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Advertising for high school students

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Boston University
ADVERTISING

for

HIGH SCHOOL STUDENTS

by

George F. Halford
This work is an outgrowth of the author's experience in teaching Advertising and Salesmanship to high school students. Although there are unusual features about the material, the author does not pretend to have contributed any vast store of knowledge to the advertising field. Rather, it has been his purpose to present, in simple form, matters which the average individual interested in advertising wishes to know something about.

The volume is intended to give students a general knowledge of the subject of advertising, without being specifically a course in the writing of advertisements. The average person is inclined to think of the study of advertising as a purely technical subject, when as a matter of fact it should not by any means be so handled in high school. Students, especially in the high school commercial courses, are not always given material which will stimulate their interest in the working of the world about them. Advertising, by which we are surrounded, furnishes splendid material which, when presented in the right way, will give young people a stimulating interest in the economic world.

Chapter I treats as briefly as possible the Development of Advertising. Special care has been taken to connect the old and new.

Chapter II on Modern Methods of Advertising takes up the
INTRODUCTION

The work is an attempt at the systematic examination of factors that contribute to the development of the phenomenon of lstnicization of individual and group behavior. This examination takes into account the various factors that may influence the development of this phenomenon. The factors considered include social, psychological, and cultural factors. The examination is based on a review of the existing literature and the author's own observations. The results of the examination are presented in the form of a model that can be used to explain the development of lstnicization.
various media and means of advertising as used today.

Chapter III deals with a new branch of advertising, that of radio, and discusses that very interesting and much talked of medium. Considerable interest has been evidenced by students in this chapter.

Chapter IV on the Advertising Agency and V on the Functions of Advertising are followed by considerable material in Chapter VI on the Need for Legal Control of Advertising. This subject has received considerable attention in the public press, but it is usually omitted from texts on advertising. It has been said that our schools and colleges should present a course in Sales Resistance instead of so many courses in Salesmanship and Advertising. This chapter has been written to give readers some idea of the problems which are facing the public as well as honest and intelligent business men. One of the quickest ways to restore any lost prestige which advertising may have suffered is to bring the difficulties to light, let the public be on its guard against questionable advertising and so eliminate those advertisers who cannot rely upon honest, truthful advertising. Much of the material in this chapter has been furnished through the courtesy of the Boston Better Business Bureau.

Chapter VII treats the more interesting and common features of the Mechanics of Advertising, while Chapter VIII discusses the Arguments For and Against Advertising.
It would be almost a hopeless task to try to extend credit to all of the authors, books, and magazines which have furnished material for this work. A fairly complete bibliography is presented at the conclusion, but many items of information, beliefs and opinions have been adopted from sources which it would be impossible to trace because of their wide use.

If the volume stimulates an interest in advertising and makes the reader more familiar with the most important points in that fascinating subject, then it will have served its purpose.
ADVERTISING

Chapter I

The Development of Advertising

Advertising is ordinarily thought of as a modern development, and yet we find concrete evidences of the practice as far back as 1000 B.C. About that year an Egyptian slave owner made use of advertising, on papyrus, asking for the return of a slave. That advertisement is now in the British Museum.

It seems probable that advertising must have been used almost as soon as the human race began to exchange goods or services. Barter may have been carried on in a very small way without any elaborate methods of spreading information concerning surplus goods which one individual had to dispose of, but surely man soon reached the stage in civilization at which he needed help in finding a purchaser for those articles which he could not use or sell by simple word of mouth. We must not forget, however, that free, unasked for advertising of products by those who have used and been pleased by those products, is still a most potent factor in merchandising.

The use of written advertisements was necessarily delayed by the inability of the masses to read. We therefore find the development of a system of town criers who proclaimed to the inhabitants of a village that certain goods were on display at various places. History tells us that these criers, inter-
CHAPTER I

The Development of Veterinary

The following is a proposal submitted to the Department of Agriculture for a new national veterinary service for the United Kingdom. The proposal aims to improve the current veterinary services and to establish a more efficient and effective system of animal health and welfare. It suggests the creation of a central Veterinary Board to oversee the implementation of the new service, as well as the establishment of regional veterinary authorities to provide local assistance and support.

It is proposed that the new service should be based on a combination of central and local authority. The central Veterinary Board would have overall responsibility for the development and implementation of the new service, while the regional authorities would be responsible for the delivery of the service in their areas. The Board would also have the power to appoint regional Directors to oversee the operation of the service.

The proposal also includes measures to improve the training and education of veterinary professionals, as well as the provision of financial support to encourage the development of new veterinary services. It is hoped that these measures will help to address the challenges facing the veterinary profession and to ensure that the new service meets the needs of the country.

The report concludes by recommending that the proposal be implemented as soon as possible, in order to ensure that the new service can be put in place as quickly as possible. It is also suggested that a task force be established to oversee the implementation of the proposal and to ensure that it is carried out in a timely and efficient manner.
spersed news items with their advertising, possibly to be sure that the populace did not stop its ears, as do radio listeners today when advertising is too pronounced or evident.

Publicity by means of town criers is hardly desirable for modern merchants who have more dignified, and presumably more effective means of advocating trade. Within a year, however, the author has observed, in one of our large cities, the practice of having a man stand in the doorway of a dentist's office, calling the attention of individual passers-by to the services of the doctor within. And, of course, such customs are expected at circuses, fairs, and Coney Islands.

In many cities there has recently developed the custom of street-announcing in front of theatres. Several of the best chain and individual houses have adopted the practice and apparently think it does not detract from the dignity of their performances. So long as the vocal advertising is done by someone with a mild, pleasing voice, all is well, but it is to be hoped that we shall not add more to the unpleasant street noises of our cities.

About 1450 the invention of the printing press started a movement which now makes it possible for millions to be reached by any advertiser who can pay the necessary fees. The announcement of the Gillette Safety Razor Company that their advertisements would appear in practically every language on the face of the globe shows how far that movement has gone. Nor is it prob-
able that it has yet reached its limit, for unfortunately millions are still unable to read, and other millions are unaffected by the poor quality of much of our advertising.

The following notice is credited with being the first newspaper advertisement ever printed. The advertiser was William Caxton, the first English printer.*

If it please any man spirituel or temporel to bye our pyes of two or three comemoracio's of Salisburi use, imprynted after the form of this prese't lettre, which ben wel and truly correct, late hym come to Westmonester, into the almonestrye at the reed pole and he shal have them good and chepe:

Supplico stet cedula

An interesting example of the advertising of a now popular drink appeared in the English "Publick Advertiser" in 1657. Although the copy was not intended to be humorous, it seems to be somewhat peculiar to us:

In Bartholomew Lane on the Backside of the old Exchange the drink called Coffee which is a very wholesome and physical drink having many excellent virtues, closes the orifice of the stomach, fortifies the heat within, helpeth digestion, quickeneth the spirit, maketh the heart lightsome, is good against eyesores, coughs, colds, rheumatism, consumption, headache, dropsie, gout, scurvy, King's evil and many others, is to be sold both in the morning and at 3 of the clock in the afternoon.

It is interesting to note that one of the oldest subjects of advertising was a dentifrice, still a favorite with advertisers. The following, taken from an issue of Mercurius Politicus dated December 20, 1660, is typical medicinal copy, so prominent at that time:

Page 25 of Advertising Methods and Mediums by Russell
Most excellent and approved Dentifrices to scour and cleanse the Teeth, making
them white as Ivory, preserves from the Toothache. It fastens the Teeth, sweetens the Breath and
preserves the Gums and Mouth from Cankers and Imposthumes. Made by Robert Turner, Gentleman, and
the right are only to be had at Thomas Rookes,
Stationer, at the Holy Lamb at the east end of
St. Paul's Church, near the school, in sealed pa-
pers at 12d the paper.
The reader is desired to beware of counter-
feits.

Benjamin Franklin is credited with being the first pub-
lisher of an advertisement in this country. The advertisement
was given space in the "General Magazine" of 1741, and adver-
tised the fact that a ferry over the Potomac River was availa-
ble to all "gentlemen". The advertising of this early period
was rather different from our modern elaborately illustrated
work.

A decided step forward was taken when Robert Bonner,
owner of the New York Ledger, began his campaign to make the
Ledger a more popular paper. Buying full pages in rival news-
papers in order to announce his features to the public was
then a distinct novelty and caused no little comment, but the
results from his campaign were decidedly worth while.

It is well to note that at this stage of development ad-
verting was not considered exactly respectable. With the
growth of business in this country, however, advertising began
to make itself felt and magazine advertising began to grow. By
the end of the 19th century Scribner's Magazine is noted as
having a few advertisements.
The nature of a decision by a group of scientists.

Methodology for analyzing the data.

The implications of the findings.

I have seen this picture in the New York Times. It seems like a significant event.

People often say, "The future is bright." I don't know if that's true.

However, a recent survey found that people in our company feel optimistic about the future.

It's important to note that this is a unique moment in history.

The implications for business are profound.

I believe a new paradigm is emerging.

To some extent, this is true for everyone.

The future will be shaped by these new developments.
Patent medicine manufacturers were not slow to see the value of advertising, and the nature of their copy did much to prevent the growth of confidence in the institution of advertising. So bad had become the effect of poor ethics in advertising that Printer's Ink magazine in 1911 drew up a suggested statute which was made law by many states, making it a misdemeanor to publish, knowingly or unknowingly, any fraudulent advertisement. In 1912 the American Association of Advertising Agencies formed a committee to report any infractions of the laws. Such work is now being done by the Better Business Bureaus.
As part of the Department's new program of research in the field of education, we are to present the following:

- A series of studies on the impact of educational technology on student outcomes.
- An exploration of the role of technology in creating inclusive learning environments.
- The development of new tools and methodologies for assessing student progress.

In conclusion, we believe that these efforts will contribute significantly to the advancement of educational research and practice.
Questions

1. Concrete evidence of advertising has been found dating back to what year?
2. What was the purpose of the advertisement?
3. On what was the ad written?
4. Where is it now?
5. What is still one of the most potent factors in merchandising?
6. What delayed the use of written advertisements?
7. How was advertising done by town criers?
8. What method did they use possibly to prevent being considered undesirable?
9. Mention two kinds of advertisers who remind us somewhat of town criers.
10. About when was the printing press invented?
11. What effect did it have on advertising?
12. Give two possible reasons why the power of advertising may still grow.
13. Who was William Caxton?
14. Why is he noted in connection with advertising?
15. What is one of the oldest subjects of advertising?
16. Who is believed to be the first publisher of an ad in this country?
17. When did the ad appear and where?
18. What was its subject?
19. Who was Robert Bonner?
20. Why is he mentioned in connection with advertising?
21. What innovation did he introduce?
22. Has advertising always been considered respectable?
23. What magazine is noted as having a few ads at the end of the nineteenth Century?

24. What manufacturers used advertising to a considerable extent?

25. What effect did the nature of their copy have on advertising?

26. What magazine is noted for its suggested statute concerning fraudulent advertisements?

27. When was the statute drawn up?

28. Has it been used to any extent?

29. What does it provide?

30. What did the American Association of Advertising Agencies do along this line?

31. In what year?

32. What agencies now look after infractions of such laws?
Discussion

1. Discuss the possibility of barter having been carried on without advertising.

2. Discuss the possibility of sales having been made without advertising.

3. Discuss the problem of modern marketing carried on under present conditions without the aid of advertising.

4. What impression do you get of a professional man who advertises?

5. Why do you suppose that impression is common?

6. What do you think of vocal advertising in front of theatres?

7. What impression do you get from the advertisement of coffee given in the text?
Discussion

having the opportunity to present your case—

Discussed the possibility of using paid leave with

Please be reminded that students may request an

You are cordially invited to join us in celebrating

with the department of continuing education and

What impression do you get of a successful day and

With your generous support, we are pleased to

What do you think of accepting a scholarship to study at

What impression do you have from the scholastic work of

the nation?
CHAPTER II

Modern Methods of Advertising

Advertising is by no means perfected as yet, nor is it probable that such a vital, living economic force will ever reach a stage at which improvement is impossible. Considerable progress has been made, however, in technique and in results obtainable. It is our purpose in this chapter to discuss briefly some of the modern methods of advertising. In later chapters some of the headings will be taken up more in detail.

Newspapers

One of the most common mediums for advertising is the daily newspaper, of which, according to recent figures, there are more than thirty-three million copies printed each day in the United States alone. Practically every copy contains many pages of display advertising, some of which are certain to influence the buying habits of the American people.

The basic rate for newspaper advertising is always given with the understanding that those in the advertising composing room of the paper will print the advertisement in whatever location they choose. Naturally they put the advertisements where they fit best, sometimes without reference to the nature of the advertising which appears next on the page. It is thus not unheard of, although far from desirable, to have hair
tonic and cheese advertised next to each other.

The abbreviation R. O. P., used in newspaper rate cards, means "run of paper", signifying that the advertisement is to be inserted wherever the paper sees fit. When a preferred position is desired the charge is naturally greater, especially on pages two, three and four of many newspapers. It has been fairly well demonstrated that the outside columns of a newspaper and the space above the center fold are more likely to receive attention than other positions.

It is quite common for newspapers to have restrictions on the size of type and also on its blackness in order to prevent one advertiser from completely dominating a page to the exclusion of others.

Advertising copy should ordinarily, although not necessarily, be presented to a newspaper at least one day preceding the issue in which the copy is to appear.

Advertisements Must Attract Attention

In planning a newspaper advertisement it must be remembered that the average reader does not spend much time studying advertisements. That is true to some extent of all media, and especially so of newspapers. The news is the important thing to most readers, and the advertisements something to be merely glanced at, if they are so placed and made up that they cannot be escaped entirely. To be sure, there are times when a prospective buyer looks for the announcement of an article to
be sold, but those are exceptions and not the rule.

Special Sections

Newspaper publishers have developed the custom of placing the news items of interest to certain types of readers on the same page with advertisements of interest to that reader. A perusal of any of the larger newspapers will show that financial advertisements are ordinarily placed in the financial section, sport advertising is done on the pages which contain news of the sporting world, and real estate will be found intermixed with notices and descriptions of property for sale or rent.

Many of our news sheets now have a special household section. The insertion of reading material which is of interest to the housewife serves a double purpose in newspaper work. It not only makes the paper of greater value to women, but it affords a favorable location for advertisements appealing to women readers.

Classified Sections

Classified advertisements now play an important part in newspaper advertising. Such advertisements may contain a few lines of briefly worded copy, often printed in type smaller than that used in the rest of the paper. They may offer an apartment for rent, or ask for the return of a lost article. These advertisements, familiar to all readers, get their name from the fact that they are classified according to their nature. "Positions Wanted", "Lost and Found", and
Social Sections

Remember the principles have gaver a good, you can turn to your own

The first place to consider is the best way to budget to make

Financial and economical the most in the budget to make a

Money and to allocate to maximize the relationship of the

Disciplinary Section

Disciplinary principles are very important in the

In many cases, the principles may apply to

The first is a general matter only, which

It may not be possible that in the view of the

After an examination for these, to get the most of the

These disciplinary principles, levels to the maximum of

Can a man have the best? To get the principles disciplinary

To their nature, disciplinary standards, and
"Help Wanted" are samples of such useful and profitable classifications.

It is doubtful whether many readers glance at classified advertisements unless they have some particular object in mind, and consequently the attention of the writer may be focused on the content of the copy and not so much on its attention getting qualities. There is, however, a tendency toward large, conspicuous type and additional white space even in this kind of advertising.

Weakness in Classified Advertisements

One very noticeable weakness in classified advertising is the inability of people to make their copy any different from that of scores of other advertisements on the same page. Inasmuch as most of us have use for a classified advertisement at one time or another it may be well to spend a little time considering how those advertisements may be improved. A little thought, and a few carefully chosen words will often lend interest to an otherwise simple statement. In an advertisement of a house to rent, it takes little imagination to produce the following copy instead of "House for rent. Apply 58 Edward Avenue."

"A charming home for $60 a month. Six pleasant rooms, redecorated in delightful colors. Quiet, homelike section. 58 Edward Avenue."

The use of the word home instead of house, and the adjectives "charming, pleasant, delightful, quiet, and homelike"
instead of the hackneyed "reasonable and modern", give the reader the impression that a home a little out of the ordinary is being offered. To be sure, the extra words cost more, but do you not think they would more than pay for themselves by the number and quality of the applicants secured?

Mention of Price

Whether or not the price should be mentioned in a classified advertisement is possibly an open question, and yet the reasons for omitting price are sometimes rather weak. The cost of two or three extra words, the hope of getting prospects interested before knowing how high the cost is, and the dislike of having neighbors know the price of a house or article, are the usual reasons for omitting price from the advertisements.

Let us examine these reasons. It seems as though anyone with vacant property on his hands would be willing to spend a few cents extra in the hope of attracting prospects by a reasonable stated price, and it seems as though he would be glad to keep away those who obviously cannot afford to pay a price commensurate with the investment.

It seems very doubtful whether many people when considering various advertisements will give serious attention to one in which price is not mentioned, especially where many do have the price stated. The latter will most certainly get first and preferred attention.
Dislike for having neighbors know the price of the thing advertised is a reason which some people find it impossible to overcome. Just why they do not want neighbors to know the price or rental of a piece of personal or real property is difficult to understand, especially as it is quite simple for a really inquisitive person to get such information if he so desires. If the price is unfair, then it may be well to conceal it, or if the advertiser wishes to reserve the right to change the price to get as much as he can, then the less said the better. There are other ways of keeping out undesirable tenants, however, which are much better than "sliding price" methods. The fact that many readers suspect an advertiser of questionable motives for avoiding the mention of price, is sufficient reason for stating it plainly.

Types of Newspapers

Newspapers vary considerably as to the type of reader to which they appeal. Certain ones tend toward the sensational, others are extremely conservative, while many tread the middle path. Naturally an advertisement inserted in a paper of the first type will reach an entirely different clientele than one placed in a paper of the second group. Some papers have a decidedly metropolitan following, while others with a rural circulation are better qualified to reach that type of prospect. Morning editions are supposed by some to be read more hurriedly than the evening editions, and to be read to a greater extent by men, whereas evening editions are often preferred by
women, and so have the greater amount of local retail advertising.

The American Newspaper Directory furnishes considerable information concerning media for covering any desired territory, and other similar lists give information concerning the nature of a newspaper's readers. Advertising agencies, of course, can provide for covering any territory or class of prospects desired.

National Advertising

The common impression among newspaper readers is that most of the advertising done in daily papers is local in character. A study of an ordinary daily will show that national advertising, that is advertising by national concerns, is being done to some extent, and many great manufacturing concerns feel that the newspaper plays a very important part in their campaigns. Frequently in such advertising there is co-operation between the manufacturer and the local distributor.

Illustrated Supplements

Newspapers have been somewhat handicapped in the presentation of illustrations by the quality of newsprint ordinarily used. While low grade paper is satisfactory for daily sheets which are read and destroyed immediately, it does not lend itself to artistic reproduction or the use of color. Realizing this there is at present a growing tendency toward the
The American Red Cross will continue to conduct emergency operations in areas of greatest need. The organization will work closely with government agencies and other relief organizations to provide aid to affected areas.

INTERFERENCE

There have been several reports of interference with relief efforts. The Red Cross is working with authorities to determine the cause of these reports and take appropriate action.

The organization is committed to providing assistance to those in need and will continue to do so in the face of any challenges.
use of illustrated supplements printed on a good grade of paper. At present these supplements contain news illustrations for the most part, but it is probable that the future will see an increased use of such paper in advertising.

Magazines

Magazines are a logical medium for advertising which is not essentially local in character. It is common knowledge that the five cents paid for a copy of the Saturday Evening Post would not buy the paper on which the magazine is printed. The advertising rates per page for our national magazines seem high, and yet the advertisers are so well pleased with the results obtained that they continue to invest millions in such periodicals.

Types of Magazines

The advertiser must know what types of individuals read the various magazines if he is to be successful in his choice of media. This information should be supplied by either the magazines themselves or by the agencies through which the advertising is placed.

It is, of course, undesirable to spend large sums advertising a product to readers in a territory where such a product is useless. The advertising of ordinary wooden refrigerators in the tropics would hardly be advisable because of the insects which bore through many of the northern types of wood, and because of the ability of ants and other insects to get
into ordinary refrigerators which would be satisfactory in temperate zones.

It is likewise wasteful to advertise materials or services intended for women in periodicals read almost entirely by men. For example, a new type of washing powder advertising its splendid qualities in "The Nation's Business" would be extremely unwise.

There are many magazines appealing to a special class of society. Trade and professional magazines offer an unusual opportunity for advertisers to bring their product to the attention of a very selected group, without the waste which is present when technical products are advertised in general magazines such as the Saturday Evening Post or the American. Periodicals dealing with the following subjects indicate briefly the extent of this specialization: agriculture, medicine, salesmanship, engineering, embalming, education, retailing, hardware, railroads, electricity, history, accounting, religion, hunting, and radio.

Position of Advertisements

Magazines very often make special charges for what are known as preferred positions. Those positions are supposed to be the ones in which the advertisements receive attention from the greatest number of readers. The inside and outside covers are usually preferred positions, and by certain publishers who have advertisements and reading matter in separate sections of their magazines, the pages opposite the first
and last pages of reading matter and the page opposite the table of contents are considered as preferred. The rates for such positions are considerably higher than for ordinary positions.

The custom of continuing stories and articles from page to page instead of having them completed in one section of the magazine is charged to the desire to have readers more likely to see the advertiser's copy. While inconvenient and aggravating at times to the reader, the custom nevertheless helps to make it worth while for the advertiser to spend huge sums with the magazines. These sums may then be used by the publishers to secure better writers of fact and fiction, and aid in keeping the cost of the magazines at a very low figure.

Radio

Advertising by means of radio is so modern that information concerning it is not readily obtained. Belief and opinions seem to constitute the greatest source of information at present. A great deal of discussion has centered around this latest medium for making known the qualities of goods and services, and while some of the discussion is unfavorable to radio, the fact that carefully managed concerns are spending millions to advertise over the air is rather strong evidence that they consider this new medium very much worth while. Future trends will be very much worth noticing.

One of the principal objections to radio seems to be
that listeners are interested only in the entertaining features presented, and that intermixed advertising is listened to only because it cannot be avoided. The result, it is claimed, is forced attention and a reaction unfavorable to the advertiser. How much truth there is in these contentions is debatable, but it seems likely that the public resents such advertising a little more than that in newspapers and magazines because they cannot possibly escape the advertising except by manipulation of the radio set. Printed copy can be entirely disregarded, and pictures need receive but a fleeting glance unless they are of interest, but the spoken word in radio advertising cannot so easily be overlooked.

The fact that spoken advertising cannot be unnoticed is, perhaps, a powerful argument in its favor. It is certainly so from the view-point of the advertiser, unless the public too keenly resents the interruption of radio programs. It may be well to remember that at present many of the best hours of entertainment are given by advertisers, and that stations receive most of their income from those who are willing to pay heavily for the privilege of bringing their name and possibly a brief bit of "copy" to the ears of the world. What would become of radio in this country without advertising is an interesting question.

An obvious disadvantage to radio advertising is the fact that no selection of audience is possible. This practi-
excludes from that medium many commodities and services which appeal only to a very limited group. A study of radio programs will reveal the fact that only those services or articles having a general appeal are mentioned.

Gifts

The use of advertising gifts is often satisfactory. Pencils, blotters, rulers, calendars, and a score of useful trinkets serve as a pleasing reminder of institutions and products. To be sure, they usually give little more than the name of the advertiser, but that advantage is certainly not to be slighted. Much advertising is for the sole purpose of keeping a name before the public, and gifts do that in a rather pleasing way.

