

THE ADVERTISING HANDBOOK

A REFERENCE WORK COVERING THE
PRINCIPLES AND PRACTICE
OF ADVERTISING

BY

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THE ADVERTISING HANDBOOK

SECTION 1

WHAT ADVERTISING IS AND DOES

No satisfactory simple definition for advertising has ever been written. The word itself is derived from the Latin *advert* meaning "to turn the attention toward." Yet there are kinds or types of attention-turning, lecturing, for example, that are not ordinarily included within the meaning of advertising. A lecture may have an advertising effect but the message is delivered orally and would more properly be classed as personal salesmanship than as advertising.

Commercially, advertising is a form of selling, and yet advertising is used extensively to forward or promote movements in which nothing is for sale. The telephone companies, for example, during an epidemic, when their switchboards are short half of their operators, use advertising to induce the public not to telephone. Large corporations have used advertising to enlighten public opinion as to their practices.

"Spreading information through printed word and picture" answers fairly well as a general definition, though not one that is proof against criticism.

The word *advertising* as ordinarily used refers principally to advertising in newspapers, magazines, street cars, on bill boards, etc. But show-cards and other window or counter displays, signs, moving pictures, the daily mail, catalogs, sampling, all come within the broad classification of advertising. Even the package in which the goods themselves are put before the public may be an effective advertisement.

A mistake is often made in concluding that because some

product is not well adapted to advertising in the newspapers or magazines, it is something that is not or should not be advertised. One manufacturer of the United States who for years clipped all items referring to certain kinds of contemplated construction and followed up these leads with good letters and printed literature used to boast that he didn't have to advertise and didn't believe in it! He was making vigorous

use of one form of advertising but didn't know it.

Advertising, though referred to as "a new business," is really a very old art, though its development has come largely in the last twenty years. The ancients advertised and some of their announcements cut in solid stone are in a good state of preservation today. Noah's persistent warnings about the coming of the great flood was a form of advertising, though he used no printed or written appeals as far as we know. His campaign was not effective, however, because few believed him, and no campaign can be said to be effective unless the group or audience addressed believes the message.

The old-time town-crier was also an advertiser though he used



FIG. 1.—The town-crier was an early advertiser.

the oral method of "making known."

Advertising may be very extensive, as in case of a four-page insert in a magazine, a full page in a newspaper, or a massive catalog. On the other hand, it may consist of a trade name such as HOLSUM BREAD, or a name of a firm, as Jones Bakery. It may even consist of a symbol if that is understandable. Some symbols, used as trade-marks, in time acquire considerable advertising value.

The largest and most costly volume of advertising consists of those forms found in the magazines and newspapers, but

there are many other forms of advertising highly effective for certain classes of advertisers.

MANUFACTURING, SELLING, TRANSPORTATION, AND ACCOUNTING

The four major divisions of business may be said to consist of:

- (1) Manufacturing or producing
- (2) Selling
- (3) Transporting or delivering
- (4) Accounting

Compare with chart below.

The jobber and the retailer are relieved of the first undertaking but have, in its place, the problem of judicious buying of stock, which requires a great deal of business judgment.

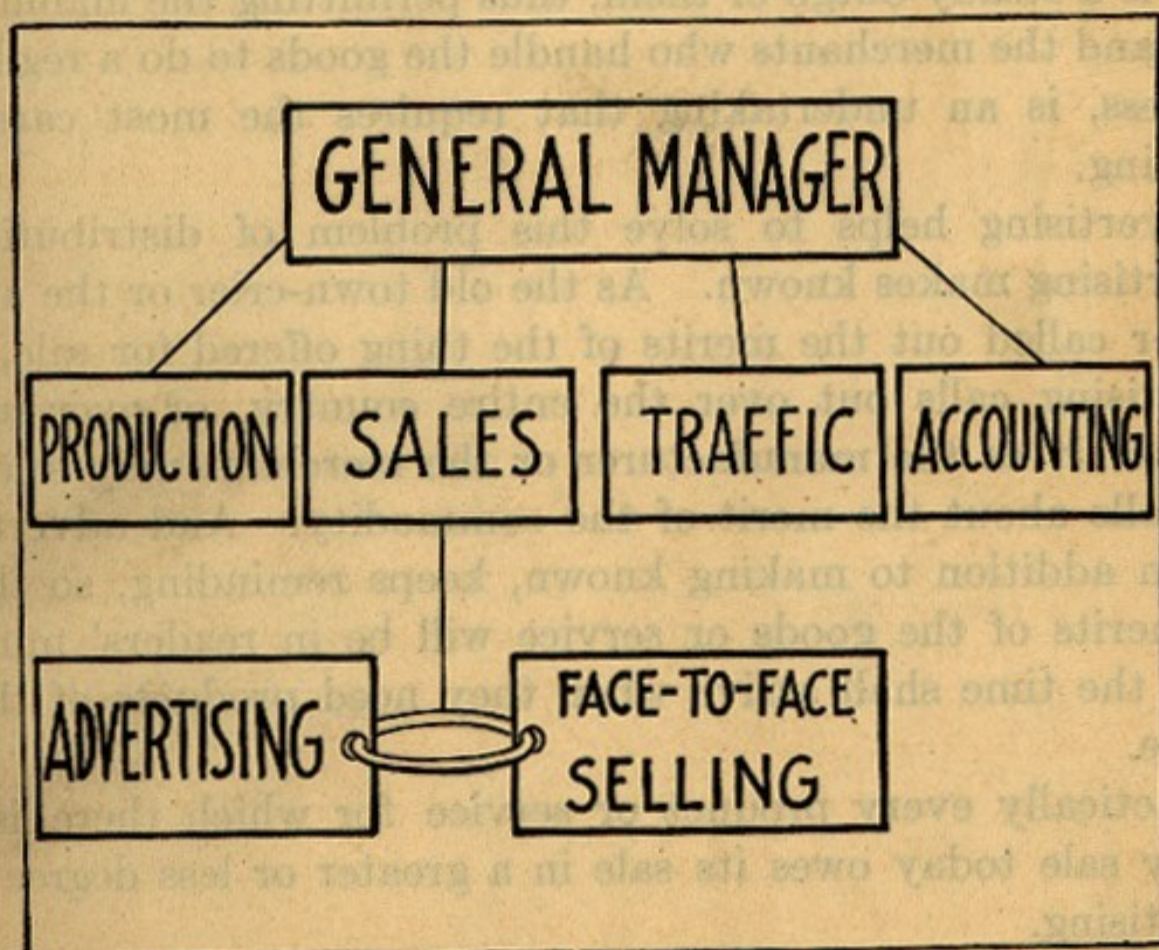


FIG. 2.—Relation of four major divisions of business.

Efficient manufacturing, on the part of the manufacturers, and judicious buying, on the part of the merchants, are, of course, fundamental requisites of any business campaign. Nothing that may be said about the importance of skilful sell-

ing should be construed as meaning that the production of a good commercial article is a simple process. To-day the various manufacturers are vying with each other, with the best designers, engineers, efficiency men, chemists, and inventors they can employ, to bring out distinctive new products and to improve old products. This is the very fountain head of business success. But even granting this, the problem of distribution, that is, first getting a product placed where the people who can use it to advantage can buy it conveniently and, secondly, creating a demand or favorable reception for it, very often constitute a more difficult problem than that of producing the article. It is no stupendous task, for example, for one to establish a cannery or a fish-packing establishment and put up an excellent grade of canned goods or fish. To create a market for the product of that particular cannery or fish-packing house and to get the goods so distributed that there is a steady outgo of them, thus permitting the manufacturer and the merchants who handle the goods to do a regular business, is an undertaking that requires the most careful planning.

Advertising helps to solve this problem of distribution. Advertising makes known. As the old town-crier or the auctioneer called out the merits of the thing offered for sale, so advertising calls out over the entire country, or over such parts of it as the manufacturer or the merchant may select, and tells about the merit of the commodity. And advertising, in addition to making known, keeps reminding, so that the merits of the goods or service will be in readers' minds when the time shall arrive when they need products of that nature.

Practically every product or service for which there is a steady sale today owes its sale in a greater or less degree to advertising.

THE REASON FOR ADVERTISING

One who begins to show an active interest in advertising, whether as a business man or as a student, will now and then be called on to show why advertising is necessary. There are probably few boards of directors or executive committees on

which there is not a member who feels that advertising is unnecessary, a thing associated with fake medicines or oil stocks of little value. This type of man is usually inclined to argue that if a product or service is meritorious, it will advertise itself. That is true to a limited extent. Some of the most effective advertising comes from what satisfied customers say about a product or service. The difficulty with that kind of advertising is that it usually does not go far enough or spread rapidly enough.)

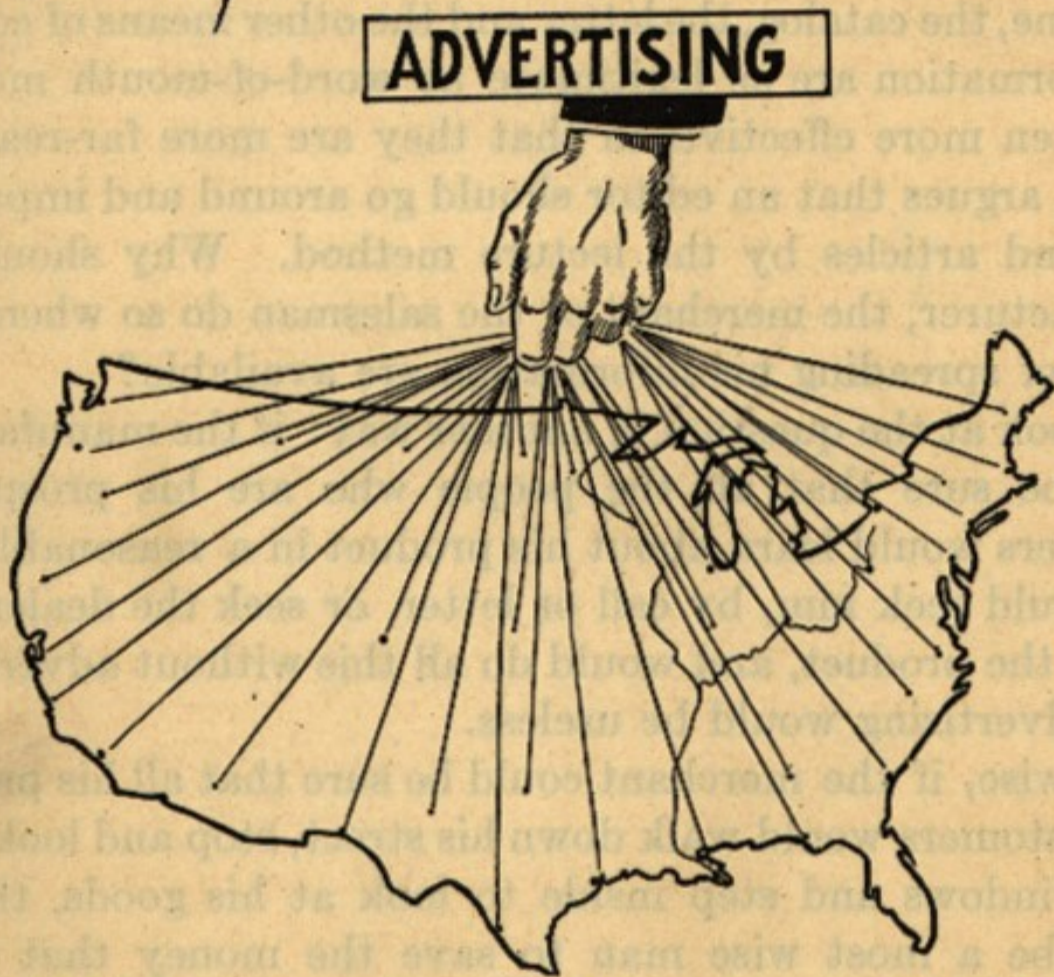


FIG. 3.—Modern advertising may cover the nation as easily as the town-crier covered his home town.

