Tribune



**This Is the Size of the Ad  
He Used in The Tribune!**

Alex Bernstein, haberdasher at 31 North Clark street, is a living, breathing proof of the fact that The Tribune's new advertising section, "Where to Find Today's Bargains," is a tremendous success as a result-getter. He inserted a three-line advertisement in this section. Now, mind you, there are 2,100 lines on a Tribune page. Mr. Bernstein used only 1-700th of a page—three lines—and he

**Increased His Business Up  
to 50% in All Departments**

It's wonderful. It's amazing. It's far better than anything we hoped for when we inaugurated this new advertising plan. Mr. Bernstein says:

"My ad in your 'Where to Find Today's Bargains' department has brought results beyond my expectations. I confined myself to advertising one well known article only (Arrow collars at the cut price of 8 cents) and ever since I had this ad in your new advertising section my sales have increased IN ALL DEPARTMENTS (not alone in Arrow collars) UP TO FIFTY PER CENT."

The Tribune has solved an advertising problem that has puzzled newspaperdom for years. Every merchant in Chicago—North, South, West Side or Loop—should take advantage of it. Just phone to CENTRAL 100 and we will send a representative to see you at once.

**The Tribune Prints Far More Advertising Than Any Other Chicago Paper**

**The Chicago Tribune**  
The World's Greatest Newspaper  
Circle 1000

FIGURE 85

The central display line is located at the upper division point of the golden proportion. The ratio of the upper portion to the lower is that of 1 to 1.6. The exact position is indicated by the horizontal line drawn through the display line

sideration, but all well-constructed advertisements adhere to these positions as closely as the material at hand will permit.

**The Principle of Support or Stability.** An advertisement appears balanced if all its parts seem to be evenly supported at the optical center. Thus, if an advertisement has

one heavy cut, it would ordinarily not do to place it to one side without having a feature of equal weight to counter-balance it on the opposite side. It is simply the principle of gravity, if we may call it so, applied to pictorial arrangements. We may best understand the application of this

THE NEW NOVEL  
By the Author of  
"The Four Feathers"

*Now Ready*

With  
seven  
full-page  
illustrations  
by H. S. Potter.

12mo, 350 pages,  
Price \$1.50



*Now Ready*

Published  
by  
The Century Co.,  
Union Square,  
New York.

Sold by all  
booksellers.

**RUNNING WATER**  
By A. E. W. MASON

A strong and interesting love story which grows in power and intensity to the end. It tells of a fine English girl who, hating the life she leads on the continent with her ungenerous, pleasure-loving mother, decides to join her father in London—a shrewish person whom she hardly remembers and with whom her mother has not lived for years. The mystery of her father's home and the revelations of a strange, subterranean life that quickly follow, develop an absorbing story of love, intrigue and adventure. No novel has ever pictured more sympathetically and compellingly the fascination of the Alpine peaks and of Alpine climbing, with which the story begins. The scene shifts to London and to the English country; but change again to the Alps, whose power is the dominant note in the story. Always the pure, innocent influence of Sylvia, with her dreams of running water, sweetens and uplifts the tale.

FIGURE 86

The central panel has the most pleasing proportion and is located at the optical center

principle in its simplest form by the following diagrammatic illustrations. If we have a weight, say a cut, or a block of heavy type, in one position, it must be placed either above the center of support, or it must be held up by a counter-weight on the opposite side. The center of the support in the

advertisement is the optical center or some point in a vertical line running through the optical center. See Figure 84.



**Hats that lead  
—backed by a guarantee**

Do you know that when you buy a *von Gal Hat*, a positive binding guarantee goes to you with it? Do you know that the dealer who sells it does not want you to keep the hat unless the quality is right in every particular? And in that assurance we stand behind the dealer who sells.

**von Gal made Hats**  
"Correct Styles for Men"

This means that the hat must be right to the greatest detail before you buy. Careful making, rigid inspection, must make us sure that every hat we send out is worthy of our guarantee.

*von Gal* styles are correct always—the highest embodiment of hat design and skill in manufacture. Quality of material, correct construction that they conform to your satisfaction. Whether your choice is a soft or stiff style it will meet you to suit on this hat—a hat that is guaranteed, but that is no good hat if it does not need any guarantee.

The new spring styles include the smartest and latest neck, head and brim hat styles. You can't fail to like them.

Prices \$3, \$4 and \$5. At your dealer's, or if in contact write us for Spring and Summer Style Book II, and we will fill 3 one under direct from factory of 3 on—direct style suited and give hat size your height, in right and usual measure. Add 25c to cover expressage.

**We are Makers of the *von Gal* Celebrated \$3 Hat**

Portsmouth, Conn.  
Dorchester, Mass.  
Ottawa, Canada  
New York Factory  
Baltimore, Md.

Wholesale and Sales  
rooms  
1178 Broadway  
New York  
44 Somerset Street  
Boston

**Hawes von Gal**  
INCORPORATED  
Theorem Factory  
New York

FIGURE 87

The two cuts counterbalance by being placed one at the top and the other at the bottom



**The Delight of  
Instinctive Playing**

Y... ..

**VIRTUOLO**  
THE NEW INSTINCTIVE PLAYER PIANO

... ..

**PRICE AND TERMS**

... ..

**HALLET & DAVIS PIANO CO**  
BOSTON NEW YORK NEWARK

HALLET & DAVIS PIANO CO  
Dept. 1, 307 High Ave., New York  
Please send me full information  
about the Virtuolo, and my name  
from who name of the instrument of the  
kind "2 or four chords" City and State

FIGURE 88

An example of placing a cut at the extreme top

If we follow out still further the analogy of gravity, we notice that the principle of leverage also applies. That is, if you have a large, heavy weight on one side, it may be offset

by a smaller weight on the opposite side, provided it is placed at a correspondingly greater distance. Or, it may be offset by two smaller weights symmetrically located as shown in the illustrations. Heavy black cuts, or bold black type, or deep colors give the impression of heaviness as contrasted with light



FIGURE 89

Holbein's Madonna. The parts of the picture are beautifully balanced. The vertical line is drawn through the optical center and the horizontal line is drawn through the upper division point of the golden ratio

gray or bright colors. All these factors have to be estimated according to their apparent weight and then counterbalanced proportionately.

Notice how these principles of balance are beautifully illus-

trated in Figures 89, 90. All parts are thoroughly counter-balanced and fully supported at the optical center.

Notice the accompanying illustrations of advertisements in which the chief possible locations of cuts are pointed out. If one cut only is used, it may be placed in any of the positions



FIGURE 90

Raphael's Madonna. The two lines are drawn in positions corresponding to the ones in Figure 89

pointed out above in connection with the location of the main feature. If two or more cuts are used, they must be placed so that they will offset each other.

**Representation of Action.** As was said on page 169, movement must be represented in such a manner that the

person or animal in action has one of the positions of momentary rest. A person represented as walking would seem unstable if he were shown with one foot in the air in the act of taking a step. On the contrary, both feet must be on the ground, as they are after having completed a step,



FIGURE 91

Excellent balance

when they are ready to take the next one. The picture on page 216 shows the discus thrower in a position of momentary rest just as he is ready to throw.

**Meaning of Harmony.** By harmony in an advertisement we mean the agreeable combination of the parts and elements,

such as borders, type, cuts, shapes, and colors, out of which the advertisement is constructed. Not only should the various parts harmonize in a pleasing manner, but in a still more fundamental sense, the structure and appearance of the advertisement as a whole should be in accord with the commodity



FIGURE 92

The Discobolus—a correct representation of motion

advertised. There are, for example, certain commodities which require particular emphasis upon artistic aspects, while others require the plain, undecorated form of presentation.

To illustrate: an advertisement of millinery should be prepared in an entirely different manner from an advertisement of hardware. The former is made more effective by

bringing out artistic, dainty, and stylish aspects, while the latter should give the appearance of strength and durability. Imagine, for example, a barb wire fence advertised after the manner of Gage millinery, or vice versa. The effect would be utterly incongruous. The advertising of Ivory Soap, at

UNION SUITS  
SHIRTS AND DRAWERS  
ALL STYLES FOR MEN AND BOYS

THE reason "Porosknit" is worn by two million men and boys who never wear another make is because no other underwear equals the comfort of "Porosknit."

"Porosknit" Union Suits are most famous. They fit the body to fit. They also do away with the double thickness at waist and the downward "pull" of separate drawers.

Please what we say by trying "Porosknit" today. It will end your underwear troubles. If you need the genuine look for the label.

50c For Men      All Styles, Shirts and Drawers per garment      For Boys 25c

\$1.00 Men's Union Suits      Boys' Union Suits 50c

Write us for illustrated booklet showing all styles.

CHALMERS KNITTING CO., 1 Washington Street, Amsterdam, N. Y.

THIS LABEL IS OUR  
GUARANTEE TO YOU

TRADE MARK

"Porosknit"

REG. U.S. PAT. OFF.

FABRIC PATENTED 1910

DESIGN PATENTED 1910

FIGURE 93

Approximately correct portrayal of action

least in recent years, is an excellent example of cleanliness and good taste in the advertisements.

**Harmony in Forms and Shapes.** Similar shapes, forms, or outlines, as a rule, go together better than forms that are distinctly different. Thus curves and curvilinear forms har-

monize among themselves; straight lines and rectangular forms go well together. See illustration.

*The Border* should harmonize with the nature of the commodity. Some advertisements may be made more effective by a decorative border, particularly those which require emphasis upon artistic qualities.

*The Quality and Kind of Paper* must be taken account of.

*Tone.* By tone is meant the appropriate degree of grayness or blackness. Many advertisements contain too much



FIGURE 94

An excellent example of harmony between the product and the advertisement



FIGURE 95

The tone seems too dark and heavy

dead black and thus give a depressing effect. Note the illustration above.

*Styles of Type.* Besides legibility, the main considerations in selecting the type for an advertisement are:

(a) Fancy or special type should be used only when it adds to the effectiveness of the advertisement, either in giving it distinctiveness or greater æsthetic effect.

(b) As few type faces and sizes as possible should be used. As a rule, not more than two different faces should be allowed, unless they are closely related faces, otherwise the advertisement has a clashing, incongruous appearance.

*Color Combinations.* In the combination of colors very few generalizations can be made. Cohn states, on the basis of extensive tests, that the more different two colors are, the more agreeable they are in combination. Hence, complemen-

**A BOY'S VACATION ABROAD**

BY C. F. KING, Jr.

A DIARY COVERING A SIX WEEKS' TOUR OF EUROPE, WRITTEN IN AN EASY, BRIGHT, ENTERTAINING STYLE BY A 17-YEAR-OLD SCHOOLBOY ON HIS FIRST VISIT TO THE OLD WORLD.

3. THE BOSTON GLOBE AND OTHER METROPOLITAN NEWSPAPERS REVEAL THAT AS A BOOK OF TRAVEL IT IS A TRUE REVELATION.

**NOT A DULL MOMENT IN THE BOOK**

LIFE ON BOARD ENGLISH, ITALIAN AND RUSSIAN STEAMSHIPS AND ON EUROPEAN TRAINS DESCRIBED IN A GLEEFUL, BOYISH MANNER. ALL THE POINTS OF INTEREST AND THE SIGHTS OF EUROPE MAY BE SEEN AND ENJOYED BY A READER OF THIS UNIQUE BOOK.

**NOTHING LIKE IT EVER PRINTED BEFORE**

LONDON, PARIS, LUZERNE, THE ALPS, ATHENS AND CONSTANTINOPLE TAKE ON A NEW CHARM WHEN DESCRIBED IN THIS YOUNG AUTHOR'S EASY, BOYISH, SPICY STYLE. A BOY'S VACATION ABROAD is a book that will be enjoyed alike by old and young.

ILLUSTRATED WITH 66 SPLENDID PICTURES REPRODUCED FROM SNAPSHOTS MADE BY THE AUTHOR.

The book is printed upon fresh linen bond paper, double-edge, bound in red silk with gold mountings and lapped with gold.

On sale at all bookstores, or sent postpaid on receipt of price, \$1.50

**THE C. M. CLARK PUBLISHING CO. BOSTON, MASS.**

FIGURE 96

A confused impression is made by the too numerous type faces

tary colors usually go well together, and grays in combination are the more agreeable the more different they are in brightness. On the other hand, closely allied shades and tints of the same color harmonize well. The use of colors is largely determined by the factors discussed in a preceding chapter.

*Pleasing Ideas.* It would seem to be obvious that the *ideas and illustrations* should not create a depressing or disgusting effect. Yet many advertisements, particularly in the undis-

criminating mediums, contain advertisements which are so utterly disgusting and improper as to be practically valueless for creating a favorable impression.



*"it's easy to ask for"*

# White Star Coffee

Buying coffee in one and two pound cans makes it possible for you to obtain all the strength and all the flavor. This is really what you buy, for the grounds you throw away. A pound of White Star Coffee will make more cups than a pound of any other brand, because it is developed more highly.

The leading grocer in each city is the distributor and carries in stock the AA grade of Mocha and Java at 40 cents, the No. 1 Mocha and Java at 35, the No. 2 blend at 30, and the No. 3 blend at 25 cents per pound.

Notice the letters within the star and see that each label bears the name of

**THE OHIO COFFEE & SPICE CO.,**  
Columbus, Ohio.

FIGURE 97

The association of a slimy animal with a food is disgusting to many people



## Alas! Beauty Sees No Beast!

The Beast of the Forty-Tenth was subtle and cunning. But modern Beauty is too often unaware of an old Dragon ever ready to strike her good looks. Beware of the Rubber-Beast - Neglect!

A Quick "Dry" Massage. A skin-beauty habit for preventing a dull, lifeless or sallow skin, or for overcoming the effects of Neglect. Thousands of trouble-women always look their best through the following simple treatment with

### POMPEIAN Massage Cream

On-Chairly Pompeian is applied to the skin as directed. But follow this method when sensible cream. Apply a pinch of Pompeian to the hair-entrained chest. Massage vigorously. In a few seconds out of the pores comes the cream and all the dirt it carries, dissolved and eliminated.

Result: A "delicious" skin - white, smooth, clear, all wrinkles, gray and any other ailments and with the healthy beauty "radiance" or natural glow - appearance restored. Nothing is left on the face except a clean, healthy skin. No more the past are now. "Pompeian cream" - Moisture, the best skin-dresser. Your skin, instead of ever has retained them. You look your younger.