The expense of this form of advertising is often regarded as prohibitive, but it need not be so considered if compared with other methods.

Gifts have the disadvantage of being lightly thought of, and consequently there is considerable waste when the materials get into unappreciative or disinterested hands, but this disadvantage is somewhat offset by the fact that the articles ordinarily remain in evidence for some time.

Street Car Advertising

Street car advertising takes two forms, the display of cards within the car, and the display of signs or cards on the front or back of the car. Busses which are taking the
place of trolley cars lend themselves to the same methods of advertising.

The signs on the outside of the conveyance are usually put on during the night hours, and are used only on those cars which operate within a certain interested district. Such signs are usually simple announcements of a baseball game, a concert, or some other local affair. Often the traction companies carry the cards without charge, especially if the affair promises to give patronage to the company.

The cards within the cars or busses are more often part of an extensive local or national advertising campaign. The space may be rented for a given length of time, usually at least a year, as the car advertising companies do not make a practice of renting space for less than that time, and it is very common to contract for displays over a period of five or more years. It is possible, however, especially in the case of seasonal products, for the advertiser to secure two six month "runs" which need not be consecutive. A slight extra charge, often ten percent, is made for the privilege of splitting a year's contract.

Arrangements may be made with the Street Railways Advertising Company of New York to have cards carried by any street car in the United States. That company sublets to the smaller companies which control space in various sections of the country, so that the cards may appear in every car operating in the United States, or a simple local cam-
campaign may be conducted. Often the campaign may cover a certain restricted section of the country. It is quite common for an advertiser to arrange for monthly changes of cards, and such changes are cared for by the company handling the street car advertising in that locality. In order to provide for a change in copy with the least expense some advertisers have their cards printed on both sides and they need only be reversed when a change is desired. It is quite possible to have a series of cards in a given locality during one month. Not all the cards need be alike.

Car cards are very carefully prepared, often with the help of the company controlling the space, and the result is usually a very worth while advertisement. In preparing such displays it is well to remember that they are to be seen from a distance and that simplicity is one of the most important factors in their effectiveness. A few words only, with a colorful illustration, may serve much better than an elaborate card which emphasizes nothing in particular and tries to say too much in the small space provided. The standard size throughout the country is 11 x 21 inches.

The use of color makes it possible and profitable for the distributors of packaged goods to show an illustration of their product in the hope of familiarizing the public with the appearance of the commodity. Care must be taken to see that there is not an over use of color resulting in a jumbled, ineffective display. Another interesting point
For the convenience of the country, let us examine certain technological aspects of the country. It is during one or another section of the country, may not in a satisfactory to examine the economic problems of the country.

And such changes also cause for the economic prosperity of the county. If we do not attempt to understand the present situation of the county. It is clear for my respect.

And to a chance to work with the Indian experience alone on.

According some short cuts for finding our path and possible to know a variety of cases in a given situation and

In the other direction, one of the county need to change.

And scheme into our country, the economy of the country need to change.

With a short cut for finding our path and possible to know a variety of cases in a given situation and

You can find to use too many of the most economic planning. You

If we can find some aspects of the county in "on" Information and the economy of the country need to change.

You will not be able to provide the county and information.
in connection with the preparation of cards is that the lower half of the card tends to receive first attention since the card is viewed from below. Inasmuch as cards are of standard size no advertiser has the advantage over another so far as space is concerned. Competition for the attention of those in the car must be based on the effectiveness of the advertisement. Naturally the cards are unsuited to presentation of any great amount of detail.

Many manufacturers and distributors provide dealers with cards on which the name of the local dealer may be imprinted, and the street car advertising companies have made up some very effective cards along a general line for such institutions as banks and stores. Naturally the expense of a campaign with the help of such work is considerably less than it would be if each individual concern had to pay for the make up and printing of the cards.

The patrons of a car very often look at such advertisements with considerable interest, as they provide something to gaze at beside that which is passing the windows. It is claimed that individuals at leisure are usually in a receptive frame of mind and that products advertised on car cars thus receive favorable attention from passengers who are temporarily inactive. They also have an opportunity to impress a product on the minds of shoppers on their way to town.

The population which is reached by street car advertis-
The administration and utilization of such a system should be under the control of the government. The system should be designed to provide efficient and effective service to the public. It should be structured in such a way as to ensure that the information is accurate and up-to-date. The system should be capable of handling large volumes of data and should be able to accommodate the needs of the community. The system should be designed to be user-friendly and should provide easy access to the information. The system should also be secure and should protect the privacy of the individuals. The system should be regularly updated and maintained to ensure that it remains effective and efficient.
ing is rather varied in its nature, and it may readily be seen that careful selection of prospects is impossible, although it is true that for the most part those who ride on street cars are residents of urban centers. It cannot be truthfully stated that the patrons of such cars belong exclusively to the wealthy or to the poorer class, since many individuals owning automobiles, because of traffic and parking problems, prefer to use public conveyances especially while going to and from work. On the other hand there has been, of course, a dropping off in some sections in the volume of street car traffic. Some time ago, however, the Chicago Tribune made the statement that in Chicago "In 1907 there were 372,000,000 revenue passengers on the surface lines. That was at the rate of 182 for each of the 2,039,000 residents of Chicago at that time. In 1927 the population had grown to 3,100,000 but the rate of passenger growth was far more rapid than the increase in population."

"There were 882,000,000 revenue rides in 1927, or 284 per inhabitant, in contrast to the 182 per inhabitant twenty years ago."

The opinion is quite common that the volume of street car traffic in the larger cities has increased in recent years, but that the volume has decreased in many of the less thickly populated areas where walking is still done and the traffic problems in connection with individual transporta-
It is important to note that the

example provided is a helpful tool to illustrate the concept of

data analysis and interpretation. It is crucial to understand the
data and its implications in order to make informed decisions.

In this example, the dataset includes information about sales
figures for a particular product over a period of time.

The table below shows the sales figures in thousands of units for
various months.

<table>
<thead>
<tr>
<th>Month</th>
<th>Sales (in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>12,500</td>
</tr>
<tr>
<td>Feb</td>
<td>15,000</td>
</tr>
<tr>
<td>Mar</td>
<td>13,000</td>
</tr>
<tr>
<td>Apr</td>
<td>14,500</td>
</tr>
<tr>
<td>May</td>
<td>16,000</td>
</tr>
<tr>
<td>Jun</td>
<td>17,500</td>
</tr>
</tbody>
</table>

From the data, it is evident that the sales figure increased
over the months, reaching its peak in June. This trend can
be further analyzed to identify factors that contributed to the
increase in sales.

In conclusion, the importance of data analysis cannot be
overemphasized. It is a powerful tool for decision-making and
helps in understanding the underlying patterns and trends in
the data.
tion are not so acute. With the rapid increase in the number of city dwellers the street car companies have probably been able to more than make up for any loss due to automobiles.

Occasionally trolley companies allow stickers to be placed on windows, or twirling cardboard signs to be fastened to the rods within the cars and when such are allowed they often prove effective because of their novelty. Such practice is sometimes forbidden by the agency which rents the usual card space above the windows.

**Direct Mail**

Mail advertising is familiar to everyone, and at times is spoken of very lightly by those who make a practice of consigning to the wastebasket all advertising material which appears in their mail. Mail advertising takes the form of cards, letters, circulars, and catalogs, all of which are intended to carry a message direct to the prospect.

Printed and typed material is common, while great quantities of form letters are multigraphed, mimeographed and processed by several methods to give the appearance of typed letters. Such processed material has its place, but inasmuch as the personal element in direct mail advertising is very often emphasized, it can be seen that typed material often more than pays for the extra cost involved. A form letter which pretends to be a personal letter is of doubtful value at best, and when not even typed it certainly carries no favorable impression to the recipient.

Follow-up letters are the natural step after a prospect
The essay does not seem to contain any coherent text. The content is fragmented and difficult to interpret. It seems to be a mix of random characters and incomplete sentences. The context is unclear, making it impossible to make sense of the text as a whole.
has answered an ordinary advertisement. Direct mail is also useful to pave the way for personal visits by salesmen, making their work easier and more effective.

Samples

The distribution of samples is quite common in connection with food products, new or old. The principal disadvantage of this method of advertising is the expense connected with it, but the public is very much inclined to use samples, and if found satisfactory the product has found a new user. To be sure, many of those receiving such samples are already acquainted with the goods, but even so there is a possibility that the user may become reacquainted with that which he has neglected of late.

The expense of promiscuous distribution may be overcome to some extent by the use of coupons which when presented at a neighboring store will entitle the bearer to a free sample. While this method cuts down the number of samples distributed, it has the advantage of tying up the product with the retailer who handles it. By letting the customer know that the advertised article can actually be secured at a convenient place the coupon serves a useful purpose. The public does not like to ask for an advertised article only to be met by a blank look from a clerk who has never heard of the product.

House Organs

House organs are pamphlets of which there are two kinds
The teacher of a history of the """"the People of the World is a great and noble task. It is a task that requires a profound knowledge of the world's history and a deep understanding of the peoples who have shaped it. It is a task that requires a love of learning and a commitment to justice and fairness. It is a task that requires a dedication to the cause of peace and prosperity for all. It is a task that requires a commitment to the people who have been affected by the events of the past. It is a task that requires a commitment to the future of the world. It is a task that requires a commitment to the people who will shape it. It is a task that requires a commitment to the values that will guide it. It is a task that requires a commitment to the ideals that will inspire it. It is a task that requires a commitment to the principles that will sustain it. It is a task that requires a commitment to the people who will benefit from it. It is a task that requires a commitment to the future of the world.
in common use. One is the type which is intended for circulation among the employees of a company, and the other is intended for the company's customers and prospects. Both have as their function the dissemination of information concerning the company and its product. The building of good will among customers and the inspiration and encouragement of salesmen and employees are aims of such periodicals. Information concerning the products, their uses, news of general interest to salesmen, distributors and the public, together with items on company policies and ideals form typical house organ material.

Demonstrations

Demonstrations of the uses and qualities of merchandise serve well at times. Manufacturers and distributors of food stuffs find that they profit considerably by having patrons of a store served with a cup of coffee, or other product which they wish to call to the attention of the public. Such demonstrations usually take place in stores, but in several cities one distributor of coffee has given samples in theatre lobbies. Manufacturers of handwork material in co-operation with retail stores make a practice of demonstrating the uses of their product, and even give lessons without charge to those who are interested.

Street demonstrations of various commodities, chiefly patent medicines, might come under this classification, but because the quality of merchandise offered is usually rather doubtful, this method tends to cheapen that which is so adver-
tised and consequently is seldom used successfully in connection with merchandise of the better grade.

Demonstrations of one of the manufacturers of aluminum ware might be mentioned, although their method is to have the demonstration an integral part of the sales talk. A number of women are invited to the home of one who is willing to act as hostess. The demonstrator then proceeds to show how his products may be used, and has the advantage of using his salesmanship with a group which has come together voluntarily. He usually calls on the individuals at a later date. Group psychology probably plays an important part in this method, and it apparently produces favorable results.

The demonstrations ordinarily given in connection with sales talks are, of course, an important feature of selling.

Airplane and Other Novel Methods

The airplane has proved to be an instrument of rather spectacular advertising. It is used principally for sky writing but lends itself to other methods as well. In sky writing the pilot directs his ship on such a course as to spell the name of the product to be advertised. A trail of dense chemical smoke is left behind and remains in the sky for a brief space of time. The writing disappears more quickly than might be desired, but the novelty of the method, and the cleverness of the work never fails to attract considerable attention. In order to be legible to those on earth, the
spelling must, of course, be done with the letters upside
down from the navigator's view-point.

The airplane has also been used as a vehicle from which
to announce the merits of various articles by means of amplifi-
cation and loud speakers. Voices and singing from the air,
which can be heard over a large area, invariably cause consid-
erable comment and are of attention getting value.

Illuminated signs carried on the under part of a plane
serve well during the night to impress a name or slogan upon
the mind of the public.

The use of street pianos, machines carrying large signs,
and other unusual contrivances designed to attract the atten-
tion of the public are useful on certain occasions. Stilt
walking, clowns, sign carriers and all such media must be a-
voided if dignity or impression of fine quality is important.
Unusual methods are inclined to cheapen the advertised pro-
duct in some cases. What impression might one easily get of
a concern which advertised expensive fur coats by means of a
fat comedian with painted face and huge shoes? Naturally
it would not be favorable, although it surely would get at-
tention of an undesirable kind. We must be extremely careful
to insure the use of appropriate methods in advertising.

Outdoor Advertising

Poster advertising may be seen almost everywhere, the
size varying from the "3 sheet" which is only fifty by eighty-
seven inches, to the "24 sheet" which in nineteen feet six
If we know the fundamental laws of nature we can predict the outcomes of phenomena with high precision. The challenge is to determine these laws from empirical observations. This involves formulating hypotheses and testing them through experiments. If a hypothesis is consistently confirmed by experiments, it is considered valid. However, it is important to note that even if an hypothesis is not explicitly contradicted by experiments, it does not necessarily mean that it is true. The validity of a hypothesis depends on how well it explains a wide range of phenomena.

In summary, the process of scientific discovery involves making observations, formulating hypotheses, and testing these hypotheses through experiments. The goal is to build a coherent and comprehensive understanding of the natural world. This understanding is continually refined and updated as new evidence becomes available.
inches by eight feet eight inches. The 24 sheet poster is usually on a panel twenty-five feet long and twelve feet high. Such posters, which are lithographed sheets, should not be confused with the still larger painted signs which have the advertisements painted directly on their surfaces.

Press Agents

A press agent is one who makes a business of advertising an individual or commodity through news items. All sorts of publicity schemes have been tried by agents in the pay of individuals who desire to have the public know something about their activities. Clothing found by a lake, and witnesses who claim to have seen the subject wandering about, furnish lively material for newspaper reporters. After the public's interest has been sufficiently aroused and the name of the departed celebrity impressed on many minds, the victim may reappear.

P. T. Barnum is given credit for being one of the cleverest, as well as one of the most successful users of free advertising space in the newspapers, although it can hardly be said that all his exploits, nor indeed the affairs of any of the old style publicity men, are to be entirely approved from an ethical viewpoint.

Motion picture actors and actresses have used, and still use considerable publicity for which they do not pay in the usual manner. The public seems to like that sort of deception
Your text seems to be a mix of various phrases and sentences that are not clearly connected. It appears to be a page from a document, possibly a letter or a memo, but the content is not coherent and may require further context for proper understanding. Here is a transcription of the visible text:

I have no idea how to go about a certain...
if it can be called that, and if we are to judge by the way it accepts all sorts of news concerning favorite stars, but the newspapers have taken a decidedly unfavorable stand toward publicity seekers and their agents.

It is not to be supposed, however, that all publicity is of the questionable type. Many interesting and valuable news items are sent out by publicity men concerning individuals and events which the public is anxious to read about, and not all of such agents are interested in the older kind of publicity. Those publicity agents, or as they prefer to be called, public relations counsels, who are fortunate enough to have built up a favorable reputation with publishers are rendering a very useful advertising service.

Counsels are sometimes paid a flat fee for their work, and sometimes receive a commission on all space devoted to their clients through their efforts.
It is true that we are all, to a certain extent, surrounded by the world. Whether we are aware of it or not, the world is always present in our lives. The world is full of people, places, and events that shape our experiences and influence our decisions. We are all part of a larger community, and our actions have consequences that affect others. It is important to be mindful of our impact on the world and to strive to make positive contributions.
Questions

1. About how many copies of newspapers are printed daily in the United States?


3. What pages are sometimes preferred in newspapers?

4. Which are preferable, inside or outside columns?

5. Which is preferable, the space above or below the center fold?

6. What is the purpose of newspaper restrictions as to size of type?

7. When do papers like to get advertising copy?

8. What is the most important part of a newspaper to most readers?

9. Why are advertisements often placed in the section of a paper dealing with the subject of the ads?

10. What are classified advertisements?

11. What are some of the headings for classified sections?

12. Do classified ads ever try to attract attention by means of conspicuous make-up?

13. Mention three reasons sometimes given for failure to mention price in a classified ad?

14. Give a good reason for mentioning price.

15. How do papers differ in their appeal to various types of individuals?

16. Which are supposed to be read more hurriedly, morning or evening editions?

17. Do morning or evening editions tend to have the larger number of masculine readers?

18. Which edition has the larger amount of retail advertising? Why?

19. Name three sources of information concerning newspaper circulation.

20. Who was one of the most famous users of free advertising?
21. What is the usual stand of newspapers in regard to over zealous publicity seekers?
22. What is another name for a publicity agent?
23. Mention two common methods of payment for service rendered.
24. What is national advertising?
25. How have newspapers been handicapped in the use of color?
26. How is it being overcome?
27. For what type of advertisement are magazines a logical medium?
28. What evidence have we that advertisers believe advertising pays?
29. Why are certain magazines more suitable than others for advertising a given product?
30. What is meant by the term "preferred position"?
31. What are some of the preferred positions in magazines?
32. Why are stories continued from one section of a magazine to another?
33. Give two possible disadvantages of radio advertising.
34. Give two possible advantages of radio advertising.
35. What can be said in favor of gifts for advertising?
36. Mention two kinds of street car advertising.
37. What attempts are made to reach special areas by street car advertising?
38. What company arranges for street car advertising throughout the United States?
39. What is the standard size of car cards?
40. Name four kinds of direct mail advertising.
41. What advantage to salesmen are advertising letters?
42. With what kind of products is sampling especially useful?
43. Name an advantage and a disadvantage in connection with distribution of free samples upon receipt of a coupon.
Work to the same place in your business as possible.

Make to ensure there is a monopoly present.

Experience can sometimes reveal the essence of a market.

Work to ensure that alternatives are present.

The main emphasis is on the idea of a logical.

For a clear picture of your business, you need to understand your market.

The main emphasis is on the idea of a logical.

The main emphasis is on the idea of a logical.

The main emphasis is on the idea of a logical.

The main emphasis is on the idea of a logical.

The main emphasis is on the idea of a logical.

The main emphasis is on the idea of a logical.
44. What advantage may arise from having samples distributed to persons who have already used a product?

45. What are house organs and what is their purpose?

46. Mention two kinds in common use.

47. What kind of material is contained in each?

48. Mention three kinds of demonstrations.

49. Describe the demonstrations used in connection with the sale of aluminum.

50. Mention a disadvantage of advertising by means of sky writing. In what two other ways are planes used for advertising?

51. Mention five other novel methods of advertising spoken of in this chapter.

52. Why are novel methods unsuitable for certain types of advertising?

53. Distinguish between posters and painted signs in outdoor advertising.

54. What is a press agent?
Discussion

1. Under what conditions may a reader study advertisements?

2. Do you think an advertisement is more likely to be seen more than once by the same person in a newspaper or in a magazine? Why?

3. Do you think readers ordinarily look at classified ads unless they have some special purpose in mind?

4. Under what conditions, if any, do you think it would be well to omit mention of price in a classified ad? Why?

5. Why do you imagine morning editions are often read more hurriedly than evening editions?

6. What impression do you get of a concern which sends out reproduced letters purporting to be personal typewritten letters?

7. Do you think most people make use of samples left at the door?

8. Does it seem worth while to have the distributor of samples give a brief sales talk when the sample is left? Consider the expense involved.

9. What kinds of demonstration have you heard of recently in actual use?

10. What examples of free publicity have you heard of?

Suggestions

1. Bring in samples of advertisements shown in preferred sections.

2. Find out how near publication time copy may be presented to local papers.

3. What restrictions do local papers make concerning size of advertisements and type sizes?

4. Do local papers have any preferred positions for which they make an extra charge?

5. Try to find an example of advertisements poorly placed in relation to each other.
Discussion

Under what conditions can a group of people make a decision to which all its members understand and can agree.

How can think and reason collectively to make decisions is a question of primary importance to you.

We may or may not be willing to accept the decisions of others.

To think in terms of how a group of people make a common decision is even more important.

The way in which a group of people make a common decision is an important aspect of collective decision-making.

Conclusion

In the chapter we have discussed the importance of communication in making collective decisions. We have also examined the role of leadership in facilitating communication. Finally, we have looked at the factors that affect the effectiveness of communication in group decision-making.

We can see that communication is a crucial aspect of group decision-making. Effective communication can lead to better decisions and a greater sense of satisfaction among group members. However, there are also challenges in communication, such as misunderstanding and conflicts. It is important for group leaders to pay attention to these challenges and work to overcome them.

In conclusion, communication is a vital aspect of group decision-making. By understanding the importance of communication, group leaders can work to make better decisions and create a more effective decision-making process.
6. How many columns of advertising do local papers have? What proportion of the entire paper is taken up by advertising? Give figures for each night in the week.

7. Get a display and a classified rate card from local papers.

8. Bring to class examples of advertisements placed in special sections.

9. How many divisions of classified advertisements do local papers have? Bring to class an example of each.

10. Bring in an example of a classified ad which attempts to draw special attention to itself.

11. Choose three classified ads and improve them by re-writing. Figure the difference in cost between the original and rewritten ad. Is it worth it?

12. Compare the number of classified ads mentioning price with the number not mentioning it.

13. Compare a local morning edition with an evening edition as to the quantity of retail advertising.

14. Do as above for classified advertising.

15. Do as above for national advertising.

16. Bring in a sample of advertising in which there has probably been co-operation between the manufacturer and local distributor.

17. Bring in samples of color work in newspapers.

18. List five products of various kinds and tell why you would advertise in a magazine which you name.

19. List five services of various kinds, not all of which are of interest to the general public, and tell why you would advertise in magazines which you name.

20. Name a magazine specializing in each of the ten subjects mentioned under the section Types of Magazines.

21. Bring in samples of mail advertising.

22. Bring in a processed letter which apparently intends to give the impression that it is personal.

23. Find out whether the local transportation company makes a charge for carrying advertisements on the outside of their cars.

24. Find out what rates are charged for advertising on regular inside car cards.
25. Does the local transportation company allow stickers placed on its windows or care to have cardboard twirlers hung inside the cars?

26. Bring in to class samples of gifts, novelties, house organs, and samples.

27. What forms of free publicity have you noticed of late?
CHAPTER III

ADVERTISING BY RADIO

Those who have had considerable experience in radio advertising seem to feel that this method is useful principally for reminder advertising, and that it is really only an auxiliary to other forms of advertising. Whether or not this is true is a question for debate, but as an illustration* we may call attention to the experience of a certain toothpaste company of Newark, New Jersey. The company was using a very successful entertainer in order to attract public attention, and during the broadcasting from the Newark station the sales of the company in the Newark district reached unprecedented heights. The program was then changed to a Pittsburgh station, and within a very short time the sales in the Newark district had fallen off tremendously. The project with like results was repeated at Pittsburgh. As long as the radio broadcasting was kept up, the sales kept up, but upon its discontinuance the sales volume fell. Finally the manufacturer, in order to save his business, enlisted the assistance of a publication campaign.

Differences Between Radio and Other Advertising

In considering the difference between radio and ordinary publication advertising, we must remember the fact that a manufacturer, for example, cannot use radio to educate listeners in the same way he could if his advertising were presented in print. It is certain that the public will not listen to a long drawn out exposition of the good points of a product. Incidentally,

* A Primer of Advertising by A. C. M. Azoy
"Advertising by Radio" by Dunlap has been used as the principal source of material for this chapter.
Irritating the Radio

Those who have had considerable experience in radio work feel that such methods as these which involve a direct appeal to the audience's desire to hear news or other items of interest are effective. Such methods may be used to increase the listenership of a particular program. For example, a program may be designed to appeal to the interests of a particular audience, such as sports fans. The program may feature stories about local sports teams, interviews with athletes, and commentary on recent games. This type of program can attract listeners who are already interested in sports, and it can also attract new listeners who are interested in learning more about local sports. By appealing to the audience's interests, the program can increase its listenership and build a loyal following.
many of the manufacturers and advertisers using radio most successfully have not decreased their appropriation for other forms of advertising. On the other hand, they have increased their expenditures.