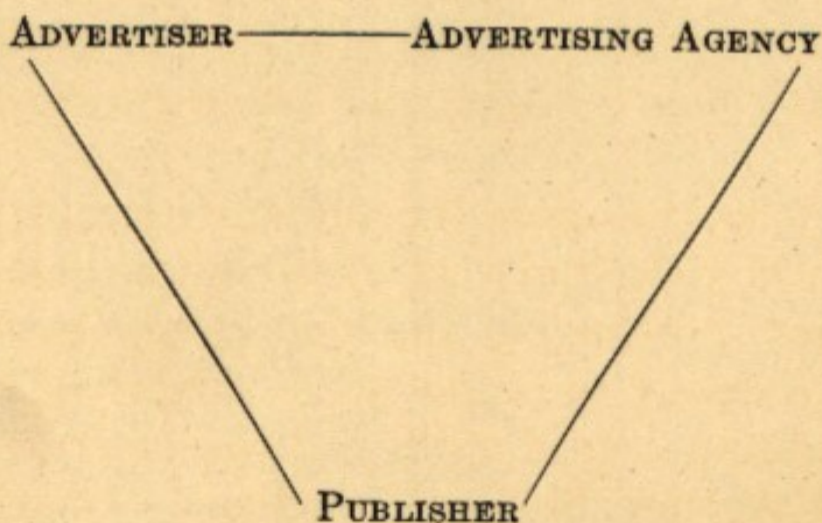
If the needs of mankind were very simple, if a family bought only a score of things, people might probably spread from one to another so much information about what they bought and used that printed advertising would be unnecessary. But modern life is complex. Thousands of different kinds of commodities and services are produced and offered for sale. No man's life is long enough for him to obtain first-hand knowledge of all the things that he buys and uses. If he knows all about hats, he is not likely to know as much about shoes. If he is an authority on adding machines, he is not likely to know much about canned pineapple.)

SECTION 3

THE ADVERTISING AGENCY AND ITS WORK

The Agency and National Advertising.—The advertising agency, or the advertising agent, does not enter to a very large extent into retail advertising. In fact, the advertising of the large department- and dry-goods stores is rarely ever handled by an advertising agency that specializes in national advertising. In the field of national advertising, on the other hand, it is safe to say that by far the greater part of the work is done wholly or partly by advertising agencies.

The three organizations creating and circulating national advertising in the magazines and newspapers may be said to form a triangle:



The triangular relationship

Reasons for Existence of Advertising Agency.—It is possible for an experienced advertiser to conduct all of his negotiations with publishers direct and to have such a well-organized advertising department that he can execute anything in the way of advertising that may be required. However, he may not find it profitable to do that. An organization serving a number of advertisers may have facilities for the preparing, placing, checking and the accounting of adver-

tising that no one advertiser could afford to maintain for his own use. Again, an agency organization may employ investigators, a staff of copy-writers, an art department and other specialists such as fashion writers, domestic science experts, etc., whose employment no one advertiser's work would warrant.

It is, however, to the new advertiser that the advertising agency brings the largest service. The new advertiser needs expert counsel and guidance more than the experienced advertiser. The agency, taking its staff as a whole, may have had experience with hundreds of advertising campaigns, some of them similar to the plans which the new advertiser is considering.

The modern agency is prepared to conduct investigations of various kinds for a client—investigations among consumers or possible consumers, dealers, publications (to see who reads a periodical, what confidence they place in it, etc.), to undertake test campaigns and perform all of the varied functions that modern merchandising may make necessary.

In other words, the advertising agency brings to the advertiser the experience and service of a staff of experts, and the advertiser may buy the time and aid of these to the extent of his need.

The agency also brings to the advertiser's copy problem the outside point of view, and very likely will be able to keep the advertiser from putting out the kind of advertising that will be interesting chiefly to people in the advertiser's business or to his competitors instead of his real consumers.

Charts of Agency Service Functions.—Charts 1 and 2 illustrate the various relationships with advertiser and publisher and the many-sided work of the agent.

An advertising agency may undertake a very broad type of work for clients, such, for example, as conducting investigations among consumers and retailers for facts on which to base a campaign, or it may aid the advertiser in carrying an educational campaign among retail salespeople, or it may prepare syndicate or special articles about a business or a product and secure the publication or other circulation of considerable of such material.

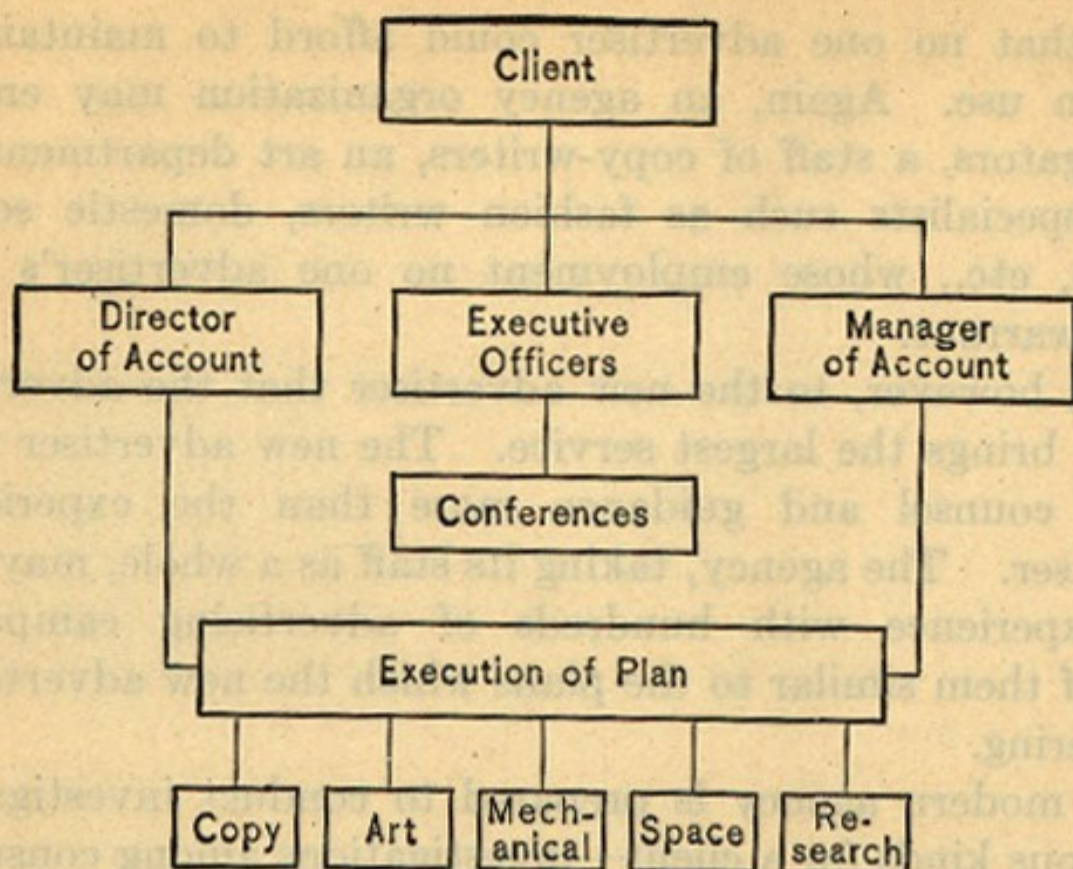


CHART 1.—Showing contact of advertiser with the executives of the advertising agency.

AGENCY SERVICE

Agency Service consists of interpreting to the public, or to that part of it which it is desired to reach, the advantages of a product or service.

Interpreting to the public the advantages of a product or service is based upon:

1. A study of the product or service in order to determine the advantages and disadvantages inherent in the product itself, and in its relation to competition.
2. An analysis of the present and potential market for which the product or service is adapted:
 - As to location
 - As to the extent of possible sale
 - As to season
 - As to trade and economic conditions
 - As to nature and amount of competition
3. A knowledge of the factors of distribution and sales and their methods of operation.
4. A knowledge of all the available media and means which can profitably be used to carry the interpretation of the product or service to consumer, wholesaler, dealer, contractor, or other factor.

CHART 2a.

A large agency may employ a number of specialists—men of engineering training or chemical training, for example, women writers who can bring the woman's point of view to bear on products, etc.

On the other hand, the smaller type of agency is likely to give the more professional type of service. It is not so

This knowledge covers:

- | | | |
|-----------------------|---|----------|
| Character | } | Quantity |
| Influence | | Quality |
| Circulation..... | | Location |
| Physical Requirements | | |
| Costs | | |

Acting on the study, analysis and knowledge as explained in the preceding paragraphs, recommendations are made and the following procedure ensues:

5. Formulation of a definite plan.
6. Execution of this plan:
 - (a) Writing, designing, illustrating of advertisements or other appropriate forms of the message.
 - (b) Contracting for the space or other means of advertising.
 - (c) The proper incorporation of the message in mechanical form and forwarding it with proper instructions for the fulfillment of the contract.
 - (d) Checking and verifying of insertions, display or other means used.
 - (e) The auditing, billing and paying for the service, space and preparation.
7. Co-operation with the sales work, to insure the greatest effect from advertising.

The more clearly the nature of the work is defined, and the more generally it is understood, the more quickly will those who are not disposed to live up to their obligations be forced out of the business; the more, also, we will support, encourage and develop those who are disposed to live up to their obligations, and the more we can help them to do so.

CHART 2b.

likely to have the solicitor or salesman type of representative that the large agency must have as a means of getting new business. The representative of the small advertising agency is a principal of the agency and a service man—one of well rounded advertising experience who will give the business that he solicits his personal attention to a large degree. As a matter of fact, such an agency can go out and command the services of artists, printers, and research bureaus easily, and on

the basis of employing them for just the service needed—just as the advertiser employs the agency.