Beware of the Rubber-Beast - Neglect. "Don't miss a good complexion, use Pompeian and have done!" At all dealers, or you may try before you buy. Use cheaply please.

Try the Jar and Get Pompeian, both sent for 10c (stamp or coin), for postage and packing.

If you can't see our seal and "Pompeian Beauty" - Ask for the jar in countries where, with each bottle, too. This is our seal - in every country and unimpaired. Our version here.

The Pompeian Mfg. Co., 48 Fremont St., Cleveland, O.

FIGURE 98



## Eyes Cured

### Without the Knife

Grateful Patrons Tell of Almost Miraculous Cures of Cataracts, Granulated Lids, Wild Hairs, Ulcers, Weak, Watery Eyes and All Eye Diseases - Send Your Name and Address with Two-Cent Stamp for Free Trial Bottle.

The cures being made by this magic lotion every day are truly remarkable. I have repeatedly returned to sight persons nearly blind for years. Ulcers, wild hairs, granulated lids disappear almost instantly with the use of this magic remedy. Weak, watery eyes are cleared in a single night and quickly restored to perfect health. It has repeatedly cured where all other remedies and all doctors had failed. It is indeed a magic remedy and I am glad to give this free trial to any patient from now on who has any eye trouble.

FIGURE 99

Figures 98 and 99 are types of repulsive illustrations

## PROBLEMS AND QUESTIONS

1. Obtain a magazine advertisement and point out in what respects it complies with or violates the principles of proportion. For example, what are the proportions of its external dimensions? Are its parts, cuts, and blocks of type correctly proportioned?

2. Make a similar study of a long column magazine advertisement.



FIGURE 100

Some readers may be repelled by the suggestion that cats like to eat Cream of Wheat

3. Make a study of a magazine advertisement with reference to the location of cuts, headline, text, etc. Show how the principles of balance have been followed or violated.

4. Construct the complete layout for an advertisement of Packer's Tar Soap, the parts of which are given on page 222. Assemble them into a well-arranged advertisement. It is to be a page advertisement of standard magazine size.

Headings and subheadings:

Packer's Tar Soap.

Pure as the Pines.

Text:

Packer's Tar Soap also imparts vigor to the whole scalp. Its generous, creamy lather rubbed into the scalp with gentle and continued manipulation softens and removes all dandruff and seborrheal



FIGURE 101

scales. Its antiseptic and tonic action imparts vigor to the glandular structures which nourish and enliven the hair, thus stimulating its growth and maintaining its vitality and luster.

Helpful booklet on *Shampooing* mailed free.

The Packer Mfg. Co., Suite 85C, 81 Fulton St., New York.

5. Select by chance five newspaper advertisements. They should be rather large, but smaller than full-page spaces. Make a study of them regarding the following points: (a) Determine the ratios of their external dimensions to see how closely they conform to any of the artistically preferred proportions. (b) Determine the location of the chief display feature in each one to see whether it is located near any of the preferred locations.

## CHAPTER XX

### ARGUMENTATIVE ADVERTISEMENTS

**Types of Copy.** There are two types or general styles of copy, the first, argumentative, and the second, suggestive. Perhaps it would be better to say that there are two extreme



FIGURE 102

The "suggestive" type of advertisement

types of copy, one purely argumentative, and the other purely suggestive, and that there are many gradations and varying combinations of the two, between these extremes. By argumentative copy is meant that kind of advertisement which

makes an appeal to reason. It is, therefore, commonly called "reason-why" copy. It presents arguments and selling points of various kinds, together with description and information about the commodity. By suggestive copy is meant that kind of advertisement which contains little text, and, usually, a

### Why Help Wear Out the Stairs?

The elevated railroads, subways and public buildings are in constant search of stair covering which will withstand, for a reasonable length of time, the incessant tramp of human feet. Ordinary stair coverings go to pieces very quickly under the pound and scrape of hard leather heels and iron nails, brought down with a force equal to the entire weight of the wearer.

**T**HINK what this jar and friction, so hard on tough flooring, must do to sensitive bodies and nerves.

Wear O'Sullivan's Heels of New, Live Rubber. They take up the jolt and jar of walking. You won't wear out the stairs—and, what is more important, you will save your nervous system the shock of pounding your whole weight down on hard leather.

O'Sullivan's Heels make walking easy, save fatigue, and give you a brisk, alert step. Wear them for comfort, health and economy.

O'Sullivan's Heels cost but 50c a pair, attached. Some shoe manufacturers put them on their shoes before they leave the factory. All shoemakers and shoe dealers will attach them to your shoes when you buy them, or at any other time. If you prefer, send us 35c in stamps and a tracing of your heel, and we will mail you a pair. O'Sullivan Rubber Co., 131 Hudson St., New York.

For Men, Women and Children

## *O'Sullivan's*

**HEELS** of New Live Rubber




FIGURE 103

A typical argumentative advertisement

large illustration. It is designed to make an impression upon the attention and memory, and to secure results simply by suggestion, without the appeal to reason or deliberation. It consists, as a rule, mostly of illustrations suggesting the use and desirability of the commodity. Typical examples of the two styles are given in Figures 102 and 103.

Copy that is purely argumentative or purely suggestive is seldom used. In most advertisements the two types are combined in varying proportions. One or the other quite often may predominate.

**When to Use Suggestive Copy.** Here the question may be asked, When is purely suggestive copy justifiable? In general, we may say that it is justifiable if the commodity is (a) well known, or (b) inexpensive. After an article has been advertised for a long time and is widely known, it may be sufficient simply to keep the name before the people, and to have the advertisements act as reminders. There is, however, this objection to purely suggestive or reminding copy, namely, that no matter how well known a commodity may be, there is always a certain percentage of new readers who are not familiar with it. So that, from this point of view, it is questionable whether any campaign ought to be reduced to a mere reminding type of publicity.

Suggestive copy is generally justifiable only for articles that cost little, such as toilet articles and household necessities. An article which involves the expenditure of a large sum of money, such as an automobile or a piano, is usually purchased after considerable deliberation and comparison. The purchaser wants to know as much about it as possible. An inexpensive article is more frequently bought on the spur of the moment and on the basis of suggestion.

Let us now consider more fully the use of argumentative copy.

**Steps in a Deliberate Purchase.** In any purchase which is made on the basis of thought and deliberation, what are the usual processes of thinking? The analysis of this process will have to be largely schematic, and may not actually occur in the logical order to be presented, but the steps pointed out are the ones usually involved in some form or other.

To make the situation entirely concrete, suppose that you are interested at the present moment in the purchase of a camera. What considerations are likely to be weighed before you decide to make a purchase? (1) The desirability of the

---

*"Takes All the Hard Work Out of Housecleaning"*

---



Old Dutch Cleanser has simplified and lightened housecleaning to a remarkable extent. This handy, all-round Cleanser accomplishes more than all old-fashioned cleaners put together—with far less trouble, and at less expense.

This one Cleanser cleans, scrubs, scours and polishes. It replaces soap, soap-powders, scouring-bricks and metal-polishes, and works *mechanically*, not chemically. The modern housewife has learned to avoid caustic and acid cleaners.

**Large, Sifting-  
Top Cans (At  
All Grocers)**  
**10c**

Old Dutch Cleanser cleans marble, painted walls, bath tubs, glassware and cutlery; scrubs wood floors, woodwork, mosaics and tiling; scours pots, kettles, pans, boilers, sinks and flatirons; polishes faucets, door knobs, railings, brass, steel, copper, etc.—with very little help from you.

If your grocer does not keep Old Dutch Cleanser, send us his name and 10c in stamps, and we'll gladly pay 22c postage to send you a full-size can.

Our illustrated "Hints for Housewives" booklet free upon request

---

Cudahy, Omaha, Neb. (Branch for Canada, Toronto)

---

FIGURE 104

An advertisement combining argument and suggestion in nearly equal amounts

article is the first. You must have a feeling of the worthiness of the article, an idea of the pleasure to be derived from the possession of a camera. (2) A comparison of competing articles will be made; that is, a comparison of the merits of the different makes of cameras on the market. (3) The means of securing the article will be considered. Can you purchase it at the nearest store? Must you send for it? What will it cost? Where can you most conveniently obtain the supplies for the particular camera you may purchase? (4) Last of all comes the final decision to purchase a particular make of camera.<sup>1</sup>

Not every argumentative advertisement needs to cover all these different steps. Separate points may be emphasized in different advertisements, but all of them must be impressed upon the customer's mind in some form or other before he is likely to buy. The illustration in Figure 104 of the "Old Dutch Cleanser" illustrates these four steps very well. (1) The desirability of the commodity is brought out in the first paragraph: "Old Dutch Cleanser has simplified and lightened housecleaning to a remarkable extent. This handy, all-round Cleanser accomplishes more than all old-fashioned cleansers put together—with far less trouble, and at less expense." (2) Comparison of competing articles is made in the second paragraph: "It replaces soap, soap powders, scouring bricks and metal polishes, and works mechanically, not chemically. The modern housewife has learned to avoid caustic and acid cleansers." (3) The means of securing the article are urged in the next paragraph of heavy type: "Large sifting-top cans (At all grocers), 10c." (4) The final decision, and the means of securing the article, are further urged in the last paragraph: "If your grocer does not keep

1. These are the steps involved in practically any form of deliberate decision. To quote from Scott, *Psychology of Advertising*, p. 94: "Voluntary action may be analyzed into (a) an idea of two or more attainable ends, (b) an idea of the means to attain these ends, (c) a feeling of the value or worthiness of the different ends, (d) a comparison of the values of the different ends and of the difficulties of the means, and finally (e) a choosing of one of the ends and striving to attain it."

Old Dutch Cleanser, send us his name and 10c in stamps, and we'll gladly pay 22c postage to send you a full-size can."

**Description and Descriptive Phrases.** The worthiness and the desirability of an article depend, among other factors, upon a clear, distinct idea of what the article is like; and a clear idea of the nature of the object depends upon the illus-

Sometime, somewhere  
someone "may"  
make a pure  
food the equal  
of  
**Grape-Nuts**  
Never, anyone  
anywhere, will  
make a better  
one.  
"There's a Reason."

**Grape-Nuts**

food is the result of study and science; nothing about it is guesswork.  
It is made to supply a human need—for building back the worn-out  
tissue in Brain and Nerve Centres.

Postum Cereal Company, Ltd., Battle Creek, Mich., U. S. A.

FIGURE 105

Too boastful and general

tration and the descriptive phrases used concerning it. The most vivid idea of an article can be obtained by seeing, hearing, tasting, smelling, touching, or handling the article itself. In advertising, the article can be represented only by proxy. The best substitute for the article is a good picture of it. The next best substitute is a good, brief, vivid description of it.

A vivid description should produce mental pictures of the object in the mind of the reader. By a mental picture or image is meant the recalling in the mind of just how the object looks, or feels, or tastes, or smells, or sounds, depending upon which sense or senses are stimulated by it. We have

**"Have You a Little 'Fairy'  
in Your Home?"**

—then tomorrow morning begin to make your little Fairy clean and fresh and fine with

**FAIRY SOAP** 5c

☞ It is so much more than "just soap"—it is amazingly good soap—always white, clean, sweet and pure.

☞ The oval, floating cake fits the hand, and wears down to the thinnest wafer—lathering and cleansing to the last shadow.

☞ Money cannot buy better soap.

THE N. K.  
FAIRBANK  
COMPANY  
CHICAGO

FIGURE 106

Good, vivid description

as many different kinds of mental images as we have sense organs. Thus you may recall in your mind's eye how your mother looks. This picture may be so vivid that you can almost see her stand before you. Likewise, you may recall exactly how her voice sounds so that you can almost hear her

speak. You may recall the odor of coffee so vividly that you can almost smell it. You may recall the taste of an orange so clearly that you can almost taste it. Or, you may recall the touch of velvet so distinctly that you can almost feel it. These are mental images. They are the most realistic representatives of objects when they themselves are not present.<sup>1</sup>

**Concreteness of Mental Pictures.** This particular phase of the advertiser's work requires the use of much thought and ingenuity. Concreteness and definiteness in phrases are always preferable to glittering generalities. An apple might be described as "The Michigan Apple, the finest in the world." Or, it might be described as a beautiful red apple with a delicious flavor. The latter description, carried out more fully, arouses a picture in your mind of the appearance and the taste of the apple. It appeals to the same sense as the apple itself does. The former description is vague and exaggerated. Someone has said that an advertisement of food is not good unless it makes your "mouth water." It should appeal in a most lively manner to the sense of taste.

**Rules for the Use of Descriptive Phrases.** In the writing of copy, two rules should be borne in mind: (1) Use words and phrases which will arouse concrete mental images in the minds of the readers. (2) For articles which appeal primarily to a certain sense, use words and phrases that will emphasize the images of that particular sense. For example, descriptions of foods should arouse taste images, descriptions of musical instruments should call up sound pictures. Advertisements of clothing may make strong points of appearance and style. Advertisements of shoes may emphasize touch and comfort to the feet. Each advertisement should appeal to the sense or senses to which the commodity itself appeals. In the case of direct, personal salesmanship, the article itself can be seen, heard, touched, tasted, or smelled, according to the nature of the article. The customer knows exactly what it is like. In salesmanship through print, the advertisement must

1. For a more complete discussion of mental imagery, the reader should consult the treatises on psychology, such as James, p. 302.

stimulate the customer's imagination so that in his mind he can see, hear, touch, taste, or smell the article.

**Too Many Generalities.** Advertising is replete with vague generalities, such as "the swellest furniture," "the smile of satisfaction," "the best breakfast food in the world," "latest, greatest, cheapest," and many more to be found in current advertisements. Descriptions are often nothing more than a mass of dead verbiage that would apply to one commodity as well, or as poorly, as to any other. If you omit the name of the article from the text of such advertisements, you could not possibly guess what it is about. Note the following:

Three years to pay for the celebrated ..... The best ..... in the world at \$..... \$1 weekly or \$5 a month. No cash payment down. No interest. No freight charges. No extras. 30 days' free trial in your own home and we pay the freight.

