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The
J. W. T.
Book

A Series of
Talks on Advertising

Published by

J. Walter Thompson Co.
New York

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INTRODUCTION

All human effort is the result of Ideas set in motion. The quality of the product corresponds exactly to the character of the Ideas that produce it.

That is the reason why some advertising is so poor that it is a waste of good white space; and why other advertising is so effective that the cost of the space it occupies is mere pin-money compared to its results.

Good advertising always has an Idea for a foundation. It is in accord with the fundamental facts of life. It is a product of Personality, but the Personality must be pretty well developed.

Weak advertising, on the other hand, is generally without Ideas—or a definite plan. It is simply an ineffectual swishing around on the surface of things.

Forty-four years of experience in conducting advertising campaigns of every description have convinced us that good publicity, in all its phases, must be based on a few broad principles of human nature.

It has occurred to us that in these general basic ideas lies the whole philosophy, or science, or art of advertising.

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In this little book we have jotted down some of these fundamental principles, as we see them. It is not a manual of instruction, but a book of observation and reflection.

This series of talks on advertising is necessarily incomplete, for we are not authors but doers, and we lack the time to cover a subject as wide and big as advertising in its various aspects.

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CHAPTER I

The American Public

Every American is potentially a live wire. He lives in an atmosphere of action. He is always looking for new ideas; he appreciates improvements and inventions; he understands the value of time, and of taking short cuts to get what he wants.

You don't have to convince the average American to sell him your goods. You have only to half-convince him, and he does the rest.

If this were not so, advertising would be limited to the promotion of a few staple and necessary articles like sugar, and flour and soap—with which everybody is familiar. A man in Arizona, who has never seen a safety razor in his life, reads your advertisement and buys one by mail. In your single page story you have not described your safety razor, though you may think you have. The Patent Office would require at least three pages of description with diagrams.

But you have given a general idea of the thing, and have told what it is used for. An intelligence in Arizona has filled in the gaps—and has taken your razor on faith.

The vivid imagination of the American public is in the background of every story of successful advertising.

Every American doesn't expect to be the President of the United States, or to make a million dollars. But few men look forward to being factory hands, or clerks, or plowmen, or bookkeepers, all their lives.

The average American is so afraid that an opportunity will get by him without being recognized that he loses sleep over it. That state of mind is responsible for the keenness of perception, and the quickness of thought and speech, that are so noticeable to an intelligent foreigner as soon as he lands in America.

An advertising idea projected into the hum and stir of American life finds a million receptive minds. If it is not a success, it is the advertiser's fault—not the publics.

It is different in Europe. There the social and economic life of the people has crystallized into rigid forms.

If, in your globetrotting, you should meet a European peasant in the road and talk to him you will find that he knows little or nothing. He wears sabots that he whittled out himself, and his jacket was made by his wife. Even his furniture is home made, and his farm tools are the product of the village blacksmith shop. He reads no books or newspapers, and he is not a buyer. He is picturesque, and that is all.

But the American farmer—and this applies to the American workman as well—can discuss the questions of the day with commonsense and comprehension. His shoes are factory-made; he wears a

suit of store-clothes; and in his home you will find Grand Rapids furniture, and often a piano.

He buys factory-made goods because he values his own time, and he knows that it is cheaper to buy things ready-made than to make them at home.

Americans are producers and spenders.

The only money that counts is the money that circulates. Statistics show that France has a larger ready money capital than any other nation. But money in France is hard to find, for it is tied up in many millions of tight wads in the toes of antique stockings. It might as well be in the bottom of the Mediterranean for the good it does French merchants.

The French peasant's well-being doesn't result from his being a big producer, for his individual production is small. But he is encrusted with a tradition of stinginess, and he saves all he makes. The result is that the atmosphere of France is about as favorable to advertising as the soil of Lapland is to the raising of orchids.

America is the advertiser's Promised Land, turned into a reality.

It is an impressive thought that the vast fabric of American publicity, woven into the flesh and bones of commercial life, has grown into being in less than a lifetime.

This could not have been unless advertising, from its inception, had met with a tremendous popular response.