Agency Commissions.—The publishers of newspapers and magazines look upon the advertising agent, as a rule, as a creator of new advertising accounts and a guide to advertisers generally, and though they expect the agency to serve the advertiser primarily, they recognize agency service by allowing a commission of from 10 to 15 per cent. on all national advertising placed with them. In general, newspapers decline to allow commissions on local advertising, though this rule is not strictly adhered to. A number of technical and trade publications also refuse to allow commissions, holding that the agencies do not play a creative part in their field and that if buyers of their space wish to make use of the services of an agency, they should pay extra for such service. Furthermore, some of this group of publishers maintain service departments which attempt to duplicate agency service so far as the preparation of copy is concerned.

Recognition of Publishers' Associations.—There are several groups of publishers, the Periodical Publishers' Association, the American Newspaper Publishers' Association, and the Agricultural Publishers' Association, which undertake to pass on the qualifications of advertising agencies and recommend to their members whether or not the usual agency recognition should be granted. Each of these associations has its own lists of questions. In brief, the inquiry is aimed at ascertaining whether or not the new agency is a bona fide one, serving several advertisers rather than being merely the employe of one, whether the organization or the individual composing the agency has the requisite experience, ability and capital to conduct his business properly, and whether the agency will undertake to maintain the rates of the publishers strictly if he is granted recognition.

The recommendation of these associations to their members is not an absolute necessity to one going into the advertising agency business, because different members of such associations may and frequently do recognize advertising agents and grant commissions before their associations act, but it is of considerable value to a new advertising agent to have any

strong publishers' association pass favorably on his qualifications and recommend recognition by its members.

Service Agencies in National and Local Work.—Within the past ten years a new type of advertising agency has grown up referred to generally as a "service agency"—meaning an agency that may devote itself to the preparation of advertising plans, direct literature, copy for magazine and newspaper advertising, illustrations, printing, etc., but not placing advertising with the periodicals on the usual commission basis. Some of these conduct very successful businesses.

Much local advertising is placed by organizations of the service type, serving a list of advertisers on a salary or fee basis according to the type and extent of the work done. One of the most promising fields for the young advertising man is to start modestly with perhaps only desk room and later a small office of his own, dividing his time between several local or other advertisers. Technical advertisers, for example, whose advertising is not placed on the commission basis and whose accounts are not usually sought by the larger advertising agencies, afford a good field for the service agency. Direct advertising literature, sales letters, follow-up systems, and house-organ publishing have also afforded the service agency a fruitful field.

Terms for Handling Advertising.—The established advertising agencies nowadays usually handle national advertising on the basis of, either (1) retaining the full commissions granted by the publishers and giving their clients the benefit of the cash discounts granted by the publishers or (2) billing the advertiser at the net cost of space, illustrations, printing, etc., plus a uniform commission of fifteen per cent. Some agencies place the large accounts as low as twelve or ten per cent. on the net cost except in those cases where the commission from the publisher is fifteen per cent. and where the publisher has required an agreement that no part of the commission will be given to the advertiser. Such publishers regard the granting of any part of the agency commission to the advertiser as being equivalent to a cut in advertising rates.

Different Types of Agency Organization.—An advertising agency may consist of merely one man, or woman, of good

advertising experience aided by office assistants. Such an agency will have its art work done by independent artists and may even arrange for necessary research work by persons particularly qualified for such service. This type of agency is more on the professional type of the lawyer or the engineer.

From this one-person type of agency there are organizations of different size and organization all the way up to the very large agency employing hundreds of persons and which main-

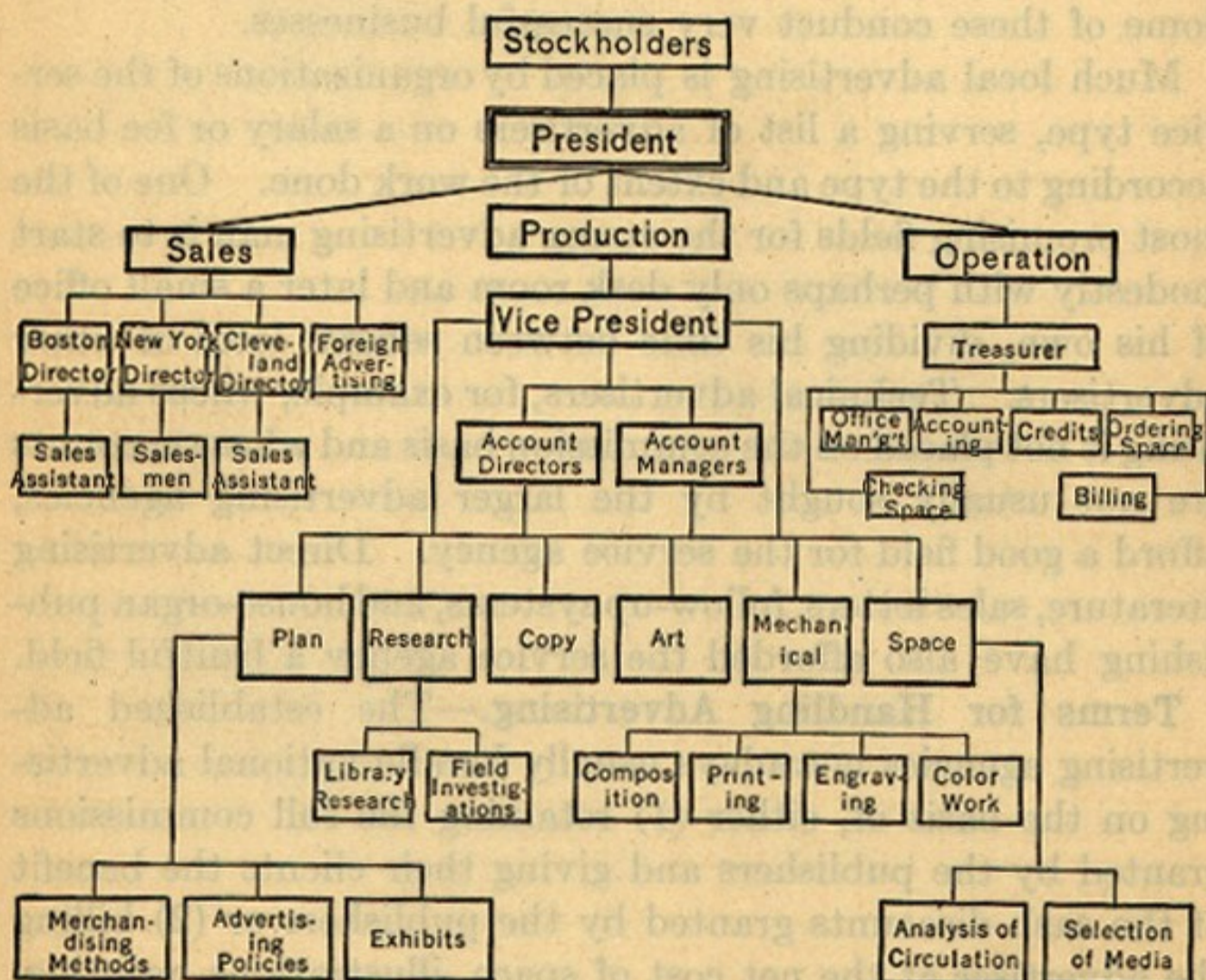


CHART 3.—The organization of a large advertising agency.

tains large art and printing departments, a number of branch offices in various parts of the country, a copy-writing staff of forty or fifty people, perhaps a test kitchen for experiments with food products, and perhaps an outdoor advertising department prepared to design, produce and place posters, etc.

Chart 3 shows the various departments of a large agency.

Chart 4 illustrates the progress of a campaign from the interview with the client to the billing of the advertising.

"Progress of Work" Chart

Illustrating the method by which the entire equipment and individual and composite experience of the Tracy-Parry Company are brought to bear upon the advertising of its clients

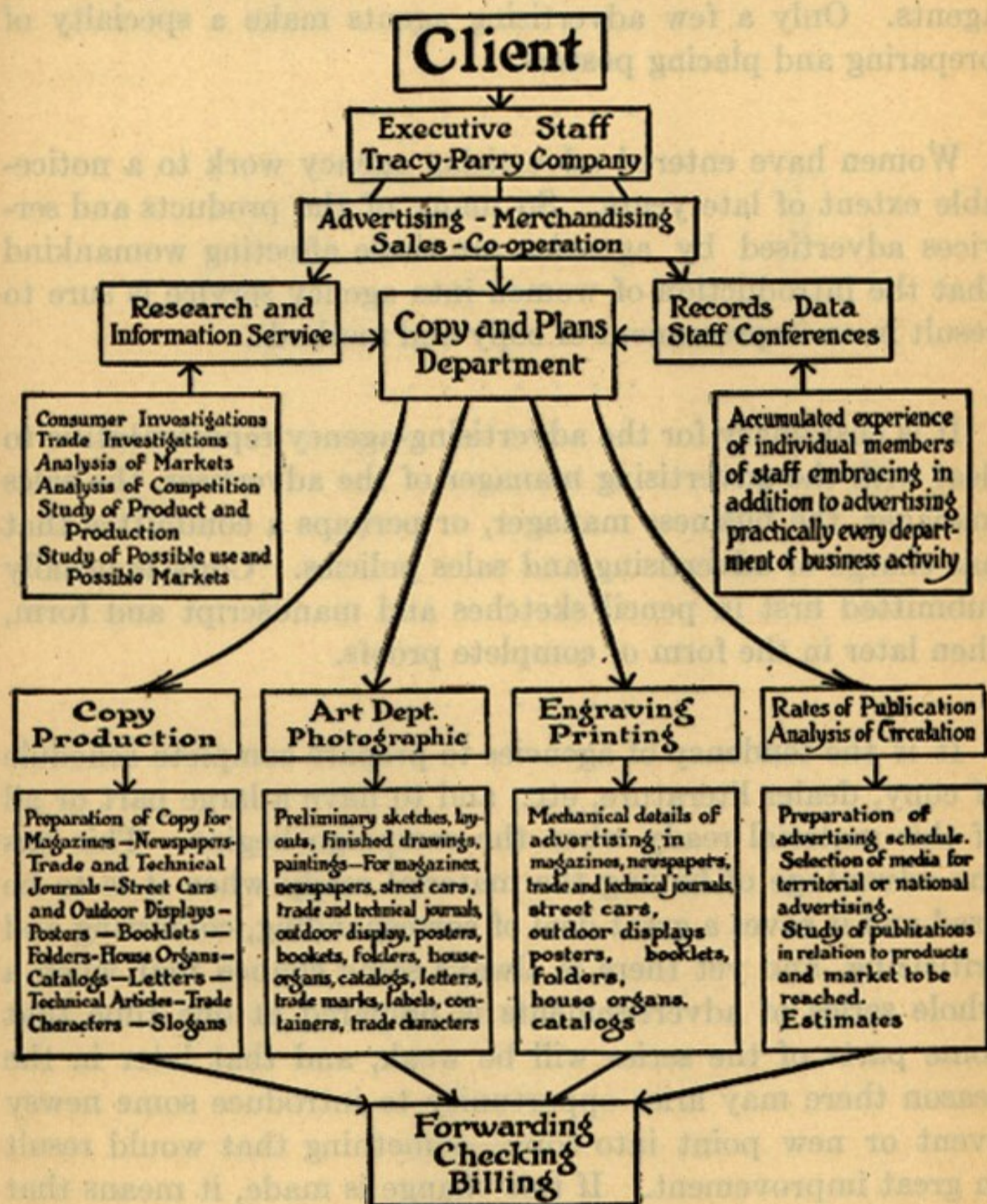


CHART 4.