We want you to sample this ..... for a month to convince you that it is the best ..... in the world at \$..... We guarantee a saving of \$..... or more on each ..... Rothschild ten-year guarantee bond with each .....

We don't want a cent from you until you are satisfied. If you don't want the ..... we will send for it.

We own the ..... Co. outright, and instead of paying 30 percent to 40 percent commission to agents, we sell direct from factory to you.

Send now for the ..... book. It's free. It shows all grades of ..... Beautifully bound in colors. A postal card will bring it.

This is the entire text of an advertisement which appeared in a standard medium. Nothing is omitted except the name of the article and the price. This text was shown to a group of persons who were asked to state what they thought it advertised. The guesses were, washing machine, sectional book cases, stoves, pianos, sewing machines, and encyclopedias. The price was omitted, because that would give a clue as to the general class of the article. But the text as it stands might apply to almost anything you please by simply inserting the appropriate name in the blank spaces.

The above text was used in the advertisement of a well-



Third, the various *uses* of the commodity. Fourth, the *price* of the article. These four types of general appeals may be used in modified form with almost any sort of commodity. Take, as an example, the advertising of a camera. (1) The advertisements may point out the quality of the material that goes into the making of the camera, such as the wood, aluminum, the kind of leather for the case, etc. (2) They may make strong points with regard to the skill of the workmanship involved in the manufacture of the lens, the shutter, and other mechanical devices. (3) Likewise the various uses and

Try It On



## BAKED BEANS

Soups, Fish,  
Steaks, Chops,  
Roast Meats,  
Game, Gravies  
and Chafing Dish  
Cooking. They  
are greatly im-  
proved by using



# LEA & PERRINS

## SAUCE

THE ORIGINAL WORCESTERSHIRE

It adds zest to every meal and at the same time aids digestion.  
For four generations it has stood unrivaled as a seasoning.

Shun Substitutes. JOHN DUNCAN'S SOUS, Agents, New York

FIGURE 108

the pleasure to be derived from the possession of a camera may be "played up" in different ways. (4) The cost of the camera and the value offered for the particular price may be pointed out.

It is very evident that the same sort of analysis may be made of the selling points for advertisements of clothing, food, furniture, toilet articles, or any other commodity.

In addition to these general points, each article has its own individual features and qualities which must be exhibited. Advertisements of food may bring out its sanitary and

healthful qualities, its taste, its nutritive value, convenience in preparing and serving it. Advertisements of clothing may emphasize style, tailoring, color, pattern, wearing quality, etc.

**How Obtain Selling Points.** How may these selling points be obtained? The first thing that the copywriter must do is to make a thorough and detailed study of the article from the top to the bottom. He should know all about the details of the manufacturing process, the source and quality of the raw material, the methods of distribution; in short, he should have a thorough knowledge of everything that may in any way aid him in making the most efficient appeal in his advertisements.

In some large manufacturing plants boxes are provided in various places into which employees may put suggestions that come to them from their particular phase of the work. In other places the advertising manager keeps a complete card catalogue of all selling points that have been obtained through analysis and study, or that were suggested in letters from consumers and dealers.

**Use Facts.** The most important injunction to follow is to analyze all pertinent points and then to use the essential, the most direct facts. Too much emphasis cannot be laid upon the use of definite, undeniable facts in the preparation of copy. Many advertisements are vague and general. Actual facts go incomparably farther than superlative exaggeration toward convincing anyone of the truthfulness of a proposition.

The schoolmaster,<sup>1</sup> not so very long ago, had occasion to test the comparative value of mere enthusiastic assertions as compared with statements of actual happenings. The first advertisement cited no case, but assured the reader that such-and-such was the case and that so-and-so would happen, and this was all told in a gingery way—the snappy, crackling, spark-emitting copy that many are fond of. The other advertisement related actual circumstances that proved the claims made for the product, and the headline was a “news” headline. Maybe the result should not be taken as an invariable rule, but in this particular case the second piece of copy pulled twice as well as the first.

1. *Printer's Ink*, June 5, 1913, p. 84.

## PROBLEMS AND QUESTIONS

1. Make an analysis of some argumentative advertisement and point out in what ways the following steps are shown: (1) desirability of the article, (2) comparison with competing articles, (3) means of securing the article, (4) appeal for decision and response. What criticisms and changes would you suggest in the text?

2. To what extent would it be feasible to make comparisons with competing commodities? What is the practice in this regard among high grade advertisers? What objections are there to making rather obvious references to competing commodities?

3. Under what conditions might the statement about the means of securing the article be omitted from the advertisement?

4. Should the price of a commodity always be given? When may it be omitted? What is the general or prevailing practice with regard to the quoting of prices in advertisements? Is the practice different for different commodities? Can you give examples?

5. Make an analysis of the advertisements shown in Figs. 105 and 106, with regard to the use of appropriate descriptive words. Point out whether they are too general, or whether they really give you a mental picture of the object. Suggest improvements.

6. Make a complete list of good selling points or arguments for some one commodity or firm, which could be used in advertisements. (You can use to advantage some local firm or commodity with which you have intimate acquaintance.)

## CHAPTER XXI

### SUGGESTIVE ADVERTISEMENTS: METHODS OF KEYING

**Prominence of Suggestive<sup>1</sup> Copy.** We have considered at some length the argumentative "reason-why" type of advertising. We must now consider the reminding, "suggestive" type of advertising. This latter style, either in its pure form or in its varying combinations with argumentative elements (see page 223), has come more and more into general use in recent years. This increase is undoubtedly due in part to its real effectiveness, in part to better methods of reproducing illustrations, in part to more numerous drawings and paintings available for commercial purposes, and in part to the wide reputation of certain commodities for which argumentative copy is no longer essential or possibly even less effective than suggestive copy.

**Types of Suggestive Advertisements.** We may distinguish four different types of suggestive advertisements according to the degree of definiteness of the suggestion.

1. *Display of the name only.* The purest form consists of a simple presentation of the name without comment of any sort. An example of this class is shown in Figure 102. The entire advertisement is so constructed that it directs attention to the name "Cream of Wheat" and its trade "character." There is no argument or description. All that you see is a matter of inference based on your past acquaintance with this product. The sole purpose of this advertisement is to remind you of the name. The other parts of the advertisement simply add an atmosphere of interest. The words "for your breakfast" give the only hint of the nature or use of the article.

2. *Quality suggested by elegant surroundings.* The second type, besides giving the name, goes one step further by

1. The word "suggestive" is not altogether appropriate, but it is used in the absence of a better word.

suggesting or implying indirectly the high value of the article. This is accomplished by presenting the product in elegant surroundings, or by implying a wide use of it particularly by the better classes of society. A recent adver-



FIGURE 109

A suggestive advertisement of the third type. See the text

tisement showed a Victrola artistically placed in one of the rooms of the White House. This is a form of suggestion which is indirect but nevertheless powerful in stimulating a desire for possessing and enjoying a Victrola.

3. *Quality suggested by use.* The third type not only gives the name and represents the commodity in attractive sur-

roundings but goes still another step further by exhibiting the article in actual use and thus suggesting its value and desirability. A typical illustration of this class is presented in Figure 109, which exhibits the maid in a neat, orderly home applying the cleanser to the floor. Another recent



*Take a*  
**KODAK**  
*with you*

*Catalogue free at your dealers, or by mail.*

EASTMAN KODAK COMPANY. ROCHESTER, N. Y., *The Kodak City.*

FIGURE 110

A suggestive advertisement of the fourth type, using the direct command

advertisement showed a family happily gathered in their beautiful home enjoying the music of a Victrola.

The psychological strength of this type of advertising lies in its potent appeal to the imitative tendency in human nature. We like to follow the lead of others, particularly if social superiority and prestige are thereby attainable.

4. *The direct command.* The fourth type takes the final step in suggestion by giving a definite command to use the article or to do a definite act toward obtaining it. This command may be stated directly, as in a recent camera advertisement, "Take a Kodak with you" (Figure 110); or indirectly, as in the well-known soap advertisements, "Good morning, have you used Pears' soap?" Each form has a certain advantage, according to the particular conditions under which it is used.

**Effectiveness of Suggestive Advertising.** Our next question is, What evidence do we have to show that suggestive advertising is really effective? There are those who believe that pure publicity advertising is "poor" publicity and that the only style of advertising worth while is the argumentative style.

In the first place, the argument that suggestive copy is profitable is given weight by the fact that its use has steadily increased in the last twenty-five years. Many firms whose products are widely known resort very largely to this type of copy. They have experimented with suggestive advertising for a sufficient time to be convinced that it brings results. Notable examples of firms or commodities advertised at the present time largely through suggestive copy are the Kodak, Cream of Wheat, Gold Medal Flour, Old Dutch Cleanser, Pears' Soap, Royal Typewriters, Kellogg's Corn Flakes.

In the second place, human nature is influenced in every day action at least as much by suggestion and imitation as by reason and deliberation. Imitation is often supreme in determining the spread of fashion, custom, manners and social usages, pronunciation, slang, and the like. We may refer here to the contest conducted in the fall of 1909 by Colgate & Company<sup>1</sup> in which an advertisement was published containing smaller reproductions of two advertisements of dental cream. See Figure 111. The one was largely argumentative and the other primarily suggestive. A similar

<sup>1</sup> *Printer's Ink*, Jan. 12, 1910, p. 10.



## WHICH IS THE BETTER "AD"?

\$750.00 for the Best Answers

(Fifty-eight Prizes)

1 First Prize of \$100.00  
2 Second Prizes of \$50.00 each  
5 Third Prizes of \$25.00 each

10 Fourth Prizes of \$15.00 each  
15 Fifth Prizes of \$10.00 each  
25 Sixth Prizes of \$5.00 each

What is a good advertisement? We are not sure, and we want you to tell us.

Ask us what a good toilet or shaving soap, perfume, dental cream or toilet and cursory powder is and we can tell you.

Three generations of Colgates, from father to son, for over a century have been conducting this business under the Colgate name. We know how toilet articles should be made, and we are making them that way.

For many years also we have been making advertisements—good, poor and indifferent. We ought to know something about them. But—we realize that we still have much to learn. A Colgate advertisement ought to reflect the Colgate spirit. It ought to please and interest you in its appearance. It ought to convince you in its text. And it must be absolutely truthful or it cannot be a Colgate Advertisement.

What kind of an advertisement best fulfills these conditions?

We believe that you can tell us and we have taken this method of getting your opinion.

Above are two Colgate advertisements of entirely different character. No. 1 is pictorial. Its value depends upon its suggestive power.

No. 2 is descriptive. It goes into details about our Dental Cream and the Ribbon Tube.

Both kinds of advertising have given us results, both have been favorably commented upon.

But which sells the more Dental Cream?

It is to you that we are advertising and it is from you that we want the answer because we believe that you (the majority of you) know far better than the best advertising "expert" just what kind of an advertisement influences you to purchase.

### This Is Our Offer

Write us a letter of not over one hundred words giving your opinion as to the better of these two advertisements. Base your opinion on the appeal to purchase which they make to you. Ask yourself which one would be the most likely to influence you to buy our Dental Cream and give us your reasons.

The letters which give the most common sense reasons in plain simple wording will get the prizes. You don't have to know anything about advertising to compete, in fact you'll be handicapped if you do because we believe that we can recognize the "advertising man's" view point and it's just that view point that we don't want.

Prizes will be Awarded by the Following Judges:

MR. CASPAR WHITNEY, Author and Editor, Collier's Weekly  
MRS. N. H. KINGAID, Assistant Editor of The Delineator

MR. KEITH EVANS, Advertising Manager of Woman's Home Companion  
MR. FRANK SEAMAN, Advertising Agent

Contest closes on November 1, 1909. All letters must be received on or before that date. Write on but one side of paper and sign letter plainly with your full name and address, which will not be counted in the "one hundred words." Direct your letter thus—

**Dept. H, (Contest) COLGATE & CO., 55 John Street, New York**

Makers of the famous Cashmere Bouquet Toilet Soap.

On the back cover pages of the October Woman's Home Companion, Delineator, Designer and New Idea Woman's Magazine we ask for similar opinions about two of our Talc Powder advertisements. No person is eligible to compete in both contests.

advertisement for their Talc Powder was also published. These two contest advertisements appeared in the *Ladies' Home Journal*, *Woman's Home Companion* and the *Butterick* trio. Colgate & Company desired to make a test campaign to determine the relative value of suggestive and argumentative copy. They therefore offered prizes for the best brief essays telling which of the two advertisements shown in Figure 111 was considered the better, and why. Approximately 60,000 letters were received. These fell, curiously enough, into two almost equal groups. About one-half of the correspondents considered the argumentative advertisement better and the rest considered the suggestive advertisement better. Hence the latter apparently stands in as high favor with the consumer as the former.

In the third place, the results of some tests may be cited which show that the chief impression created through advertising is the remembrance of the name of the product. The author requested a class of students to make a list of all commodities with which they were familiar, through use, advertising, or any other means, and then to state what particular features they remembered about them. A typical record follows:

Cream of Wheat.....	Lack of reading matter.
Spearmint Gum.....	The arrow pictures.
Overland automobiles.....	The red borders of ads.
Goodyear tires.....	Novel photographs in the ads.
Ford Automobiles.....	Statistics connected with the Ford.
Oliver typewriter.....	17c a week.
Ivory soap.....	99% pure.
Angelus players.....	Odd pictures.
Columbia phonograph.....	Large type and pictures.
Prince Albert tobacco.....	Cool.
Indian motorcycles.....	Red Print.
- Arrow collars.....	Inhuman men in pictures. -
Pears' soap.....	Picture of soap.
Fairy soap.....	The little girl.
Gold Dust.....	The twins.
Omar cigarettes.....	Good illustration.

From the various lists obtained, it is evident that the item most commonly remembered is the name, and that more rarely is a definite argument or selling point remembered. In not

more than 20% of the commodities listed was a specific selling argument mentioned. Most of the features mentioned relate to attention or interest elements or to the construction of the advertisement. The significant point to notice here is that the retention of the name of a commodity in the minds of the people is the prime achievement of the advertisement. And for many commodities the suggestive, human interest advertisement can secure this name-retention more effectively than the lengthy argumentative advertisement.