Advertising is revolutionary. Its tendency is to

overturn preconceived notions, to set new ideas spinning through the reader's brain, to induce people to do something that they never did before. It is a form of progress, and it interests only progressive people. That's why it thrives in America as in no other land under the sun.

Stupid people are not much impressed by advertising. They move in a rut of tradition.

When one of the most successful men in America was asked by the writer to tell—for publication—how he had made a fortune, his reply was: “By having nothing to do with fools. I've made it a rule never to deal with a man unless he was as bright as a dollar.”

A man with a painful case of toothache is likely to go about with a long face and a self-pitying expression. But if he should be so unfortunate as to break his leg, or be laid up several months with a complication of typhoid fever and Bright's disease, he will look back upon the toothache as a pleasant memory.

The United States has just recovered from a slight attack of toothache. We allow ourselves to think that we have had a hard time of it, but that is because we have never been affected with anything worse than a few juvenile complaints.

Talk about hard times! Our little financial chill would look like the hectic flush of prosperity in Europe.

In England and Wales there were 810,000 persons in need of public relief in 1903. This was a normal year. In 1908, at least twice that many were

paupers or persons on the verge of pauperism. This in a population of forty million.

In 1908, the savings banks of the United States contained more than \$3,660,000,000. The average deposit was \$420.47. Great Britain, with half the population, showed a total of savings less than thirty per cent of that of the United States (the figures were \$1,020,271.823), and the average English deposit was only \$81.81.

In eight years (from 1900 to 1908) the deposits in American savings banks grew from \$2,449,547,885 to \$3,660,553,945—an increase of nearly 50 per cent—while the number of depositors increased from 6,107,083 to 8,705,848.

The life insurance in force in the United States amounts to about \$22 billion. Contrasted with this gigantic total is the \$4,344,000,000 worth of policies carried by the inhabitants of Great Britain; \$1,320,000,000 in force in Germany; and \$720,000,000 in force in France. In other words, the American people carry three and one-half times as much life insurance as Great Britain, Germany and France combined.

There are 194,000 square miles of coalfields within the limits of the United States; all Europe has only 44,000 square miles.

The workers in manufacturing establishments in the United States in 1900 were enumerated at 4,715,022, to whom wages amounting annually to \$2,009,735,799 were paid.

Five years later the number of employees had increased to 5,470,000 and their wages to

\$2,611,540,532.

Increase in employees—16 percent. Increase in wages—30 percent.

It is true that the cost of living has risen, but statistics show with mathematical accuracy that the increase in wages has far outstripped the rise in prices.

Standard commodities that could be bought for \$91.41 in 1900 had risen to \$98.31 in 1905—an increase of nearly eight percent. But the figures given above show that wages had increased 30 percent during the same period, while the number of workers among whom the wages had to be divided had increased only 16 percent.

The growth in manufacturing enterprises during the last 30 years has been enormous, but, in the face of that fact, the United States is still an agricultural nation.

The persons actually engaged in agriculture in 1900 (not counting farmers' wives and non-working members of farmers' families) amounted to 10,381,000. They occupied 5,737,000 farms, valued at more than \$20 billions.

The average area of the American farm is 146 acres. Compare this with the wretched little patch on which the European farmer makes his living and saves money, and you can understand why the American is an inexhaustible buyer.

The balance of foreign trade has been very largely in our favor for a number of years. For the year ending June 30, 1908, for example, we exported

\$1,834,786,357 worth of domestic merchandise. During the same period we received \$1,194,341,792 worth of imports. Balance in favor of the United States—\$640,444,565.

Of our exports \$400,000,000 consisted of raw cotton, a product of which the United States holds what is practically a world monopoly. Among the exports were \$184,000,000 worth of iron and steel; \$104,000,000 worth of copper; and \$198,000,000 worth of breadstuffs (wheat, flour, oats and corn).

We produce about one-fourth of the world's total production of gold, and more than one-third of the world's supply of silver.

Mr. J. Pierpont Morgan says that when he was a young man his father told him that any man who was a bear on the continued prosperity of the American people would eventually go broke. The Morgan fortune is founded on the belief that the country will always keep moving ahead. It's a good belief for an advertiser.