SECTION 4

PSYCHOLOGY OF ADVERTISING

Much that appears in the various chapters of this volume is interwoven with psychology, which is merely the science of the mind, the instincts, and the emotions.

In the treatment of Catalogs, Booklets, Folders and Cards there are considerations of the psychology of interest, of color and of impression generally.

In the study of the various forms of mediums, consideration is given to the psychology of attention, of reading habits, and of memory.

Advertising display involves the psychology of attention also.

Psychology is so vital a part of advertising copy that no treatment of the subject can be thorough without bringing in a study of the psychology of interest, of appeal, of decision and action. Consequently, considerable of the discussion and data on copy presented by this volume is psychological in character.

There are, however, some fundamental principles of psychology that have such an important relation to advertising that they call for detached explanation.

Association of Ideas.—Perhaps the principle of psychology that the advertising man encounters more frequently than any other is that of association of ideas.

Thoughts do not run in the mind independently of each other, though occasionally the thought does flit to a new subject apparently disconnected from what was in the mind previously. But most of the time, the thought runs along like a current, passing from one topic to another as these are suggested. In the recesses of the memory topics lie stored but connected with each other. Mention Mt. Vernon, and instantly the view of that colonial house on the Potomac and the



STEINWAY

The Instrument of the Immortals

There has been but one supreme piano in the history of music. In the days of Liszt and Wagner, of Rubinstein and Berlioz, the pre-eminence of the Steinway was as unquestioned as it is today. It stood then, as it stands now, the chosen instrument of the masters—the inevitable preference wherever great music is understood and esteemed.

STEINWAY & SONS, Steinway Hall, 107-109 E. 14th St., New York
Subway Express Stations at the Door

FIG. 1.—The age of the musician, the shadow of the room and the entire "atmosphere" of the design appeal to the imagination.

name of George Washington come before our minds. Name Wilbur Wright and the aeroplane and all its achievements come to our mind's eye. "Baked Beans" suggests Boston,

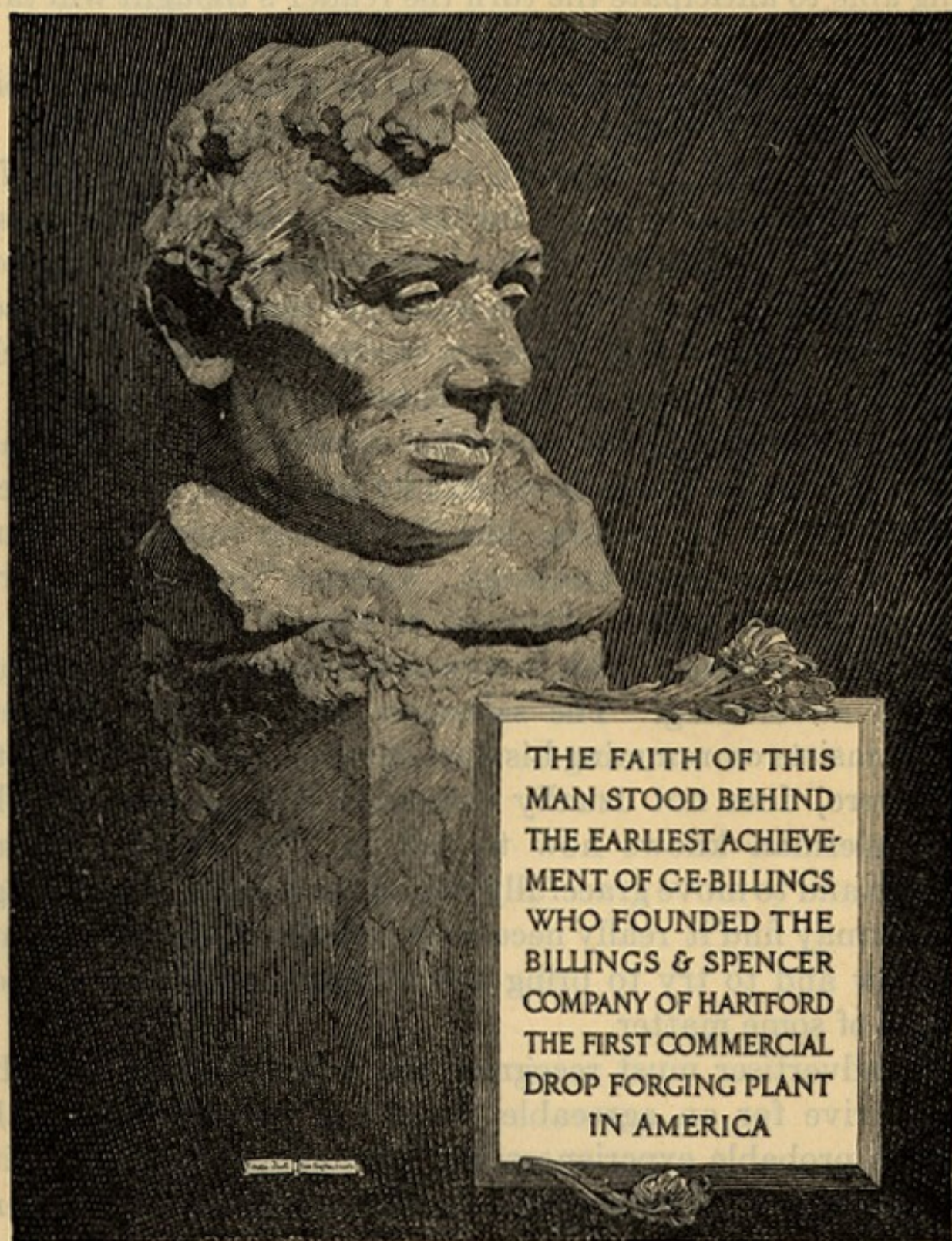


FIG. 2.—Though this advertisement drew unusual attention, the association between Lincoln and the Billings & Spencer Company seems hardly close enough to make a lasting impression on the reader.

"Akron" suggests the manufacture of rubber products, "Detroit" that of automobiles and automobile accessories.

In other words, certain thoughts have become fixed in our minds in connection with certain other thoughts, and when we

bring up one end of the connection the other is likely to follow. There are paths, as it were, from one of the topics to the other. This is important to the advertiser, for much depends on his being able to anticipate the turn the reader's thought will take or on his ability to guide that reader's thought.

There is a motive, and a good one, in calling an automobile the "Lincoln," for that suggests sturdy, honest qualities.

No writer would undertake to make a real hero out of a character known as "Percy," for this name suggests "sissiness."

Channels of Thought.—It has been pointed out that various things in every normal human mind are related or associated with other things—that there are tracks, grooves or channels, as it were, in the mind between these associated objects.

Remembering this, the advertiser must also remember that the thought of the reader is constantly in motion, like a tireless electric current but seeking, like the electric current or a current of water, the easiest passage. Given a "good conductor," thought moves easily. Attempt to repress it or to drive it back, and it resists. This is seen more easily in salesmanship than in advertising. The salesman who belittles our ideas or who insists on ramming his own opinions down our throats, as it were, does not usually command our patronage. The keen salesman knows how to fall in with the customer's thought and to move gracefully with it for a while, even though later he may find it really necessary to differ from the customer's view and to try to bring the customer to a new opinion or view of some matter.

The advertiser must recognize this mental condition. He must strive for an agreeable "point of contact" with the reader's probable experiences and thoughts, and travel with those thoughts. Every reader has passed through the experience of reading something that so accords with his own views that he almost says aloud, "That's so." The most enjoyable sermons, editorials and stories are those that, to some degree at least, accord with our own reflections. The minister, the editor, or the writer may lead us on to new convictions, but he at least accomplishes his mission by dropping into our channel of thought and guiding it rather than repelling or irritating it.

The modern advertiser is constantly asking himself "What is the reaction of the consumer or the dealer as the result of this advertising?" A single false note or unfortunate statement may be sufficient to interfere with the delicate task of guiding minds to the desired conclusion.

Unpleasant Associations and Negative Appeals.—Because of the ready association of ideas, it is desirable in advertising to keep clear of those names and thoughts that suggest unpleasant things. Probably few people would feel attracted toward a coffee that was known as "Boarding House Coffee," though "Hotel Astor Coffee" has much in its favor because of its associations with a high-grade hotel. Most people would probably be prejudiced against living in a suburb if it were named Lonesomehurst or Hecktown, therefore real estate men very wisely give suburbs attractive names. These are extreme examples, but they serve to illustrate the idea. Many advertisers, while not choosing names or advertising appeals that are decidedly repulsive, are guilty of selections that are unattractive or, at best, commonplace.

Considerable is said in advertising circles about the inadvisability of using negative appeals—appeals that show the result of not using the advertiser's product rather than those which show the results of using it. Examples: a bent-over figure illustrating the effect of rheumatism as an illustration for a rheumatism remedy; a fire, with loved ones in danger, as illustrating a fire-extinguisher; an automobile that has crippled some one because driven without chains on slippery streets as an illustration for automobile chains.

An advertiser does not, however, do well to conclude that all such illustrations and appeals are without merit just because they show the negative or sad side of the picture. It is safe to say that no advertisement should be so alarming or repulsive as to repel the reader and make him feel that it is undesirable to read what the advertiser says or to use his product. But the truth, on the other side, is that people have to be shocked into doing some things that it is their duty to do.

The advertiser of a fire-extinguisher can show the dangers of fire, while at the same time showing the positive side of the picture with an illustration depicting the mother easily putting

**“I
never
saved
a cent”**



17 c.

**saved each day will soon pay
for a share of our Preferred
Stock which pays dividends
every 3 months amounting
to more than 7½ % on
your money each year.**

PENNSYLVANIA POWER & LIGHT CO.

A BUSINESS WHICH OF NECESSITY IS PERMANENT

FIG. 3.—The negative appeal is too pronounced in this example. The reader may be amused by the disreputable looking tramp but the appeal does not lead directly enough to the real subject of the advertisement.

out the blaze in the home while a child clings affrighted to her skirts. But it is not so easy for the advertiser of Weed chains to show the positive side, and it is within the bounds of good advertising for him to illustrate the disaster that is likely to come from driving unchained wheels on slippery roads and streets.