In the fourth place, the effectiveness of suggestion in advertising is indicated by the pulling power of the direct command used in connection with the return coupon. When Professor Scott<sup>1</sup> pointed out some years ago the possible value of the direct command, several advertisers began to use it in various forms in their publicity and found that it greatly increased the returns. The Franklin Mills Company, manufacturers of Wheatlet, used the suggestion, "Sit right down and write for a sample of Wheatlet," and found that this advertisement brought far greater returns than any one they had ever published before. The *Delineator* made very profitable use of the command, "Just get the *Delineator*," to stimulate the growth of its circulation.

W. A. Shryer cites an interesting case in which he used two half-page advertisements, alike in every particular with the exception that one had a coupon in the lower right hand corner while the other had a portrait of a man instead. The advertisement without the coupon, appearing in October, brought 41 inquiries at a cost of \$1.83 per inquiry. The other one with the coupon, appearing in May, brought 83 inquiries at a cost of 90 cents per inquiry. Thus the advertisement with the coupon brought twice as many returns as the one without the coupon. Various circumstances might enter here which would affect the net advantage of the second over the first. However, allowance was made for such circumstances. Thus, both advertisements were published in the same medium, and they were separated by a suffi-

1. Scott, W. D., *Theory of Advertising*, p. 76.

ciently long interval of time to avoid a carrying over of the effect of the first to the results of the second.<sup>1</sup>

Another recent case is the following:

The Pedlar People, Ltd., of Oshawa, Ontario, manufacturers of architectural sheet-metal building material, are using a novel coupon in their farm-paper advertising, which they claim has practically doubled the inquiries. Briefly, the coupon includes a diagram of the two types of barns common in Canada, with dimension lines, so that the farmer can fill in the dimensions and get an estimate from the manufacturer as to the cost of sheathing his barn with steel shingles.

In explaining the benefits of the coupon, A. T. Enlow, advertising manager of the concern, says: "Our long experience with the farmer has convinced us that he will read anything half-way interesting, but he will not go to a great deal of trouble in writing letters. No doubt this is largely due to the fact that his stationery is of an uncertain quality, the ink dried up and the pen rusted. We figure that by making it easy for him to write in and find out what it would cost to steel shingle his barn we would save him a lot of figuring and at the same time the association of ideas would bring results. As a result we find we are getting more than twice the number of inquiries from the same space as we did before we adopted this diagram idea."<sup>2</sup>

**Psychological Factors in the Coupon.** The effectiveness of the coupon may be attributed to the following psychological reasons: First, it attracts attention by its novel appearance. It is usually placed diagonally in a corner or otherwise set off by lines to make it conspicuous in the advertisement. Second, it suggests definite action. A fundamental tendency of human nature is to carry out definitely suggested action. Tell any one to "look here" and almost invariably he will "look here." Third, the coupon makes it easy to answer an advertisement or to inquire about an article. The letter is written for the reader; he merely needs to sign his name.

Any conditions which facilitate these factors will tend to increase the strength of the coupon. Among these we might mention the placing of the coupon on the corner so that it may be torn off readily, or the insertion of an index

1. *System*, December, 1913, p. 579.

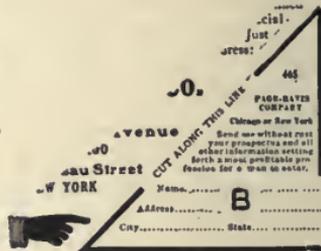
2. *Printer's Ink*, April 30, 1914, p. 54.

finger pointing to the line along which it is to be torn off, or sufficiently large blank spaces for filling in the desired information. A coupon inserted in the center of the page or next to the binding cannot be removed easily.

**FREE EXAMINATION COUPON**

American Book of Sanitary, Dept. 1026, Chicago, Ill.  
 Gentlemen -- Send your \$2.00 set of American Law and Practice, 12 vols. bound in 4, theory, for seven days free credit for \$2.00 and I will send it to you in seven days and \$1.00 monthly until I pay a total of \$6.00. If I decide not to keep books, I will notify you at once and hold same subject to your shipping instructions. Write not to pay to me send books and hold good etc.  
 T.W. 5-14

NAME..... A .....  
 ADDRESS.....  
 OCCUPATION.....  
 REFERENCE.....



**THE ENCYCLOPEDIA**  
 Fill out this Coupon and mail to-day  
 NEW YORK NEWSPAPER SYNDICATE,  
 156 FIFTH AVENUE, NEW YORK.  
 Please send me your Encyclopedic Dictionary, bound in binding. If upon inspection the work is satisfactory, I agree to forward one dollar promptly and pay the balance in accordance with the terms of this special offer.

Name..... C .....  
 Address.....  
 McClure's

Send me without cost your prospectus and all other literature which I may possibly prefer for a year or more.

This special of The **MEAS** Encyclopedic Dictionary in Cloth and Bound (the 2) Library Binding. Full Shelves, of the index of the volumes are a by rubricated or to lamp in their value for support your library but shipment as a stock at our prices of but to set—should a va opportunity to a the great work. 1-7-1913

is a Cyclopaedia and a Dictionary. **JUST AS THEY LOOK**—Weight about 4 lbs. the massive volumes. **A Library in Itself**

favor but a record for faithfulness. He's fo

**Your Opportunity Coupon**  
 Mark the position you want and mail the coupon now

... Electrical Engineer	... Lawyer	you
... Elec. Equip. & Tower Dept.	... Bookkeeper	pre
... Electrical Wireman	... Stenographer	enc
... Telephone Repair	... Police Secretary	Bus
... Printer	... Accountant	For
... Building Construction	... Cost Accountant	bett
... Architectural Draftsman	... Civil Engineer	or
... Structural Draftsman	... Business Manager	care of
... Mechanical Engineer	... Fire Ins. Adjuster	Just
... Civil Engineer	... Fire Ins. Inspector	prov
... Civil Engineer	... Fire Ins. Agent	to b
... Surveyor	... Fire Ins. Report	car
... Mechanical Engineer	... Moving Picture Op'y	plant
... Structural Draftsman	... Railway Engineer	
... Ocean Engineer	... Irrigation Engineer	
... Mechanical Engineer	... Traffic Man	
... Steam Engineer	... College Proprietor	
... Sea Training Captain	... Insur. Broker/Agent	

NAME..... D .....  
 ADDRESS.....  
 T.W. 5-14

**Free Coupon**  
 Special Discount Offer to Original Subscribers

How can I secure the Special Introduction price on the 2nd Edition of the new International? Also send me free without obligation, beautiful book showing facsimile color illustrations, paper, binding, etc. Also full particulars regarding Research Bureau and how I can secure all its extra member benefits without charge.

NAME..... E .....  
 ADDRESS.....  
 CITY..... STATE.....

FIGURE 112

Above will be found various types of coupons. Coupon C is the center of the advertisement. B has a direct command placed along the line of detachment. It is reinforced by the index finger. E has a dotted line reinforced by the command

**Principles Underlying Suggestive Advertising.** What is the fundamental cause of the forcefulness of suggestion in determining human behavior? To answer with, we must

realize that our actions are determined far more by suggestion and imitation than we commonly believe. The human being is as much superior to lower animals in his tendency to imitate as he is in any other trait. The generally accepted belief in the imitativeness of apes has been proved by recent investigations to be utterly erroneous. The human being is far more imitative than any animal. It is this trait which makes him more educable?

**The Ideo-motor Principle.** At the bottom of suggestion and imitation lies the basic law of human nature that ideas tend toward action. Normally every idea, sensation, impression, or suggestion tends to produce its appropriate response. The entire organization of mental life and its neural mechanism is constructed on this basis. Incoming nerve currents from the sense-organs are redirected outward to the muscles. The meaning of the ideo-motor law is that impression normally leads to expression without intervening deliberation or voluntary decision. The idea, impression, or stimulus alone is sufficient to cause action. Numerous examples in daily life can be observed by everyone. If you are reading and a fly alights on your hand, the touch alone is sufficient to cause you to move your hand without the intervention of will. Or, if you see only indirectly out of the "corner of your eye" some particles of dust on your coat sleeve, the visual impression of it causes the other hand to brush it away—all possibly without the slightest interruption in the reading.

Another example of the ideo-motor principle is the universal experience of so-called inner speech which accompanies thinking or reading. The vocal organs make miniature movements in pronouncing the words that would express the thought processes in the mind. The ideas in the mind tend to produce motor responses.

Many additional illustrations might be given to demonstrate the force of this principle as it operates in muscle reading, the planchette, the psychology of the crowd, imitation in fashions, and the like. In the preceding chapter an

experiment was cited to show the unconscious imitation in handwriting.<sup>1</sup>

The application of this law to suggestive copy is evident. An idea impressed by advertisements will tend to produce a response, just as in other forms of human behavior. The repeated seeing and hearing of the name of an article alone will tend to produce a desire for procuring it. Similarly, the constant seeing of commodities displayed in shop windows will tend to make the spectator buy. If a clerk presents two or three brands of the same kind of food the customer will, other things being equal, buy the brand of which he knows the name or with which he has some acquaintance.

Suggestive copy, then, is based upon the ideo-motor principle. It aims to impress the name and to surround it with an atmosphere of worth and desirability. The repetition of the name and the display of the commodity in various advertisements will increase the momentum of the ideo-motor impulse until it finally takes effect. This is the answer to the question, Why is the suggestive, "name-before-the-public" type of advertising effective?

**Methods of "Keying."** The return coupon was originally used by many firms as a means of keying or ascertaining the number of inquiries brought by their advertisements in the various mediums used. We may, therefore, digress for a moment to examine the different methods of keying now employed.

The earliest method, which is even now in use, consisted of the request printed at the bottom of the advertising pages, "Please mention this magazine when writing to advertisers." The method is rather unreliable, because many inquirers do not respond to the request.

The second method uses the coupon, in which a key is placed in some inconspicuous position. Coupon A in Figure 112 contains the abbreviation "T.W. 5-14." This symbol identifies this particular piece of copy. It means "*Technical World*, May, 1914." A different type of key is shown in

1. The interested reader may consult the special treatises on the psychology of suggestion.

coupon B, which has the number 465 in the upper corner. Each piece of copy relating to the same commodity has a different number.

The third method consists in a change of address. A firm located on State street in a given city may use the number, 150 State St., 151 State St., 152 State St., etc., in its different advertisements. Or, the name John Jones and Company may be printed as John A. Jones and Company, or as John B. Jones and Company, etc.

The fourth method makes use of a department or catalogue number, employing such variations as the following: "Write to Jones and Company, Dept. A," "Dept. B," "Dept. C," etc. Or, instead of department, the word "Catalogue A," "Catalogue B," etc., may be used.

Mail order houses, using a large number of mediums, have the problem of devising a keying system which shall be flexible enough to cover all the different pieces of copy inserted in all the mediums used at one time. A rather elaborate system is described by Mr. W. G. Clifford, as follows:<sup>1</sup>

After much experimentation we finally developed a system that not only completely meets every demand made upon it, but has the advantage of being extremely simple. The system is a combination of single letters of the alphabet and numerals starting with 10 and ending with 99. In starting the system the list of mediums is arranged in alphabetical order, for example: *Argosy*, *Advanced Style*, *Blue Book*, etc.

Each piece of copy to be run is then given a number, starting with 10. The reason for starting with 10 is in order to make each key occupy a uniform space in the advertisement—a great advantage where key numbers are inserted in advertisements after they have been electrotyped.

The key for each publication is built up in this way: As *Argosy* comes first on the list it is given the starting number of 10. Then the first letter in *Argosy* is added, making it read 10A. Suppose that the first piece of copy in the set—also numbered 10—is run in the *Argosy*, this makes the complete key for *Argosy* and the first piece of copy in the set read 10A10.

If the second piece in the set is run in the following issue of *Argosy*, the key for that issue reads 10A11.

*Advanced Style*, being the second on the list, is consequently given

1. *Printer's Ink*, April 16, 1914, p. 24.

key number 11. If the first piece of copy is run in this medium, the key reads 11A10; for the second piece of copy 11A11; for the third piece of copy 11A12, and so on.

As each medium is given a key number, it is not strictly necessary for the mechanical working of the system to include in the key the first letter in the name of the medium. There is a strong reason, however, for doing so, for experience has shown that while persons answering advertisements will willingly quote a key such as 10A11, they are averse to quoting a key that reads 1011. What this reason is, I am unable to explain, except that possibly a set of four figures, unbroken by a letter, is confusing to the eye, especially when run in small type and printed on the cheap stock used by most of the mail order publications. Another reason is that even where people mention the key consisting of say four figures, they frequently make mistakes in copying it, possibly for the reason explained.

The system is extremely flexible in that it can be used equally well to care for either a small or a large number of publications and pieces of copy. The outside number of publications it will care for is 2340.

### PROBLEMS AND QUESTIONS

1. Under what conditions would you use suggestive advertisements? Analyze as fully as you can all the factors that would have to be taken into account. In this connection make a study of the advertising of several firms which largely use suggestive copy. How does your analysis of factors apply to their advertising?

2. Mention from your own experience several illustrations of the *ideo-motor* principle, other than those mentioned in the text.

3. Make a collection of several commands, direct or indirect, used in advertisements. Compare them so as to determine which ones appeal to you most strongly. State why.

4. Study the construction of a number of coupons. In what ways are they faulty? Suggest improvements.

## CHAPTER XXII

### TESTING THE STRENGTH OF ADVERTISEMENTS

**The Need of Testing.** Can the strength or "pulling power" of an advertisement be tested before it is used? Every machine, every commodity, is thoroughly tested before it is put upon the market. A cream separator or a gasoline engine is operated for a certain number of hours and thoroughly tried out before it leaves the factory. We ought to be able to do the same thing with an advertisement. We ought to be able to determine the probability of success of an advertisement before it is used.

**Various Methods.** Many attempts to do this have been made. One method has been to construct ten or more different advertisements of a given commodity, and to send them to several competent persons for their independent criticisms and suggestions. When the advertisements have been returned, the ideas of these critics are embodied in two or three greatly improved advertisements. This is a crude method, but it is far better than relying merely on one's own judgment.