Message from J. Walter Thompson, President

The advertising agent's relation to his client is a personal relation.

To an advertiser the agent occupies the same relative position as a lawyer to his client. He is—or ought to be—a confidential adviser in everything that concern sales and publicity.

No advertising agency can turn itself into a factory, or a slot machine, and still continue to give efficient service.

Personal Service has been the mainspring of the J. Walter Thompson agency for 44 years.

There is no divided responsibility in this agency, for what is everybody's business is nobody's business.

Every client looks to one man in our organization, and this man is in every case an experienced, trained and skilled advertising man. The agency holds him responsible for the success of the client's publicity.

Behind the man who constantly looks after your interests, there are the complete resources and equipment of the organization, with its accumulated experience, and its efficient copy and art departments.

The result is that each client receives the benefit of personal attention, combined with the co-operation of a large and highly trained organization.

CHAPTER II

The Hold on Your Trade

The writer of this booklet once spent a day in a Carolina mill town, built around a cotton factory that gave employment to six hundred hands, and turned out forty thousand yards of cheap cotton a day.

It was an animated little village, where everybody worked, and where every storekeeper knew that some of the next Saturday's payroll would come his way.

This community, a year later, looked as dead as Goldsmith's "Deserted Village." The factory was silent, most of the stores were closed, and little knots of dejected men hung round the grass-grown streets.

For years this mill had sent every yard of its product to China. But the day came when American goods were boycotted by two or three powerful Chinese guilds, and this prosperous American enterprise stopped with the suddenness of an ocean liner striking an iceberg. It took a long time to find another profitable market, and, in the meantime, the costly plant stood idle, eating its head off in interest and expenses.

This concern had paid dividends for years, and its stockholders thought it was doing great things, but it never had any real hold on its trade.

A few hundred gaudy placards—looking like transfigured laundry tickets—posted in the cluttered streets of Shanghai, pulled it up with a jerk.

Thousands of American manufacturers, making every sort of thing from toothbrushes to passenger elevators, and who never sent a dollar's worth of goods to China in their lives, are in the same general situation as this Southern cotton mill was before the typhoon hit it.

The manufacturer who never advertises his product to the consumer is at the mercy of the jobber and the retailer. His name seldom—or never—reaches the men and women who buy his goods. Cutthroat competition, that shaves the lowest margin of profits to nothing at all, can destroy his business in a single year.

This is no fine-spun theory. It is a condition—and every manufacturer who reads this knows that it is so.

But there is a remedy.

And the remedy is advertising.

A million people asking persistently for your hosiery, or your lead pencils, or your soap, will scare any combination of ill-disposed jobbers and retailers to death.

Advertising creates a sympathy between the make and the user that becomes, in time, the most valuable asset that any manufacturer can acquire.

The Royal Baking Powder Company has half a dozen plants, with a capital stock of \$20,000,000.

If every one of its plants were burned down today, without insurance, do you suppose the Royal Baking Powder Company would be ruined?

Of course it wouldn't. The biggest asset this Company possesses cannot be touched by fire. Advertising, which has planted knowledge of Royal Baking Powder in the minds of millions of women, has created an asset of public confidence worth many millions of dollars.

A manufacturing plant without business is not an asset, but a liability—and the only kind of business that has much permanent value in the kind that comes from a public demand for your particular brand of goods.

There are many manufacturers who do not advertise because they do not understand advertising. They know that it means an outlay of money, but the results seem to them too far away, too uncertain and too intangible for conservative business.

If you are wavering in the borderland of doubt and decision, we want you to devote a quarter of an hour to a quiet consideration of these points:

1st. If advertising were not a practical and highly efficient method of building trade, do you suppose hard-headed American merchants and manufacturers would invest several hundred millions of dollars every year in advertising space? Look through any standard magazine or large daily newspaper, and make a note of the names of the advertisers. Then turn to these names in Dun's or Bradstreet's. Almost all of them have first-class

ratings. They are substantial concerns.