FIG. 4.—A name and a touch of illustration that create distinctiveness.

An effective illustration for a proprietary remedy showed a neuralgic sufferer holding his face in his hand. This was the negative side, for the remedy was supposed to eliminate rather than cause pain, and yet it is certain that such an illustration caught the attention of those who suffer from neuralgia.

One very large national advertiser who can trace returns with considerable accuracy finds, after many years' experience with both positive and negative styles of copy, that the positive style has usually been the more effective of the two, and



“What! My Car?”

“Yes! skidded—and it’s up to you. You failed to provide the chauffeur with Tire Chains. Only good luck saved your wife from paying the supreme penalty for your negligence. She’s on the way to the hospital painfully injured, but the doctor thinks she’ll pull through. You’d better hurry to the hospital and then report to headquarters.”

How strange it is that disaster must come to some men before they realize that all makes and types of tires will skid on wet pavements and muddy roads when not equipped with Chains.

These men do not appreciate until too late, that by failing to provide Weed Anti-Skid Chains they expose their families to injury and death.

The time to provide against accidents is before they happen. Don’t wait until after the first skid. Put Weed Chains on all four tires at the first indication of slippery going and you will have quadruple protection against injury, death, car damage and law suits.

Weed Chains are Sold for All Tires by Dealers Everywhere



American Chain Company, Incorporated

BRIDGEPORT, CONNECTICUT

IN CANADA: DOMINION CHAIN COMPANY, LIMITED, NIAGARA FALLS, ONTARIO

FIG. 5.—Unmistakably the negative appeal, because it illustrates what may happen when the advertised product is not used but a very effective appeal nevertheless.

yet there have been successful advertisements used by him that would undoubtedly be classified as negative by psychologists and probably condemned notwithstanding the fact that they have brought excellent returns.

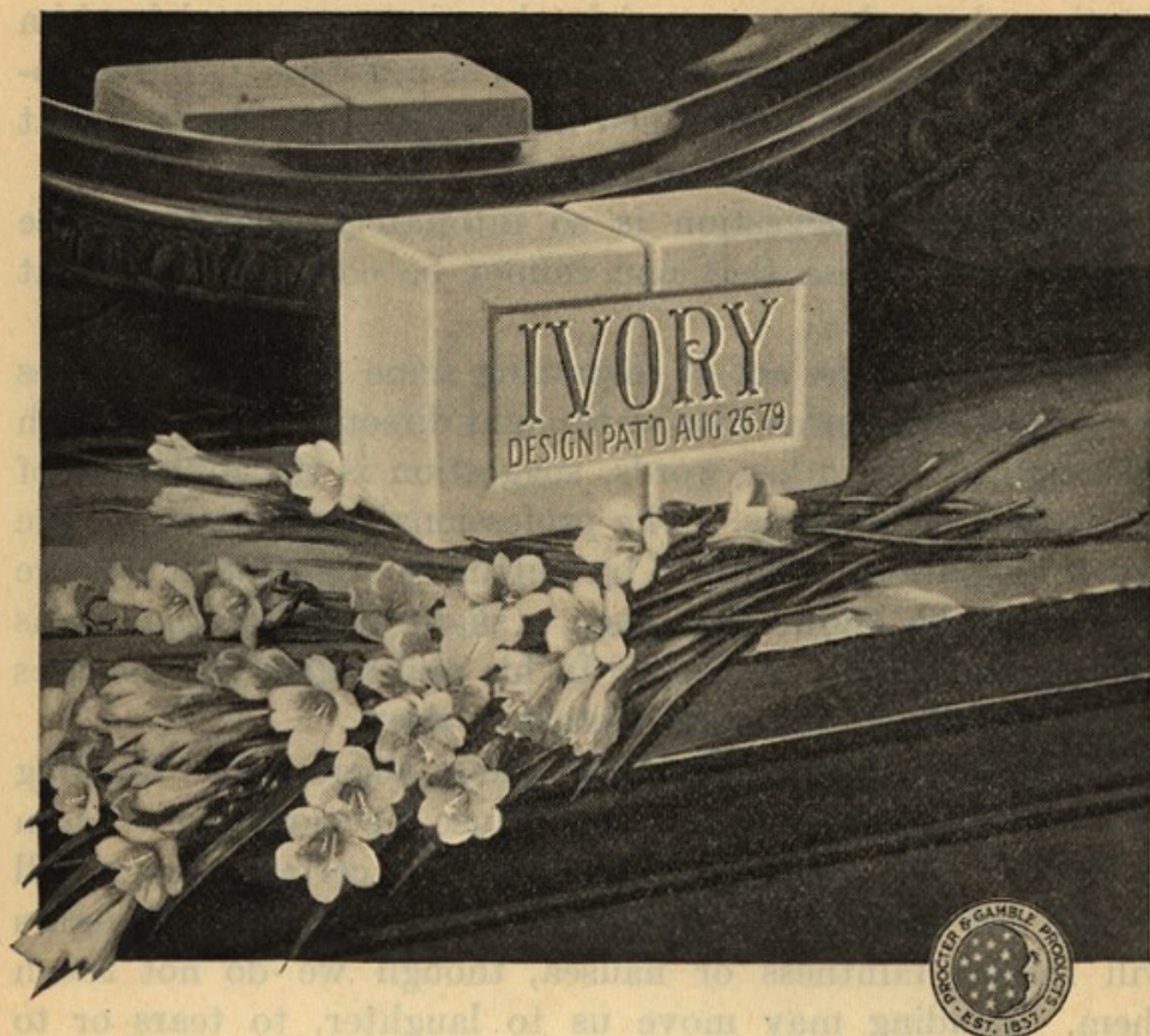
✓ **Suggestion.**—Suggestion is so intimately related to the association of ideas that one cannot be considered without involving the other.

Suggestion is the act of imparting some idea that arouses or suggests some other idea or thought directly connected with the original. In other words, suggestion is the first part of an association of ideas. The professional hypnotist tires the eye of his patient or subject by putting a bright object before it, because he knows that even a slight tiring of the eye is strongly suggestive of sleep. In his oral suggestion, he uses the word "Sleep" to induce a state of sleep.

There is nothing mysterious about suggestion. Looking at a pickle or a stick of alum will cause a curious sensation in the jaws. The thought or the sight of certain things will "make our mouths water," while other things or thoughts will induce faintness or nausea, though we do not touch them. Reading may move us to laughter, to tears or to shuddering.

Neither the advertiser nor the salesman need be a master of hypnotism. In fact, there would be no opportunity to carry suggestion to such an extreme as the hypnotist does, but every one who has need to sway or mold thought has need for suggestion. "Think, gentlemen of the jury," cries the lawyer, "who could have had a motive for having this will altered?" He does not come out directly and boldly assert that the defendant is the man. He recognizes that it is more subtle to ask the jury the question—a question that suggests the answer rather than to give it outright.

Here, again, we come in touch with the principle that human thoughts prefer to be led rather than pushed. The hearer or reader whose conclusions come as the result of adroit suggestion, who feels that his conclusions are actually his own, arrived at by his own free thought, is more likely to be firm in his decisions than one who feels that a conclusion has been forced on him.



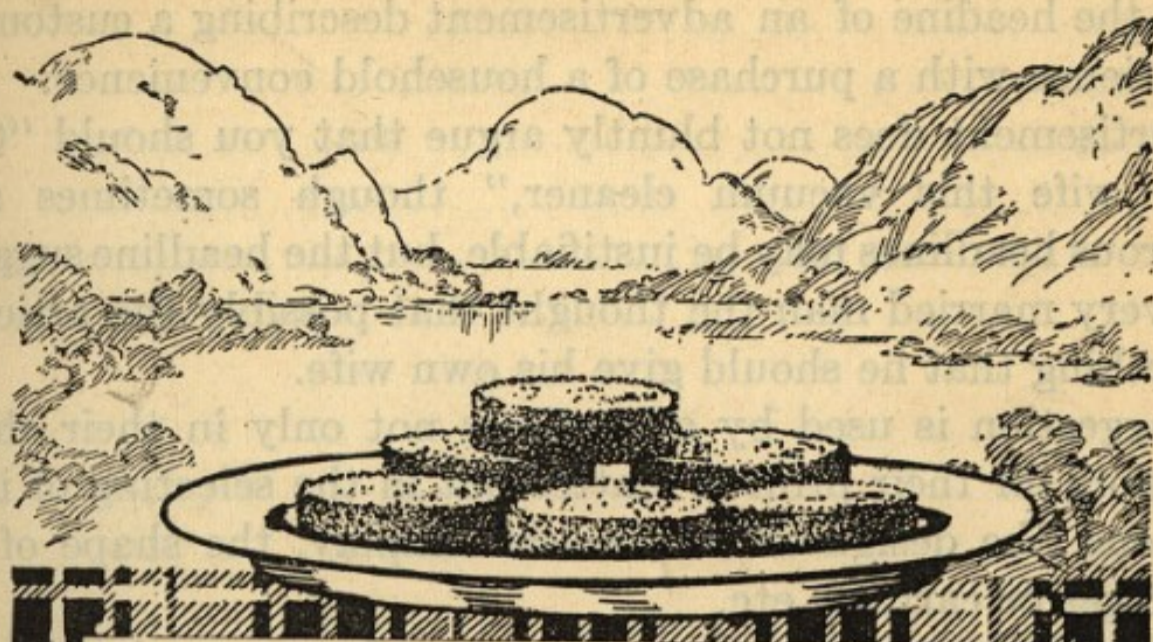
Fragrance

The unobtrusive fragrance of Ivory Soap is not the usual soap perfume. It is merely the pleasing, natural odor of Ivory's high-grade ingredients. Its delicacy and refinement are two of the reasons why you find Ivory Soap in so many homes where good taste and good sense prevail.

IVORY SOAP. . .  . . . 99 ⁴⁴/₁₀₀ % PURE

IT FLOATS

FIG. 6.—Association of Ivory Soap with dainty flowers, background and lettering create the idea of “unobtrusive fragrance” and purity.



**“Frae the Land o’ Cakes”
Mathers Scotch Fish Cakes**

Wherever you live in London, you can now buy these delicious ready-cooked Fish Cakes. The food shortage need not put you “on short commons” if you serve these savoury cakes several times a week

Your Fishmonger, Grocer and Dairy sell or will gladly get them for you

Try some for Tea TO-NIGHT

**Mathers Scotch
Fish Cakes**

‘Frae the Land o’ Cakes’

2d each

3 for 5d

Made by Mathers

London and Paisley

FIG. 7.—Here the plaid border is enough to lend a Scotch flavor to the entire appeal.

"Never gave his wife anything that pleased her better" runs the headline of an advertisement describing a customer's experience with a purchase of a household convenience. The advertisement does not bluntly argue that you should "Give your wife this vacuum cleaner," though sometimes such vigorous headlines may be justifiable, but the headline suggests to every married man the thought that possibly the article is something that he should give his own wife.