Another method is to make a preliminary canvass of the consumers of the article in order to discover the points and facts that interest them most, the facts that will influence them most toward purchasing the commodity. This scheme is used very frequently whenever a campaign of any considerable extent is being prepared. In some instances hundreds of dollars are spent on such a preliminary canvass. If a new article of food is to be introduced, an expert advertising man may go from house to house to interview the housekeepers. In this manner he will discover the difficulties and objections, as well as the strong points, from the viewpoint of the consumer. With this information at hand, a campaign can be outlined which will be reasonably sure of success.

Still another "try-out" method is to run an experimental campaign on a small scale, and in territory that is representative of the larger area to be covered later. The results, difficulties, and factors thus discovered form the basis for the preparation of the extensive campaign. This method is in many respects the most satisfactory, as it tests the pulling power of each advertisement under actual conditions. All of these schemes have their disadvantages and objections, but any one of them is undoubtedly better than a haphazard, hit or miss plunge.

A fourth method, a sort of clinical method, has been suggested and used. It is technically called the "order of merit method," and consists of arranging a group of objects in a graded series of ascending or descending values. For example, you might take ten samples of handwriting and arrange them, as they appeal to you, in the order of their quality or beauty from the poorest to the best. Later, you might ask twenty-five other persons to rank them independently. The average of these rankings would be a quite reliable measure of the relative values of these samples of writing.

This method has been used satisfactorily for measuring the agreeableness of colors. A group of ten colors may be ranked in an ascending series of attractiveness. If an average is obtained from the rankings made by a hundred persons, or by several thousand, as has been done in the case of colors, you obtain a highly accurate measurement.

**An Illustration of the Order of Merit Test.** The order of merit method has been used for testing advertisements and apparently with considerable success in the several instances in which it has been tried. As an example of how this method may be used to determine the probable pulling power of different advertisements, the following test, made with 120 men, is cited:

Nine clothing advertisements were used. These were taken, either entirely or in part, from current advertising mediums. Each piece of copy emphasized chiefly one appeal or selling point. Each one was given a fictitious name so as to avoid

identification. They were all printed in uniform type on one sheet of paper as follows:

#### No. 1

To the young man in business, friends are of greatest value. No. 1 clothes make friends on the road, in the office, everywhere. They give the professional young man a prestige ordinary clothes can never give. Successful young men prefer No. 1 clothes, and No. 1 clothes contribute largely to make young men successful. Whatever you do, wear No. 1 clothes. For young men.

#### No. 2

Wear a No. 2. The best in men's clothes. Write for book of New York fashions. No. 2 & Co., New York.

#### No. 3

Do you know what it is that keeps your clothes looking well even after a whole season's wear? It's the most important thing to know about clothes. All-wool fabrics first; there are plenty of clothes that are not all wool. Scientific shrinking by cold water; a process that cotton mixtures can't stand. The best tailoring; skilled hands shaping the garment, not just sewing the seams together. These are the things you get when you buy our clothes.

No. 3 & Co., Good Clothes Makers.

#### No. 4

A wonderfully good blue serge suit at \$15. All No. 4 clothes are good clothes—America's one guaranteed all-wool line at \$10 to \$25. But this season's special at \$15 is by far the best blue serge we've ever put out at the price. With correct style and accurate fit it gives you such a serge as usually goes only into suits at \$20 or more—a soft, even twill and a rich, permanent indigo dye.

#### No. 5

This is "Spring's Awakening"—a good time to revive interest in your clothes. Our clothes help to make good acquaintances; they are good clothes to get acquainted with.

The No. 5 Clothing House.

## No. 6

With sweatshop misery left out. A new light on clothes and their making. A mental picture that comes with the thought of clothes-making is that of dirty, dingy sweatshops where misery and poverty prevail. Exactly the opposite of these conditions are those of the famous No. 6 plant—a contrast similar to that which exists between No. 6 and other clothes. Ideal working conditions, matchless facilities for good clothes-making, the ablest skill of the tailoring craft. These are the factors behind the fame of the No. 6 plant—the finest tailoring institution in the world today.

## No. 7

You will find No. 7's where the best clothes in your town are sold. Always in the hands of a reliable merchant. Ask his advice as to the greatest clothes economy—whether it is wiser to pay the No. 7 price or pay less and get cheap clothes. Mind you, there is no greater profit for the merchant in No. 7 clothes, but there is more profit for you.

## No. 7 &amp; Co.

## No. 8

Is your next suit or overcoat to be a No. 8? The No. 8 & Co. label means 56 years of knowing how.

## No. 9.

Clothes that make good. You young men are strong for style in your clothes; got to have the smart, lively ideas; it's apt to be the most important thing to a young man. We agree with you; we're making your kind of clothes. You want style that stays stylish; that keeps its smartness as long as you pay for. Style must have something back of it if it's to stay. Back of our style you'll find all-wool fabrics properly shrunk; and the best tailoring.

## No. 9 &amp; Co.

Each person received a sheet of these advertisements and was asked to read them carefully so as to become thoroughly familiar with their contents. Then he was to number them in the order in which he would choose these firms as places to purchase a suit of clothes. Notice, he was not to say which he considered to be the best advertisement, but to which place he

would go first to purchase a suit, to which place he would go next, etc., through the entire list.

The results bring out some very interesting things. The accompanying table gives the advertisements in the order of their preference, the chief appeal in each advertisement, and the relative strength of each appeal.

Ad. No. 3	1.8 Fabric and style
Ad. No. 9	3.2 Style
Ad. No. 1	3.7 Success
Ad. No. 7	4.4 Expensive
Ad. No. 6	5.5 No sweatshop
Ad. No. 8	6.1 Age of firm
Ad. No. 5	6.6 Making acquaintances
Ad. No. 4	6.8 Cheap
Ad. No. 2	8.2 "Best in men's clothes."

The first column gives the original number of each advertisement in the list given above. The second column gives the average rank of each advertisement. For example, the first has a rank of 1.8. If every one of the 120 persons had given it first choice, then its rank would have been 1 instead of 1.8, but a few gave it second, third, and even fourth place. The larger these rank numbers are, the weaker is the advertisement.

Advertisement No. 3, emphasizing fabric and style, is easily the first choice. It is way above its nearest competitor. Its strength lies in the fact that it brings out just those selling points on which a discriminating man selects his clothes.

No. 9, emphasizing style alone, and No. 1, emphasizing the claim that success comes from wearing these clothes, are almost a tie for second place. Their appeals are not as strong as that of No. 3.

As we pass down the list, the selling points become more and more indirect and irrelevant. No. 7, emphasizing high price, receives its relatively high place because high price is taken to represent high quality and workmanship. For the same reason, No. 4, emphasizing cheapness, is placed next to the lowest position. In the minds of discriminating men, cheap price means poor quality and low values.

Another point in connection with No. 4 is of special importance. The places given to this advertisement by the 120 men are distributed very widely. Some ranked it very high and some ranked it very low. The rankings of all the other advertisements agree much more closely. There is greater difference of opinion on this advertisement than on any other. About one-third of the individuals placed it as high as No. 7. To them, cheapness, rather than quality or style, is the strongest appeal. The remaining two-thirds of the 120 persons placed it even below the lowest one.

This is interesting and important from the practical point of view. For it means that even in the best advertising mediums, read by intelligent persons, the appeal of cheapness finds a large class of people with whom it is the main consideration. And this class of readers is large enough to make cheapness usable as a selling point in high grade mediums.

No. 6, no sweatshop factory, No. 8, age of the firm, and No. 5, making acquaintances, are very weak appeals. In spite of their weakness they continue to be used, even by the best firms.

No. 2, best in men's clothes, has decidedly the poorest selling point. It not only tells you nothing about clothing, but it is apt to arouse distrust. It sounds boastful and savors of unreliability.

From this investigation, it would seem that the order of merit test gives us a fair indication of the relative pulling power of different advertisements. At any rate, it is a much more reliable index of the strength than the judgment of one individual, even though he be an expert. There is nothing far-fetched or theoretical about this test. It is simply common sense applied under scientific conditions to obtain and combine a large number of judgments into one final measurement.

**Five Essentials of the Test.** To what extent and under what conditions is this method reliable? An advertising campaign is an exceedingly complex affair. Numerous factors

affect it, seasons of the year, conditions of the market, methods of marketing and distribution, and many others. But assuming these factors to be normal and properly managed in a campaign, the relative power of different advertisements thus determined ought to hold fairly well.

The five chief conditions upon which the value of this method depends are: First, at least twenty-five persons must be chosen for making the test. That number is necessary to obtain reliable averages. It has been proved, however, that twenty-five are quite enough and give practically the same results as 100 or more would give.

Second, these twenty-five individuals must be chosen from the class to whom the advertisements are intended to go. If the above clothing advertisements were to appear in agricultural mediums, then the test should be made with twenty-five readers of those mediums. Or, if they were advertisements of ladies' suits in high class mediums they should be tested with readers of those mediums. Differences in tastes and attitudes and in methods of shopping, between men and women and between different social and intellectual strata of society, can thus be discovered which would not appear to one analyzing the situation while sitting in an office chair. Many times an expert analyzes and plans a campaign, only to find through costly experience that he has failed to see all the factors and details that enter.

Third, fictitious-names must be used in the test advertisements in order to avoid any partiality to or prejudice against the advertisements either on account of newness or familiarity of the name.

Fourth, in ranking the advertisements, each person should keep in mind this question, To which firm would I go first, to which second, to which third, etc., to purchase this article? — not the question, Which is the best advertisement? The latter would give quite different results and would not indicate the force of the appeals, because an advertisement might look interesting and attractive at first glance, and hence be placed high, but its text might be very weak.

Fifth, the test advertisements should be set up and printed just as they are to be used later, so that the illustrations, borders, display type, and the like, will make their combined impression. Plain typewritten or printed copy might give different results.

The chief criticism of this method is that the judgments made in a test of this kind are made more consciously than they usually are in response to advertisements. In everyday life we are influenced by the accumulated effect of half-conscious, half-forgotten impressions oft repeated at different times and under different circumstances.

Nevertheless, the author feels that the order of merit test has great possibilities in it, although it has not yet been tried out sufficiently to become standardized. The only way to determine ultimately its practical usefulness would be to test it out with advertisements whose returns have been or may be accurately checked. In this way it would be possible to find out how closely the actual pulling power coincided with the experimentally tested pulling power. Of course this would have to be done with many different advertisements of many different articles.

Should the accuracy of this test method be established sufficiently to make the method generally adopted it would be of much practical value and would tend greatly to reduce waste in advertising. The financial cost of testing out a set of advertisements for a campaign would be a very small item in the entire cost of the campaign.

**Appeals in Shoe Advertisements.** A test similar to the one with the clothing advertisements just described was made with the following shoe advertisements. These pieces of copy were taken from current advertisements appearing in high grade mediums. The only change in them is the substitution of a number for the name of the firm or the shoe. The test was made with fifty men and forty-eight women, all university students, who are fairly representative of the general class of persons to whom the mediums go in which these advertisements appeared.

The No. 1 Shoe. The satisfaction you get will prove the worth of your investment. For \$5.00 you get the best materials—and "Natural Shape" lasts for comfort—in a style to suit your taste.

No. 2's are made to fill certain needs—style, service, comfort, wear. For forty years these four fundamentals have dominated No. 2 manufacturing principles. The result—No. 2 merit is demonstrated, No. 2 prestige is unquestioned, as shown by a spontaneous, world-wide demand.

The above X-ray photo shows how a narrow, unnatural shoe bends and binds the foot into semi-uselessness and creates corns, bunions, etc. Shows you how 20% or more of real, valuable energy is actually destroyed. Save this valuable money-making energy! Put your feet into No. 3 shoes and banish forever all foot troubles. Give yourself handsome, healthy feet that you never give thought to except to admire their looks. For No. 3 shoes are good sense plus good looks.

Style inimitable. No. 4 style is distinctive,—peculiar to No. 4 shoes. You do not find its equal elsewhere. Because it is more than a name. It means taste—original design, exclusive patterns, refined lines, surpassing fit and finish. Shoes of high grade.

A good shoe is one that wears well, fits right and has distinctive appearance—all in a measure a little beyond your expectations. Did you ever wear a No. 5?

Two feet of comfort in No. 6 shoes. Ready to wear when you buy them. Not a single uncomfortable moment, because No. 6 are made on foot-molded lasts. They do not require breaking in. Pleasing to look at. Delightful to travel in. Sincerely made from a wide variety of dependable leathers in conservative and progressive models to fit the feet of well-dressed men.

Shoes of character. Character shows in shoes as in men. It speaks for itself. By right of better materials, by reason of better styles, because of finer lines and easier fit—No. 7's show for what they are. This general betterness is proved by thousands of the earth's wise folks who have been wearing No. 7's for years and years.

No. 8 shoes. In style, pure comfort, and durability, No. 8's lead the field, because: They are made by the most skilled workmen obtainable—union shoemakers. We have a last for every known foot. Best grade leather is used.

This No. 9 dull calf Oxford has a narrow, receding toe, the sole is flat with a low, wide shank, and the heel is low—what we call a square boot heel. The shoe is made of smooth, dull, Gun Metal Calf, a leather which has a finish which may be likened to the barrel of a fine shotgun. It is made on a special Oxford last which is thin under the ankle, and provides a sort of pocket for the heel. This prevents slipping or gaping sides.

Feet Ache? Get No. 10. The shoes that feel and look "Made to Measure." Perfection of style and comfort. They compliment the

feet of the best dressed men. Soles molded to conform to the contour of the feet and rest them. Fashioned from trustworthy dull, tan, and shiny leathers in scores of different shapes. Authority styles, \$4 to \$6.

**Tabulation of Results.** The results are shown separately for the men and the women in the following table. The first column gives the original number of the advertisement, the second gives the essential appeal in each piece of copy, and the third gives the average of all the ranks assigned to each one. The smaller the rank number is, the stronger was the appeal considered to be.