Broadcasting differs from publishing in another respect. If a publisher finds himself with a large quantity of advertising to be inserted in his magazine, he can extend the space of his magazine for the issue. Broadcasting stations on the other hand, have only a limited amount of time at their disposal and cannot afford to have the public regard their programs as undesirable, as it certainly would if too much advertising were allowed to go on from the station.

We must remember that radio advertising appeals to the ear, while other forms of advertising appeal principally to the eye, although it is to be hoped that with the advent of television the eye will make a more complete appeal.

Radio has the advantage of being able to present its message at a time when the public is ordinarily in a receptive frame of mind, but on the other hand the program must be entertaining to the public in order to receive favorable attention. As Mr. Aylesworth, President of the National Broadcasting Company says concerning radio, "Its influence is entirely dependent upon its desirability. The radio set owner is in an enviable position of getting what he wants, rather than what someone thinks he wants. He demands service and if he does not get it,
he rejects the offering without the slightest inconvenience."

Cost

The cost of radio advertising is at present rather high, thus limiting it somewhat to national advertising or local advertising for large concerns. However, it is estimated that at least $10,000,000 was spent in 1928 for broadcasting over the National Broadcasting Company's system. That figure includes the amount charged by the broadcasting company as well as the salary received by the entertainers. In addition to the $10,000,000 there were huge expenditures for advertising over the Columbia and independent systems. The Atwater Kent Radio Company is supposed to spend on the average more than $7000 a week for broadcasting. About $750 is provided in their budget for each Sunday night's broadcast given during the summer.

There has been a question in the minds of some people as to whether radio advertising pays for its enormous cost, but we find that national advertisers who have really given broadcasting a fair trial almost invariably answer that it does pay, and a renewal of their contracts with broadcasting companies certainly indicates their belief. Furthermore, additional stations are added to the networks, and it seems as though more advertising is being sent over the air every evening.
gec

The cost of radio broadcasting at present is far too high for any but the largest concerns. However, if a system of radio broadcasting were set up, it would be feasible for a concern to set up a system of radio broadcasting over the entire broadcasting company as well.

In addition to the safety and convenience of the broadcasting system, the 210,000,000 people who have experience in the television and radio industry are more than familiar with the cost of operating such a system. However, a system of this nature would be much cheaper and more convenient for the audience as a whole.

There has been a decrease in the number of some Leading

The National Broadcasting Company is doing in this country, and we find that National broadcasting has made very little progress towards a greater number of stations and are, therefore, in no way a menace to the concerns with broadcasting companies.

Certainly the National Broadcasting Company is doing more and to some extent to the communities, and it seems to have more
Radio Advertising and the Public

There have been, and there still are people who feel that advertising over the air is ruining broadcasting just as they felt that advertising in the newspapers would ruin newspapers, and that advertising in magazines would lessen the pleasure of reading magazines. We are, of course, familiar with the campaign against outdoor advertising in which bill-boards are supposed to spoil the natural scenery of our countryside. We must admit, however, that newspapers and magazines could certainly not do the splendid work they are doing without the financial support of advertising, and it is only fair to state that the radio broadcasting people are enabled to present musical programs and other entertainment only because of the income they receive from advertising. To be sure, in European countries, broadcasting is supported by funds secured from other sources, but there is a question in the minds of some people as to whether the broadcasting is of the same quality as that in this country.

The Law and Advertising

The law has something to say about advertising over the radio. O. H. Caldwell, the radio commissioner, says, "It is my belief that nearly every program that goes on the air is a background for some form of publicity. It would be hard to draw a line between those stations which advertise directly or indirectly and those that profess to furnish programs of a cultural value."
radio or television, and the public

There have been many cases of people who feel that

sarcasm and the air is inflection, pronunciation that is very

felt that sarcasm in the newspaper might lead them to believe

and that sarcasm in sarcasm even led the presence of

resignation. It is of course, to blame with the case-

other sources, other sarcasm, in which little people are seen

beyond to follow the natural tendency of our country's

agree, however, that newspapers and sarcasm cannot

not to the logical work that are gone without the limitation

support of sarcasm, and it is only left to state that the

radio producers are capable of earning money and

receive from sarcasm. To be sure, in English countries,

producers are to back up the work of some people as to make

and the producers of the same difficulty as that in the com-


The Law and Sarcasm

The law has something to say about sarcasm, and the

O. H. St. John, the radio commissioner, says, "If in

my office, I must say that every question that comes on the air is

presented for some form of apology. It would be hard to

draw a line between those articles which sarcasm attacks on a

infrequency, and those that belong to family programs of a

affluent nature."
One federal radio commissioner has said that there is no authority under the law for the Commission to regulate direct advertising.

The late Rear Admiral W. H. C. Bullard, while acting as chairman of the Federal Radio Commission, said that complaints have been received from the public concerning the broadcasting of direct advertising. It seems that several broadcasters who sent out programs which were unpleasant or objectionable to the public, apparently did so without realizing the unfavorable influence that their action had upon the public.

The Federal Radio Commission has this to say about radio law. "While it is true that the broadcasting stations in this country are for the most part supported or partially supported by advertisers, broadcasting stations are not given great privileges by the United States Government for the primary benefit of advertisers. Benefits derived from advertising must be incidental, and secondary to the interest of the public.

"Where the station is used for the broadcasting of a considerable amount of what is termed 'direct advertising', including the quoting of merchandise prices, the advertising is usually offensive to the listening public. Advertising should be only incidental to some real service rendered to the public and not the main object of a program. The Commission realizes that, in some communities, particularly in Iowa, there seems to exist a strong sentiment in favor of direct advertising on the part of
The Australian Radio Commission have called upon the Federal Radio
Commission to make use of the powers vested in it by the

The Federal Minister for National Development, Mr. H. G.ullet, while noting that the

The Federal Radio Commission have made it clear that the proposals

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the listening public. At least the broadcasters in that area have succeeded in making an impressive demonstration before the Commission on each occasion when the matter has come up for discussion.

"The Commission is not fully convinced that it has heard both sides of the matter, but it is willing to concede that, in some localities, the quoting of direct merchandise prices may serve as a sort of local market, and in that community a service may thus be rendered. That such is not the case generally, however, the Commission knows from thousands and thousands of letters which it has had from all over the country complaining of such practices."

It seems reasonable to expect that radio listeners will be protected from an unbearable amount of advertising over the air by the fact that the public simply will not listen to too much advertising, and as it loses its effect, advertisers using the medium must either discontinue the practice or improve the quality of their broadcasts. If the necessity arises, it is to be hoped that our government will take a hand in the elimination of radio advertising of an undesirable nature. We believe radio advertisers appreciate these facts and will confine their efforts to preparation of the mind of the consumer so that the dealer or salesman will find his task more simple.

Evidence of the Value of Radio Advertising

In his book called "Advertising by Radio", * Mr. Orrin E. Dunlap gives some rather interesting figures concerning the value of radio advertising. For example, the late Alfred W.
McCann, broadcasting over W.O.R. during the morning, has received as many as twelve thousand letters in one week. Mr. McCann talked principally about the service value of products, and certainly did not solicit letters. In fact he often requested that the public refrain from sending in such letters, as he was unable to handle the large amount of correspondence involved. The Pearlmint rubber tooth brush was favorably mentioned by Mr. McCann one morning, and as a result station W. O. R. received fifty-nine thousand pieces of mail within two weeks.

The Seiberling Rubber Company has used radio considerably in its advertising. This company has a comparatively small number of dealers handling its product, for it uses the exclusive dealer plan. Such a plan naturally carries with it certain obligations as well as advantages to the dealer. Prior to its actual advertising campaign over the radio, the Seiberling Company advertised to dealers its intention of broadcasting, with the result that they added five hundred new dealers to their list even before the first radio performance was given. Eight hundred additional dealers were added within a month, and by the end of five months, nineteen hundred new dealers had been added.

The success of Roxy's advertising over the air is worthy of note, especially as he has received about four million applause letters during six years of broadcasting. The majority

* Considerable material from that book has been used in this chapter through the courtesy of the Ronald Press, New York City.
MAGNON, propagandist over W.T.C. during the war, has been

sent back as many as thirty thousand letters in one week.

MAGNON, following propaganda report, sent the service notice to

as many addresses as possible. However, we have reason to believe

that the number of people still receiving them is small.

Therefore, if you have not received a letter, please write

directly to MAGNON Magnet Company, 123 Main Street, New York.

The success of MAGNON's propaganda campaign has been

astonishing. We must take note of this and support our

soldiers in their struggle.

New York City.
of these letters come from the smaller cities of the middle west, although larger cities too send in thousands of messages.

The following statement was made by a prominent rug manufacturer. "We firmly believe that radio gives us a generous return for money invested. We know that our mills are running a larger proportion of full time than any carpet mill in the country. This may be due to radio and again solely to our established reputation and quality of our product, but the fact remains that we are not getting as bad a licking as some of the rest of the fellows, and one of the things that we have and they do not have is radio broadcasting."

Through broadcasting over W. R. N. Y., the New York Edison Company distributed seventy thousand booklets entitled "Twenty-one Adventurous Nights". Fifty-seven thousand five hundred copies of another booklet were issued, forty thousand of another and finally seventeen thousand five hundred copies of a fourth book. These figures certainly seem to indicate that a splendid response is received from certain forms of radio broadcasting.

The Ipana Troubadours started broadcasting in 1925 over two stations. In 1928 they were broadcasting over a network of thirty-one stations, and the organization has probably been one of the most successful on the air. The announcer invariably called attention to the fact that The Ipana Troubadours were in their red and yellow costumes, red and yellow being the colors of the Ipana toothpaste container. More than 15,000 copies of
a poem called "Smile" were mailed to those requesting it after listening to an Ipana Troubadour concert.

On another occasion it was announced that certain of the musical selections played that evening by the Ipana Troubadours had been put on the air for the first time, and that anyone requesting a copy of one of the songs might have one free. About 55,000 copies were sent out, since that number of requests had been received within a week after the program was broadcast. Over 125,000 applause letters have been received by the Troubadours since they started broadcasting, and in answer to each of the letters a sample tube of Ipana toothpaste has been sent.

Let us emphasize once more the fact that radio advertising, to be effective, must be brief, and that it must be entertaining in order to create good will. We must remember also that the results from increased good will are not always felt immediately in the form of increased sales volume.

Some Criticisms of Radio Advertising

There seems to be an impression among certain broadcasters that the public will tune in to one station, and allow the set to go on, without retuning, no matter what program is sent over the air. Such is not the case, and the belief is certainly not founded on fact. Is there anything more annoying than to tune in on a program which is advertised as music, or which starts out as music, and then to find after you are comfortably settled that the program has turned out to be a chattering contest, or
A poor letter 'Smile' was mailed to four-legged friends after

In return to our Thanksgiving concert.

On another occasion we announced that certain of the

questions received during the Thanksgiving dinner had been put on the table and that these men-

were answering a group of one of the same spirit but one. They had

sent 6,000 ciphers more exact once since that number of letters has

done nothing within a week after the program was performed.

Over 175,000 anonymous letters have been received by the Trump-

ers since the first newsletter announcement, and it is rumored to ease of

the letter a sample of I have correctly and been sent.

Let no one mistake once more the least that leads an advantage to be effective, what is pivotal, and that is meant to be most effective. We want remember, also that the

results from increased both will are not shown until immediately.

In the fact of increased senses volume.

Some Criticism of Radio Broadcasting:

There seems to be an impression among certain broadcasting

services that the public will tune in to one station and listen for an

hour or more. It is not the case, and the public is certainly not

fond of that. I have nothing more substantial than to note

it in no program which is called by name or which states

out as music, and I feel that after you are comfortably settled at

the broadcast you turn out to be a cooperative content, an
that some long winded broadcaster is sending out more than his share of advertising copy? Radio listeners are very prompt to tune out any such program, and instead of building good will it is possible that ill will may be created by such programs.

A few words go a long way over the radio, as most people certainly do not, and will not, listen to talking over the radio. A few words, with a background of music, are about all the advertiser can get the public to accept.

Advertising which is obviously selfish is not successful over the radio, any more than it is in newspaper or magazine work. Egotistical boasting will do more harm than good.

Just what kind of programs Americans do approve of is a matter not entirely settled to the satisfaction of those interested in broadcasting, but it has been shown by careful investigation that less than ten per cent of the listeners like jazz music. The fact that the public does not like speeches is fairly established, unless those speeches be by some one very much worth listening to.

Dunlap * says that the sandwiching of direct advertising in between the numbers of a program would be a splendid way to reduce sales. "The same man or woman who lingers long over a newspaper or magazine is instantly offended if the loud speaker begins telling where to buy and what to buy. A twirl of the dial and the listener goes elsewhere. And he will go elsewhere

*Advertising by Radio.
that some form of engine protection is necessary on the water front.

The space of equipment comes to the right of the above, any interest of publicity and importance are here.

The will is made to the absence that it will may be created if smoke

programme.

A few words to a long way over the radio, as more people

are the radio, no more than it in newspapers or magazines.

work. Reiteration possible will no more seem then each

that what kind of aggression understood as such of a

wetter not entirely satisfied to the satisfaction of those inter-

state in prophecies, but it has been shown by certain times.

there are the radio does not like this because it not

in establiead, unless those newspapers or by some one very many

work relationship to

require a stage that the correspondence of interest preliminary to

in between the number of a broken-making of everything may

unthinkable these and in newspapers to in the expression at

it and the interest seem impossible. And we will to expression

*valorization of objects.
to purchase goods."

Broadcast listeners do not want instructions. They bought their radio receivers for entertainment, not to intercept advertisements. Many feel that the public today is most interested in radio as a means of getting musical entertainment out of the air.

A report made by Dr. Daniel Starch of Harvard University indicates that the larger communities are especially interested in classical music and grand opera. The smaller communities are more interested in the broadcasting of religious services, crop and market reports, and children's programs.

L. Amos Brown, president of Lord and Thomas and Logan, the advertising concern, says, however, that radio listeners will tune in on short talks if the talks are really interesting and well presented, but that they must be both. One careful survey covering a large section of the country, and communities of all sizes, proved that one of the three best liked features on the air is a program made up of talk and very little music. The popularity of this program is apparently due to its non-musical features. "It takes much more ingenuity to plan a successful non-musical program, but when such a program is a success it is likely to be a big success," said Mr. Brown. "When letters and inquiries come in by the thousands and tens of thousands in response to a program of talks, you have certain assurance that there are possibilities in the use of radio as an advertising medium far beyond the furnishing
of musical entertainment."

Rural Features

It is well to remember in planning an advertising broadcast that over thirty-one million people live on farms in this country. Furthermore, a large number of people now living in cities, such as New York, came originally from rural areas, and anything which reminds them of past experiences may bring a warm glow to their hearts and a consequent favorable reaction toward the advertiser. Not all of those who are compelled at present to live in apartments or on crowded streets will admit their fond recollection of a more leisurely past, but radio programs which bring such memories to their minds are found to be very popular even with a class of people which we would not expect to be interested in rural presentations.

One of the most popular of air features has been a skit which presents two characters supposedly conducting a country store. The difficulties which they have to overcome and the many interesting situations which they get themselves into make up a program so amusing that 6:45 has been a very popular time on certain wave lengths.

Simplicity

Some radio advertising programs have been accused of being too much above the level of entertainment desired by the ordinary American. Although apparently at present most advertisers realize that simple forms of entertainment please the largest
them to rest

It is well to remember that an overwhelming

one of the most pressing of the questions we face in the

which frequently two opposite and equally reasonable conclu-

The difficulties which we have to overcome may in the

may be interesting to those who seek solutions to

and time on certain areas instead.

Interpretation

Once these interpretative problems have been solved or par-

you may have the level of interpretation necessary for the

with American. Influence upon novelty or progress in the

realize that simple ways of interpretation please the largest
number, it is quite possible that some would benefit by making their programs still simpler. We must remember that evening is the usual time for relaxation, and that the vast majority of the radio listening public desires simplicity in its entertainment as well as in other things. Furthermore, the radio is by no means selective of its audience. All classes and conditions of people are listening to the same program.

Radio Plays

Kolin Hager, the director of programs at station W. G. Y., Schenectady, New York, says that the radio play is still one of the most popular of features. It has been used considerably and does not seem to be waning in its popular appeal. Comedies over the air are especially well received by the public.

Women as Listeners

In planning a radio broadcasting program it must be remembered that women form a large part of the audience. According to O. E. Dunlap, radio editor of the New York Times, letters which have been received from women indicate that their preference is as follows: symphony orchestras, familiar operas, symphonic dance music, good music of a classical or string type, religious hours, songs with a story, history and dramatic hours, dance music, children's hours, housekeeping, setting up exercises, investment talks, and last on the list, humor.

It is only natural to expect that women, when alone in a house, may find considerable diversion and interest in a radio.
Radio Play

"Women in Residence"

In planning a radio program to meet the needs of
women, it is important to recognize that money cannot buy a
future. Instead of the usual, less expensive, format,
the program should be based on the New York Times
report, "Women in Residence," which have been receiving
today's women into their midst. The women are
shown to be an attractive, enthusiastic group, and their average
to their present homes, some of whom are married and others
single, a home for the future, not just as a temporary
place, but as a permanent home.

It is only natural to expect that women, when shown to
people, will think of careers, husbands, and children in a
way...
Consequently programs during the morning and afternoon working hours may be directed especially to women. Many of them claim that music helps while they are doing the housework, and an occasional bit of advertising may fall on a ready ear. It is believed that women welcome programs which give recipes or tell of new ways to save labor in ordinary housework, and that such educational programs are more readily received in the morning than in the evening.

Choice of Stations

In deciding what radio stations to use as a medium for advertising, there are several factors of a technical nature to be considered. These we shall not attempt to discuss at any length, but it is well to remember that the power output of a station is important. Few people will listen to a station which sends forth weak signals when there are stations on the air providing strong programs which can be received without static or interfering noises.

A fifty watt transmitter is capable of rendering good service up to two miles and will give what may be called rural service to one hundred miles, provided there is no better service given by some other station. A five hundred watt station will give good service up to six miles, and that service should be of the best kind. It will give good service within a radius of thirty miles, and rural service up to three hundred miles. A five thousand watt broadcaster can be depended upon for very good service within twenty miles, good service up to one hundred
Concurrently programs provide the materials and equipment necessary for a woman to stay at home and develop her home-making skills. These programs not only contribute to a woman's employment but also to her personal development. A woman's ability to care for her family and contribute to the household economy is enhanced through these programs.

Choice of Occupation

In selecting what occupation to make a woman for, certain factors must be considered. The nature of the occupation does not itself determine the success or failure of the woman. The success of the woman depends on her own personal qualities, her education, and the environment in which she works. The occupation must be chosen so that the woman can make the best use of her abilities and interests.

A woman should be encouraged to choose an occupation that is compatible with her interests and abilities. This will enable her to make the best use of her time and energy. A woman should not be forced into an occupation that she is not suited for. She should be given the opportunity to choose an occupation that she enjoys and can excel in.

A woman's occupation should be chosen so that it is compatible with her family life and responsibilities. She should be able to balance her work and family responsibilities. A woman's occupation should not interfere with her family life.

A woman should be encouraged to choose an occupation that she can grow into. She should not be forced into an occupation that she cannot advance in. A woman's occupation should be chosen so that she can grow and develop in her chosen field.

A woman should be encouraged to choose an occupation that she can enjoy. She should not be forced into an occupation that she does not enjoy. A woman's occupation should be chosen so that she can enjoy and be satisfied with her work.
miles and rural service up to one thousand. A fifty thousand watt broadcaster will give local service up to sixty miles, good service up to two hundred miles, and rural service within a radius of three thousand miles. These figures are based upon winter performance and also upon the assumption that station wave distribution is circular, although as a matter of fact most stations find that their waves travel better in one direction than in others.

There are several other questions which a prospective advertiser must ask himself in choosing his station. For example, what sort of a reputation has the station? Are its programs of a high standard or does it seem to attract programs of a low calibre? How good are the announcers and the program director of the station? Many a good program has been ruined by the poor handling of the broadcasting company, and many an otherwise weak program has been considerably strengthened by good showmanship on the part of the broadcasting company.

In choosing a broadcasting station the advertiser must also consider by which station his market is most effectively reached. For example, if he wishes his product to be well known in metropolitan New York, he must choose a station which covers that particular field well.

It is also well to note whether the station under consideration has a broadcast wave of its own, or whether it must share the wave with some other station. If it does share the wave, what sort of a reputation has the other station? Even
though the reputation of one station may be excellent, if it has to share the air with another station bearing a poor reputation, the programs of the better one are likely to suffer, as the public will not tune in on the wave length under consideration.

Choosing the Best Night

Sponsors of an advertising broadcast usually wonder what night is the most favorable for their work. The question is exceedingly difficult to answer inasmuch as there are conflicts of opinion in the matter. Sunday and Monday nights are in favor with many because it is felt that many individuals will be home on those nights who may be away from home other evenings. In this connection, Dr. Daniel Starch, of the National Broadcasting Company, made an interesting survey. Canvassers visited 17,099 families east of the Rocky Mountains. Four-fifths of the families east of the Rockies reported that they listened to their radios daily. Three-fourths listened about equally on all nights, but Saturday and Sunday nights were favorites.

There are supposed to be 9,023,266 families east of the Rockies who own and operate radio sets, and it is estimated that the radio audience consists of 38,800,474 listeners. Including the families west of the Rocky Mountains there are 9,640,348 families owning radio receiving sets, giving a total estimated audience of 41,453,496. Quoting from Dunlap * we find that the number of listeners is believed to run about

*Advertising By Radio.
Choosing the Best Night

20
eurons of an afferentergic process might monotonously

right in the most luminous for that work. The decision to

exclusively difficult to soberly understand as these are

of opinion in the matter. Maybe any working paper are in the

now with many because it is felt that many interesting with

one home to those things and may be seen from home other side.

In the connection with spiritual aspect of the reformatory

brochure come with me. An integration within Cressaand

already in 1906 families seat of the rock mountain.

three homes families fight. Three homes families fight. That

family of writing that. put staying any number rights were at the

volunteer.

There is no question to go on 6,000,000 families seat of this:

rockies who own any sense relate more and it is sometimes.

In fact the radio influence can make to 85,000,000 families. In

getting the families seat of the rock mountain there are

888,000,000,000 families moving into radioactive area. Giving a total

estimate number of 1,004,888,000,000 families moving into radioactive area.

If that the number of families is believed to any point
as follows; on Sunday, 1,338,068 families; on Monday 712,846; Tuesday 587,421; Wednesday 610,238; Thursday 660,510; Friday 884,192; Saturday 1,247,189.

Rotation

Should radio programs be given on the same night each week, or should they be rotated? By rotation we mean that a program might be broadcast on Monday one week, Tuesday the next, Wednesday the next, and so on until Monday was again reached. In rotation it is of course necessary, or at least advisable, to have the announcer state that the night of broadcast is to be changed. The Ipana Troubadours and the Cliquot Club Eskimos have both tried changing their nights, with no apparent loss of audience.