Suggestion is used by advertisers not only in their choice of colors for their printed matter but in the selecting of illustrations, the design of the dealers' display, the shape of the packages or cartons, etc.

This illustration serves to show how far suggestion may go in determining the success of a campaign. A chewing gum manufacturer in introducing his article would have a salesman call on retailers before beginning his advertising in a community and give each merchant a box of the gum containing twenty packages, to be sold at five cents each. The merchant was invited to put this on his counter, sell the gum and keep the dollar. "We are going to advertise and we want you to see how the gum goes," was the explanation of the salesman. But before the box was placed on the counter, the salesman took out several packages so that the box would appear to be a broken one. The reason was that if buyers have no preference for a given brand of gum, cigars, etc.; they will usually buy from a broken box rather than a full one. The full box suggests that no one has been buying that kind. Therefore, the connecting thought is that perhaps it is not a very good kind. By starting the box as a broken one, the advertiser saved the day. Otherwise, when his representative had called, after a period of advertising, to take the retailer's order, the retailer would likely have said "Your product does not sell at all. No demand whatever. You can see for yourself that I haven't sold a package, though the box has been right there on the counter ever since you left it with me."

The Direct Command.—The term "Direct Command" is applied to those positive or direct statements, often made in the displays of an advertisement or near the close, in which the reader is urged to "Take none but the genuine Bayer Aspirin,"

"Tear out and Mail the Inquiry Coupon Now," or "Call your grocer and tell him you want one of our samples."

The theory of the direct command is that, if there is no reason for opposition in the reader's mind, he is naturally inclined to adopt a suggestion. The direct command serves a good purpose in many advertisements where otherwise the reader might be favorably impressed but left without any action or step being taken.

Whether a direct command or a more adroit suggestion should be used depends on conditions. There are times when a "Stop!" sign is more likely to bring obedience than the smoother admonition, "Travelers are advised to proceed cautiously."

The advertiser cannot proceed by fixed rules in the realm of psychology any more than he can in the other departments of advertising science. The important thing is to become familiar with all the tried and true expedients and then decide in each case as to the proper procedure. The bank and the circus require different advertising methods.

The Value of Repetition.—The effects of advertising depend largely on how well the advertiser can make people remember him and his product. "To be remembered" is just as important a qualification of advertising as "to be believed." And a great deal of advertising that seems passably good when one reads it, is lacking in power to make readers remember.

Now, remembering depends to some extent on association and to some extent on repetition. When we wish to commit something to memory, we go over it again and again until one part of the data, poem, or whatever the subject may be, suggests the other. Consequently, repetition plays a large part in advertising. Advertising is to a large degree commercial. That is, it is forced into attention as a matter of business. Unless the reader of advertising has some unusual reason for remembering an advertiser's business, or the points of his product, considerable repetition will be required before the memory will hold what the advertiser wishes. In the first place, most attention that is paid to advertising is of the casual sort. Something about an advertisement attracts attention, and the message as a whole receives some attention—little or much

according to the degree of the reader's interest. Then the eye and the mind of the reader pass on. There is not the degree of concentration that the mind puts on things more intimately related.



FIG. 8.—The skill of the artist in typifying permanence by the huge concrete lettering shows how simple visualization may often be.

The lesson to be derived from this is that advertisers have to be continually repeating their stories or messages in order to be remembered well by their readers; and that they should

feature points that are easily remembered, for readers are not likely to carry considerable detail in their minds unless, perchance, they are at the time in the market for the article advertised and hence read with more than ordinary interest. In other words, most advertising must be written to impress the casual reader rather than one who reads with considerable concentration. Therefore, many good advertisers construct their copy so that some impression will be made on the reader who merely glances at it for a second or so, though the same advertisement may contain considerable detail for the more interested type of reader.

Advertisers who recognize the value of repetition usually carry some slogan, some display line, or some well known selling point in all or most of their advertisements. This may be a statement that the Blank Company has plants on six trunk-line railroads, that the Bundy Steam Traps act by gravity and therefore can't fail to operate, that the Solar Ice-cream can is made of Armco, the rust-resisting iron, etc. Advertisers rely on repetition of such statements to help them win thousands of users and acquaintances for their products. Often it happens that employes of the advertiser will tire of seeing such a familiar statement year after year in the Company's advertising. They may argue for something new, forgetting that their interest in the Company's product and affairs is far beyond that of the general reader. But with the hundreds and thousands of products to read about, it is too much to expect that the consumer is going to remember a great deal about one advertised product unless conditions make his interest extraordinary. We can easily remember that Valspar is the varnish that won't turn white, but it is doubtful that the general public can recall anything else about Valspar that has been advertised. This is an excellent example of the advisability of the advertiser's adopting easily-remembered things in connection with his product, for the general advertiser must rely to a large extent on repetition of easily-remembered points.

Cumulative Effect.—Cumulative effect refers to the deepened impression that a reader has after reading about a product a number of times or perhaps hearing about the article, using it, etc. Cumulative effect is, of course, intimately

related to repetition, though cumulative effect may, as just stated, be built up by other causes than that of reading advertisements.

Some advertising can be successful only through cumulative effect. There can hardly be anything so distinctive about a laundry soap or a house paint as to make a reader buy the product after reading about it once. This might be done with a complexion soap or a paint for a very particular purpose but not with the more staple class of merchandise. About all that the advertiser can hope for is a series of impressions that will

Why Fear Death?

By DR. BERTHOLD A. BAER.

"Why fear death?" said Charles Frohman on that ill-fated ship, "Lusitania," that carried him to a watery grave. "Why fear death? It is the most beautiful adventure in life."

Isidor Straus, another victim of the sea, was a man of great learning and of wide vision. He and his wife knew three things well: How to live, how to love, and how to die.

"Happily the world has passed forever from the time when it feels a sorrow for the dead. The dead are at rest, their work is ended," wrote Elbert Hubbard.

To make the closing chapter of life's work befitting to a life well lived and work well done, Mr. Frank E. Campbell has founded The Funeral Church, that magnificent institution at Broadway and 66th Street.

Hundreds start from there on their last journey. Thousands speed them on.

"It was beautiful," they say after the service is ended and the last long tone of the organ has died in harmonious vibration.

Come and attend a service at The Funeral Church and you will say, with Charles Frohman, "Why fear death? It is the most beautiful adventure in life."

© 1920

FIG. 9.—A series of well written advertisements about "The Funeral Church" of New York, has built around this institution an association that is far different from that connected with "undertaking parlors."

make the article familiar, keep it remembered as a soap or a paint of good quality, so that when the reader is in the market for goods of that class he or she will be prepared to receive the soap or paint if it is not actually asked for.

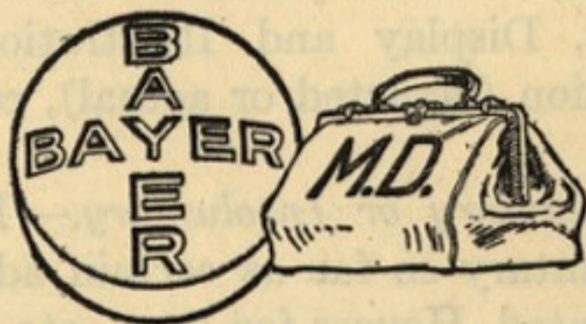
Much is said about advertising causing a "demand." Demand may be caused for certain merchandise but it requires a long time to develop a real demand for such staples as soap or paint of a particular kind. Ordinarily, all that a campaign accomplishes for a considerable length of time is what is known as "consumer acceptance"—a state of mind by which the reader feels well enough acquainted with the article to be

satisfied to receive it, if it is offered, or perhaps to refer to it if he sees it displayed on the counter or dealer's shelf.

Those who write or talk about cumulative effect forget, as a rule, that the buyer's habit varies greatly with respect to different kinds of merchandise and that cumulative effects, while of prime importance in some cases, amount to little in other cases. Let an advertiser advertise for an advertising-or sales-manager at \$10,000 a year in one of the business magazines and the response to the first advertisement will be as great as the response to the second, third or fourth. Indeed.

BEWARE!

Unless you see the safety "Bayer Cross" on tablets, you are not getting genuine Aspirin prescribed by physicians for over 20 years, and proved safe by millions.



Safety first! Insist upon an unbroken "Bayer Package" containing proper directions for Headache, Neuralgia, Colds, Earache, Toothache, Neuritis, Rheumatism, Lumbago and Pain generally. Made and owned strictly by Americans.

Bayer-Tablets of Aspirin

Ready tin boxes of 12 tablets cost but a few cents—Large packages available in the trade name of these manufacturers at discount prices.

FIG. 10.—One of a number of advertisements planned to build up the impression that Aspirin other than Bayer's is likely to be inferior.

the response to the first may be greater than that of any succeeding insertion. Why? Because the very character of the message is such that an instant response may be expected. No cumulative effect is needed. This applies to a greater or less degree to a number of different kinds of advertisements, but, as has been pointed out, it would not hold true with such staples as laundry soap or house paint.

Those who have advertising space to sell often delude new advertisers with the argument that it is necessary to advertise a year or more before "cumulative effect" is built up strongly enough to bring sales. This may or may not be true, according to the article. If advertisements of a mail-order nature are

keyed separately, it will be found that many inquiries arriving three, six or even twelve months after an advertisement has appeared come from an early insertion—are simply belated returns rather than the result of repeated impression. It is not going too far to say that with some classes of advertisements—a popular-priced book, for example—a single insertion in a medium, provided the copy is effective and the position in the medium is good, is as good a test of a medium as the proverbial three-insertion schedule or a year's trial. On the other hand, there are classes of advertising that cannot possibly be effective unless the advertiser commits himself to a campaign lasting a season or perhaps several years.

Attention.—Attention is an important subdivision of psychology so far as advertising is concerned and receives consideration from different points of view in the chapters devoted to Copy, Display and Illustration. Attention is drawn by art, action (depicted or actual), contrast, personal interest, etc.

Attention is Voluntary or Involuntary.—The attention of the reader is voluntary so far as certain advertising is concerned—Help Wanted, Houses for Rent, etc., because readers have been schooled to go to these classifications as a means of filling certain of their needs. This enables the advertiser, unless he deems it expedient to pay for unusual position or special display, to forego the usual expense and trouble of having display, illustration, etc. This principle applies also to advertising in directories, technical catalogs, etc. It applies in a measure to such advertising as that done through letters. The reader is so habituated to giving attention to his mail that his attention to the preliminary part of the message is assured without display or illustration, though these expedients may often help. Attention is largely voluntary so far as posters, car-cards, theater-curtain displays, etc. are concerned.