MEN			WOMEN		
AD No.	APPEAL	Av. RANK	AD No.	APPEAL	Av. RANK
9	Make and material..	2.4	5	"A good shoe".....	4.4
6	Comfort.....	2.7	6	Comfort.....	4.9
3	Healthy feet.....	3.0	10	Style and material...	5.4
10	Style and material...	3.9	2	Age and prestige....	5.5
7	"Character".....	5.3	8	Union workers.....	5.7
2	Age and prestige....	6.0	3	Healthy feet.....	5.8
8	Union workers.....	6.2	4	Style.....	5.9
4	Style.....	6.9	7	"Character".....	6.0
5	"A good shoe".....	7.2	1	Satisfaction.....	6.0
1	Satisfaction.....	8.6	9	Make and material..	7.0 *

The strongest appeal with the men is the one that brings out the material and the workmanship of the shoe. The emphasis on comfort is a close second. These are the essential features that a discriminating man looks for in a shoe. Style, pure and simple, does not appeal very strongly — not nearly as strongly as in the case of clothing advertisements. "Healthy feet" and "style and material" come near the top and are strong appeals, the latter chiefly because of its emphasis on material. That shoes show "character," or that they are made by an old firm or by union workers, are more or less indirect appeals and therefore stand low. It might be argued that if the name of the firm referred to in the appeal of prestige were given it would stand very much higher. Very likely it would; but in that case it would make a strong appeal because of the name of the firm and its reliability, and

not because it had been in business a long time. The two last appeals deserve to be last. They are almost wholly irrelevant and say nothing about the shoe. No. 5 says what a good shoe is and does, but there is no reason to believe that the No. 5 has any of these merits. No. 1 merely says that a \$5 shoe is made of the best material, and has natural shape, but there is no indication that these qualities are represented in the No. 1 shoe.

**Sex Differences in Shoe Advertisements.** The sex differences are rather interesting. In the first place, the women have not discriminated as sharply among the different appeals as the men have. One appeal is almost as good as any other. This is indicated by the fact that the numbers indicating the average ranks are much more alike for the women than for the men. With the women the appeals fall into three groups. "A good shoe" and "comfort" stand at the top. "Make and material" stands by itself at the bottom of the list, while the rest in the middle are of about the same value. The range for the women runs only from 4.4 to 7.0, while the range for the men runs from 2.4 to 8.6. This shows that the different appeals have very different strengths with the men and with the women.

In the second place, the irrelevant and indirect appeals stand much higher with the women than with the men. The first appeal, "a good shoe," is largely indirect. The most direct appeal, "make and material," which is at the top with the men, is at the bottom with the women. The appeals of style, No. 10 and No. 4, stand higher with the women than with the men. The appeal of "age and prestige" stands higher with the women than with the men, while the appeal of "healthy feet" stands higher with the men than with the women. The latter point is probably explained by the fact that the reference to corns and bunions is more distasteful to the women than to the men.

The practical implication in these results would be quite obvious. Appeals which are strongest with the men should be used in advertising men's shoes, as shown in the above

table, and the appeals which are strongest with the women should be used in advertising women's shoes.

Two extensive studies of the pulling power of different appeals have been made by Strong,<sup>1</sup> one with twenty breakfast food advertisements and the other with twenty soap advertisements.

**Selling Points in Breakfast Food Advertisements.** The breakfast food advertisements were arranged in the order of strength by fifty persons after the manner already described. This yielded the results in the accompanying table. Cleanliness is easily the strongest appeal; "food value," which is the essential idea in the second and third appeals, stands next; and "taste" is third in effectiveness. Prestige represented in "old reliable firm" has about the same position here as in the clothing and shoe advertisements. The food that has a souvenir in every package stands at the bottom of the list. The appeal of an "enormous manufacturing plant" is next to the last. The doctor's recommendation stands higher than either the Roosevelt or the royalty recommendation, because his opinion supposedly represents scientific advice.

BREAKFAST FOOD ADVERTISEMENTS

Ad No.	APPEAL	AV. RANK
16	Cleanliness.....	4.5
2	Doctor's recommendation.....	6.5
11	Brain power.....	7.9
3	Taste No. 1.....	8.0
1	Taste No. 2.....	8.2
6	Healthful No. 1.....	8.2
10	Healthful No. 2.....	8.5
5	Mental dullness removed.....	9.3
7	Magnifying glass (health).....	9.5
13	Old reliable firm.....	9.8
18	Roosevelt recommendation.....	9.8
19	Cheap.....	9.8
9	Shot from guns.....	11.0
12	Used everywhere.....	11.5
8	Necessary as Thanksgiving turkey.....	12.5
4	Men like it.....	13.0
17	Patronize home industry.....	13.1
15	Royalty recommendation.....	14.0
20	Enormous plant.....	14.9
14	Souvenir free.....	16.8

1. Strong, E. K., "The Relative Merit of Advertisements," *Science Press*.

**Appeals in Soap Advertisements.** The results of the test with the soap advertisements reveal some exceedingly interesting facts. Perhaps the most significant point is the difference in the strength of the various appeals with the different classes of persons. The first three groups of persons agree fairly closely, for the most part, but the group of farmers differs very widely from the other three. The appeal of cheapness, which is placed near the bottom in the first three lists, is placed first in the farmers' rating. The "souvenir free," which is placed last in the first three lists, is placed second from the top by the farmers. "Pure and clean," which is placed distinctly first in the three lists, is placed next to the last by the farmers. "Shampoo and bath," "exhilaration in bath," "health," "doesn't irritate the skin," and others

SOAP ADVERTISEMENTS

50 STUDENTS	101 MEN	95 WOMEN	97 FARMERS
16 Pure and clean 3.8	Pure and clean. 3.9	Pure and clean. 2.7	Cheap..... 7.1
6 Doesn't irritate the skin..... 5.0	Doesn't irritate the skin.... 6.0	Doesn't irritate the skin.... 4.1	Souvenir free.... 8.2
10 Health..... 6.3	Shampoo and bath..... 6.4	Health..... 5.3	Sold everywhere.. 8.7
8 Expensive.... 8.3	Health..... 6.5	Expensive..... 6.4	Reliable firm.... 9.4
11 Shampoo and bath..... 8.5	Expensive..... 8.6	Beauty..... 8.1	For particular people..... 9.6
4 Carnegie Institute... 8.5	Exhilaration in bath..... 8.6	Shampoo and bath..... 8.3	Baby..... 9.7
2 Dr.'s recommendation. 9.0	Reliable firm... 9.4	Exhilaration in bath..... 8.4	Large factory.... 9.7
9 Guaranteed.. 9.0	Dr.'s recommendation.. 9.5	Guaranteed.... 9.4	Carnegie Institute10.2
3 Baby..... 9.5	Guaranteed.... 9.6	Dr.'s recommendation... 9.7	Doesn't irritate skin.....10.4
17 Exhilaration in bath.....10.5	Baby..... 9.6	Baby..... 9.8	Royalty recommendation... 10.6
5 At our expense10.7	At our expense.10.1	At our expense.10.1	Health.....10.7
1 Beauty.....10.8	Beauty.....10.7	Reliable firm...10.1	Dr.'s recommendation.....10.7
13 Reliable firm.10.8	Royalty recommendation...11.1	Carnegie Institute...11.6	Beauty.....10.8
19 Cheap.....12.7	Carnegie Institute.....12.1	Sold everywhere.....12.6	Expensive.....11.3
12 Sold everywhere.....13.0	Roosevelt recommendation 12.1	Roosevelt recommendation 13.7	Shampoo and bath... ..11.4
18 Roosevelt recommendation.13.5	For particular people... ..12.3	Royalty recommendation 14.5	Exhilaration in bath.....11.4
15 Royalty recommendation 13.5	Sold everywhere.....13.1	Cheap.....15.1	Guaranteed.....11.6
7 For particular people.....15.8	Cheap.....14.8	For particular people.....15.4	At our expense...11.6
20 Large factory.16.1	Large factory ..16.5	Large factory ..16.6	Pure and clean...11.7
14 Souvenir free.18.3	Souvenir free...18.8	Souvenir free...19.1	Roosevelt recommendation..13.1

of a similar kind, are placed considerably lower by the farmers than by the other classes of persons here tested.

Another noteworthy feature about the ranking of the farmers is the fact that the appeals did not strike them as being so very different in strength. One appeal was almost as good as any other. The range extends from 7.1 to 13.1, whereas it extends more than twice as widely with the other classes.

The chief difference between the ratings of the men and the women is with regard to the appeal of "beauty." It is placed fifth by the women but twelfth by the men. It naturally makes a stronger appeal to feminine nature.

**Reliability of Order of Merit Test.** The ultimate criterion of the usefulness and accuracy of the order of merit method as a measure of the pulling power of advertisements is to compare the results of the tests with the actual returns of the advertisements. Up to the present time such a comparison has been made in only a few instances. These, however, seem to indicate that when the test is made according to the specified conditions laid down, the method is quite reliable.

Hollingworth<sup>1</sup> made a comparison of his test with the returns actually obtained from five advertisements of a lathe put out by the Bullard Machine Tool Company. He made the test with ten mechanics and engineering students and obtained the following results:

Thus we see that in this particular case the rank as determined by the test is exactly the same as the order of the pulling power as determined by the number of inquiries received. Advertisement C is the best in both lists. It brought forty times as many inquiries as advertisement D, the poorest in

ADS	AV. RANK	ORDER ACCORDING TO TEST	ORDER ACCORDING TO INQUIRIES RECEIVED
A.....	3.0	4	4
B.....	2.6	2	2
C.....	2.3	1	1
D.....	4.4	5	5
E.....	2.7	3	3

1. Hollingworth, H. L., "Judgments of Persuasiveness," *Psych. Rev.*, 1911.

the list. Hollingworth also states that a similar comparison made with some advertisements of Ingersoll watches showed a close correspondence between the test order and the order as determined by the actual returns.

Strong<sup>1</sup> made a test of three advertisements of the General Electric Company, Schenectady, N. Y. He found that of the three advertisements—A, B, and C—the first and the last were practically identical in strength and that both were very much superior to the second one. The actual results as found by the company showed that A and C were about equal, although A was the superior of the two, and that both were very much better than B. Thus the two orders agree almost exactly.

Ads	AV. RANK	ACTUAL EFFICIENCY ON THE BASIS OF 100% FOR A
A.....	1.74	100
B.....	2.64	52
C.....	1.76	93

**Differences between Men and Women.** This question is worth raising because many products are advertised and sold only to one sex, and because so many commodities used by both, such as household articles, are purchased largely by women. Some one has estimated that 80 percent of the ordinary necessities of life is purchased by women and that the purchasing of the remaining 20 percent is influenced by them. Now, what differences in the mental make-up between men and women are sufficiently marked to be worth consideration in the preparation of advertisements?

First, women are probably influenced more by "artistic appeals" than men are. Gale found, in testing the strength of various appeals, that women mentioned beauty or attractiveness of the advertisement about 30 percent more frequently than men did, as their reason for preferring an advertisement. In the preceding shoe advertisements, style was placed higher by the women than by the men, and in the soap adver-

1. Strong, E. K., *Jour. of Educ. Psychology*, IV, p. 393.

tisements, beauty was placed very much higher by the women than by the men. Strong also found with a group of Packer's Tar Soap advertisements, which were ranked five times at intervals of a week, that the "artistic" advertisements gradually increased in strength of appeal with the women, whereas they remained constant with the men. The "inartistic" advertisements waned in strength with each successive ranking by the women.

Second, women are apparently more attentive to, and more influenced by, irrelevant or indirect selling points. This fact is particularly noticeable in the test with the shoe advertisements. The indirect appeals stand nearer to the top in the women's rankings and nearer to the bottom in the men's rankings. The most direct appeal, "make and material," is the strongest with the men but the weakest with the women. In Strong's test with the Packer's Tar Soap advertisements, the indirect appeals, such as the picture of a baby in a satchel, a group of kittens, a boy in a cart, or a tired tourist, are placed higher by the women than by the men.

Third, women are somewhat more subject to suggestion than men are. In an experiment<sup>1</sup> on unconscious imitation in handwriting it was found that women showed greater modification in their writing than men did. The experiment was made by having a large group of men and women copy various samples of writing. They were told nothing of the purpose of the experiment. Each person stated after the experiment that he had made no effort to imitate the different styles and that he had not felt any change in his manner of writing. Yet it was found that nearly every one showed traces of modification in his writing in the direction of the model. Thus, when they were copying a vertical sample they tended to write more vertically, and when they were copying a slanting sample they tended to make their letters more slanting. The women changed their writing unconsciously by about 25 percent more than the men.

Likewise, a test with what is known as the "size-weight"

1. Starch, D., *Psych. Review*, July, 1911.

illusion, made upon boys and girls fifteen to seventeen years of age, showed that the girls were more subject to the illusion than the boys. By the size-weight illusion is meant the fact that a small solid object is usually over-estimated in weight, and a large, unsubstantial object is usually under-estimated. This suggestion of size as a factor in estimating the weight of an object is more powerful with girls than with boys.

Fourth, perhaps the most important difference between men and women which the advertiser must keep in mind, is the greater domestic interest of women, that is, the more intense interest in and the larger amount of time devoted to the home and the family. This difference, of course, is very deep-seated, and is a part of the very make-up of men and women. The appeals to the domestic instincts can, therefore, be utilized to far better advantage in advertisements designed to influence women.

There are, no doubt, numerous minor differences which need to be borne in mind in certain types of advertising, such as women's interest in social affairs, and their interest in "bargains."

### PROBLEMS AND QUESTIONS

1. Make a study of the different pieces of text for the clothing and the shoe advertisements given in this chapter. Rank them in the order in which they appeal to you, that is, which shoes or suit of clothing you would buy first, which would be your second choice, etc. Then compare your ranking with the averages given in the tables.

2. Discuss critically the value and usefulness of the order of merit test as a means of determining the strength of selling appeals. Indicate its possible weakness.

3. Make a thorough study of the current advertising of some one class of articles, such as foods, clothing, or life insurance. Make an analysis of the various selling points that are used. Enumerate them and determine as nearly as you can which points are used most frequently. Do these appeals strike you as being the most effective ones for that class of articles? Are there other appeals that are not used, which would seem to you to be effective? (To make the study adequate, examine at least a dozen advertisements, preferably more, of the particular class that you select.)

4. *The Planning of a Campaign.* Prepare in full detail the complete

specifications for an advertising campaign of an umbrella. Assume that it is a new article that has not been advertised before. The campaign is to run for one year.