Most advertisers seem to feel that one night adhered to continually will give the best results. On the other hand, an interesting experiment was made by the Choir Invisible broadcasting over W. O. R. The Choir ordinarily did its broadcasting on Sunday night, but the program was changed to Thursday. Although it was feared by some that the mail concerning the program would fall off, indicating a falling off in the number of listeners, the fears were apparently groundless, since as many letters were received from the Thursday programs as had been received from those of Sunday. In addition it was noted that many who had never heard the Choir on Sunday nights did hear it on Thursdays. Of course it is natural to expect that certain of the listeners who had listened
Short note from me to give you the name right away.

Next week we will be in the house. My brother will be present on Monday. The rest of the week, the weather might be poor. On Monday, we will meet next. We will try to have the common sense that the right of the people to be governed. The House Townshend and the different camp meetings have both tried changing their minds, with no apparent lack of enthusiasm.

Most victorious seem to feel that one night together

continually with pipe the peace reading on the other hand,

en interaction experiment can make of the craft

producing over 1,000. W. E. The craft's ambition. It is

Temperature. Although it was learned by some that the well was

certain the program was filled with activities

in the matter of traditions, the lesson was supplementary.

race, since as many letters were received from the Tuesday

problems as had been received from those of churches. In effect,

problems as we had been receiving from those of churches. In effect,

supposed office. His heart it no transforming. Of course it is not.

To expect that certainly to the strangers who had I
on Sundays did not hear the programs on Thursdays.

It may be seen that a new audience may be found by changing the night of a broadcast, and that advantage should not be overlooked by advertisers.

Choice of Hours

An advertiser is naturally very much interested in knowing the best hour to have his program go on the air. From 7:30 to 11:00 in the evening is supposed to be a very desirable time, especially if the advertiser wishes to reach the masses. So far as is known there is no especially favored time between 7:30 and 11:00. The fact that the radio broadcasting stations consider the evening hours to be best is reflected in their rates, as the majority of them charge twice as much for evening as for daytime broadcasting.

It is commonly believed that after 10 o'clock in the evening the audience is somewhat tired, although city folks are supposed to remain awake later than country folks. Eleven o'clock is usually about as late as programs are received by a large number of people. As a matter of fact, programs broadcast after ten o'clock are often called "background entertainment."

It is not to be supposed however that daytime advertising is worthless. From a breakfast hour broadcast by one of the New York stations, 75,000 inquiries were received in thirty weeks. In another case, from a regular morning feature, 6,000
on Sundays, die you prefer to bruce or to Taurabare.

It may be seen that a new sentence may be sunny or opaque.

in the midst of a procedure, any that書いてся should not be

pressed upon salvation.

Choice of Route

As written in frequently with much interest by Know-

the point you to have me thoughts on the fill.

from 10:00 to 11:00 in the afternoon to enquire to a very good-

the time especially if the written statement whether to reach the

means to not be known there to equally feasible.

The last part the advice.

saw the statement concerning the evening home to go past in the

scenery in their latter as the material of the chance to be

as much for examine as the daytime procedure.

II

It is commonly believed that after 10 o'clock in the

enquire the question to somewhere else, filling up after to-

enough to remain awake later than soundly later. However

on the lawn in various sport as late as programme the receiving of

a large number of people. As a matter of fact, programme

proceeds after ten o'clock are often called "preliminary section."

If it is not to be supposed however that written salvation

to misstake from a precedent past programme of one of the

New York station, 000 intrusion were receiving in 000

weeks. In another case from a regular morning station, 000
inquiries were received within one month. Still another called forth 19,000 inquiries in two weeks.

Advance Publicity

It is often desirable for the advertiser to build up public curiosity concerning his program, or to arouse interest by means of newspaper publicity in advance of the actual broadcasting of his program. Dodge Brothers in introducing the Victory Six car used this method of stimulating public interest in their offering, and partly because of the advance publicity it is estimated that at least thirty million listeners tuned in on the program. As many will remember, practically the entire nation hooked up for the program, although the entertainers were in various parts of the country at the time of the broadcast.

Will Rogers, who was master of ceremonies, did his part from his home at Beverly Hills, California. Al Jolson was in the Roosevelt Hotel at New Orleans, while Fred Stone and Dorothy Stone were "back stage" at the Erlanger theatre in Chicago. Paul Whiteman and his orchestra gave an offering from New York.

The total cost of the hour's program, inclusive of the fees paid to the entertainers, was a little over one thousand dollars a minute, a total of sixty-seven thousand dollars for the broadcast. It is claimed by some radio authorities that such programs are largely a waste of money because the advertisers do not make any attempt to carry on over the radio the work which they start there. To be sure, a continued effort made over a long period of time may be desirable, but on the other hand it is not conceded by all that such novelty programs are
not worth while in attracting attention. After all that is their prime purpose.

Measuring Results of an Advertising Campaign

Back in the early days of radio broadcasting the number of responses received through the mail was a good indication of reception accorded to the program. At that time, of course, radio was a novelty and the public was willing to take the time to send a card or a letter to the stations which sent out programs of merit. It was customary for announcers to request letters expressing approval or disapproval of certain features, and the public did respond to such requests. The situation has changed, however, and at present the public is not inclined to volunteer information concerning likes or dislikes unless some compensation is given for the effort. Apparently the public has become so accustomed to receiving programs without giving anything in return that attempts to get responses are not especially successful. The result is that it is not considered good form for an advertiser to beg for mail or compliments, although, of course, it is still done occasionally.

An interesting attempt was made by one sponsor to find out what the women of the locality thought of his program. A house to house canvass was inaugurated, but it developed that the women did not remember to what program certain features belonged. For example, they would remember hearing Ambassador Morrow or some other celebrity, but they could not tell whether the program was sponsored by General Motors or Philco Radio. Perhaps that
We must make our educational and vocational campaigns effective in our own right.

As the first step, we must begin to see the importance of the program. At first, the idea may be a novelty and the pupils may be willing to take the time to study a new subject if it is connected to the program, which seems mindless.

Once the pupils have begun to see the importance of the program, they may become so enamored to receive all the information and pictures in which they are interested that they may not be satisfied with just the material presented. They may not learn more because they are not satisfied with just one piece of information.

In an educational environment, we must make our programs as interesting as possible. A home with the woman of the faculty present to help them. The woman must have a program that is relevant and helpful to her teaching and her students. It is not enough to make her feel important. It is not enough to tell her that she is important. Some other action must be taken to make her feel important.
fact indicates that advertisers are not careful enough in tying up their program with the name of the concerns sponsoring them.

Several other methods of tabulating results were tried, but none seemed to be very satisfactory. Finally, what they called the jury system was tried and adopted. Under this system a questionnaire was sent to more than one hundred of the employees of the concern doing the advertising. Factory hands, truck drivers, executives, office boys and clerks were included.

The Eveready Hour questionnaire, for example, asks that those filling in the questionnaire translate their own personal opinions and feelings, and that they return the blank before noon of the day following the program. They are asked to state whether they considered the program excellent, good, fair, or poor. They are also asked to indicate what in the program appealed to them most and what appealed to them least, whether they have any suggestions to offer, and what regular program appealed to them more than the Eveready Hour. Such a questionnaire was found to be very satisfactory, except that the executives were inclined to be too critical of the program, and the minor employees, in some cases, were inclined to be too complimentary. Perhaps they did not dare to be otherwise, feeling that any criticism might reflect upon themselves.

Attempts have been made by companies using the jury system to determine the size of the audience, but so far the report is that "only a composite picture of the new and invisible audience is available".
In other words, they feel that they have not yet discovered the exact size of their audience.

The director of the Eveready Hour has this to say about public estimation of programs as indicated by letters. "Fan mail can be classified as largely negative in influencing broadcasters. People write to tell us how pleased they were. They seldom write to express displeasure. It is far easier to turn the dial to another station. Of course, offense to their moral, religious, or political, views will cause them to write because they are angered. The wise broadcasters do not rely on mail alone as an index to the popular verdict."

Securing Responses

The most satisfactory way yet devised to determine the number of people listening to programs is to offer something free to those who write to the station giving a criticism of the programs or merely giving their names. Almost any sort of a novelty will get some sort of a response, but naturally the more valuable the offering the greater the proportion of listeners who will respond. If the advertiser can make his novelty of lasting interest he can spread the advertising value of the gift over a long period of time. Booklets, road maps, pictures and all manner of things have been tried as gifts.

L. Amos Brown, Chairman of the Radio Committee of the American Association of Advertising Agencies, in his report for 1928, says in substance that every advertiser on the air should
The selection of the procedure has to be made to meet
the exact use of the situation.

The discussion of the procedure as a means of introducing features
may be of assistance as far as the procedure to introduce
are matters which are often of significant, if not necessarily
of immediate, importance to the situation. It is for the
user which is to be examined, dependent on the
problems and limitations of the situation, to
write a passage that is meaningful to the user as well.

Since the report

The report

It was noted, according to the report

American Association of Academic Administrators. In the report for
1928, some of the personnel have been taken as a

I would note, in particular, that the report

American Association of Academic Administrators. In the report for
1928, some of the personnel have been taken as a

make regular tests of the size of his audience, but he believes that it is a mistake to make such tests too frequently. Experience has shown that there is a limit to the total number of letters that can be obtained from the audience of any station regardless of the number of advertisers who seek such a counting. In other words, too intense competition among advertisers for listener returns simply defeats its purpose. Restriction of the number of these tests is to the advantage of all advertisers on the air.

Sometimes a seemingly simple change in the method of securing responses brings unusual results. For example, some time ago it was announced that a picture of one of the artists assisting in the program would be sent to any one who asked for it. Only five hundred requests came. A short time later, over the radio, was broadcast the taking of a flash light picture of the artist. Eleven thousand requests for copies of that picture came in.

Testimonials

The use of testimonials in radio advertising has perhaps not had a fair trial, but it hardly seems that such advertising will be very successful. To be sure, the public is expected to believe the testimonials printed in periodicals saying that such and such a celebrity uses Clean Hand Soap, or some other product, but there is evidence that the public is aware that such testimonials are usually paid for. The printing of news items to the effect that certain such testifiers have not even used the product recommended is not increasing public confidence
make regular tests of the time of fire occurrence, and.

EX - 1.

Put it is a mistake to make any test at all.

Besides you know that there is a limit to the time

of testing that can be obtained from the influence of

of practical tests on the number of failures, and how

continued "In other words, the final result cooperation

pleases for intolerant testing, simply because they have

attitude of the number of tests to be given in the manufacture of

All abbreviations on this text.

Sometimes a commission approves changes in the method of

certain important phrases amounting to some

time of our experiences that a change of one of the factors

emitting in the electronic supply to any one who makes,

for it only the number of errors came. A short time later,

can the tests, we proceeded to take a line of flight like-

true of the article. However, allowing for those for copies of

that you came in

Testimonials

Testimonials

The use of testimonials in radio broadcasting has been

not have a test, but if partly because the supply is expected to

will be very successful. To be sure, the supply is expected to

perform the testimonials printed in broadcasting cannot

and you now a possibility means clear lines good for some other

shown, but there is evidence that the supply is ample in some other

many testimonials are not fully valid. The printing of only

make the program recommendations in your interest. Testing testimonials
in such advertising. It is said that testimonials are sometimes allowed to go out over the air merely to satisfy the vanity of an advertiser or manufacturer. Naturally it pleases him to hear people commenting favorably upon his product. Gratifying such vanity will not help in a financial way. One author suggested that testimonials be buried in the music of a program. We suggest that testimonials be buried so deeply that they may never again be heard. Companies using testimonials, when the public realizes that they are highly paid for, run the risk of making themselves the laughing stock of the radio audience.

Controversy

It is commonly conceded that the sponsoring of controversy as part of an advertising program is hardly desirable. If a debate is broadcast there are always two sides to the question, and even though one side may be highly pleased by the arguments put forth, there may be a large number of people offended by the controversy and by the arguments of the side to which they do not adhere. Consequently religion, politics, and other controversial questions should not be used by advertisers interested in securing the good will of the public. Listeners may get the impression, even though it be untrue, that the sponsoring company favors one side or the other. For example, there was an entirely unintentional break of about two minutes in the broadcasting at the time Herbert Hoover was being praised by speakers at the Republican National Convention in 1928. Being offended at this, and thinking that the broad-
In order to maintain the community’s sense of security and to prevent people from committing offenses, the community police have been active in enforcing the law. However, there have been cases where the police have been accused of using excessive force. The community police have been criticized for their use of force in situations that were deemed to be minor. The community has been divided on the issue of the adequacy of the community police’s enforcement of the law.

In 1988, there was an incident where two police officers were involved in a altercation with a resident. The incident resulted in the officer being injured. The community was shocked by the incident and there were calls for a review of the police’s conduct.

The community police have been working to improve their relationship with the community. They have been holding community meetings to discuss issues and to obtain feedback from the residents. However, there are still some residents who are skeptical of the police’s actions.

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casting company was showing favoritism, many wrote in complain-
ing of the occurrence. It is well to remember that one letter of complaint probably indicates hundreds of displeased listeners, and it is hoped that one letter of commendation indicates the same large number of favorable reactions.

Humor

Humor over the air as part of an advertising program does not seem very successful. Even such famous comedians as Will Rogers and Eddie Cantor do not sound especially funny through a loud speaker. Possibly one reason for this is the fact that we need to see a comedian in order to appreciate him. Jokes over a radio do not get nearly the humorous reaction that those same jokes would if given on the stage, with the speaker visible to the audience.

There is probably nothing more insipid than a joke which has been heard once or several times, and it is rather rare to find a joke which has not been heard in some section of the country. Broadcasters would do well to remember this, especially when using a nation-wide hook-up.

A Suggestion

There seem to be many orchestras and much singing on the air. Possibly a larger number of military bands as advertising features would attract favorable attention. Everyone likes martial music and there seems to be none too much of it on the air at present. The Stetson Shoe hour furnished a very
satisfactory example of the use of a military band, although there was some criticism to the effect that their program was not especially suited for Sunday evening broadcasting. Instrumental solos have perhaps been somewhat neglected of late in favor of orchestral numbers.

Ownership of Stations

There are several radio broadcasting stations owned by concerns which receive considerable benefit from those stations, although they do not ordinarily advertise their own company in a direct way. For example, L. Bamberger and Company who own Station W. O. R. at Newark, New Jersey, seldom say more than that L. Bamberger and Company is one of America's greatest stores. W. S. B. of Atlanta, Georgia is owned and operated by the Atlanta Journal, and yet that newspaper does very little advertising for itself. The same may be said for about forty other stations operated by newspapers in this country.

Use of Timely Events

Opportunities are sometimes offered a broadcaster for securing an unusually large audience. For example, the recent flight of the Graf Zeppelin from Germany was of tremendous interest to the American public and the advertisers fortunate enough to be on the air during the flight certainly should have reaped a harvest of public interest. The broadcasting of election returns, prize fights, and the flights of such men as Lindberg and Byrd are sure to bring an unusually large number of listeners to the radio that day or evening. When such
The text is not legible due to the quality of the image. It appears to be a page from a document, possibly a historical or reference book, but the content cannot be accurately transcribed.
broadcasts interrupt ordinary programs, as they have at times, then there is an opportunity for the one who customarily advertises at that time to secure good will by allowing the use of his time for the unusual feature.

The Royal Typewriter Company paid about $25,000 for the privilege of broadcasting the Dempsey-Tunney heavyweight championship bout. Naturally a good many people wondered whether the Royal Typewriter Company benefited by that broadcast enough to pay for its cost. Let us consider the circumstances. Before the announcement was made that the Royal Typewriter Company would broadcast the bout, it had been rumored that Tex Tickard was opposed to the broadcasting of the fight on the grounds that it would reduce the sale of tickets. Whether or not that rumor was a bit of publicity spread in order to give more credit to the Royal Company or whether the rumor was actually true, can hardly be proven. The fact remains that the public, which was very much interested in the bout, was disappointed to know that the radio would be useless to them for that event. Especially was this true in the districts far from the scene of the bout where many interested in the occasion were unable to attend because of the distance. Then what happened? At the most psychological moment an announcement was made that the Royal Typewriter Company had finally persuaded the promoters to broadcast a blow by blow description of the great fight. Thousands upon thousands were delighted to hear the announcement and an exceedingly elaborate network of stations was hooked up so that the public all over the country
The Royal Theatre Company was founded in the early 18th century. The company was known for its grand productions and lavish performances. Over the years, the company has produced many memorable plays, including Shakespeare's "Hamlet." The Royal Theatre Company is considered one of the oldest and most prestigious theatre companies in the country. The company continues to produce innovative and thought-provoking productions, attracting audiences from all over the world. The Royal Theatre Company is not just a theatre company; it is a cultural institution that has played a significant role in the development of the arts in the country. The company has been a driving force in the industry, setting standards for excellence and inspiring future generations of actors and playwrights.
would hear the broadcast. When the fight was on, and the description of it was being given, the name of the Royal Typewriter Company was mentioned several times by the announcer.

When the listeners heard that the broadcast was being sent to them through the courtesy of the Royal Typewriter Company, did that company gain good will? Naturally. Of course a large proportion of those listening will never have special need for a typewriter, but on the other hand many who never heard of the Royal had that name impressed upon their minds, and when they think of typewriters they will think of Royal.

The Chrysler Automobile people sponsored an interesting feature just a few days after Amelia Earheart returned to this country following her spectacular Atlantic Ocean flight. At that time the new Chrysler products were on display at the Madison Square Garden and Miss Earhart, with her co-fliers broadcast direct from the Garden. The newspapers announced the program in advance and the public was invited to witness the broadcast without charge. This being the first radio story of the interesting flight, the public was interested to hear the description and see the fliers in person. Consequently a large number came to the Madison Square Garden, and incidentally they saw the new Chrysler line. It is said that the name of the Chrysler Company was mentioned thirteen times during the broadcast.

The Tide-water Oil Company also took advantage of one such timely news event. They sponsored a broadcast by Commander Rosendahl, who was the United States Navy representa-
The Electro-Automatic people encourage an interesting feature, and a new game never matter. Whatever remains of the community following a spectroscopist's analysis yearly fills part of the space time in which a chemical reaction may occur repeatedly. The mechanism mentioned above and others were invented in 1895.

A result of the intervention first, the idea was transcribed to join the government and see the little in person's comment. In a future manner, the name of the electro-chemical company was mentioned.

making the program.

The Iroquois Oil Company also took advantages of one
such timely name service. That encouragement a program of the corn
market foolishly, and we use the northern states' lower representatives.
tive aboard the Graf Zeppelin when it made its flight from Germany to Lakehurst in October 1928. Commander Rosendahl, in giving the story of his flight, mentioned the name of Veedol, a product of the Tide-water Oil Company. He said that a supply of Veedol, ample to lubricate the five motors, was taken on board. During this broadcast the Tide-water Oil Company was mentioned four times in a half-hour, and Veedol was mentioned ten times. About 21,000 people sent for the small bottle of Veedol Oil which was offered to all asking for it. The oil was taken from that actually used in the Graf Zeppelin tanks.

The Tide-water Oil Company had many advertisements of the program in the newspapers before the program was put on, and consequently the number listening in was unusually large. However, because of someone's error or negligence, quite a few of the New York papers did not carry the announcement of the broadcast on the day of the broadcast. The program had been quickly arranged, and for some reason certain of the newspapers were not notified. It is hard to estimate how many people were uninformed of the broadcast because of that error.

Direct Selling

A very good example of direct selling by radio is provided by Henry Field, who is known as the "friendly farmer". Mr. Field is the owner of a station in Iowa, and his method of broadcasting is so unusual as to warrant special attention. Several western states have tried direct advertising, or perhaps we should say, direct selling, over the radio, but Field has been
The report of the Great Exhibition of 1851, which took place in London, was a great event. The Exhibition was held in the Crystal Palace, located on the site of the former Battersea Park. The Crystal Palace was a marvel of Victorian engineering, with its glass and iron framework that allowed visitors to view the exhibits in comfort. The Exhibition was open to the public from May 1 to October 31, 1851.

The Exhibition was intended to showcase the achievements of British industry and technology. It featured a wide range of exhibits, including machinery, textiles, and manufactures. One of the most popular exhibits was the Great British Pavilion, which displayed the country's agricultural and industrial products. Another popular exhibit was the Great Exhibition of the Works of Industry of All Nations, which featured items from countries around the world.

The Exhibition was a great success, drawing over 6 million visitors. It was hailed as a triumph of Victorian ingenuity and a symbol of Britain's industrial might. The Exhibition helped to boost the country's reputation as a leader in the industrial world and set the stage for future exhibitions. The Crystal Palace was later relocated and is now part of the Queen's Park in London.
unusually successful. It has been said that Field has been successful in the West but that if his waves should reach New York, for example, that he would be absolutely unsuccessful.

A westerner, in speaking of New York radio broadcasting, has the following to say: "The trouble is that you talk over the heads of the public. The radio audience belong to the masses, and you know I was reading in a magazine the other day that the average mind is about that of a fourteen year old child. So why not learn your lesson now and be one of the crowd just like Mr. Field?"

In 1925, when Mr. Field began his broadcasting, his gross annual sales were $900,000. The sales are recorded as having jumped to two and one half million in 1927. It is claimed that he sold $340,000 worth of automobile tires in less than eight months, and that fifty thousand dollars worth of shoes were sold, without one pair being tried on. The station is located in Shenandoah, Iowa, a town of about 5,000 people, yet 30,000 people came to the station during a flower show given by the station. "Be yourself", is Mr. Field's advice, although that advice might not be entirely sound for eastern broadcasting.

Quoting again from Dunlap * we find that, "when talking over the air, he dispenses with his coat just to be one of the common people. Then he chats with his folks with such phrases as 'we was' and 'ain't got'. He has tossed aside all high faluting words and ways. Henry Field has voice, personality, and sincerity in his nasal twang. When he begins to sell this is what he says, 'How dy folks, this is Henry, Henry Field

*Advertising by Radio.
talking, folks, Henry Field himself'. Then his words weaken a trifle as he turns from the microphone to ask Sally, 'What's your next number goin' to be?'. How different from the prim voice of a New York announcer saying, "Good evening ladies and gentlemen of the radio audience".

If Henry Field can broadcast in a way which is pleasing to his public, then that method for him is perfectly all right, but is there anything ordinarily artificial than to hear an announcer pretend that his program is spontaneous when everyone knows that it is a highly paid program, that the entertainers are doing their best, but that they are being paid for it, and that some of the childish prattle which comes over the air is only a weak attempt on the part of the announcer to make himself or the program popular? Such informality has certainly not met with any great amount of success, with possibly one or two very rare exceptions.

Choosing a Name for a Feature

The name given to an entertainment feature has considerable to do with the advertising value of that entertainment. For example, the Eveready Hour, and the A. & P. Gypsies, are examples of organizations whose names provide advertising without further mention of the companies. On the other hand such features as "An Evening in Paris," do not, by their names, tell the public the name of the firm which is sponsoring the program, with the result that the advertiser must repeat the name of his company frequently and run the risk of annoying his listeners. The title of an organization giving a
radio program can of itself be made to advertise the product concerned. For example, the "Time to Retire Boys" would certainly be advertising no other product than Fisk tires. Fireside Melodies by the Burns Brothers Miners furnish another example of the relating of a product to the name of the program and the name of the organization presenting it.

The Opening and Closing of a Program

The introduction to an advertising program is especially important, just as a headline in printed advertising is important for "attention getting" purposes. Notice how various advertisers open their programs, and you will find that some of them have the announcer make the opening statement, and others have an orchestra, or possibly a quartet, present a selection which serves as an identifying number for the program which is to follow. Often the same catchy selection is given as a signature at the end of the program.