Proceeding from a few fields where the advertiser is greatly helped by attention that is voluntary to a greater or less degree, we come to fields where attention is voluntary so far as the general reading pages of the publication is concerned but is to a large degree involuntary with respect to the advertising pages—where every art of the artist, copy-writer and printer

is needed to draw the eye of the reader and hold it to a full reading of the message. This becomes particularly true where a single medium may present hundreds of advertisements, all seeking attention.



FREE TRIAL
No Money Down

Used by
U. S. Steel Corporation,
Pennsylvania
R. R., National City Bank of New York, Encyclopedia Britannica, New York, Edison Co., Otis Elevator Co., Boston Elevated Railways, and other big concerns.

Was \$100

Let us send you the Oliver for Free Trial. The coupon brings it. If you agree that it is the finest typewriter, regardless of price, pay for it at the rate of \$3 per month. We ask no partial payment in advance. You have over a year to pay. And you'll have the Oliver all that time. There is no need to wait until you have the full amount.

If, after trying it, you wish to return it, we even refund the out-going transportation charges. So the trial does not cost you a cent. Nor does it place you under obligations to buy.

Our new plan has been a tremendous success. We are selling more Olivers this way than ever before. Over 700,000 Olivers have been sold! Oliver popularity is increasing daily.

This, the Oliver 9, has all the latest improvements. It is noted for its sturdiness, speed and fine workmanship. It is handsomely finished in olive enamel and polished nickel. If any typewriter is worth \$100, it is this Oliver, for which we now ask only \$57, after its being priced for years at \$100.

Mail the coupon for EITHER a free trial Oliver or further information. Be your own salesman and save \$43. This is your great opportunity.

Canadian Price, \$72

THE OLIVER TYPEWRITER COMPANY
6000 Oliver Typewriter Building, Chicago, Ill.

10 cents a day soon buys an Oliver Typewriter—Latest Model

Before you realize it you have this splendid Oliver paid for. And you get to use it right away—while you pay.

To begin with, you save \$43 on the price, for we now sell the \$100 Oliver for \$57. It is our latest and best model, the No. 9. The finest product of our factories.

We are able to make this great saving for you through the economies we learned during the war. We found that it was unnecessary to have great numbers of traveling salesmen and numerous expensive branch houses through the country. We were also able to discontinue many other superfluous sales methods.

You may buy direct from us, via coupon. We even send the Oliver for five days free trial, so that you may act as your own salesman. You may use it as if it were your own. You can be the sole judge, with no one to influence you.



Now \$57

This coupon brings you a Free Trial Oliver without your paying in advance. Decide yourself. Save \$43.

Or this coupon brings further information. Check which you wish.

THE OLIVER TYPEWRITER COMPANY
600 Oliver Typewriter Bldg., Chicago, Ill.

Ship me a new Oliver Nine for five days free inspection. If I keep it, I will pay \$57 at the rate of \$3 per month. The title to remain in you until fully paid for.

My shipping point is _____

This does not place me under any obligation to buy. If I choose to return the Oliver, I will ship it back at your expense at the end of five days.

Do not send a machine until I order it. Mail me your book—“The High Cost of Typewriters—The Reason and the Remedy,” your de luxe catalog and further information.

Name _____

Street Address _____

City _____ State _____

Occupation or Business _____

FIG. 11.—The arrow draws the eye from “Free Trial” to the coupon. This advertisement is well planned for the securing of action from the reader.

Some Attention Tests.—Advertisers are concerned, and properly so, about the amount of attention their messages receive, for unless an advertisement receives attention it fails in the first requisite and nothing else that it may have in the

way of good points avails anything. But it is by no means easy for most advertisers to determine just what attention they do command. Even when an advertiser's business is of such character that he can key fairly accurately, many people will see his announcement but not respond and yet the good will or the impression created with these readers may be worth something to an advertiser, though he may do only a mail-order business. One may read the mail-order announcements of Frank E. Davis, fish merchant, of Gloucester, Mass., and take no action for months. Then when he writes he may address the advertiser from memory, may even have forgotten where he saw the advertisement and couldn't answer the advertiser's question on this point.

Many of the tests made to determine the attention paid to advertisements are based largely on the size of the announcement but, as already indicated, there are many other factors just as important as the size of the space used or the position of the advertisement.

Farm-Paper Test.—An advertiser in a nationally circulated farm magazine of high quality figures that from a successful page in black and white, he secured the attention of only about 2 per cent. of the circulation of the medium. This finding was based on requests for a valuable handbook and an estimate of casual attention.

Newspaper Test.—A rather extensive study of the advertisements in one issue of a New York newspaper showed that the advertisements ranging from those of one inch to those of thirty inches received all the way from 1.63 per cent. attention to 19.6 per cent., this summary being based, however, on questioning several different groups of readers, all of whom were of good intelligence and all interested either in some phase of marketing or of business. It is evident that these percentages run higher than would be found in a general average of the entire circulation of a newspaper. This is the difficulty which comes up in all so-called "laboratory tests" of advertising—the advertiser cannot make a test of a general average of the group of readers aimed at and get his test under the usual and normal conditions that ordinarily obtain with the reading of newspapers and other publications.

Some other results of the newspaper tests referred to are the following:

That one 2-inch advertisement received as much attention apparently as another advertisement measuring nine inches. This shows what good copy, good illustration, good display or good position may do.

That 1-column advertisements under six inches are not likely to be seen by more than $5\frac{1}{2}$ per cent. of the circulation of the paper—which seems to sustain the belief of many advertisers that good copy can be safely repeated a number of times, though probably it is not best, because of the $5\frac{1}{2}$ per cent. who saw the first insertion, to repeat immediately.

That advertisements running from 15 to 30 inches apparently receive an average of 8.89 per cent. of attention as compared with attention value of 6.72 for advertisements running from one inch to 15 inches. Such findings can hardly be taken as being extremely accurate but they seem to indicate that increasing the size of space does not necessarily increase the attention-value proportionately, or else it follows that small advertisements are generally better written or displayed more effectively.

That the second and third pages of a paper, when containing live news, get 15 to 20 per cent. more attention than pages generally, and an attention superior to that given sporting page and last page.

That illustrated copy has a higher attention value than unillustrated copy—a principle long ago recognized—but that statements in copy are remembered better than illustrated values or features.

That right-hand pages are slightly superior to left-hand pages.

That the upper half of a newspaper page has an attention-value approximately 25 per cent. greater than the lower half. This, however, might not be true if the page contained only one half-page advertisement, placed either at the top or the bottom, but refers to pages containing more than two or three advertisements.¹

Instincts, Motives, Emotions.—Psychology takes account of all human instincts—life preservation, love between man and woman, maternal and paternal affection, the love of ease and comfort, luxury and pleasure, the desire for money, appetite, fear, ambition, spirituality, etc.

The advertiser can reckon intelligently with instincts because he will possess many of them himself. Some of them he can understand only by sympathetic observation. If he is a

¹ From study by R. D. Franken for Robt. H. Ingersoll & Bro.

man, he can only approximate a mother's regard for her children. His own concern, if he has children, is from a different viewpoint. Take for example, the matter of children's clothing. A man's desire to have his children well dressed may possibly be just as keen as their mother's, but the woman's viewpoint on details will differ greatly from a man's.



FIG. 12.—An appeal to curiosity and later advertisements revealed that the girl's face is the one shown on Kellogg's Corn Flake packages as "The Sweetheart of the Corn."

Instincts and faculties vary greatly according to environment, education, occupation, age, etc. One with a musical education may go into raptures over an opera which may be boresome to some other person.

The farmer driving along a road is keenly observant of the crops. The concrete engineer or contractor views with more interest the concrete road and concrete fence-posts. The poet gives his main attention to the flowers, the birds, the scenery.

Instincts, motives and emotions can be divided and subdivided into a great many classifications, according to the race, age, education and the other factors that have been mentioned. Some of the most common subdivisions that the advertiser encounters frequently are:


The curiosity instinct

The instinct to collect or hoard

The instinct to hunt, to seek food and clothing

The instinct to be beautiful

COLGATE'S



How many do you know?

EACH of these "Improved Proverbs" is an old familiar saying with some of the words changed. How many of them can you put back into the original form? Tonight when the whole family is sitting around the table let every body see how many they can recall. There is truth in every one of them.

- Colgate's is the best policy.
- Spare the tube and spoil the child.
- The early brush catches the germ.
- He that fights his teeth's decay, will live to bite another day.
- Brush before you sleep.
- An inch twice a day keeps the teeth from decay.
- Ungainly looks the tooth that wears a crown.
- A fool and his teeth are soon parted.
- A man is known by the teeth he keeps.
- Colgate's in time saved mine.

A Game for the Whole Family

Here is a suggested game: Give to each pencil and paper. Let them write these Colgate "Improved Proverbs" (leaving space between). In these spaces, each one will restore the proverb to its original meaning. Exchange copies and see who has the greatest number of proverbs rewritten correctly.

Every boy should know not only the original but the "improved" version—and every boy with a good memory will be benefited by these simple health rules for years to come.

Send in the coupon with your list of proverbs and we will send you a free trial tube of Colgate Ribbon Dental Cream—the safe, sane denture with the original Colgate name.


Colgate & Co., New York
Established 1846

Special Boy's Life Coupon

Please send me a complete free tube of the safe and sane Colgate Ribbon Dental Cream. I enclose a list of your "improved" proverbs rewritten by me in their original wording.

Name:

Address:



The Quest of Evidence

Evidence that Colgate's is preferred by millions is contained in the address and every dispensary in this Eastern Coast—especially in the City of New York. They may be examined by accredited chemists in accordance with Colgate & Co.

FIG. 13.—Most people like to play games. This advertisement appeals to that spirit.

The social instinct
 The instinct to lead, to excel
 The instinct to construct
 The instinct to imitate

All of these things have, of course, a primitive origin, and a human being may get so far away from primitive things as to lose the instinct. Some men, for example, care nothing about hunting, though doubtless their ancestors, at some stage in history, hunted and liked it. Environment may, also, discourage or embitter one so that the instinct or motive to lead

Have Beautiful Hair and Have it More Abundantly

Soft, luxuriant hair is within the reach of every girl and woman. It is all a matter of care and cultivation.

No longer is it necessary for your hair to be dull, brittle and lusterless. A few applications of

Neubro's Herpicide

will effect a most gratifying change. The hair will radiate health and beauty—its growth will be stimulated—it will show life, snap and luster before unknown.

The unsightly dandruff will disappear and your hair will cease to come out. The scalp will be clean and healthy and the itching will be overcome.

In connection with the use of Neubro's Herpicide, we recommend Herpicide Soap. Its use as a shampoo is safe and satisfactory.

Get a bottle of Herpicide and a bar of Herpicide Soap today and have what Nature intended for every girl and woman—soft, luxuriant, shimmering hair.

Send 17 cents in stamps or coin today for sample and booklet on "The Care of the Hair." Address: The Herpicide Co., Department 126-A, Detroit, U. S. A.

Sold by Drug and Department Stores.
 Applications at the Better Barber Shops.