- (a) Outline the general sales policy.
- (b) Specify the amount of money necessary to carry out the plan.
- (c) Specify the territory to be covered.
- (d) Designate the mediums that are to be used. Include the specifications for the space and the frequency of insertions.
- (e) Make as complete a list as you can of all appeals or selling points that you would consider effective.
- (f) Construct the layout and prepare the copy for the first two advertisements.

(It will be found more interesting and more profitable to prepare an actual campaign for a merchant or manufacturer, if such arrangement can be made.)

## CHAPTER XXIII

### THE ETHICS OF ADVERTISING

**Honesty the Key-note of Advertising.** Honesty is the foundation of confidence; and confidence is the greatest asset that any business can possess. Advertising, as well as all other forms of business transactions, should be absolutely trustworthy, for two reasons: First, for the general moral reason, that all forms of human intercourse should be honest and dependable; and, second, for business reasons, that lying and cheating in advertising, in the long run, are commercial suicide. Dishonesty in advertising destroys not only the confidence in advertising, but also in the medium which carries the dishonest advertisement. It hurts not only the particular business and the particular medium, but it indirectly harms all advertisers and all mediums by lowering the confidence of the buying public. Just as no one can be ill in a community without endangering others, so no advertiser can be dishonest without casting suspicion upon others.

**Types of Dishonest Advertising.** There are three types or grades of dishonesty in advertising which are easily recognizable. First, simple and perhaps harmless exaggeration; second, false implications without direct misrepresentation; and, third, gross dishonesty.

**Exaggeration.** Examples of the first can be found in almost any advertising medium. The use of the superlative is altogether too prevalent. "The finest," "the best," "the greatest," "the purest," "the most economical," and so on *ad infinitum*, are hurled at the public everywhere. Surely not all products of the same class can be the best or the finest. Thus in the same magazine we find that "..... Tires are America's best pneumatic tires," and a few pages farther on we find another firm claiming "..... Tires, America's Highest Grade Automobile Tires." Likewise, in the same medium one typewriter manufacturer claims to have "every improve-

ment that twenty years of thought and study could suggest." Near by, another typewriter manufacturer claims to have "the greatest advance in typewriter construction."

To show how frequent the superlatives are in current advertisements, here is a list taken from one magazine: "The best seven jewel watch." "..... Cement, none just as good." "..... Pork and Beans are the best that money will buy." "..... Ketchup, Our product is recognized as the best and purest of its kind." "..... System of reinforced concrete means the lowest cost of fireproof construction." "Not only is the ..... better but it sells for less than any other vacuum bottle." "..... Sectional Bookcases are better, much better, than others; they are the best obtainable anywhere!" "..... Stove Polish lasts longest." "Perfect fit and comfort of ..... quarter sizes, together with their eustom style and quality, combine to make ..... shoes the greatest shoe value in the world." "These paints are selected because they are the most durable."

"..... Buggies are the best made, best grade, and easiest riding buggies on earth for the money."

"..... Motor Boats—superior to all others for safety, comfort, durability, and speed."

"..... Boats, the only one offering the combination of speed with comfort and safety."

"A perfect shoe lace is here at last."

"A perfect dentifrice and a perfect package."

"We believe them the finest chocolates in the world."

"..... Stoves and Ranges, the best in the world."

"The best business card is the ..... card."

"We believe this new ..... to be the best car in the world."

"The most admired of time pieces."

Such exaggerations have been so common that the public takes them with a grain of salt and partly excuses them as being due to the advertiser's license of self-assertion. Nevertheless, the fact remains that superlative generalities are weak arguments and far less convincing than a statement

of facts. Much advertising copy could be improved by doing away with brag and substituting actual facts about the merits of the article. Thus instead of saying that So-and-so's is the

**FAT is Danger**

SHOWING REDUCTION OF 98 POUNDS.  
 Mrs. J. H. Woodbridge writes: "My figure and appearance wonderful improved; have lost 98 lbs."  
 1000 other testimonials, men & women, will be given you; investigate for yourself. Let me send you my **PROOF TREATMENT FREE** if you wish to reduce 3 to 7 pounds weekly, improve health and add years to life. I will also send **free BOOK of VALUABLE ADVICE**—Costs absolutely nothing. Write to-day. I will send all **FREE**, sealed, postpaid. Address: **DR. BRADFORD**, 184 N Bradford Building, 20 E. 22d St., New York. (Licensed physician by the State of New York.)

FIGURE 113

A form of advertising, which is offensive to good taste

best flour on earth, it would be far more illuminating to state some simple fact about its manufacture or about the grain from which it is made, or its nutritive value, or anything else that really means high quality. Here are two motor boat advertisements: One says: "Superior to all others for Safety, Comfort, Durability, and Speed." The other says:

"A stock boat entered last September in the Championship Race, New York to Poughkeepsie and return, maintained an average speed of 22.57 miles for the entire distance."

# Marshall Field & Company

## Infants' Wear Affords Exceptional February Values in Inexpensive Dresses



By providing little Dresses of really good material, with attractive laces, embroideries and tucks: as low as 45c. 50c. 75c and \$1.00, we believe this February sale affords values which will be appreciated in hundreds of Chicago's



sought to lower prices if possible, or, at least, to maintain an already low scale with improved quality. The knowledge of successful accomplishment in the present sale gives us sincere satisfaction to us as the exceptional values will to the mothers who make their purchases in this sale.



From Feb. 1 to Feb. 28, we have a special sale of infants' wear. Save six months, one and two years.

12-18-Monarch, ruffle, lace, buttons and bow, embroidery at neck and sleeves and down side front, both of same material.



12-20-Plain cotton-embroidered, tucks and embroidery ruffle on skirt.



75c-Monarch, bishop style with cluster of tucks and feather stitching.

12-18-Monarch, round yoke, tucks and lace on skirt, feather stitching.

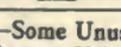


12-20-Monarch, round yoke, tucks, embroidery ruffle on skirt.

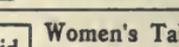


75c-Monarch, bishop style, tucks of feather stitching and embroidery. Embroidery on neck and sleeves.

12-18-Monarch, fine tucks, feather-stitching and lace embroidery on yoke. Fine tucking on neck and sleeves.



OTHER LINES OF INFANTS' WEAR CALLED IN THE BASEMENT SALEROOM.



75c-Monarch, plain round yoke with embroidery design.

## Silk Petticoats—Some Unusual February Values



Petticoats, close fitting, made of fine quality silk Jersey top, deep straight, fine plaited chiffon flounce with shadow lace insertions above hem. In black or white; also navy, beige and purple without lace insertions. Special, \$5.95, as illustrated.

Petticoats in black and new desirable colors, made of fine quality messaline silk, straight, fine plaited flounce, small plaited ruffle, silk underlay. Special \$3.50.

Other styles from \$2.95 to \$10.00. From Feb. 1 to Feb. 28.

## Women's Kid Gloves

20th annual sale, lasting the entire month of February.

The highest grades of leather possible to procure are available at the prices of comparatively inferior grades. Our world-famous Alexandre-Made Gloves are included, and are, in fact, the leading feature of this event.

Low expensive grades are shown in the Basement Saleroom.

## Women's Tailored Suits in a New and Very Attractive Style, at \$50.00

Fancy Tailored Suits of imported gaberdine and ripple cloths—collar and cuffs of white mousseline silk edged with self color peau de cygne silk. Coat is bolero effect in front and longer in back, with short kimono sleeves. Skirt is tunic with panel back, showing the new draps on both sides. Colors are black, navy, green, tan and Copenhagen. Price \$50.00.



## Women's Afternoon and Evening Costumes: Many Arrivals of Exclusive Models



Indeed, at this season of the year, have the new combinations of materials and colors been more fascinating—never have the trimmings been more effective—rarely have the styles shown such marked individuality. And even in the lines of the garments new shipment presents many changes.

In the four models which are illustrated many new features are shown. Such combinations of materials as marquisette and navy willow, crepe, tulle and chiffon; of colors, as rose and red, mahogany and black in the new woven crepe de chine—all will prove of interest to the woman who desires something different and individual.



The completeness of our assortment in styles, colors, sizes and materials makes this an exceptionally good time for the selection of costumes for afternoon or evening wear.

Special at \$45.00—We are placing on sale a limited number of the model on the right at a price which should make this an offering of unusual interest. The material and color combinations are exceptional.

Special at \$26.50—Dancing Dresses of messaline with tulle of chiffon and lace. Made in a model of unusual design. A large assortment of sizes. The color combinations with white of King's blue, pink and yellow are very attractive. These dresses are also made in all white.



FIGURE 114

Figures 114 and 115 represent two entirely different methods of announcing special sales. The one simply states the articles and prices. The second gives comparative prices of "tremendous" reductions. It raises the question in the minds of many customers as to whether they are genuine reductions and if so how those same articles could have been good values at the original prices



**GINSENG** Culture is the "Only Way" to make big money on little capital. One acre is worth \$25,000, and yields more revenue than a hundred-acre farm with ten times less work. You can take life easy and live in comfort on the large income from a small garden. Write today.

Another example of a different type of advertising:

**WHY NOT BE AN ARTIST?** Our Graduates are filling High Salaried Positions. Good artists EARN \$25 to \$100 PER WEEK and upwards in easy, fascinating work. Our courses of personal home instruction by correspondence are complete, practical. Twelve years' successful teaching. Expert instructors. Superior equipment. Positions ready for competent workers. Write for valuable art book, free.

Another remarkable class of achievements is advertised as follows:

**SHORTHAND IN 30 DAYS.** We absolutely guarantee to teach shorthand complete in thirty days or refund your money in full if we fail. You can learn in spare time in your own home, no matter where you live. No need to spend months, as with old systems. Only nine characters to learn and you have the entire English language at your absolute command.

Still another kind of misleading advertising is in the use of trade names, such as Genuine Boston Leather, Hudson Seal, Parisian Ivory, and Parisian styles and importations of various kinds. These articles are not leather or seal or ivory at all, and the name does not directly say so, but simply says Boston leather, etc., which may be an imitation of leather, or whatever the article may be.

**Gross Dishonesty.** R. G. Sharp, chief Post Office inspector, stated recently that "Only the few swindling promoters who were arrested last year (1911) obtained approximately \$77,000,000."<sup>1</sup> The chief classes of fraudulent advertising for which convictions in court have been secured are:

- Worthless industrial and mining stocks.
- Fake land schemes.
- Commission merchant swindles.
- Work at home schemes.

1. *Printer's Ink*, January 25, 1912, p. 22.

Fake correspondence schools.

Medical cures.

Fake mark-down sales.

Guarantees of salaries, involving the purchase of a set of samples.

Here is an example of the last mentioned type of advertising:

MEN WANTED on salary and expenses. One good man in every locality with rig, or capable of handling horses, to advertise and introduce our new patented household novelty direct and to the trade. No experience necessary. We lay out your work for you; \$25 a week and expenses; position permanent. Write.

W. A. Jenkins Manufacturing Company, London, Ontario, Can.

Concerning this advertisement Mr. Samuel Hopkins Adams says:<sup>1</sup>

What more innocent, on first thought, than, for example, a clothes-rack? Yet it is through this humble and useful contrivance that the W. A. Jenkins Manufacturing Company conducts its profitable swindle. Consider the advertisement hereto appended. Could any offer be more explicit of promise? Permanent employment at \$25 a week and expenses, and your work all laid out for you. "No experience necessary." Is it conceivable that there should be men toiling for a mere pittance, or out of work altogether, when opportunity such as this sounds its golden trumpet-call to a million households?

Let us then be up and doing the well-salaried and inexperienced work of the Jenkins philanthropy. We write, applying for the job. We receive promptly a reply flattering to our hopes, so flattering that we take little heed of a modest request for a \$15 order of clothes-racks to begin business on. As soon as we have ordered the \$15 worth of racks, with cash accompanying the order, the salary contract will be forthcoming. Forward goes the \$15. Back come the racks. But the salary contract? That's another matter. To be sure, there arrives a document, purporting to be a contract, but proving to be nothing at all but a curio of pseudo-legal crookedness. For our \$15 we have received a lesson in experience, and that is about all. Perhaps the racks should be reckoned on the credit side; but, personally, we have never possessed sufficient apparel to decorate \$15 worth of clothes-racks, and never hope to.

The Vigilance Committee of the Associated Advertising Clubs of America has done splendid work in exposing numer-

1. *Collier's Weekly*, July 24, 1909, p. 10.

ous swindles. One example of fake medical advertising may be quoted from the lecture prepared under its auspices by Mr. Karl E. Murchey:<sup>1</sup>

This advanced Medical Science outfit is a type of the fake institute which appears in the city where the graft looks good, advertises until the game gives out, and then moves along. This outfit made its big play on a machine which they called the diagraphoscope and with it they claimed to be able to see the organs in the living subject as they performed their functions, the results being achieved by the use of radium. They also claimed a number of other wonderful electrical contrivances for diagnosing and treating disease.

A young man in perfectly good health was sent in to them to be examined and when the diagnostician had looked at him through the diagraphoscope, the faker became very grave, and said: "You have a micro-organism of the stomach and it is a good thing that you came to us when you did. If you had waited a few weeks longer it would have been too late; the only man who can cure you is in the next room. I do not know which I would rather have, a micro-organism or a cancer."

The young man paid five dollars down on a fifty-dollar charge and was treated with a weak electrical current applied to the back and the pit of the stomach; was then given a box of ugly looking pills, and a bottle of glycothymoline.

On this evidence a warrant was secured for practicing medicine without a license, and the fakers departed early in the morning of the day set for their hearing. The diagraphoscope and all the other wonderful electrical apparatus was packed in a single trunk along with the personal belongings of the doctors. The diagraphoscope was pure fakery. It consisted of an ordinary electric buzzer, a circular tube, containing colored liquid and an ordinary photographer's hood, through which the faker looked at the patient when he turned on the buzzer current. There was no radium nor anything else of a scientific nature in the equipment. It was all unadulterated fake.