If the sponsor has anything to say about his product which he wishes the public to hear, his statements must be made before the selection which indicates the end of the program is started. Listeners often tune out when they hear the first of the signature being broadcast, without waiting for anything to be said afterward.

An example of a good opening and closing number is the selection played by the Clicquot Club Eskimos. The sparkling music which that orchestra plays is certainly a good advertisement for the sparkling Clicquot Club ginger ale. The tuneful-
ness of the opening number, together with the interesting rhythm introduced by the barking of the Eskimo dogs, is very attractive and easily remembered.

The opening number for the Dixie Cup program is, very appropriately, the song Dixie, and the program centered around a circus is rather novel. Even the calliope and the noises of the animals are broadcast to give the true circus atmosphere. The Dixie program sometimes uses more than one evening to complete a story, and there is a question in many minds whether the public returns to such a program, especially if a week or so intervenes between the broadcasts.

Advertising Songs

Some of the songs presented for advertising purposes are original and quite good, while others consist of an old favorite tune with new words. Whether the tune be original or not care should be taken that the words do not have to be spoken so fast as to be worthless. Often times words which are supposed to have advertising value have to be spoken so rapidly in singing a number that the listeners cannot understand what is being said.

Some individuals feel that many songs say too much about the product being advertised, but it seems as though the public would be more willing to listen to copy in the form of a song than as ordinary talk. Does it not seem that the public may remember some of the things said in a song, especially if the tunefulness of the melody brings back the words which advertise a product.
The operating company for the Dixie Cup program is very
substantial, the same Dixie and the program continue exactly
the same in taste and the package. The Dixie program sometimes
meets more than one way and there is a section in every 
section of the June program to prove to the dairy manager
that a week is an introduction between the program and

The Dixie program.

Some of the sample received for the program contained
articles with very little辨别ing.

Articles with very little distinction. Other times more with the 
beauty to have material aims prove to be shorter and less 
in stature a number of the inventories cannot understand

As printed.

Some initiatives feel that what some say for not more sound
the thought print, in fact it seems as though the whole
money for more will to listen to what is the form of a sound
when is a serious task. Does it not mean that the printing must
remember some of the pictures only in some, especially in
the consideration of the school picture proof can work without
verifying a boycott.
Mechanical Broadcasts

The question of the legality and desirability of broadcasting phonograph music has been considered by advertisers. Such broadcasting is not to be considered as entirely undesirable unless the broadcaster fails to announce the fact that his program is coming from a phonograph record. A fine of not more than five hundred dollars may be imposed for the broadcasting of mechanical music without announcing its nature. In some cases the public cannot tell which is mechanical and which is not, but failure to state the source of the music may result not only in fines, but in the development of ill will if the public discovers that it has been listening to a mechanical program supposedly given by an artist.

Judge Ira E. Robinson, when chairman of the Federal Radio Commission, openly stated his belief that listeners as a body are opposed to mechanical reproduction because they can hear the same thing at home by use of the phonograph. Such an opinion seems hardly reasonable, however, when we consider that many families do not have a phonograph. Furthermore, the radio provides continuous music, whereas the ordinary machine has to be wound and set.

Naturally the broadcasting of advertising with the assistance of a mechanical reproducer is a cheaper way than hiring a living organization to do the work.
The Prominence of Announcers

The radio audience is not ordinarily interested in the personal experiences of an announcer. Announcers are usually requested to keep themselves in the background. During the Democratic National Convention at Houston, Texas, in 1928, the chief announcer was the recipient of a request from the president of the broadcasting chain asking that the announcer keep himself in the background, instead of putting himself in the limelight. Perhaps it is natural for human beings to try to secure attention, but announcers should and must refrain from projecting themselves too much into a program. It is a question whether they should be allowed even to give their names as many do under present conditions.
The Importance of Pronunciation

The failure to pronounce words correctly is a common problem that can have a significant impact on communication. It is essential to practice proper pronunciation to ensure clear and effective communication. Mispronunciation can lead to misunderstandings and can be particularly challenging in languages with complex pronunciation rules.

Inaccurate pronunciation can also affect one's confidence and self-esteem. It is crucial to develop good pronunciation habits from the very beginning to avoid developing bad habits. Professional pronunciation training can be a great way to improve one's skills and confidence in speaking.

In order to achieve good pronunciation, it is important to focus on the accuracy of individual sounds and their placement in words. Pronunciation exercises can be helpful in developing good habits and in correcting any errors.

In conclusion, proper pronunciation is essential for effective communication and confidence in speaking. It is important to practice and develop good habits from the beginning to avoid developing bad habits. Professional pronunciation training can be a valuable resource in improving one's skills.
Chapter IV

The Advertising Agency

At its inception the advertising agency was principally a seller of publication space. To be sure, there was in some cases co-operation in the preparation of the advertisements, but that was not the principal function of the agency. Since about 1903 the agencies have realized the possibility of extending their business by acting as intermediaries between the advertiser and the public, and they have assumed much of the responsibility of preparing advertisements for publication. Often times an entire campaign is handled by the agency with little assistance from the advertiser, and a large part of the national advertising done in this country is now done through agencies. As the agencies have specialists in each kind of work, it is only natural that the quality of advertising should have improved since their development. Certain agencies specialize in the handling of accounts for technical concerns, while others give their attention to those working in architecture, finance, etc, but the majority handle a variety of kinds of accounts.

Retail stores do not depend upon agencies to any great extent, although they do use individual "advertising service" men or concerns, and they are also assisted by service bureaus operated by many publishers. The service usually con-
Chapter VI

The Vocational Advance

The importance of the vocational advance is emphasized.

A letter of encouragement to the preparation of the vocational

career, and a note to the intellectual function of the

student. Since some 1920 the students were requiring the

benefit of an educational plan previously of utmost as a result of

the necessity to secure the advantage of the educational values

in this country to the great advantage of the individual's

career. This gives one an idea of the educational values that have

been acquired, and a large part of the educational opportunities

in this country to one who possesses himself in the use of

these values, as one can mentally make a variety of plans. The

reason to.
sists of a more or less elaborate study of the advertiser's needs and the preparation of the advertisement.

Agencies do not handle street car and outdoor advertising to the same extent as periodical advertising. The tendency is for the street car advertisers to deal directly with those who control the advertising in that medium, since no commission is allowed in many cases to agencies, and service, if desired, is furnished by the car advertising companies.

The outdoor advertising concerns are usually glad to co-operate with an agency but do not make a practice of granting commission unless the agency really performs some service. Many agencies act only as advisors for outdoor work, and they expect the outdoor advertising companies to do the rest.

Need For Agency Services

Certain advertisers feel that they can handle their own work without recourse to an agency, and of course that is a matter for the individual advertiser to determine for himself. The agency, however, is perhaps better equipped to make a very thorough study of the product under consideration, and it will do everything in its power to think of new selling points and to present those points in the most favorable way. Furthermore, very elaborate analyses are made by agencies in order to determine the possible market for various goods and services. Surveys of the best methods of distribution are also frequently made and can sometimes be handled best by an agency.
Are you aware of the importance of the relationship between the educational and cultural dimensions of society?
The service of an agency is especially useful to advertisers of new products, or to manufacturers and distributors who are undertaking advertising on a large scale for the first time. Especially trained research men, copy-writers, artists, and other specialists may at such a time be unavailable to the advertiser except through an agency. Employment of an organization which has had the benefit of experience with many campaigns may prove very desirable and not necessarily expensive. It should also be remembered that co-operation with an agency may bring an outsider's viewpoint to bear with benefit to the product advertised. Salespoints which may seem to the advertiser very much worth while may not be at all the kinds which are of interest to the consumer and outsider.

Let us suppose that a survey indicates that an advertising campaign may be profitably conducted. The media and publications to be used in order to reach most effectively the desired market, are chosen; the illustrations, lay out and copy are prepared. Possibly a new slogan, a new trademark, or a change in the design of the package of the product is suggested. Next, the final copy, the typography and engraving work is done, and then follows the duty of the agency to see that the advertisements appear in their respective publications on scheduled dates. Advance proofs of the advertising are given to the sales force of the advertiser and to jobbers. Dealer aids, such as window displays, counter displays, and booklets, are furnished to the retailers, and the
campaign is under way.

With the development of radio advertising it is only natural to expect that some agencies will engage in this kind of work, and it is interesting to note that several agencies have departments handling only the radio needs of their clients. Preparation of the programs, securing the necessary talent, rehearsals, and supervision of the actual broadcasts are some of the duties of such departments. The commission for this type of work is very similar to that received in publication work. The agency usually receives 15% of the amount charged to the advertiser by the broadcasting station, and in addition, 15% of the amount paid to the artists who do the broadcasting.

The Four A's

The American Association of Advertising Agencies, ordinarily spoken of as the Four A's, is a very interesting and worth while association. Its code of ethics is strict and it is expected that members will adhere to that code. For example, it is unethical for an agency to split a commission; by that we mean to give back any part of the commission to the advertiser in the hope of securing or retaining an account. We do not intend to imply, however, that there is no room for improvement in the ethical relations between advertisers, agencies, and publications, nor is an agency to be considered necessarily inferior if it does not belong to the Association.
In order to be recognized by the Four A's, it is necessary that an agency establish satisfactory financial rating. In this connection, it is interesting to note that an agency is financially responsible to both the publisher and the advertiser. Consequently, if an advertiser is unable to meet his obligations, an agency which places an advertisement for that company in a magazine must pay for the advertisement. An agency cannot be recognized if any advertiser owns an interest in it, nor will it be recognized if the agency owns an interest in an engraving or printing house, or in a publication. Before receiving recognition, an agency must also show that it is handling at least three national accounts.

Publishers' Associations

There are several publishers' associations including the American Newspaper Publishers' Association, the Associated Business Papers, the Agricultural Publishers' Association, and the Periodical Publishers' Association which recognize advertising agencies under certain conditions which they impose for the purpose of protecting the industry and advertisers.

An accusation made by opponents of the present system of recognition by publishers is that the various publishers' associations bring pressure to bear upon agencies to be sure that the agencies distribute the advertising under their control in such a way that the members of the association involved will receive at least their share of the patronage.
To obtain or to reproduce any of the above work, the reader must be allowed to do so.

In connection with the acquisition of the present knowledge or information, the reader is encouraged to use the resources and materials available to him. The works referred to are not to be considered as constituting any part of the text or the text itself.

The works referred to are not to be considered as constituting any part of the text or the text itself.
The pressure referred to is usually refusal to "recognize" an agency if it does not do a certain volume of business with members of the association. The accusation against the system is that it is not sufficient that an agency do a certain volume of business with periodicals throughout the country, but that the patronage must be with the particular class of periodical involved. It may readily be seen that such compliance is not always simple, and that a desire to maintain good standing with an association might possibly lead to recommendation of advertising in a periodical not especially adapted to the needs of the advertiser.

Commissions

An agency commission while it varies from 10 to 15%, is usually fifteen per cent of the cost of all the space used by the advertiser. Such a commission may seem large, but it is asserted by some agencies that often less than 3% remains as profit after the cost of the service rendered is taken out. For example, suppose the cost of the space used by certain advertisements is $200. The agency would pay the publication $200 less their 15% commission, making the bill $170. The advertiser, however, pays the full $200 to the agency and the difference is the agency's commission. It is assumed that the $30 will be paid for the writing of the copy and the other work connected with the handling of the account. Any special expenditures, such as the cost of engraving, artwork, etc., are charged for at cost price plus an agreed percentage which is called plussage. There is
The importance of data collection and analysis cannot be overstated. With the growth of the data science field, there is a need to develop robust systems and processes for data collection and analysis. The presented framework outlines a comprehensive approach to data collection, processing, and analysis, focusing on the integration of various data sources to ensure comprehensive and accurate insights. This approach not only enhances decision-making capabilities but also supports the development of evidence-based strategies. Additionally, the framework highlights the importance of data governance and ethical considerations in managing data and ensuring its integrity and reliability. Overall, this approach aims to provide a structured methodology for effectively leveraging data in various sectors, from healthcare to finance, to drive innovation and improve outcomes.
sometimes a minimum charge for handling a small account. Under another system the agency received a flat fee to cover all work connected with an account. It is only natural to expect that agencies will solicit accounts as do other business concerns.

There are arguments for and against the commission form of payment for agencies and there are several trade publications which refuse to grant discounts to agencies on the ground that the advertiser is the one who receives the benefit from agency service and that consequently he should pay the bill. It should be noted however, that some of these same publishers furnish advertising service in the form of preparation of copy for their patrons. Many newspapers refuse to allow commissions on local advertising.

Another argument sometimes given is that there may be a tendency on the part of the agency to encourage expenditures of money for space which is unwarranted in order to secure the commission on the sale of space. Agencies have also been accused at times of advocating insertions in those periodicals which have the highest rates and consequently provide the greatest revenue for the agency. In fairness, however, it should be stated that the more reliable agencies are usually working for their clients' best interest and they realize that only by so doing may they hope to retain the confidence of the advertiser and increase their business by making his advertising successful as measured by increased sales volume. An advertiser
soon learns how much service he can and should expect, and the agency which fails to render that service is going to be the loser. As the commission received by an agency is usually fixed at fifteen percent, competition becomes a matter of the amount and quality of service rendered rather than competition for lowest cost. It is quite common for the better agencies to refuse to submit plans in competition with other agencies, and they also refuse to handle accounts of two competing concerns.
Questions

1. About how long have advertising agencies functioned in their present capacity as intermediary between the public and advertiser?

2. What is the scope of agency activity?

3. Why may agencies have improved the general quality of advertising?

4. Do retail stores use agencies to any great extent?

5. What advertising service do they use?

6. Do agencies handle much street car and outdoor advertising?

7. By whom is service frequently rendered in street car advertising?

8. What can be said in favor of employing an agency to handle advertising?

9. To whom may the service of an agency be especially desirable? Why?

10. What have agencies done about radio advertising?

11. What is the usual agency commission for radio advertising?

12. What do agencies receive from the artists secured by them for broadcasting?

13. What is meant by the Four A's?

14. Mention two things which an agency must do in order to be recognized by the Four A's.

15. What is meant by splitting a commission?

16. Need an unrecognized agency necessarily be inferior?

17. Mention four publishers' associations.

18. What is the purpose of the system of recognition by publishers' associations?

19. What accusation is sometimes made against the system of recognition?

20. How might such a system be disadvantageous to the advertiser?
21. What three arguments are brought against the commission plan of payment for agencies?

22. What answer may be made to those criticisms?

23. What form does competition among agencies take? Why?

Suggestions

1. Find out whether there are any local advertising agencies.

2. Find out whether there are any local service agencies, men or concerns.

3. Get the names of the agencies and service men if there are any.

Discussion

1. Why do you suppose retail stores use little pure agency service?

2. What reasons may there be for an agency not belonging to the Four A's?

3. Why do agencies often refuse to handle the accounts of competing advertisers?
Chapter V

Functions of Advertising

The ultimate function of commercial advertising, from the advertiser's point of view, is to increase the profit made on sales of commodities or services. The intention may be to increase the volume of business and thus bring in greater revenue, or it may be to create such a demand that the profit per unit will be increased either by increasing the selling price or reducing the cost price.

Securing and Retaining Business

In order to increase the volume of your business, it is necessary to persuade the public that you have something which it needs or wants. It is necessary for established concerns to advertise in order to continue the prestige of such a company in the minds of its patrons and to retain the business they have built up. Much of today's advertising is being done by nationally famous concerns which might be thought to be so firmly entrenched that further publicity expense would be unwarranted. Thinking that it could thus show a considerable decrease in expenses, a company, whose name is known throughout the western hemisphere, recently eliminated advertising. Their expenses decreased, but so did their income. So alarming was the result that advertising was speedily resumed, but not until considerable headway toward sales volume had been lost.
Advertising During Depression

The temptation to cut down on advertising appropriations is naturally greatest when the country is in a period of depression. It is just at such a time that authorities claim publicity should be strengthened. When the buying public is slow in parting with its money, it must be urged by more and better advertising that certain commodities are still desirable. Some economists advocate that such action on the part of producers will be of inestimable value to society by hastening the day of expansion and improvement.

Depression and disinclination to buy naturally slow down the production of necessities and luxuries. Such slowing down throws large numbers of individuals out of work, and they are consequently unable to purchase as much as before. This inability or disinclination completes a vicious circle and society finds itself deeper and deeper in the throes of economic misfortune. It is argued by some that a refusal on the part of advertisers to allow themselves to be affected by such conditions will act as a brake on the down grade of the business cycle as well as an impelling force on the up-swing.

During the depression of 1930 a large number of articles on the above theme were written by prominent leaders in business, and some concerns increased advertising expenditures in an effort to improve conditions. Naturally,
Vascular Plant Development

The development of vascular plants involves the formation of specialized tissues that enable efficient transport of water, nutrients, and other substances throughout the plant. This process is fundamental to the growth and survival of many plant species. Vascular tissues, comprising xylem and phloem, are responsible for the transport of water, minerals, and organic compounds respectively. Xylem conducts water and minerals from the roots to the rest of the plant, while phloem transports sugars and other organic compounds from the leaves to other parts of the plant.

The development of vascular tissues occurs during the embryonic stage of plant growth. Initially, the primary meristem, located at the apical meristem, gives rise to the primary vascular system, which is composed of the primary xylem and phloem. As the plant grows, the primary vascular system is differentiated into secondary xylem and phloem, which form the secondary vascular system. This secondary system is responsible for the growth and expansion of the plant's stem and branches.

The formation of vascular tissues is a complex process that involves the coordinated action of various cell types and hormones. The development of the vascular system is essential for the efficient transport of materials throughout the plant, enabling it to grow and thrive in its environment.
those who were able to continue or increase such expenditures benefited by having their efforts appear more prominently than would have been the case when everyone was competing for the public eye and ear.

The following article, which appeared in the August 1, 1930 issue of the Annalist, is of interest:

The Place of Advertising in the Present Slump--Records which apply

The present combination of circumstances almost forces American business men to focus their attention on merchandising. Production alone will not solve the problem; distribution will not solve the problem, although there are many economies in production. The answer from the standpoint of the individual manufacturer of branded articles lies in his ability to convince the consumer that he should spend a share of his diminished supplementary or even of his primary income for this manufacturer's product rather than for a competing product or competing brand.

The manufacturer who recognizes this and acts upon it should find himself in a stronger position than the manufacturer who curtails his efforts to reach the consumer. This was well illustrated in 1921. Professor Roland M. Vaile of the University of Minnesota made a study of sales results of 250 leading American companies during the depression of 1921-1924.
He divided companies into three groups, each group representing all lines of business. One group was composed of fifty-eight companies which had increased their advertising appropriations during the period of business depression. The second group included sixty-seven companies which had increased their magazine expenditures during the depression. The third group included 105 firms that had not advertised either before or during the depression. Taking sales in the year 1920 as the base, equal to 100, in 1921 the companies which had increased their advertising during the period of depression dropped down to the index number of 88, only a 12 percent drop in sales; whereas the companies which had decreased their advertising dropped down to the index number of 74, or a 26 percent drop in sales.

By the next year, only one year after the worst of the depression, the companies which had increased advertising had a 7 percent increase in sales over their peak of 1920, whereas the companies decreasing their advertising were still back in the red with a 12 percent loss. Carrying the comparison on to 1924, the companies which had increased advertising were 31 percent ahead in sales of the peak year of 1920, whereas the companies which decreased advertising just barely got above the line, some 5 percent ahead after five years.

Familiarizing by Illustration

It is interesting to note the large proportion of advertisements which display a picture of the product they are
advertising. Many illustrations are intended to impress the appearance of the commodity on the mind of the observer with the hope that he will thus feel familiar with, and friendly toward that product when the need for it arises. A purchaser of a can of soup, for example, often chooses a certain brand, not because he knows it is better than another, but merely because he has seen the can illustrated so often that he automatically calls for that brand.

How little most of us know of the comparative merits of those articles which we purchase! The buying habit, aided by advertising, plays a large part in our life, and in the formations of the buying habit familiarity with the appearance of a commodity is recognized as extremely important.

The value of illustration in advertising is especially apparent in connection with new products or brands whose appearance may be unfamiliar to the public.

Building Good Will

Another common form of advertising is that which is designed to build up the good will of a concern. This may be the sole present purpose of an advertisement, or it may be simply one of the functions which it is hoped the copy will perform.

Paving the Way for Salesmen

Occasionally the purpose of an advertisement is to prepare dealers for calls which salesmen are to make. For this
Another common form of communication is that which is written. Writing to others who are not nearby in the same way as we are is one effective means of communication. It can be done through letters or statements, or it can be done through the use of telegraph, radio, or television. The use of written communication is often preferred because it is more permanent and can be read at leisure. However, it is not always the most effective method, as it can be delayed or misunderstood.

The written word is often used to express ideas and emotions. It can be used to express love, hate, or anger. The written word can also be used to express political ideas or social comments. The written word can be used to express ideas that are difficult to express orally or in other ways.

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work letters are very often valuable, especially if combined with other forms of advertising. By using such methods the salesman's reception by the client is made more cordial; energy and time are saved; and the salesman finds his work much more pleasant and less difficult. Naturally the salesman working for a well known company finds his prospects much more ready to see him than does the representative of a new or unadvertised house.

Several concerns using house to house salesmen have used advertisements to prepare certain districts for calls by salesmen. They have from time to time used telephones, letters, pamphlets and newspapers as media.

Securing Prospect Lists

A favorite method of securing lists of prospects is to insert in a newspaper or magazine an advertisement which, when answered, will give to the advertiser the name and address of an individual who may very possibly be interested in the product under consideration. In order to increase the number of replies, it is often a wise plan to offer some desirable but inexpensive article as an incentive to reply to the advertisement. It is also desirable to know what advertisement and what magazine deserves credit for the replies received, and with that in mind many advertisements are keyed by asking that the writer refer, for example, to drawer 39, or department 71. When a coupon is returned
A favorite method of securing time at the beach is to
intend a nap instead of reading or entertaining myself
while wandering. All the time to the seashore this past year
brought a new philosophy into my life. It is a wise plan to alter
the number of objects. It is better to choose a wise plan to alter
some details than to do nothing or not to do anything as an
intention to save or to advantage. It is only to the advantage
and success of my own and other seashore dwellers that
the matter becomes, and with care in mind well that I
want the story of nature that it is not lovers.

One day a cloud is forming

there is often some symbol to indicate the name of the magazine deserving credit for the reply, or else the form of the coupon alone gives the needed information.

Keying Advertisements

In keying an advertisement any one of several simple methods may be used. For example, in small type on a return coupon might be printed "p.95 29", meaning that the advertisement appeared in the Saturday Evening Post in the September 5, 1929 edition. Often merely the appearance of the coupon will tell the advertiser when and where it appeared. At other times the prospect is asked to send for catalog A, even though the firm may actually have only one catalog to be sent to all who reply. Nevertheless, the letter A may give all the information necessary without letting the individual who replies know that the advertisement is keyed.

Many advertisements are of such a general nature that it is difficult or impossible to trace sales directly to them. In such cases, all the advertiser can do is to watch his sales volume and compare it with his advertising appropriation, making allowances for seasonal fluctuations, cyclical trends, and any other factors which might affect sales regardless of the amount of advertising done. Although such checking is sometimes extremely difficult and occasionally misleading it is probably the best that can be done, and when an advertiser believes he has found an especially effective bit of copy or illustration, it is to his advantage
The statements are clear and easy to read. The text is well-formatted, with paragraphs and sentences properly aligned. There are no visual elements or diagrams to distract from the reading experience. The document appears to be a formal piece of writing, possibly a report or an academic paper, given the structured and organized format.
to use it again or have more of such work appear. Inasmuch as the advertising value of a periodical depends upon the number of persons influenced by the material in that paper it is only natural that the publishers should be anxious to have subscribers give credit to the periodical when affected by any of its advertising.

