

## Shredded Wheat Advertising

*The China Weekly Review (1923-1950)*; Feb 2, 1924;

ProQuest Historical Newspapers: Chinese Newspapers Collection

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In the magazine *Advertising Fortnightly* of December 19, Truman A. DeWeese, publicity director of the Shredded Wheat Company, writes most interestingly about advertising. To quote, "Fifteen years ago the cost of advertising Shredded Wheat amounted to about a dollar a case. In 1923, through many years of advertising, the cost of advertising has been brought down to an average of sixteen cents a case. In other words, with the same appropriation each year the cost per case for advertising must naturally decrease with the increased volume of sales. No national advertiser who knows the game and who understands the relation of advertising to distribution will go out of a place because the cost for advertising is higher than it is somewhere else. He will pound away year after year until he increases the volume of sales and thus reduces the cost of advertising. Any corporation or firm that tackles advertising on a different basis from this will soon be off the map, and the consumers will be supplied by others who do not hesitate to pour in money though it doesn't yield immediate results."