2nd. Observe that the great majority of periodicals and newspapers print more advertising than reading matter. They do this year after year. Somebody pays for it, and finds it profitable, or it wouldn't be continued.

3rd. An expenditure of money is required for advertising, but an expenditure is required for anything that is worth doing, from having your windows washed to buying your stock of goods for next season. You need not necessarily begin your advertising with an appropriation so big that you have to mortgage your plant to raise it. Most big and successful advertisers started their publicity with small and careful expenditures. Advertising has the peculiar quality of being adjustable in circumstances. You can spend a thousand dollars a month or a hundred thousand, and make it profitable in either case.

4th. Any businessman can understand the whole advertising situation in an hour. To understand it, you don't have to acquire a technical knowledge of type, cuts and rates per line. Your advertising agent will attend to the details.

5th. Don't fall into the mistake of believing that the results of advertising are far-off and visionary. On the contrary, it is the most rapid method of selling ever devised. By means of publicity, you can cover the country in a month.

Conservatism is a much-abused word. It really means the quality that keeps men out of foolish enterprises. But in the course of time it has become

a synonym for stagnation, and no enterprise, however rash, is quite as silly as sitting in one place and doing nothing till you dry up and go to seed. The conservative worships the god of things as they are, which would be all very well, if things would only stand still.

Then he that had received the five talents went and traded with the same, and made *them* other five talents.

And likewise he that *had received* two, he also gained other two.

But he that had received one went and digged in the earth, and hid his lord's money.

After a long time the lord of these servants cometh and reckoneth with them.

And so he that had received five talents came and brought other five talents, saying, Lord, thou deliveredst unto me five talents: behold, I have gained beside them five talents more.

His lord said unto him, Well done, thou good and faithful servant: thou hast been faithful over a few things, I will make thee ruler over many things: enter thou into the joy of thy lord.

He also that had received two talents came and said, Lord, thou deliveredst unto me two talents: behold, I have gained two other talents besides them.

His lord said unto him, Well done, good and faithful

servant: thou hast been faithful over a few things, I will make thee ruler over many things: enter thou into the joy of the lord.

The he which had received the one talent came and said, Lord, I knew thee that thou art a hard man, reaping where thou hast not sown, and gathering where thou hast not strewed:

And I was afraid, and went and hid thy talent in the earth: lo, there thou hast that is thine.

His lord answered and said unto him, Thou wicked and slothful servant, thou knewest that I reap where I sowed not, and gather where I have not strewed:

Thou oughtest therefore to have put my money to the exchangers, and then at my coming I should have received mine own with usury.

Take therefore the talent from him, and give it unto him which has ten talents.

For unto every one that hath shall be given, and he shall have abundance: but from him that hath not shall be taken away even that which he hath. Matt. 25:16-29.

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Message from J. Walter Thompson, President

Advertising raises the advertised commodity above competition.

Manufacturers whose products have been thoroughly advertised never feel that full effect of general financial depressions.

We want every manufacturer who reads this to feel that it applies to HIM—because it does.

No investment can be more important to a manufacturer than the money invested in sales promotion, for upon sales the entire life of the business depends.

The J. Walter Company wants to meet manufacturers who feel that they are not getting all the business that should come their way.

CHAPTER III

The Advertising Plan

The ability to plan is an evidence of intellectual growth. The half naked savage lives in an atmosphere of sheer Luck. Today he gorges like a boa constrictor, and for the next month he will starve like a dieting patient. Having no purpose in life, he roams from one camping ground to another, and his days are filled with casual happenings.

But Civilization—which is only a plan of social and economic life—turns man’s energy into definite channels of purpose.

The chief work of civilization is to eliminate Chance, and that can be done only by foreseeing and planning.

A plan is not only a symptom of intellectual activity; it is typical of man’s civilized life.

Anything without a plan somewhere behind it is as much out of place in the modern world as big chief Sitting Bull would be at a meeting of the American Mathematical Association.

Advertising is not an exception.

The advertising campaigns that win are those that are based on carefully matured ideas, developed at every point into a harmonious plan.

Haphazard advertising—which means an ad-

vertisement printed here and there, according to whim or impulse—never has paid, and never will pay.