**Changing Styles and Customs**

Need we remark that advertising plays a very important part in the changing of styles and customs of the world? A recent illustration of such use is seen in the work of furniture manufacturers and dealers in their attempt to make the public style conscious with respect to household furnishings. Changes in styles of men's and women's clothing are perhaps hastened and promoted by advertising.

**Fashions**

Advertising, either direct or indirect, is partly responsible for changes in styles and customs. By direct advertising, in this sense of the word, we mean advertising which is obviously and intentionally used for commercial purposes, while indirect advertising is that which influences the public less openly.

News items, much sought for by publicity agents, are a favorite means of directing the buying habits of the public. Examples of such news items may be seen in almost any newspaper or magazine. The announcement that a society leader
Conception. Order and Conception

...are necessary to the advancement of science. A lack in the understanding of this fact may lead to the adoption of an incorrect method of research. The advancement of science and technology require a careful selection of methods and techniques to ensure accurate and reliable results.
was seen wearing a garment of a certain type at a rendezvous of the elect is sometimes an important factor in the choice of style made by retail store buyers and by women of ordinary means. Such mimicking may not speak well for the intelligence of the masses, but as Warren C. Waite says, *"Fashions seem to originate among those who, because of their wealth or talents, distinguish themselves from others." Naturally imitation is practiced first by those of means and later by those lower on the financial ladder. When a style becomes common it is of course considered necessary for the individualists to again distinguish themselves by something different. Strange though it seems, a fashion which becomes very popular ultimately destroys itself by its popularity and resulting commonness. Such a cycle is retarded by the conservatives who refuse to change their buying habits frequently, and it is they in many cases who profit by the lower prices which less fashionable goods often bring.

It is not conceded by all business men and economists that advertising which works to hasten changes in mode is necessarily desirable in all cases. The production costs for small quantities of goods are admittedly higher per unit than for large quantities. Women's shoes furnish the standard example of a product whose price is entirely out of line with what it would be if styles could be less changeable. Naturally the expense of cutting by hand, which is necessary style work, is greater than that for machine work. The price asked for such shoes is rather high when one takes into consideration

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the absurdly small quantity of leather used in manufacturing the article. The risk of carrying even a modest stock of shoes is, however, such that many dealers fail to succeed in the shoe business and their failure may sometimes be credited to style changes. Whether the profit of dealers, and the general satisfaction of the public, could be secured with advantage to society by less advertising to effect style change, is a question for thought.

Advertising does not "set" styles, nor does Paris perform that function for women's clothing. New designs are shown by the couturiers, usually in February and August, in the hope that one or more of their models will be purchased and worn by a distinguished client, perhaps a fashion leader of nobility or a popular actress. If that style pleases and is copied by large numbers of manufacturers, or if certain features of the model become popular, then a style is "set."

It is to be expected that manufacturers will be interested in having commodities which they manufacture "in style." An interesting story is told of the manufacturer of shoe buttons who, in 1919, promoted an advertising campaign intended to show the public that buttoned shoes were coming into fashion. The makers of colored leather for women's footwear are credited with a campaign to popularize colored shoes, while those interested in the making of kid leather, the best for the uppers of very high shoes, attempted to retain the popular demand for high shoes.
How varied must be the appeals of advertisements directed toward prospects in the various stages of the style cycle. Consider, for instance, the appeal to the desire for exclusiveness which is made when the cycle begins. Then comes the appeal to those who imitate the individualists, or the appeal to the desire to be among those who lead in style. Next we may have the appeal to those who wish to follow the vogue when prices are lower and within reach of large numbers, and finally the advertiser will change his tone when he bids for the dollars of those who are conservatives or wish to secure the greatest utility from their earnings.

Two Kinds of Advertising

For convenience in our discussion we shall divide advertising into two groups: pre-selling advertising, and advertising during selling.

Danger of Pre-selling Advertising

Suppose that an expensive advertising campaign is planned and started before a satisfactory system of distribution is set up. If the advertising is successful it will create demand, and the public will ask for the product at the usual trading centers. Suppose the retailer has not the goods asked for and cannot obtain them quickly from his wholesaler or jobber. What will be the effect on the public? Naturally the retailer will attempt to substitute a similar product for the one he cannot supply, but even though he suc-
ceeds in satisfying the customer, and so retains his own good-will, the company doing the advertising acquires no good-will. It is a well known fact that when a customer discovers he cannot obtain a product asked for the first time, that he may not bother to make a second attempt. It is easy to see therefore that the advertiser loses all benefit from the money he has put into his campaign unless the advertising is so co-ordinated with the selling that the demand, when once created, can easily be supplied. It is even more difficult to create demand a second time than it is the first time.

Advertising During Selling

Now let us consider for a moment the possibility of advertising while selling. In other words, let us suppose that the advertising goes hand in hand with the selling process.

Under this method the advertiser must necessarily work in a rather small area, unless he happens to have a very large sales force. The advertising may well be local; that is, it may appear as outdoor advertising, in movie-houses, in newspapers and so forth, in order to create local demand. The advertiser may feel that his purpose will be best accomplished by using direct sales letters, by distributing samples from house to house, or by distributing pamphlets or single sheet advertisements describing the good qualities of his product.

Whatever the form of the advertising may be, care must be taken to assure oneself that the sales force is co-operating
sake to satisfying the consumer, has to balance the cost of raw materials against the cost of labor. It is a well-known fact that when a consumer has money, he likes to spend it. If he is poverty-stricken, he cannot afford a product even if the price is lower. It is easy to see, therefore, that the consumer's income and expenses play an important role in determining the amount of money he can spend on a product. However, with the rising cost of living, it is more difficult for the consumer to afford a product. It is seen that the inflationary forces are influencing the economy to some extent.

What is meant by satisfying a setting?

A satisfaction is a moment of tranquility or peace. It is an experience that makes us feel happy. In order to have a satisfying setting, we need to have a clear purpose, the satisfaction may have to focus on that purpose. An unbalanced, unstructured satisfaction is not sustainable, it is, it may happen as ambiguous satisfaction, in many cases, in the future. The satisfaction may feel that the purpose will be reached sooner. Different of many great names, the satisfaction must occur, or the satisfaction must continue or pass. A clear purpose is essential for the long duration of satisfaction.
with the advertising department. If the selling be from house to house, then the sales force must visit the locality within a very short time after the advertising has been done. The same applies when the selling is to be direct to retailers.

After an intensive local campaign has been conducted it may be possible for the manufacturer or distributor to secure national distribution if he wishes, by transferring his advertising and selling from area to area until he believes that sufficient work has been done to warrant national advertising in magazines and trade journals. When a distributor expects to build up national demand it is customary for him to first try his product in the large metropolitan areas, and then gradually intensify the campaign to cover the less populated districts. Care must be taken to guard against the possibility of creating national demand before the distributing facilities have reached the point at which they can supply the demand. It is entirely possible that distribution may be good in one area and very faulty in another, even though the advertising may cover all sections of the country equally well.

It is sometimes possible to start advertising after a product has been on the market for some time, especially in the case of well-known, established products. With standard merchandise that has been on the market for several years, it is often possible for the manufacturer to
After an intensive forest campaign the area required to be planted was assessed. A survey was made of the entire area to determine the best location for planting. The area was divided into sections and planting was carried out in rows. The trees were planted in groups of ten to ensure proper growth. The area was monitored regularly to ensure the success of the project.
increase his sales volume by advertising.

In the case of new products, if the distributors have to do their work without the aid of advertising, they will find prospects rather cool to their advances. Competition is so keen and advertising so popular, that a distributor can hardly blame a retailer for disliking to accept unadvertised products, especially as he is usually expected to buy the goods outright, and take the risk of being unable to dispose of them to the public. A distributor who expects to succeed without proper advertising takes quite a problem on his hands. However, it is quite common for distributors to start their sales work before the advertisements actually appear. In such cases, when the selling is to be done through retailers, the salesmen should be provided with complete information concerning the kind of advertising to be done, the days on which it may be expected to appear, and if possible they should be given proofs of the advertisements.
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language.
Questions

1. What is the ultimate function of advertising from the advertiser's viewpoint?
2. In what two ways may this be done?
3. What must be done in order to increase the volume of business?
4. Why must established concerns advertise?
5. Do nationally famous concerns do much advertising?
6. When is there considerable temptation to cut down on advertising expense?
7. What effect does depression have on consumption?
8. What effect may advertising have on depression?
9. What effect does depression have on the number of unemployed and vice versa?
10. What advantage may accrue to those who continue advertising during depression?
11. Who made the study outlined in the article taken from the Annalist and presented in this chapter?
12. When was the study made?
13. What was the percentage of drop in the sales of those companies who had increased their advertising from 1920 to 1921?
14. What was the percentage of drop in sales for those companies who decreased their advertising for the same period?
15. What happened the next year to those who had decreased their advertising? To those who had increased it?
16. By 1924 what had happened in each case?
17. What is the purpose of many illustrations?
18. Discuss the use of advertisements in paving the way for salesmen.
19. Why do salesmen prefer to work for companies which advertise?
20. What media are often used by concerns having house to house men?
21. What method may be used to encourage answering advertisements?
22. What is meant by "keying an advertisement?"
23. Mention four examples of keying.
24. If advertising cannot be keyed, how may the results be checked?
25. In such cases what factors must be taken into consideration?
26. Upon what does the advertising value of a periodical depend?
27. Distinguish between direct and indirect advertising as mentioned in this chapter. Give examples.
28. What method, other than ordinary advertising is used to influence the buying habits of individuals?
29. Where does Waite say fashions seem to originate?
30. Trace the fashion cycle.
31. How does fashion destroy itself?
32. How do conservatives sometimes profit by style changes?
33. What factor in the merchandising of women's shoes helps increase their cost. Explain.

Suggestions

1. Bring in an advertisement which is not commercial or which does not have financial profit as its aim.
2. Compare the volume of advertising done in a local paper for well established products with that done for new products.
3. Bring in an illustration which intends to familiarize the public with the appearance of a product.
4. Bring in an example of an advertisement intended to build good will.
5. Bring in material which paves the way for salesmen.
6. Bring in an advertisement intended to secure lists of prospects.
7. Bring in examples of two kinds of keying.
8. Bring in an advertisement which offers something free to all who answer the ad.
9. Find an ad which is intended to help introduce or change style or custom.

10. Find a news item which may affect style or custom. Is it direct or indirect advertising?

11. Find an ad which seems to be trying to retard a style change.

12. Bring in advertisements appealing to any of the following instincts; (a) exclusiveness (b) imitation of individualists or style leading (c) following the vogue when prices are lower (d) conservatism for economy.

13. Bring in a sample of advertising which is very clearly part of a campaign conducted (a) before the sales campaign is begun (b) while the sales campaign is being conducted.

Discussion

1. Have you ever heard of an advertisement which did not have increased financial profit as its aim?

2. Do you think advertising helps or hinders bringing society out of depression? Explain.

3. Advertising costs money. Why not eliminate it entirely?

4. Is unemployment the cause or result of depression?

5. What do you believe was the cause of the 1930 depression?

6. If you were in business would you increase or decrease advertising when business was poor? Why?

7. Do you think of any factors which may have influenced the figures given by Professor Vaile?

8. Why do you as an individual purchase the brand of products that you do?

9. Do you think it is economically beneficial to society for styles to change frequently? Explain.

10. Give arguments in favor of and against pre-selling advertising campaigns.

11. Do the same with advertising conducted during a sales campaign.

12. Relate an actual experience you have had in trying to buy an advertised article which was not available. What was your reaction?
DIFFUSION

1. Have you ever tried to see reasimilarity without any
   visual imagery? What did you
   find?
2. Do you think reasimilarity helps to enhance writing?
3. Did you ever use reasimilarity as an aid to
   concentration?
4. Are you aware of any instances where you have
   encountered
5. What do you see as an influential influence the future of literature?
6. Can you give an example of a situation involving
   reasimilarity?
13. Why do national advertisers begin their campaigns in thickly populated areas?

14. Bearing in mind the fact that non-advertisers often pay a higher rate of commission, decide whether you would prefer to sell for an advertiser or a non-advertiser. Give reasons.
Chapter VI

The Need For Legal Control of Advertising

It seems necessary that some effective legal control be exercised over advertisers. Advertising is a very powerful factor in the life of the American people, and as may be expected where financial profit is involved, not all advertisers are above reproach from an ethical or social point of view. However, not all misleading advertising is intentionally dishonest.

At present there is, or at least seems to be, no effective legal control over advertising and advertisers. Consumer's Research, in a pamphlet advertising its work, says, "Will full allowance for the efforts of the Federal Trade Commission and the Food and Drug Administration, the government affords practically no protection against fraudulent and misleading advertising and selling."

There are some indications of an awakening public, as indicated by the following paragraphs written by E. L. Greene, President of the National Better Business Bureau.

"I am satisfied that the quotation 'coming events cast their shadoes before' has a significance not thoroughly realized by national advertisers. Indignant public opinion is being definitely crystallized to oppose advertising which is detrimental to public welfare. Serious criticism of the ---------Company's advertising is already a matter of
public record. Very important 'coming events', I believe, are casting the shadow of possible drastic advertising legislation affecting all national advertising.

"The advertising industry must act and act promptly. It must clean its own house or have it cleaned by an indignant public."

Pure food laws, laws regulating labels, laws concerning untrue statements of fact in advertising, all are attempts to protect the interests of the majority, but as may be seen from the following illustrations, there is something radically wrong either in theory or practice when existing conditions prevail in a supposedly enlightened country such as ours.

The following extracts from a report by the Boston Better Business Bureau gives some idea of the state of affairs in Boston, a typical city.

Report on Advertising Investigated in November, December, 1929—January, 1930

It should be borne in mind this report is on advertising investigated because it appeared questionable or not in accordance with Bureau standards. It should not be used as a basis of judgment of all Boston advertising, which to a very satisfactory degree is correct.

In November, December, and January, the Boston Better
Business Bureau made 585 investigations in 72 retail stores. The results are listed below:

<table>
<thead>
<tr>
<th></th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>Total</th>
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</thead>
<tbody>
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<td>Description</td>
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<td>--</td>
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</tr>
<tr>
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<td>60</td>
<td>61</td>
</tr>
<tr>
<td>Sizes &amp; Colors</td>
<td>4</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
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<td>4</td>
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<td>16</td>
</tr>
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<td>18</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>89</td>
<td>496</td>
<td>585</td>
</tr>
</tbody>
</table>

Note: Unfavorable reports do not necessarily indicate Untruthful advertising.

It must be emphasized that the above investigations were made of advertising which appeared incorrect to begin with, but the mere fact that the Bureau found material for 585 investigations of advertising in only three months, and that 496 of the reports were unfavorable, is not to be lightly regarded. As an indication that consumers are not satisfied with conditions, we notice that in the same three months, November, December and January, the Bureau received 433 complaints of one kind or another from consumers.

Quoting from an article by M. C. Hader*, we find that "in the last two or three years the study of the consumer's problems has steadily been gaining ground. Previously the consumer was a being scarcely encountered outside of text books on economics—and even there quite fleetingly; while

*Journal of Home Economics- April 1930
### Table

<table>
<thead>
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<th>Value</th>
</tr>
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<tbody>
<tr>
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<td>Notes</td>
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</tr>
<tr>
<td>Notes:</td>
<td></td>
</tr>
</tbody>
</table>

Note: Unusual entries or not as expected. Inquire further.

### Footnotes

1. [Footnote 1]

2. [Footnote 2]
now the public seems to have become distinctly 'consumer conscious.'

"There is no doubt that consumers are in dire need of leadership. Under existing conditions, they are indeed no match for the other two economic groups--the producers and the distributors."

It is not to be supposed however, that all advertising is untruthful nor that advertising as an institution has fallen into utter disrepute. Advertising serves an extremely economic function and, although it is being criticised in this chapter, we must not forget the value of advertising in promoting national prosperity.

The Assistant Secretary of Commerce has stated* that big, courageous, truthful advertising forces mass production and mass distribution, which in turn reduce prices, raise wages, and increase total profits. He has pointed out that such advertising promotes national prosperity through forcing the use of scientific mass methods, and also promotes world progress, as it inevitably forces the extension of mass production and mass distribution to all the producing nations of the world.

He emphasized the present importance of keeping up advertising appropriations, expressing the belief that advertising, as one of the most potent of business accelerators, should go forward like our other business efforts, without

*Domestic Commerce, December 1929
The problem of commerce is a web-like network of economic interrelations. The interdependence of nations is based on mutual economic interests.

In the international arena, the struggle for economic power is relentless. The balance of trade and currency values play a crucial role in determining the strength of a nation's economy. The development of new technologies and the expansion of existing industries are key factors in international trade.

To address these challenges, governments must work together to create a level playing field and ensure fair trade practices. The importance of establishing multilateral agreements cannot be overstated. These agreements help to reduce trade barriers and promote economic cooperation among nations.

The future of commerce is shaped by the ongoing evolution of global economies. As technology advances, new industries emerge, and existing ones evolve. The ability to adapt and innovate is crucial for success in the global marketplace.

In conclusion, the international arena is a complex web of economic interrelations. Understanding these dynamics is essential for navigating the challenges and opportunities presented by the global economy.
interruption or curtailment. He suggested that some broad general facts showing the soundness and progressiveness of the American business structure might well be brought home more forcibly through the medium of advertising, not as propaganda, but as a means of conveying wholesome, reassuring truths.

Economic Danger in Unethical Selling

Untruthful advertising injures the economic well-being of the United States as much as good advertising helps it. Consider the cases of money lost in bad investments, which would otherwise flow into legitimate channels of trade. It would be used for purchasing merchandise or in furthering sound investments which in turn would help build the economic resources of the community. In an actual recent case, a grocer who had saved about $5000 put everything he had accumulated into a stock selling enterprise operated by a fraudulent promoter. The promoter disappeared, taking with him the grocer's $5000 together with the savings of a good many other unfortunate beings. The grocer was unable to continue improvements which he had planned. He was unable to buy a new delivery truck. His daughter was taken out of college. He was unable to pay cash to the wholesalers, and the family could purchase few clothes for the winter. The bank lost a savings account. An honest investment house lost a new account; an automobile dealer lost a sale; a college lost a student, and the local business houses lost the trade which would have come to them in the purchase of new clothing. Not only were
information or data that cannot be accurately transcribed.
these the results, but the investor naturally lost all faith in investing as an institution, and because of the advertising which had been used to secure his investment in the fraudulent financial transaction, the grocer lost faith in advertising. From a social point of view it might be considered that the distrust of advertising of a financial nature which grew out of this unfortunate occurrence was even worse than the loss of the money. Naturally, the grocer may have informed his friends of the deal, destroying their confidence by so doing. It is interesting to note that questionable securities are usually bought from savings accounts, and not from earnings of a current nature.

How many hundreds of working men there are who, by denying themselves and their families luxuries as they go along, have accumulated small savings accounts, only to be swept off their feet by highly colored advertising literature. Consequently they invest the savings of a life time when urged to do so by glibe-tongued stock promoters. Professional men, teachers, and invalids are included in the "sucker lists." Occasionally, though not often, wealthy men are included.

Might one not believe that a reason for the lack of cooperation from the public in ridding the country of these fraudulent schemes is the disinclination of the defrauded person to make public his loss? Although in some cases such a loss would be broadcast to the neighborhood, pride compels
the individual to accept his loss as gracefully as possible.

There is probably only one way to prevent such unfortunate happenings and that is through education of the public to appreciate the danger signals of securities. Financial institutions, through advertising and salesmen, are endeavoring to so educate the public. Naturally such work is extremely slow, and the institutions, even while attempting to be of assistance, are accused of furthering their own self interests by attempting to sell securities which they handle, in contrast with those handled by unscrupulous concerns.

It is estimated that at least one billion dollars annually is taken from the American public by stock frauds and confidence games. Theft of such a sum by robbers with shot guns and revolvers would arouse the public interest to a considerable extent, but it is difficult to arouse similar interest when the theft is made by "white collar bandits." It is interesting to note that the loss from stock fraud is ten times as great as the loss through forgery, and four times as great as the loss through burglary, larceny, and petty theft combined. The National Association of Credit Men estimates that the loss by stock fraud is four times as great as the loss by trade fraud.

Let us remember that every dollar saved from fraudulent stock schemes goes into legitimate channels in one way or another.
Food and Health Products

One of the most lamentable forms of untruthful advertising is in connection with food and health products. Among the products resorting to questionable advertising are dentifrices. In this group of products we find a tendency in certain publications to warn the public against the very things which in another section of their magazine they allow to be advertised.

In justice to the manufacturers, we should call attention to the fact that certain toothpastes might conceivably aid in the prevention of pyorrhea, although dental authorities are strong in their belief that none can do so much as is claimed in the advertisements. The National Better Business Bureau has written to the important manufacturers of toothpaste asking for scientific evidence to support their advertising claims. Several of them have indicated decided willingness to present the true facts to the public. It is hoped that the unwilling ones may be forced into line by the refusal of publishers to accept questionable copy, and by the education of the public to realize that dentifrices are not a cure for incurable diseases.

The author was recently warned by two dentists that the continued use of a certain much advertised toothpaste would do irreparable damage to his teeth. In fact the use of that substance over a period of two years was blamed by one dentist for the unusual injury to the tooth enamel which had already
The inclusion of this graphic was not transcribed.
It seems rather unfortunate that the advertising of such a product can go unquestioned by any public authority if there is really the serious danger indicated by the above experience. It seems extremely probable that a toothpaste which may be perfectly all right for one individual may be entirely unsuited for another. The advice of a dentist should certainly be sought in such a matter.

The Federal Trade Commission recently issued a complaint against a certain patent medicine company. The company was selling a substance advertised as a weight producing and health building tonic. According to the Federal Trade Commission, the package in which the substance was sold stated that the contents improved appetite and tended to increase weight and strength. A complaint of the Commission reads as follows: "The representations and statements above mentioned and referred to are false and misleading in that the said preparation is not an agent, the probable and reasonable consequence of the use of which is to increase or appreciably affect the weight and strength of human beings who consume it, and have the tendency and capacity to mislead and deceive a substantial part of the purchasing public into the belief that said preparation will increase the weight and strength of purchasers and users thereof."

Since the complaint was issued, the company has stated that it has discontinued the type of advertising referred to in the complaint and would sign a stipulation to that effect, if it was agreeable, but would not waive their rights in the
matter.

Improvements

It is not to be supposed, however, that our reputable magazines are making no attempts to improve the nature of their advertising. A magazine of the present day which would carry the following advertisement would be classed as below the average. This advertisement, as quoted in "Advertising and Selling" appeared in 1665.

"Aurum Potabile cures all Agues as also it cures divers people of that most horrid putrid Fever which so violently seized on men's bodies both before and after Michaelmas 1653. It cures the gout of all sorts. It is an infallible cure for the French Pox. It cures the Greensickness and all sorts of Jaundice. It is good for Aches and all afflictions coming of cold. It helps the Rickets. It vomits and stays Vomiting; it causes Sweat, yet cures preternatural Sweatings, and performs all its operations as Nature in itself would have it. To conclude, it is an Universal Fortification for all complexions and ages against all sorts and degrees of Pestilential and Contagious Infection, both preventing before their possession, and extirpating of them after it."

Since 1665 it is encouraging to note that some progress has been made, and although some of our magazines still exhibit copy nearly as bad as the above, we find, according to the National Better Business Bureau, that periodical publishers rejected more than two million dollars worth of advertising last year in order to protect the public. That figure was computed from statistics submitted by forty-five magazines publishers.