Examples of fraudulent advertising could be multiplied indefinitely. One type of deception generally practiced but not so generally detected by the public consists of mark-down and bankrupt sales. It is often difficult to distinguish between the genuine reduction sale at the end of the season and the fake reduction sale. (See Figures 114 and 115.) The first conviction under the new advertising law in New York, known as *Printer's Ink* statute, is recorded as follows:

1. Quoted by permission of Mr. Murchey.

Frank G. Gevin, doing business under the name of J. H. Murry, trustee of the Plymouth Raincoat Company . . . last year advertised a sale of raincoats alleged to have been procured at a private sale of seized garments by the U. S. Customs authorities. The representation was untrue, and the Court of Special Sessions on April 24 found Gevin guilty under the statute. The penalty is a fine of from \$25 to \$100.<sup>1</sup>

**Evidences of Improvement.** While there is still a deplorable amount of fraudulent advertising sent broadcast over the country, there is, nevertheless, a powerful movement on foot today which is determined to eradicate, as far as possible, all dishonest and objectionable advertising. The various sources from which this movement has gained support and the wide extent of its influence, even now, are bound to make advertising better and stronger in the future. *This movement toward genuine, honest advertising is the most important step yet taken in the entire history of advertising.* It dates back to about 1910, when its effect began to be of considerable prominence, as we shall presently see.

Some of the indications and some of the agencies at work in this crusade for honest advertising are as follows:

1. *Improvement in Mediums*, (a) in issuing reliable analyses and statements of circulation, and (b) in the exclusion, on the part of practically all high grade mediums, of fraudulent or undesirable advertising. Many magazines and newspapers have adopted definite standards as to the kinds of advertising they will not accept. Many mediums have even taken the stand that they will vouch for the responsibility of the advertisers using their mediums. Some have even gone to the extent of forcing irresponsible advertisers to "make good" their claims. See chapter on Mediums.

2. *Policies of Manufacturers.* Some manufacturers who realize the importance of truthful advertising, not only for themselves but for all advertisers, notify the publications to the effect that their advertising must be accepted only on the condition that it will not be placed on the same page with objectionable advertising.

1. *Printer's Ink*, May 4, 1911, p. 26.

3. *The Vigilance Committee.* In 1912 the Associated Advertising Clubs of America appointed a vigilance committee with a large membership, distributed all over the country, whose purpose is to locate the undesirable advertisers and see that they are properly dealt with. This committee has done splendid work in uplifting the moral status of the advertising business.

4. *"Printer's Ink" Statute.* Perhaps the most important achievement has been the adoption of legislation against fraudulent advertising. In 1911, *Printer's Ink* caused a statute to be prepared which makes dishonest advertising a misdemeanor. This statute has been made a law, practically in the form devised by the counsel of *Printer's Ink*, in sixteen states up to the present time. The text of this statute is as follows:

Any person, firm, corporation, or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, 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, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this state, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, 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 assertions, representation, or statement of fact which is untrue, deceptive or misleading shall be guilty of a misdemeanor.<sup>1</sup>

1. *Printer's Ink*, November 23, 1911, p. 68.

## APPENDIX

The following are illustrations of the different variations in the type faces of the Cheltenham "family."

6 Point Cheltenham Bold Condensed.  
**ABCDEFGHIJKLNMO 36 abcdefghijklmnopqrstvi 46**

8 Point Cheltenham Bold Condensed.  
**ABCDEFGHIKLM 30 abcdefghijklmnoprs 42**

10 Point Cheltenham Bold Condensed.  
**ABCDEFGHI 24 abcdefghijklmn 33**

12 Point Cheltenham Bold Condensed.  
**ABCDEFGH 22 abcdefghijkl 29**

14 Point Cheltenham Bold Condensed.  
**ABCDEFI 18 abcdefghij 24**

18 Point Cheltenham Bold Condensed.  
**ABCDI 15 abcdefg 20**

24 Point Cheltenham Bold Condensed.  
**ABC 12 abcde 16**

30 Point Cheltenham Bold Condensed.  
**AB 10 abcd 13**

36 Point Cheltenham Bold Condensed.  
**AB 8 ab 11**

42 Point Cheltenham Bold Condensed.  
**AB 7 ab 10**

48 Point Cheltenham Bold Condensed.  
**AI 6 ab 8**

6 Point Cheltenham  
 ABCDEFGHIJKL 28 abcdefghijklmnopqrstu 51

8 Point Cheltenham  
 ABCDEFGHIJ 24 abcdefghijklmnopq 42

10 Point Cheltenham  
 ABCDEFG 20 abcdefghijklmn 35

12 Point Cheltenham  
 ABCDEF 18 abcdefghijkl 29

14 Point Cheltenham  
 ABCD 15 abcdefghi 24

16 Point Cheltenham  
 ABC 12 abcdef 20

24 Point Cheltenham  
 AB 10 abcd 16

30 Point Cheltenham  
 AB 7 abc 13

36 Point Cheltenham  
 AB 6 ab 12

48 Point Cheltenham  
 A 4 ab 8

60 Point Cheltenham

A<sup>3½</sup> ab<sup>6</sup>

72 Point Cheltenham

A<sup>3</sup> ab<sup>5</sup>

6 Point Cheltenham Bold

ABCDEFGHIJK 28 abcdefghijklmnopq 40

8 Point Cheltenham Bold

ABCDEFGHI 24 abcdefghijklmn 33

10 Point Cheltenham Bold

ABCDEF 19 abcdefghijk 26

12 Point Cheltenham Bold

ABCDEF 17 abcdefghij 24

14 Point Cheltenham Bold

ABCD 14 abcdefg 20

18 Point Cheltenham Bold

ABC 12 abcde 16

24 Point Cheltenham Bold

ABC 9 abc 13

6 Point Cheltenham Bold Italic  
**ABCDEFGHIJK 26 abcdefghijklmno 38**

8 Point Cheltenham Bold Italic  
**ABCDEFGH I 23 abcdefghijklm 33**

10 Point Cheltenham Bold Italic  
**ABCDEF 18 abcdefghi 25**

12 Point Cheltenham Bold Italic  
**ABCDE 16 abcdefgh 23**

14 Point Cheltenham Bold Italic  
**ABCD 14 abcdef 20**

18 Point Cheltenham Bold Italic  
**ABC 11 abcd 16**

24 Point Cheltenham Bold Italic  
**AB 8 abc 13**

30 Point Cheltenham Bold Italic  
**AB 7 ab 10**

36 Point Cheltenham Bold Italic  
**A 5<sup>1</sup><sub>2</sub> ab 8**

48 Point Cheltenham Bold Italic  
**A 4 a 6**

30 Point Cheltenham Bold

**AB 7 ab 11**

36 Point Cheltenham Bold

**A 6 ab 9**

42 Point Cheltenham Bold

**A 5 ab 7**

48 Point Cheltenham Bold

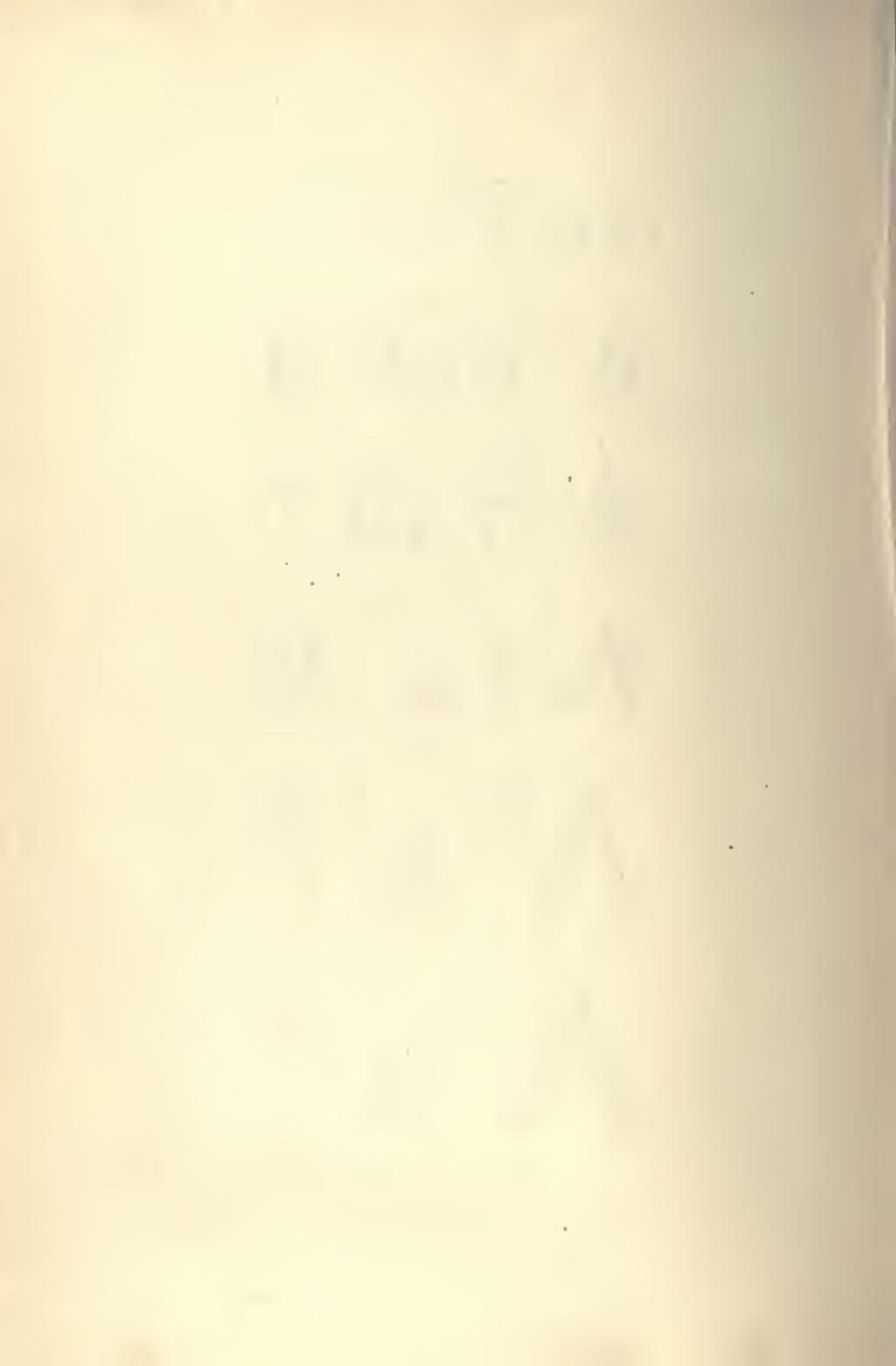
**A4 a 6**

60 Point Cheltenham Bold

**A<sup>3 $\frac{1}{2}$</sup>  a 5**

72 Point Cheltenham Bold

**A<sup>3</sup> a 4**



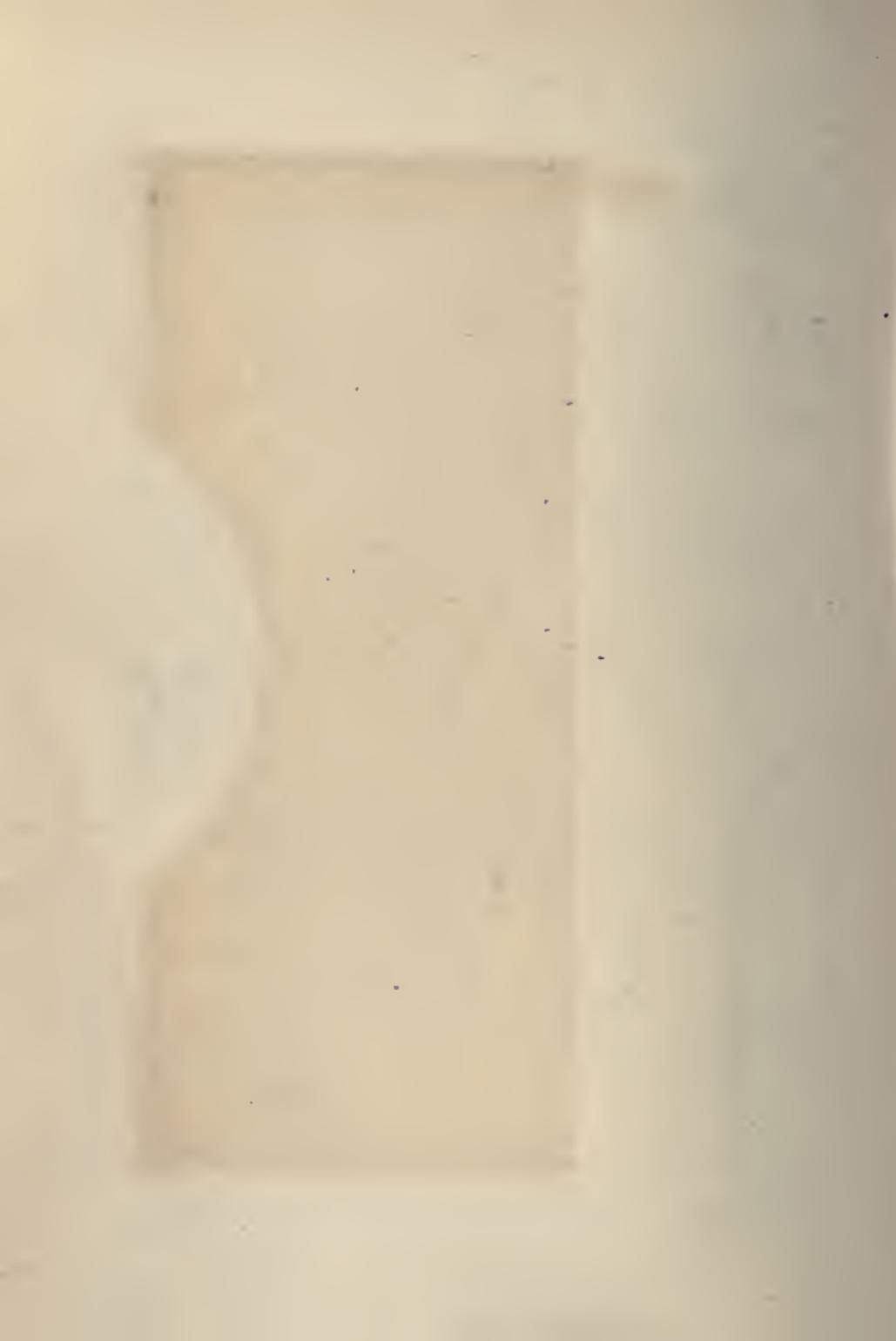












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