Our forty-four years of observation have taught us nothing with more force and clearness than this.

Planning an advertising campaign is a form of strategy. The man who does it ought to know how to bring his advertising to bear on the public's most vulnerable point. He ought to know how to use the full strength of his argument without waste of effort; and he ought to know how to make every dollar count. Without experience that cannot be done any better than a raw recruit could have planned Napoleon's campaign of Austerlitz.

The success of an advertising campaign is almost always in direct ratio to the sum total of the organized experience behind it.

Under the competitive system of industry the chief requisite to success is the ability to get the highest percentage of efficiency out of a dollar.

The modern science of business is a science of short cuts. The manufacturer, who is able to make every dollar of his expenditure for raw materials, or for labor, produce more than the other fellow's dollar, has a tremendous advantage over his competitor.

A plan of publicity, to develop the maximum dollar-efficiency of an advertising appropriation, must rest upon the following conditions:

- 1st. A useful article at the right price.

- 2nd. An investment proportionate to the result desired.
- 3rd. A knowledge of trade conditions and methods.
- 4th. Study of the article to be advertised, with the idea of determining its selling points.
- 5th. Selection of the proper advertising media.
- 6th. Determination of the right time to advertise.
- 7th. Good copy.
- 8th. Cooperation with the advertiser in the formation of a complete sales plan, which includes the best means of distribution and the instruction of salesmen.

The function of an advertising agency is to consider these points and work them into an effective campaign.

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Message from J. Walter Thompson, President

We don't believe there is anything more essential to an advertiser's success than an effective plan of campaign.

In the creation of effective plans the J. Walter Thompson Company is prepared to give advertisers a service of the highest value.

We have conducted hundreds of advertising campaigns, the mere mention of which would fill pages of this book. All the experience we have acquired is in such shape that it can be utilized at short notice.

We make money for the advertiser from the start by devising—with his cooperation—a plan based on long experience and practical knowledge.

CHAPTER IV

Salesmanship

The purpose of advertising is to sell goods to people living at a distance. No matter whether the “distance” is one block or ten thousand miles, the principle is the same.

An article may be sold across a counter or across an ocean, but in either case it takes salesmanship to sell it.

Salesmanship is the heart and the brain of advertising. Without it advertising is as dead as the Bartholdi statue—fine to look at, but hollow inside.

To write good advertising one must be a salesman by instinct or by training. If the advertising writer has a college education, and knows books and all the fine points of English grammar, so much the better; but the salesman in him must be crowding out the scholar all the time.

An artist sees nothing in advertising but pretty pictures. That’s his business. On the other hand, a literary man doesn’t care so much about the pictures, because they take up too much space, which might as well be filled with words.

If the artist and the literary man are allowed to collaborate they will produce something that may look pretty and sound well—but in nine cases out of ten it will not have very much to do with selling goods.

A real advertisement has FORCE behind it. The whole idea of advertising is to make the reader want to buy.

What constitutes salesmanship in an advertisement?

Is it strong, forceful talk on the usefulness of the article advertised? Or is it a talk on values and prices? Or is it a hurry-up, “limited-offer, act now,” call to buy? Or is it the kind of argument that a Coney Island barker shouts through a megaphone?

An advertisement may have any one of these qualities, or as many of them combined as compatibility will allow, and yet fall far short of possessing salesmanship.

Salesmanship is the psychic element of advertising. It is as hard to describe it as it is to put in words the penetrating charm of Giovanni Bellini’s “Madonna and Child” in the Metropolitan Museum of Art.

That picture is as simple as a photograph of Uncle John, and it has defects that an art student would be ashamed of, but when you have stood before it a moment you realize that it is one of the great paintings of the world.

Shakespeare was the most powerful dramatist that has ever lived, but he borrowed his plots right and left and his staging is so crude that his plays have to be turned all around before they are presented at a modern theatre. But an idea lives in every play—a great thought that goes straight to the hearts of men.

A good advertisement is like that. It goes into the reader's circle of ideas like a burglar drilling into a safe.