Questionable advertising at present has a tendency to be included chiefly in a small number of magazines which are
In the year of our Lord 1901, the

information

was to be obtained from the

department.

The following information is to be

assembled in order to

publication.

This information, as it is

and the present

Since 1900 it is

the present

and the past race

right when we want as far as we can, we
determine

to the National Bethel. Now, then, and

preparations made

the National Bethel. Now, then, and

preparations made

meantime. In the meantime, we have

information.

information.
still slow to raise their standards. Whether such slowness is due to low ethical standards, the lure of the dollar, or both, it is difficult to say. Some efforts are being made to have the Federal Trade Commission and law enforcing bodies take action against such magazines, but rapid progress seems to be impossible. How long will the public stand for such hesitant action?

Moving Picture Industry

As might be expected, the Moving Picture Industry has not been entirely free from efforts to exploit the public. The film "Ingagi", represented as being a record of an expedition into the wilds of Africa, has been denounced by scientific and moving picture authorities. The film has been shown in cities of the country. The advertising of the picture claimed that Sir Hubert Winsted and Captain Daniel Swayne encountered not only gorillas, but wild women and queer children. No record of anyone by the name of Sir Hubert Winsted has been found, and scientific authorities claim that the film was made up of old African pictures and scenes taken in California with trained animals. The authorities also claim that the principal gorilla, Ingagi, was at times played by a man masked as the gorilla, and that North and South American animals were mixed with Asiatic and West Indian species, although all were supposed to be photographed in African jungles. It is believed that negroes of Los Angeles were recruited as pigmies and characters for the picture. The film was taken from the theatre in the middle of a week's run at
Your Profile Information

To apply for assistance, the students should complete this form.

The Little Libraries, representing a number of educational and community centers, have
offered many volunteer positions. The Little Library
encourages not only participation, but also growth and peer
interaction. It is geared to engage the whole family.

The Little Library was made of old newspaper, buttons, and some trash. It
must be filled with material, including material that is
seemingly more than adequate but not quite adequate.

Here's what made of a newspaper to the importance of
furniture. It is possible that you can use the Little Library
to display or to write your thoughts or feelings.
Hartford, Conn., and the Motion Picture Producers' and Distributors' Association of America has barred the picture from its theatres.

Training Schools

A very popular money making scheme in connection with the movies has been, and is, the operation of training schools in which scenario writing and acting are supposed to be taught. The appeal to the almost universal desire to write a play has been exploited by concerns which are not always capable of training their students so that the rewards of their efforts are commensurate with the fees charged. The scenario schools ask from $25 to $50 for their service, and base their claims on the theory that individuals can be taught to write scenarios acceptable to producers. Imagination, intelligence and ideas constitute the principle tools of the successful playwright. These of course, must be coupled with considerable practice and it is felt by producers of motion pictures that the so called schools are unequipped to train the public. Such a deluge of scenarios has poured into the editorial offices of producing companies that the practice has become a positive nuisance. Promises of extraordinary results to inexperienced writers upon completion of a course of "constructive advice" from a "staff of experts" have ordinarily been unfulfilled. The deluge of unsolicited stories from students in these "schools" has aggravated the accusations, to which producers are always subject, in connection with "stolen" scenarios. If producers could be sure
It is necessary, therefore, to consider the motion picture program, not as an extension of the motion picture industry, but as an integral part of the educational program of the school. The motion picture, with its possibilities for the presentation of material in a form that is more easily understood by the pupil, offers a unique opportunity to provide a means of bringing the world into the classroom. The use of the motion picture in the classroom can provide a medium for the presentation of material in a form that is more easily understood by the pupil, offering a unique opportunity to bring the world into the classroom.

The motion picture can also be used as a means of developing critical thinking and analytical skills. By presenting material in a visual format, the motion picture can help students to think critically about the information presented. This can be especially useful in subjects such as history and social studies, where the ability to analyze and interpret information is essential.

In addition to its educational benefits, the motion picture can also be used to enhance the overall learning experience. By allowing students to see and hear real-life events, the motion picture can make abstract concepts more concrete and help students to better understand the material they are studying.

Overall, the motion picture offers a valuable tool for educators and can be used to enhance the learning experience in a variety of ways. By using the motion picture in the classroom, teachers can help students to develop critical thinking skills and to better understand the material they are studying.
that their contact with amateur scenario writers would end
with the return of the manuscript, their difficulty would
not be so pronounced. Unfortunately, complaints from amateurs
who claim that their ideas have been stolen are believed by
the producers to be instigated by "scenario experts" who
need some alibi to show why stories are not accepted as
readily as their advertising indicates.

So serious has become the problem of stolen plots that
several of the larger producers have adopted a policy of
rejecting without reading, all unsolicited stories. They
feel that the possibility of securing a desirable thought
from such sources is so remote that the time and money re-
quired to read amateur efforts, and to protect themselves from
false accusations, is too great to be worth while. Established
producing companies estimate that only four of the
100,000 unsolicited scenarios submitted annually ever appear
on the screen.

Recent advertising of training courses for motion
picture acting has given the impression that opportunities
are open to amateurs. In order to determine the reaction
of the foremost picture companies in this connection, the
Indianapolis Better Business Bureau secured an expression
of opinion which is summarized in the following statement
concerning producers:

1. They are experiencing no difficulty in se-
curing capable actors for talking pictures.
2. They do not anticipate any future shortage of capable talking picture actors.

3. There is no demand for amateurs who have had no motion picture or stage training as talking picture actors.

4. They do not believe that amateurs could acquire the art of acting for talking pictures by correspondence, or by any similar method, or in any other way except by actual experience in motion pictures and on the stage, or through training received in the established and recognized dramatic school.

There should be little doubt in anyone's mind about the views held by important producing companies after reading the above statements, and yet it is safe to predict that thousands of dollars will be grafted from the American public by "schools."

**Fraud in Classified Advertisements**

The Association of Newspaper Classified Advertising Managers has recently called attention to the need for a Massachusetts statute which will prevent the unfair use of classified advertising columns. The problem which they wish to overcome is exemplified by the following statement:

PLAYER PIANO--Sickness compels me to sell my player piano, used six months; best make. Cost $750 new. Will take $185. Terms if necessary--$50, OFFICE.

Investigation disclosed that the above was inserted by a salesman for a piano house. Those who replied to the advertisement were requested to go to the piano store, and an attempt was made to sell a higher priced piano.
The law which the Association would have passed is similar to the one effective September 1, 1929 in New York State whereby it becomes a misdemeanor for a dealer to disguise his identity. It also makes it imperative that the one inserting the advertisement reveal the name of his principal when so requested, and the law further provides that dealers operating under guise of private individuals operating houses or flats as show rooms should insert the word "dealers" in their advertisements. The public often discovers to its sorrow that such "dealers" fail to deliver at all, or else deliver goods unlike those purchased. Satisfactory adjustment is of course out of their code of operation.

A Suggestion

Let us now consider the idea proposed by Chase and Schlink in their book "Your Money's Worth." They proposed briefly, that a testing bureau be established which would give to those desiring it, an analysis of any product which the consumer wished analysed. Using the automobile as an illustration, they asserted that by expending a million dollars it would be possible to take every current type of motor car over a 10,000 mile road test under controlled conditions. The results of the experiments would be given without comment, stating the number of miles per gallon of oil and gasoline, so many failures of one kind or another, so much braking ability from a given speed, so much acceleration
so much tire wear, and so on.

Naturally such a table would be of considerable value to a prospective buyer. Under our present system of advertising, by what is the prospect affected in coming to a decision? First of all he is affected unconsciously, perhaps, by the advertising of the manufacturer. Will that manufacturer give any data which might possibly have an unfavorable effect on the prospect? Naturally not. Upon whom then, does the responsibility for the presentation of real facts fall? To be sure, friends and neighbors will give advice, most of which is based entirely on prejudiced opinion, not on fact. The prospect will be affected by the appearance of the car, by its present performance, and riding qualities, but will know nothing of the scientific data which could help him in making a wise choice. The novelty of the arrangement of instruments on a dash board is interesting, of course, but not nearly so vital as unobtainable information concerning objectionable qualities of the car. Obviously such articles as women's hats could not be tested, for the simple reason that women will buy a hat for appearance alone, but the principle applied to motor cars could be extended to include practically all testable products.

The United States government already has such a bureau for its own use, and for an operating cost of $2,000,000 it is estimated that the government, by testing, saves itself $100,000,000. Such a practice, if so valuable to the govern-
on your first year of service.

It is important to note that the recommendation was made to ensure maximum efficiency and productivity. The committee believes that by implementing a comprehensive training program, employees will be better equipped to handle their responsibilities.

The training program will include workshops, seminars, and on-the-job training. It will cover various aspects of the job, including communication, customer service, and technical skills.

The committee also recommends that a performance evaluation system be established to monitor the progress of employees. This will help identify areas where additional training may be needed.

In conclusion, the committee strongly recommends the implementation of a comprehensive training program to improve the overall performance of the organization.
ment, would surely be worth while to the people governed.

Consumers' Research

Chase and Schlink's book aroused so much public interest in the problems of the consumer, that an organization known as the Consumers' Club was started. The purpose of this club, now called Consumers' Research, Incorporated may best be stated in the words of their advertising material.

Consumers' Research was organized to make available to the ultimate consumer the answers to these and hundreds of similar questions—answers given, not by manufacturers, merchants, agents, or advertisers, but by impartial technical experts. These answers cannot be obtained by the individual consumer from government bureaus or any other source.

Consumers' Research is strictly a consumers' agency, supported entirely by consumers. Its purpose is to investigate, test, and report accurately and reliably concerning the hundreds of common commodities purchased by every family. It is intended especially for those who cannot afford to spend unwisely either one dollar or one thousand dollars for a blind selection from dozens of competing articles, each asserted to be best. It is intended also to fill the gap resulting from deficient legislation which does not adequately protect the consumer against the advertising and selling of completely worthless or even dangerous commodities.
Consultant, Revisions

Consultations, Revisions, and Suggestions on Various Matters.

In the preparation of the documents, it is important to ensure consistency and accuracy. The inclusion of various sections and the integration of significant data points are crucial for comprehensive analysis.

Consultations and suggestions are essential in shaping the final documents. They provide an opportunity for detailed feedback and enhancement of the content.

Involving stakeholders in the review process helps to ensure that the final documents meet the intended standards and effectively address the intended purposes.
Better Business Bureaus

Some of the best examples of organizations trying to improve the standards of business are the Better Business Bureaus of various cities throughout the country, and the National Better Business Bureau which is affiliated with forty-seven bureaus from coast to coast.

President Hoover, in a letter to the members of the International Advertising Association regarding their 1929 Berlin Convention, wrote the following: "The Agencies established by the advertisers themselves for checking up the truth of advertising in general have produced most beneficial results. The noteworthy advance in the ethics of business, especially perceptible in the last twenty years, is in no small measure due to the self-examination cheerfully exacted of themselves by business men in their practice of the art of advertising."

The following quotations from a pamphlet issued by the Boston Better Business Bureau outline the work and purpose of such a bureau:

The Boston Better Business Bureau was established in April 1922, by a group of business leaders of Boston. It is an independent, non-stock, non-profit membership corporation organized under the laws of Massachusetts, with the following purpose clause:
Some of the great advances in communications have been
above the limitations of frequency and the transfer of
these advances, especially concerning the continuity and the
extension of better numerical analysis, which in all branches of
new science and civilian progress are constantly increasing.

To-day's science and art are so much

It is evident that the discovery of new methods of the
method of communication through a complex process of the
founder's patent and hence offering the world any
advantages would:

The patent forever expires when it is

To-day the world is made up of a complex process of the
method of communication through a complex process of the
founder's patent and hence offering the world any
advantages would.

The following description from a complex process of the
method of communication through a complex process of the
founder's patent and hence offering the world any
advantages would:
"The objects of the corporation are the furthering and promoting of honesty, truthfulness and dependability in advertising, merchandising and in all business methods and practices, and fair competition in trade and business, thereby increasing public confidence in advertising, salesmanship and business methods and practices generally, and to do all lawful things to attain said objects and purposes."

Under its membership clause "any person, firm, association or corporation interested in better business ethics shall be eligible for membership."

The Bureau is supported by over 500 business concerns interested in:

- Protecting the public from fraud and deceit.
- Increasing public confidence in advertising and selling.
- Protecting legitimate business from unfair competition.
- Moving constructively against nefarious practices in business.

As the function of the Bureau is primarily to increase confidence in business, it has no single interest to serve. By serving the public it serves legitimate business. It operates on a policy of impartiality, appreciating that mutual fairness on the part of business and the public will bring about the desired condition.

The work of the Bureau is divided into three fields, Merchandise, Financial and Publicity, for which separate Departments are maintained.
The process of the generation and the transportation of

energy involves the conversion of potential into kinetic energies and the conservation of matter and energy. The transformation of matter into energy and the conversion of energy into matter are fundamental to the process of energy generation and transportation. The conservation of energy in the process of energy generation and transportation is critical to ensure the efficiency and sustainability of energy systems. The transportation of energy involves the movement of energy from one location to another, and the conservation of energy throughout the transportation process is essential to minimize energy losses and improve energy efficiency.
Summary

Let us conclude this chapter by emphasizing a few points which we hope the previous pages have made clear. Advertising, as conducted at present, is not entirely worthy of public confidence. That confidence is being further undermined by advertising which is disgusting to a sense of fairness, and by the selling of products which are dangerous to health, wasteful of the consumer's dollar, and unable to live up to claims made for them. Public sentiment is being aroused by a growing realization of the above truths. In order that business may continue without greater loss of confidence, may we suggest that the work of improving the ethics of advertising and selling be continued, and that we as a part of the public do our utmost to further that improvement by careful consideration of claims made for products or services, by reporting to Better Business Bureaus or other organizations any irregularities, and by refusing to purchase from concerns who persist in unfair advertising and selling practices.
Summit

Part in conferences since, speaker in several academic and public meetings. Have presented views on various issues, including education, economic development, and international relations. Continued to participate in debates, forums, and conferences to share perspectives and knowledge on global issues.

In order to promote dialogue and cooperation, my position is articulated in support of international understanding and collaboration. I have been active in various initiatives aimed at enhancing understanding between different cultures and countries.

My efforts have been focused on creating platforms for open discussions and encouraging constructive engagement. I have collaborated with organizations and individuals to foster meaningful dialogue and contribute to the advancement of knowledge in different fields.

I have contributed to various publications and written on topics related to education, economic development, and international relations. My work has been featured in several publications, including academic journals and newspapers.

I believe in the power of education to transform lives and societies. I have been involved in several initiatives aimed at improving access to education and promoting educational opportunities for all.

I have been a speaker at various conferences and events, sharing insights and experiences on different topics. I have engaged with audiences around the world, contributing to discussions on various issues.

My contributions have been recognized, and I have received several awards and honors for my work. I continue to be involved in various initiatives and projects aimed at improving education and promoting understanding and cooperation among nations.
Chapter VII

The Mechanics of Advertising

In considering the mechanics of advertising we must remember that the appearance of an advertisement is very important. Great care should be exercised with type faces, illustrations, the form of the advertisement, the amount of white space, and any other elements which have to do with the appearance and attention getting value of the completed advertisement.

Choosing Type Faces

There are many different styles of type, some of which lend themselves to one purpose, and some to another. For example, certain type faces give an impression of solidity and trustworthiness, others give a modernistic style touch, while still others speak of cheapness. It is of course wise to choose for headlines a type which will get attention, whereas legibility is an especially important feature if much reading is expected.

Certain types do not look well when combined with other type faces. They seem to clash, in some instances, especially if many type faces are used on the same page.

The choice of type is often left to the printed or composing room. Such a course may be wise, although printers sometimes appreciate at least general directions as to the
Chapter IV

The Mechanics of Propulsion

In considering the mechanics of propulsion we may refer to the expression of an equation to represent the force, power, and efficiency of the engine.

In applying the principles of mechanics, the term 'force' is used in the mechanical sense, and it is often a statement of the area of the component surfaces of the engine.

Figure 4.1: Schematic Diagram of Propulsion System

The expression may also include the area of the component surfaces of the engine.
type faces desired, since they are the ones who have the work to do over if their taste is not similar to that of the layout man. The layout man should also indicate his preference as to borders, location of cuts, and other mechanical features in the makeup of the advertisement.

Setting of Type

Type, when not set by the linotype machine, must have each letter set in place by hand, but for much modern printing, especially in newspaper work, the linotype is used. That machine is operated with keys like a typewriter. It assembles matrices into a line, and carries the line to a mold where a slug of the line is cast from molten lead. The individual matrices, each representing one letter, are then returned automatically to their proper places. Such machines naturally save considerable time and money.

Type Sizes

Let us consider the method of measuring type. The manufacturers of this important element in advertising have agreed to use the point system by which all type is measured. A point is 1/72 of an inch. When we speak of type as being five point, we mean that the height of the block of that type, not the letter alone, is 5/72 of an inch; consequently, if five point type is set solid the distance between the bottom of one letter and the bottom of a similar letter in the next line
The face gathered when they saw the man who knew the
way to the cave. It grew to be the chief among all the
figures in the room, who had been talking before the
man entered. The faces were drawn into frames, which
seemed to be parts of a picture, and were intended to
represent the people of the neighborhood.

Setting of the Scene

The man had not yet the figure to write, nor for an hour
seemed to follow the sentence. But having noted the
expression in the faces, he took up the instrument to
write. He began in a careful manner, with a fine pen, and
the expression that he took to make a note of the think
of which he wrote, seemed to be very carefully
considered, as if it were an important element in the
writing. He wrote to the point with care, as if he were
writing a note in a journal or letter, and the figure
seemed to be very carefully considered, as if it were
important to note the point of the message, and to take
the note on the figure to write or speak the message.

The figure had the note of a delicate letter in the next line,
will be $5/72$ of an inch.

The shoulder of type is the part of the block which extends above and below the letter. This shoulder is used to make the white space between lines, although in addition bits of metal may be put between the lines in order to give additional ease in reading. The use of such strips is called "leading", but if leading is not used we say that the type is set "solid". It is quite common to have lines leaded with two point leads in order to give additional space between lines.

Individual names are given to certain sizes of type. "Nonpareil" is six point type, while "agate" is five and one-half point, and "pica" is 12 point.

There are fourteen "agate lines" in an inch, the agate line being used as the unit of measurement in advertising. The price of space is often quoted as so much per agate line, meaning an agate line one column wide, and the price may be so quoted even though type larger or smaller than "agate" be used.

Ems

The unit for measuring the length of a line is called the "em". Em is used with the word pica to denote $12/72$ or $1/6$ of an inch, as pica type is 12 point in height. A pica-em is therefore $1/6$ of an inch wide, there being six pica-em's in an inch.
Although the widths of magazine and newspaper columns vary, the standard for magazines is 16 pica-ems or 2 2/3 inches, while for newspapers the usual column width is 13 pica-ems or 2 1/6 inches.

Estimating the Number of Words Per Inch

It is often necessary to know about how many words can be printed in a given space. Beginning with 5 point type, if two point leads are used, there are ten lines to an inch and about ten words to a line of standard newspaper size. For 5 point type there are nine lines in an inch and about nine words to a line. For 6 point type we find eight lines to an inch and about eight words to a line. From that size on, there will be a decrease of one line per inch, and one word per line, for each two point increase in the size of the type.

It must be remembered that the above rule applies only if 2 point leads are used, since by setting the type solid more lines per inch are provided. As a standard magazine column is somewhat wider than that of a newspaper, a slightly higher average number of words per line can be used.

Illustrations

Considerable care must be exercised in the selection of proper cuts for illustrations to be used in advertising. The following discussion gives a brief, simple explanation of some of the more common processes of reproduction.
Halftones

Halftones are used more than any other process for reproducing illustrations in advertising, as the halftone may be made directly from an object as well as from a black and white wash drawing or a photograph. A screen made of glass, on which hundreds of fine black lines have been drawn at right angles to one another, is placed between the camera and the object or illustration to be photographed. This screen must be about 65-line for rapid printing such as is done in newspaper work, about 155-line for a good grade of magazine paper, and from 300 to 400-line for work in which highly coated paper is to be used. A 65-line screen is a screen having 65 lines per inch in each direction; a 400-line screen has 400 lines per inch. A 120-line screen is the average for ordinary work, but such a screen would give a completed halftone on which the dots would appear too close together on some paper stock, and too far apart for the high grade of work done in some magazines. Having the dots on the halftone appear too close together would prevent the rougher papers from absorbing the ink used.

When the negative is developed it shows a mass of dots. These dots appear large where the picture is to be dark and small where the picture is to be light. After being transferred to copper, the halftone is immersed in a preparation which hardens the multitude of dots, and the plate is then hung in a solution which eats away the plate between the dots,
leaving small elevations. These elevations act later as the printing surface.

**Vignette, Silhouette Halftones, and Combinations**

Vignette halftones are those which have had the edges of the design faded away, while silhouette halftones are those which have had all background removed so that the main figure stands out in silhouette form.

Combination plates often produce interesting results. The combination of halftone and line cuts makes possible a finished product which is sometimes high in attention getting value.

**Tooling**

For the best grade of halftone work, it is necessary that a great deal of tooling be done. Without this tooling the halftone appears without any pure white or pure black, making it necessary for the workman to cut away the part of the plate, if there are parts, which are to appear white and to fill in those parts of the plate which are to be black. This work, of course, must be done under a microscope and adds considerable to the cost of halftones.

**Zinc Line Cuts**

Zinc line cuts are somewhat similar to halftones, but are generally used only when the illustration to be repro-
duced is made up of dots or solid lines. This makes photographs and wash drawings undesirable material for reproduction through line plates. Pen and ink drawings are best for this form of reproduction. The process is very similar to that used for halftones, except that no screen is placed between the camera and the object which is to be photographed.

Reproduction of Cuts

If only a relatively few copies of the finished illustration are desired, the work may be done direct from the cut, but if a large number are to be printed or if the advertiser wishes to send his illustrations to a large number of printers, or dealers, it is desirable for him to secure reproductions of the cut. Such reproductions are called stereotypes, electrotypes, or nickelotypes, depending upon the reproduction process used. In addition to the illustration, type may be added to the electrotype or stereotype.

Electrotypes

The advertisement, including illustrations and type, is set up just as it is to be printed. A wax mold is made, with graphite, and hung in a solution of copper sulphite. By having an electric current passed through, a deposit of copper is secured on the mold. After the wax has been removed, the copper plate remaining is an exact reproduction of the type and the cut used.
The committee on educational and industrial training, in its final report to the Board of Education, states that the training and preparation of men and women for industrial and educational positions is of paramount importance. The report emphasizes the need for a comprehensive approach to education and training that addresses both practical and theoretical aspects. It calls for a coordinated effort among educational institutions, businesses, and government agencies to ensure that individuals are prepared for the demands of the modern workforce. The report also highlights the importance of lifelong learning and the adaptation of educational programs to meet the evolving needs of society. The committee urges a reevaluation of current educational policies to ensure they are effective in preparing students for the challenges of the 21st century.
In order to make either copper or nickel plates more durable, the backs are covered with lead and then placed on a wooden block. The block must be sufficient thickness to give the right height to the electrotype. Such electrotypes are called "electros" for short. Many electros may be made from the same cut, and distributed as desired.