FIG. 14.—The appeal here is to the universal desire of woman to have beautiful hair.

or excel may be almost lost. Nevertheless, the advertising man or woman needs to take account of the existence of all of these pronounced instincts, motives, emotions and tendencies, for they are such an intimate part of mankind that he is sure in his general appeals to be able to get a point of contact with many of them.

THE PERSONAL POINT OF VIEW

Probably more errors in advertising practice come from judgments formed on personal points of view than from any other single cause. It is quite natural, in coming to a conclusion, for one to do the reasoning and come to the conclusion from his own individual point of view, for, naturally, one knows his own experience, impressions and probable action under

given conditions better than he knows these things as they are manifested in other people. But the difficulty comes in that very often the type of person at which the advertiser is aiming is very different from himself in position, environment, education, means, etc.

A plumber, if he is of a general type and a level thinker, should be a good judge of what will appeal to other plumbers, or at least of what their impressions will be of a certain message. But the plumber's judgment on what will appeal to ministers may be worth little. He is very likely to view a question as a plumber would view it.

Consequently, the advertiser, or those who serve him, must not merely ask "What would I do about this?" or "What impression would I get?" but "What will the exact class of people whom we are trying to reach think, say and do?" If those people are plumbers, then the view of plumbers must be sought by letter or by conversation. If they are sportsmen, or railway engineers, then these groups must be studied in order that a viewpoint that would be generally characteristic of them may be had.

Personal investigations, questionnaires and the like are conducted not merely to collect tangible facts and figures but in order to get proper viewpoints. For, if farmers don't like a certain type of farm tractor, no matter how many at the factory think it is just the thing, it will be a failure.

Masculine and Feminine Points of View.—One of the most conspicuous examples of how sex, environment and occupation may affect attention, impression and methods of reasoning may be seen in a study of the masculine and the feminine point of view.

Man is the stronger, as a rule. He is the bread-winner, to a large extent. His job is more in the outside world. He grows up to severer tasks, as a rule. He is more accustomed to rebuffs.

Though woman has progressed a long way in taking her place on an equal plane with that of man in business, politics and the professions, yet she is still to a large extent more sheltered than man. Her affairs are more within the home. Her sex makes her interest in clothes, home-furnishings, and the like keener than man's, as a general thing.

In considering man and woman, we can talk only in general terms and of general types, for in both men and women there is an endless variety of temperament and tastes. Some women



The most humiliating moment in my life When I overheard the cause of my unpopularity among men

A CHICAGO girl writes to me: "Oh, if I had only read one of your articles years ago! Many times I have heard women criticize you for publicly discussing such a delicate, personal subject. But I know what I would have been saved had I known these facts sooner, and I know that many of these women who criticize you would benefit by taking your message to themselves.

"I learned the facts about myself, as unpleasant facts often are learned, by overhearing two girl friends talk about me.

"Why don't the men dance with her?" one of them said. Here came a few words I couldn't catch, and then—"of course she's unconscious of it, poor dear, but she does suffer frightfully from perspiration.

"It was the most humiliating moment in my life! I, who had prided myself on my daintiness, had overlooked what men could see."

An old fault—common to most of us

It is a physiological fact that there are very few persons who are not subject to this odor, though seldom conscious of it themselves. Perspiration under the arms, though more active than elsewhere, does not always produce excessive and noticeable moisture. But the chemicals of the body do cause noticeable odor, more apparent under the arms than in any other place.

The underarms are under very sensitive nervous control. Sudden excitement, embarrassment, eyes, serves as a nervous stimulus sufficient to make perspiration there even more active. The curve of the arm prevents the rapid evaporation

of odor or moisture—and the result is that others become aware of this subtle odor at times when we least suspect it.

How well-groomed men and women are meeting the situation

Well-groomed men and women everywhere are meeting this trying situation with methods that are simple and direct. They have learned that it cannot be neglected any more than any other essential of personal cleanliness. They give it the regular attention that they give to their hair, teeth or hands. They use Odorono, a toilet lotion specially prepared to correct both perspiration moisture and odor.

Odorono was formulated by a physician who knew that perspiration, because of its peculiar qualities, was beyond the reach of ordinary methods of cleanliness—excessive moisture of the armpits is due to a local weakness.

Odorono is an antiseptic, perfectly harmless. Its regular use gives that absolute assurance of perfect daintiness that women are demanding—that consciousness of perfect grooming so satisfying to men. It really corrects the cause of both the moisture and odor of perspiration.



Use Odorono regularly, just two or three times a week. At night before retiring, purify the underarms. Allow it to dry, and then dust on a little talcum. The next morning, bathe the parts with clear water. The underarms will remain sweet and dry and odorless in any weather, in any circumstances! Daily baths do not lessen its effect.

Saves gowns and cleaner's bills

Women who find that their gowns are spoiled by perspiration stain and an odor which dry cleaning will not remove, will find in Odorono complete relief from this distressing and often expensive annoyance. If you are troubled in any unusual way, or have had any difficulty in finding relief, let us help you solve your problem. Write today for our free booklet. You'll find some very interesting information in it about all perspiration troubles!

Address Ruth Miller, The Odorono Co., 716 Blair Avenue, Cincinnati, Ohio. At all toilet counters in the United States and Canada, 35c, 60c and \$1.00. By mail, postpaid, if your dealer hasn't it.

Men will be interested in reading our booklet, "The Assurance of Perfect Grooming."

Address mail orders or requests as follows: For Canada to The Arthur Sales Co., 61 Adelaide St., East, Toronto, Ont. For France to The Agence Américaine, 38 Avenue de l'Opéra, Paris. For Switzerland to Th. Agence Américaine, 17 Boulevard Helvétique, Genève. For England to The American Drug Supply Co., 6 Northumberland Ave., London, W. C. 2. For Mexico to H. E. Gerber & Co., 24 Gante, 15, Mexico City. For U. S. A. to

The Odorono Company
716 Blair Avenue, Cincinnati, Ohio

FIG. 15.—One of a series of full-page Odorono advertisements that appeal strongly to woman's regard for personal attractiveness.

are decidedly masculine and some men are decidedly feminine.

Man's and woman's viewpoint may be precisely the same in many instances. It is likely that often too much emphasis is

~~placed on the difference.~~ But women will often decide against an article because of its color or for some detail that would not concern a man. Beauty of design, for example, counts more with women in the case of an automobile than in the case of the man.

It is not likely that women are any more keen in their observation and in their weighing of details than men are when men purchase goods that relate intimately to their work, but, in general, women seem to appreciate detail more than men, and hence much advertising directed to women is of greater length than most appeals to men. A man may be impressed with a terse epigrammatic description of a hat or a suit of clothes, where a woman would prefer exact details.

Because of her years of comparative non-acquaintance with mechanical matters, woman is generally less apt in understanding mechanical descriptions and directions, and such advertisers must use greater care when appealing to women.

Perhaps it is safe also to say that women look for and appreciate more than men generally the little courtesies and attentions.

On the other hand, it is generally admitted that men are more democratic, more gregarious, than women—that women move more within their own circle or "clique."

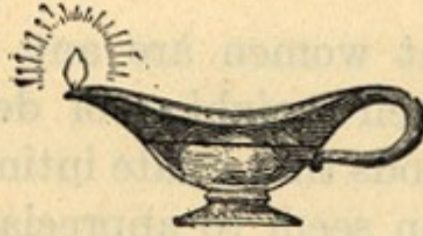
A man is not likely to care if several other men in his circle have a hat exactly like his own. A woman would hardly care to buy a hat exactly like one worn by several other women in her town or community. A woman ordinarily will think nothing of shopping at several places to look at hats. A man is likely to visit only one shop.

These differences call for close study from the advertiser.

The ability to get away from personal views and prejudices, to stand aside, as it were, and look at something from the viewpoint of the composite or general customer is a rare gift. It can be cultivated.

The Appeal to the Imagination.—What has appeared in this chapter up to this point makes it evident that the successful advertiser must have the art of appealing to human imagination. The longing for beautiful and more useful things, for healthful foods, for positions of prestige and power can be

crystallized into action only if the advertiser is able to set in motion trains of thought that build up vivid pictures in the mind.



The Architect As An Artist

The artistic temperament of the architect makes him a believer in Tiles, for reasons that are obvious.

Tiles — with their structural fitness and adaptability to uses of unlimited number, their decorative qualities as recognized and employed by designers of all eras, their natural association with the finest of building ideals, and their splendid traditions in representing the oldest of the crafts—offer an appeal to the architect that touches both this artistry and his business sense.

A distinctive feature of Tiles is that they do represent art and business at the same time. Their values in practical service and symbolizing the esthetic are equal.

But of course the true artist thinks of Tiles first as a medium without a peer for the introduction of those hues, lustres and decorative forms which have a place in structural work of almost any kind.

THE ASSOCIATED TILE MANUFACTURERS

BEAVER FALLS, PA.

FIG. 16.—The lamp, the style of the copy and its setting make up an appeal that is effective with architects from the very outset.

Before the golfer buys his new club, his mind paints himself out on the links wielding that club. In imagination he goes through the process of buying and using the club. Very often, in coming to decisions, the mind of a consumer will

rapidly sketch two pictures, one of himself doing without the article, another with himself as owner of the article.

Every human being is a builder of mental pictures. No man may hope to sell shotguns and rifles who cannot see the joys of hunting, in his mind's eye, though he himself may not be able to spend much time that way. No man can be successful in advertising rugs who is not able to appreciate the "pride of possession" that the owner of a fine rug has. The man who attempts to advertise the vacuum bottle and can see only a double-walled affair with a dead-air space in between that acts as a non-conductor, who cannot picture motor parties, picnics, etc., and what the vacuum bottle means on such trips should seek some other field of effort.

Often it is possible, by telling only part of a detail or a story, or by showing only part of an illustration, to so touch the imagination of the reader that he will see the entire story or as much as the advertiser needs to have him see.

Examples of Differences in Habits and Tastes.—A business magazine gives the following interesting examples of difference in the habits and tastes of people.

Among the Pennsylvania Dutch, mops are hard to sell, because the Pennsylvania Dutch housewife prefers to get down on her knees and use a scrubbing brush. The Dutch housewife also makes use of what she calls her "file." It will interest you to look up the word "file" in your dictionary. You will remember it better than if we were to tell you.

Only a few miles from the Pennsylvania State line, the women of New York prefer mops, and the market for scrubbing brushes is comparatively light.

A cracker manufacturer claims lemon-flavored crackers are difficult to sell.

A candy manufacturer says that chocolates cannot be successfully marketed in green colored boxes.

A clothing designer points out that peg-top trousers still sell heavily in many small towns, in spite of the fact that large towns will have nothing to do with them.

In certain South Atlantic States it has been found necessary to add red aniline dye to kerosene in order to market it. People there think that the ordinary kerosene is "watered" and they want the colored product.