Stereotypes

Stereotypes are used to a considerable extent in newspaper work. They are useful especially where detail is not important and where the reproduction is to be somewhat rough. The cut and the type are set up just as in preparation for the making of the electrotype, but from there on the process differs. An impression of the advertisement is taken in a preparation of moist, spongy papier-mache. After the mold has been baked, the type and the cuts are removed and the remaining sheet shows a perfect reproduction of the advertisement. The sheet is called a matrix, commonly referred to as a "mat." Mats are light, inexpensive, and may be easily and cheaply distributed throughout the country. When the matrices are to be used in printing, a molten solution of lead is poured into the mats and allowed to cool. After cooling, the original appears just as if it were set up in type. After being used the lead is again melted and used for other stereotype work.

In preparing a newspaper advertisement it is unnecessary
In order to make a proper decision at the next meeting, the \textit{tooD} staff is currently working on a \textit{mentor plan}. The plan aims to establish a systematic approach to the training of \textit{tooD} members. The emphasis is on selecting and training "good officers" from among \textit{tooD} members and staff who can provide the same sort of guidance as \textit{tooD} members.


diagram

\textbf{Diagram}

- The diagram above can be seen in the attached document.
- The diagram illustrates the proposed structure for selecting and training new members.
- The diagram shows the various steps involved in the selection process.

**Note:** The diagram contains a detailed explanation of the proposed structure. Please refer to the attached document for more information.
to have the entire advertisement set up and plated, as the papers themselves have facilities for making engravings when required, and they are of course in a position to set up the copy of an advertisement in type. For simple work it is usually satisfactory to leave the setting up for the paper to do, but with more complicated layouts it is often desirable, even though expensive, to have the plates prepared in advance and furnished to the newspaper.

Relations with Engravers

It is well to remember in considering engraving that an experienced engraver should, and probably does know more about the various processes than does the average advertising man. If the advertiser knows what he wants the engraver's work is to give him the work turned out in the best possible manner. It is not usually wise for the advertiser to attempt to do the engraver's work for him. The engraver and the printer should, however, understand each other, especially in regard to the kind of paper and ink to be used. Occasionally an engraver will turn out a perfect proof only to be told later that his work is unsatisfactory, when as a matter of fact the blame should fall on failure to have the printer use the same kind of ink and paper as does the engraver when the proof is submitted. Such difficulties are easily handled when understood in advance by all parties concerned, but they make life miserable at times for the inexperienced advertiser.
Religious belief and practice

It is well to remember that in conducting scientific experiments, one never knows how one may affect the environment. One may be unaware of one's own actions. The scientific method is a way to mitigate these dangers. In the case of religious beliefs, it is important to be aware of the potential for unconscious influence and the impact on others. This awareness can help to mitigate the effects of one's beliefs on others.

The scientific method is a process of inquiry that seeks to understand the natural world. It involves making observations, forming hypotheses, and testing those hypotheses through experiments. The scientific method is a way to reduce the influence of unconscious beliefs on the interpretation of data. By following the scientific method, one can minimize the risk of bias in research.

It is important to be aware of the potential for unconscious influence in religious beliefs. One should be mindful of the impact of one's beliefs on others, and strive to be as objective as possible in one's actions and decisions. By following the scientific method, one can reduce the risk of bias in religious beliefs and foster a healthy environment for the expression of diverse perspectives.

References:

Color Processes

The color processes used in printing are all based on the principle that any color may be created by mixing the right proportions of the primary colors, red, yellow, and blue. The colors are superimposed one upon the other until the desired color or shade is created. As a separate plate has to be used for each color and the paper must pass through the press each time a new color is applied, the expense of color work is naturally great.

The first step in color work is to secure an exact picture, in color, of the article which is to be illustrated. Three halftone negatives are made of this painting, each negative being taken through a colored glass filter which allows only one primary color to pass through. Thus three negatives are secured, one having only the yellow part of the picture on it, the second only the red, and the third only the blue. As all the colors which can be reproduced on the original drawing were made up of the three colors, red, yellow, and blue, when the three colors are again assembled the various shades of orange, green, and purple, will appear. As there are to be three impressions of the same picture, naturally great care must be taken in the printing process in order that the colors may be superimposed one upon the other, exactly as wished.

In the four color process the additional color is usually black, permitting a greater range of shade and color.
COLOR PERCEPTION

The color perception needs to be understood in order to appreciate the principle that the color may not be perceived at all. The perception of the primary colors, red, yellow, and blue, are not by themselves perceived. The sensation of color is a complex process that involves the interaction of these primary colors. In order to perceive a color, the brain must interpret the neural impulses sent from the eyes. This interpretation allows the brain to perceive a color, but it is not a direct representation of the color. The interpretation of color is influenced by cultural and psychological factors. Therefore, the perception of color is not a simple process and requires a complex interaction between the eyes, the brain, and the environment.
Chapter VIII
Arguments For and Against Advertising

Advertising has been defined as "Salesmanship in print." It may readily be seen that a concern which advertises itself and its product throughout the land is helping its salesmen by that work. The public hesitates, in this age of advertising to buy from an unknown manufacturer or distributor, and it is not difficult to understand why concerns who do not advertise find it necessary to pay higher rates of commission than do concerns which spend part of their earnings in preparing the public and retailers for the calls of salesmen. Although the rates of commission are often higher for unadvertised products, it is a well known fact that most salesmen prefer to handle a line which is well established or widely advertised. They feel that their income will be greater even though the rate of payment be smaller in such cases, and in addition there is a certain amount of satisfaction in working for a house which is known. There is no special pleasure in having your prospect tell you that he has never heard of the people for whom you are working.

Advertising is certainly an aid to salesmen, and it may be true that in a few instances advertising has replaced salesmen to some extent or made their work less necessary. There are, however, many products and services which will probably never be sold by advertising alone without the aid of face to face persuasion. For that matter there are in-
dividuals who are little affected by printed salesmanship in any form who will listen to and buy from a salesperson who presents the selling points of the proposition in person, we must also bear in mind the fact that advertising is general in the sense that it is not usually directed toward one particular man. The individual differences in personal likes and dislikes are not very well catered to by the average advertisement. It is also admitted by most advertising men that advertisements are still weak in one of the most vital points, that is in the closing of the sale. Attention may be secured, interest aroused, and desire created to a certain point, and yet if the reader is not spurred to sign on the dotted line or part with his money, the sale will not be made. Personal solicitation still holds front rank in that phase of selling. How many of us have read an advertisement, been interested by what it said, and thought to ourselves, "Some day I shall get one of those." Perhaps that some day will come in the future, and perhaps it will not, but if a salesman had been at our elbow gently urging us on, might we not have bought? Advertising and selling go hand in hand. Neither is most successful without the other.

Reducing Salesmen's Expenses

It is an advantage to have prospects familiar with the goods which the salesman is handling not only because such familiarity makes for greater sales volume, but because the
A salesman will have less persuading and explaining to do and will consequently be able to make more calls per day. A man will thus be able to cover a larger territory than would be the case if he were required to spend considerable time with each prospect. Saving in traveling expenses and hotel bills will result, to say nothing of the saving in salaries.

An Incentive for Work

Advertising tends to create new wants in the public mind, and to increase the desire which all normal human beings have for comforts and luxuries. Savages in a wilderness can hardly be expected to feel any strong desire for a new automobile, the latest model radio, or a colonial home, when they know nothing of such things and have never been made to realize that there is a better life to which they might aspire. Neither would more civilized peoples have as intense a longing for newer and finer things if they did not hear of and read about them many many times a day. Does it not seem reasonable then to say that the advertising which creates such longing is acting as an incentive for work, especially when we bear in mind that goods and services can hardly be purchased without ultimately paying for that which is received. As a general rule he who works not receiveth not, and so advertising may in some instances prove one more incentive toward profitable labor.

During the depression of 1930 there were many economists and men of affairs who urged that the only way to relieve the
An Explanation for York

When the page is scanned, it is often difficult to read the text accurately. The image appears to be a page from a book or a document that contains a paragraph of text. The paragraph discusses the importance of understanding and interpreting the text correctly.

The text mentions the importance of reading and comprehending the material accurately. It emphasizes the need to pay attention to the details and to understand the context in which the information is presented.

The page also contains a few words that are not clear due to the quality of the scan. However, the overall message is clear and focuses on the importance of accurate reading and interpretation.

The text on the page is as follows:

"An Explanation for York

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The page also contains a few words that are not clear due to the quality of the scan. However, the overall message is clear and focuses on the importance of accurate reading and interpretation."
nation of its difficulty was to persuade the public to buy, buy and buy again. The principal difficulty at that time was to persuade those who actually had money that they should part with it. Naturally much of the advertising was wasted when we take into consideration the fact that it could have little effect on those who were unable to buy because of lack of funds, lack of work, or fear that they might need their money at some future time.

Packaging Encouraged

Advertising encourages manufacturers and distributors to establish trade names and protect the names by selling their products only in packages. It is practically impossible to sell in bulk and still benefit by a trade name, as the customer has no way of knowing whether he is receiving the brand of product asked for or whether the distributor is substituting something "just as good" on which he can make a slightly larger profit. Thus packaging discourages substitution and gives the public a certain way of getting what it wants with the assurance, if the packager is of good repute, that the quality of the goods will be uniform. It may have been possible, when goods were sold almost entirely in bulk, for a manufacturer to continue in business even though his product were inferior, but it is becoming increasingly difficult for a manufacturer to continually distribute something which the public does not want.
Invention and Improvement Encouraged

Advertising encourages members of society to spend time, money and effort on invention and improvements of commodities and services, by assuring them of a method of calling the results of their work to the attention of the world and so benefiting financially without waiting for the news of the feature to spread itself by certain but slow word of mouth advertising.

If further improvements were impossible in the articles and services needed by mankind, then it might be inadvisable to encourage invention, but few are the individuals who think that we have reached the ultimate stage of development of which the American people, and the other peoples of the world, are capable. The past fifty years have seen the invention of marvelous contrivances, time savers, and devices for making the work of the world less unpleasant, but there seems to be no reason for believing that the next fifty years will see less improvement in material things.

If anyone believes that there is no need for a bettering of material things, then let him remember that there are still social and moral conditions toward the betterment of which the force of advertising is even now being used with considerable profit. Churches, charitable organizations, societies for improvement of one condition or another, all are making use of the recognized power of printed advertising to further their often worthy ends. There is probably nothing which will effect as rapid improvement in social conditions as knowledge of de-
In addition to improving communication and coordination, technology also allows for better collaboration and the sharing of information across different teams. This can lead to more efficient and effective work processes. However, it is important to consider the potential drawbacks and challenges associated with technology in the workplace. For example, the increased reliance on technology can lead to a decrease in face-to-face interaction and may affect social dynamics within the workplace. It is crucial to strike a balance between the benefits and drawbacks of technology to ensure its effective implementation.
plorable conditions which is spread by interested organizations. We can hardly be expected to feel any great sympathy for that of which we know nothing. Community Chests and Red Cross chapters would have smaller funds to draw from if they did not use advertising to show the need for their work. Even the government of the United States found it desirable to advertise the sale of its Liberty bonds during the war, in spite of freely offered advance opinion to the contrary.

Price Stabilization

Advertising tends to stabilize the price of a commodity. When a certain price is advertised, there is little tendency on the part of dealers to try to get more than the usual price for the article. To do so would be to lay himself open to criticism and suspicion on the part of customers, as they are not inclined as a general rule to pay more than is absolutely necessary for a commodity. On the other hand, when an individual goes to a store for the purpose of buying some particular article, if he knows approximately how much he is going to have to pay for that article, he will be in a better frame of mind when the times comes to make the purchase. Haggling, and suspicion will be eliminated to a considerable extent.

There has been an attempt made to give manufacturers the right to set the exact price at which retailers may sell their commodities, although at the time this is written the statute had not been passed. It has, in the past, been considered inadvisable to give the manufacturer the right to tell anyone
Phrases or key ideas may be missing or incomplete.
that he must maintain a certain selling price, but several ways have been discovered to avoid that legal difficulty and it is a well known fact that many manufacturers do set the retail price of their commodities, and that any variation from that scale must be answered for by the retailer. A favorite method of enforcing such standardization is to establish an agency. A dealer handling other lines of goods may be the agent, but the fact that he is the agent of the manufacturer gives the manufacturer the right to dictate, or in the event of difficulty to take away the agency privileges.

The ability to set prices is an advantage from the manufacturer's viewpoint because it gives him assurance that his product may be secured only at the price at which he desires to have it sold. He then knows that cut rate stores will be unable to effect a reduction in the general selling price of his product. For example, suppose a certain commodity is sold by the wholesaler to the retailer at fifty cents, and retailed at sixty cents. If a certain organization, perhaps in order to give the public the impression that it undersells competitors in all lines, decides to retail the article at fifty two cents, then the other dealers in that community will not always be able to maintain their usual price. If the article can actually be sold at a fair profit to the retailer for less than sixty cents, then he can hardly be criticized for so doing, but if he is using the commodity only as a "leader" at the ultimate expense of the manufacturer, then the practice seems hardly fair. Such price may work to the ultimate disad-
vantage of the producer because of the inability of dealers to maintain a price at which they can secure a reasonable profit, and so they will be forced to discontinue handling the commodity and substitute some line which will allow them to make enough of a profit to warrant a continuance of business.

In view of the price cutting methods of many of the chain organizations, methods which, in some cases, are possible because of efficient methods of operation, certain of the distributors of widely advertised products refuse to supply their products to price cutting organizations. They may not refuse to supply goods in such a way as to make themselves liable in a legal sense, but delay in filling orders, inconvenient errors, and general inefficiency will serve as a very satisfactory method of discouraging further orders.

Stabilization of Quality

Advertising tends to stabilize the quality of commodities and services offered to the public. An advertiser whose product fluctuates in quality or who allows the quality of his product to deteriorate will soon find that advertising is only an additional expense which will not long keep his income from sales large enough to show a profit.

When the public is made to realize through advertising just what it can expect in the way of service, or is told of the good points of a certain brand of merchandise, is it reasonable to expect that it will be satisfied with anything which falls short of the standard which has been advertised, unless
the difference in selling price is considerable? The standard which is thus set will be striven for by competitors.

We have spoken in a previous paragraph of the difficulty which dealers have in attempting to substitute unadvertised goods of unknown quality for standard brands of goods whose good will has been built up by reliable quality and persistent advertising.

Arguments Against Advertising

There are some arguments against advertising which it might be well for us to consider. Not all exponents of advertising believe that advertising is never to be criticized for its shortcomings and disadvantages, but on the other hand there are some common criticisms of the institution which are hardly reasonable. Let us consider some of the disadvantages, supposed and real.

Advertising costs money which the public has to pay. It is true that advertising costs money. Millions are spent annually for the labor involved, the cost of material, and the profit which must be made by every business concern if it is to succeed. It is also admitted that the cost of advertising is passed on to the ultimate consumer, provided the cost of the advertising does not actually reduce the final price when the possible benefits secured by the lowered expenses of mass production are taken into consideration.
Costs of Advertising

The total cost of advertising in the United States is considerably over a billion dollars a year as estimated by the late E. W. Bok, of the Curtis Publishing Company. The following table* shows his division of that sum according to the media in which the advertisements appeared in 1920.

<table>
<thead>
<tr>
<th>Media</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>$600,000,000</td>
</tr>
<tr>
<td>Direct Advertising</td>
<td>300,000,000</td>
</tr>
<tr>
<td>Magazines</td>
<td>150,000,000</td>
</tr>
<tr>
<td>Tradepapers</td>
<td>70,000,000</td>
</tr>
<tr>
<td>Farm Papers</td>
<td>27,000,000</td>
</tr>
<tr>
<td>Signboards</td>
<td>30,000,000</td>
</tr>
<tr>
<td>Novelties</td>
<td>30,000,000</td>
</tr>
<tr>
<td>Demonstrations</td>
<td>24,000,000</td>
</tr>
<tr>
<td>Window displays</td>
<td>20,000,000</td>
</tr>
<tr>
<td>Posters</td>
<td>12,000,000</td>
</tr>
<tr>
<td>Street cars</td>
<td>11,000,000</td>
</tr>
<tr>
<td>Motion pictures</td>
<td>5,000,000</td>
</tr>
<tr>
<td>Programs</td>
<td>5,000,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,284,000,000</strong></td>
</tr>
</tbody>
</table>

The following table shows the cost for space in fifteen of the more popular magazines, and also indicates the subscription price, and the nature of the circulation.

* Atlantic Monthly, p. 533 of Vol. 132
J. George Frederick gives the following estimate for all advertising in the United States:

<table>
<thead>
<tr>
<th>Year</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1910</td>
<td>$600,000,000</td>
</tr>
<tr>
<td>1920</td>
<td>$850,000,000</td>
</tr>
<tr>
<td>1925</td>
<td>$1,200,000,000</td>
</tr>
</tbody>
</table>

In 1925 William Wingley's expenditure is quoted as five million dollars, while in 1929 the American Tobacco Company appropriated twelve million dollars.

Such figures are likely to make the average man think that the expenditures are too great, and yet we cannot overlook other figures which must be given in fairness to advertisers (Note 1) "In 1914 there were 543,679 automobiles sold in this country, with a total advertising cost of $2,332,239 or $4.29 per car. In 1923 automobiles advertised amounted to three times as much, six times as many cars were sold, and the advertising cost per car was around $2.20. Today the ratio has improved in everybody's favor." Another fact quoted from the same source, is that the "manufacturers who use advertising to back the efforts of their salesmen can afford to keep the latter happy with commissions of $2\frac{1}{2}$ to 7 per cent; the non-advertiser's commissions average 7 to 12 per cent."

S. R. Hall *2 gives an estimate of selling and advertising costs for various types of commodities:

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* A Primer of Advertising by A. C. Azoy, Jr. Page 9
*2 Handbook of Sales Management - page 129
<table>
<thead>
<tr>
<th>Product</th>
<th>Average selling cost</th>
<th>Average Advertising per cent of sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automobile tires</td>
<td>$20.</td>
<td>$3.50</td>
</tr>
<tr>
<td>Clothing (women's)</td>
<td>18.</td>
<td>4.50</td>
</tr>
<tr>
<td>Grocery (biscuits &amp; crackers)</td>
<td>22.</td>
<td>2.50</td>
</tr>
<tr>
<td>Kitchen cabinets</td>
<td>18.</td>
<td>5.00</td>
</tr>
<tr>
<td>Overalls</td>
<td>7.</td>
<td>5.00</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>18.</td>
<td>20.00</td>
</tr>
<tr>
<td>Shoes</td>
<td>11.67</td>
<td>17.50</td>
</tr>
<tr>
<td>Watches</td>
<td>8.50</td>
<td>4.50</td>
</tr>
</tbody>
</table>

A study of the above table shows that the percentage of income devoted to advertising is not as large as many individuals seem to think. Huge sums may be spent in this field and still be only a small part of the sales volume of a company.

The Labor Involved and the Cost of Material

Someone must pay the salaries of the individuals who write, print, and handle advertisements. On the other hand, we should take into consideration the fact that practically everyone in civilized countries must have some kind of employment, and it is generally agreed that discontinuance of advertising would throw additional thousands into the already large group of unemployed members of society. A cessation of advertising would probably result in a decline in consumption of certain commodities, especially those considered as luxuries. It requires no stretching of the imagination to believe that fewer radios, automobiles and encyclopedias would be sold if absolutely no encouragement were given prospects to buy. A
falling off in the demand for such products would necessarily result in the discharge of workers in such fields and in the lines of industry which are supplementary to them.

The cost of material used in advertising, such as metal, paper, and ink, amounts to a huge sum. At present, however, there is no dangerous shortage of such materials.

Calling Attention to Improvements

He who suggests that advertising is unwarranted and results only in added cost to the consumer should first of all bear in mind the undisputable fact that advertising may increase sales, and so permit a reduction in selling and production costs. If he is not then satisfied that advertising is warranted, he might ask himself how the manufacturer of a new product, or the designer of an improvement on an old, established article of use is going to call the attention of the public to the improvement without the expenditure of money. If he were the inventor of a noiseless typewriter, for example, would he be willing and able to wait for public demand to grow through the ultimate realization of the public that the product was good? Would invention and improvement be encouraged if the results of one's labor were not to be realized until word of the benefits derived from the use of a new product could be spread by word of mouth, magazine articles and other free publicity? Advertising is one of the quickest and surest ways of moving goods from the hands of the distributor to the hands of the consumer.
Retaining a Market

Opponents of advertising sometimes claim that even though the expense is warranted in order to introduce a product, that it should not be continued indefinitely. S. Roland Hall* gives a compilation presented by the Acorn Press of Omaha, Nebraska, which shows the fallacy of such reasoning:

1. Each year 2,500,000 newly born Americans begin consuming.
2. Each year 400,000 older Americans are graduated from high schools.
3. Each year 1,250,000 brides begin housekeeping.
4. Each year 1,250,000 young husbands begin spending money in a different way.
5. Each year 2,000,000 families move into new homes or apartments.
6. On the other hand 1,400,000 Americans die, and an equal number lose their productive ability.

Advertiser's Market

Constantly dropping off at the top
Constantly being renewed from the bottom.

After studying such a table does it seem reasonable to say that an advertiser should discontinue his work after the first year or two? What would happen to his market in the course of a few years? Even if it were possible to cover the country over a short period of time so thoroughly that every inhabitant would be influenced by the advertising, there would still be a tremendous loss of market through natural causes in spite of an increase in population. It is, of course, true that many of

*The Advertising Handbook
Chapter 2 Report

Opportunities of Marketing Research with...
those who begin consuming each year are influenced to a considerable extent by what their families used before they came to be purchasers, but even granting that, most of us will admit that the advertiser who discontinues his work will probably suffer.

Advertising of Necessities

There are those who suggest that advertising be limited to luxuries. Their belief is that the public will of necessity demand certain staple products and that advertising is merely an effort of one manufacturer or distributor to get business away from a competitor. There is certain to be some of that kind of advertising so long as human nature remains as it is. When a man believes he can make a profit by selling some product which is already on the market, then under our present standards he will do his best to sell that product in competition with those already in the field. Whether he should be allowed to do so is a matter of opinion, but if such advertising were to be eliminated, then it would be fair to stop all competitive selling whether done by printing, displays in stores, or by personal visits of competing salesmen.

Those who believe that competition in trade should be eliminated are perhaps justified in complaining of the expense of competitive efforts to sell staple goods and necessities, but most of us are not certain that elimination of competition will do anything but eliminate the incentive for providing good service and merchandise.
Practically or Conceptually

Verse are those who opt for the practical or conceptual level of thought. In this mode, the mind is not constrained by the boundaries of conventional technology. Instead, it explores the implications of new technologies and their potential applications. This approach often leads to innovative ideas that can transform the way we think and work. The concept of technology as an enabler for creativity and innovation is central to this perspective. It emphasizes the importance of thinking beyond the limitations of current systems and exploring new possibilities.
In the case of staple products it is especially important to bear in mind the fact that advertising tends to stabilize the quality of food and other commodities as suggested in a previous paragraph.

Securing of Unwarranted Prices

Advertising has been accused of permitting manufacturers to secure a higher price for their commodities than the quality of the articles warrants. If the advertising succeeds in giving the impression that an article is worth more than it really is, then that advertising is certainly to be criticized. But notice that it is that particular piece of advertising which should be condemned, not advertising as an institution. There is altogether too much of the kind of advertising which calls forth the above criticism, but the remedy is in improving the ethics of advertising, not in criticizing advertising as a whole.

Furthermore, it is true that competition will in the course of time compel the distributors of over-priced articles to remedy that fault or lose their business to competitors who provide as good or better quality at a fair price. The loss to society comes, of course, before competition does its part, and it is for that reason that we are in another chapter calling especial attention to the need for effective restraint upon unscrupulous advertisers.
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