Edward W. Bok says that he has edited the Ladies' Home Journal for the last eighteen years for one woman, and the woman isn't a composite of various individuals, as one would naturally think. She is a real, live personality. Mr. Bok says he has never met her.

About eighteen years ago Mr. Bok and Mr. Curtis made a tour of the smaller cities of the country. In one place Mr. Bok says he saw a woman at a concert and, later, at a church, who seemed by her appearance and manner to be a typical American woman. He learned her name and where she lived, and went by her house to look at it.

From that day to this he has kept this woman in mind. The Ladies' Home Journal is edited for her.

Two or three years after he saw her, Mr. Bok found her name on the subscription list of the Ladies' Home Journal, and a few years ago she wrote a letter to the editor to tell him how much she appreciated the magazine.

Putting the selling quality in advertising is like putting personality and life into a magazine. It can't be done unless you make your advertisement talk to somebody or other—to some definite personality—not to the air. But the person you have in mind must be typical of a large class of people.

The trouble with lots of advertising is that it is directed at nobody at all. It is simply words, written

and printed, but not convincing, because it is not intended for anybody in particular.

Every merchant sees lots of traveling salesmen, and in time he subconsciously classifies them into general types. One of these classifications is represented by the Long-Faced Man, who comes into your store in a stodgy, perfunctory way, as if solely from a sense of duty. He is a cold, fishy sort of proposition. If he stays with you long enough, you begin to feel that our financial crisis is not over yet, and that retrenchment is absolutely necessary.

In almost every periodical you will find the counterpart of Mr. Long Face in some cold and weary string of words that is called advertising because it is paid for and appears in the advertising section.

Then there is the salesman who knows it all. His attitude expresses a half-concealed pity for your ignorance. He has traveled far and wide, knows all the celebrities and heavyweight personages. His talk is mainly about himself, and the amount of money he can make and spend. He knows you are a fool, but is polite enough not to tell you so.

Mr. Know-it-all is well represented in the advertising pages, and his advertising gives on paper about the same line of conversation he will give you to your face.

Another specimen in the merchant's museum of memory is the Stingy Fellow. He gives a dime to the boy who brings his grips, when a quarter is the right reward. The hotels charge outrageously, he will explain to you presently, and all cabmen are

pirates. If you warm up and get friendly with him he will probably show you how he has saved three-fourths of his salary for the past ten years by means of systematic stinginess, which he calls a “plan of saving.” He is more than likely to represent some price-cutting concern that is making a cheaper line of goods than its competitors.

This gentleman reminds one of a small and miserably crowded advertisement, in which a million dollar story is told in a twenty-five dollar space.

Another type is the Pretty Man, who stops at the mirror by the door to adjust his toilette before he comes in; who is a “glass of fashion and a mold of form,” who is afraid his trousers will lose their crease when he sits down; and who has to rush off to have his nails manicured before train time.

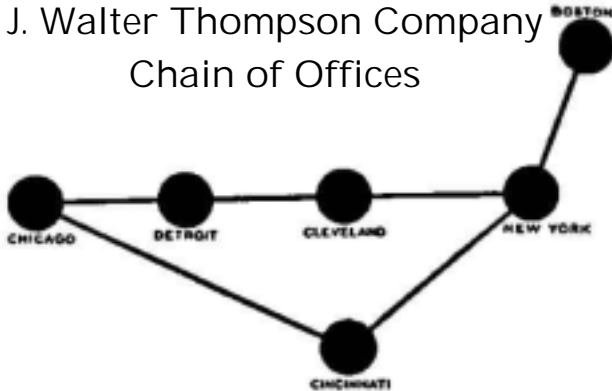
You just can’t help thinking of him when you look over the advertising pages. He is there, with all his cousins and nephews. In advertising, his chief aim in life is to turn the advertising section into a cheap, half-tone picture gallery.

None of these fellows is a salesman. They are only make-believe. But here comes the real thing.

When the real salesman enters, you know it as soon as you see him. He looks the part. He dismisses the boy with fifty cents instead of a quarter, and while you know it is a waste of money, you feel that he is too big and broad to care about such a trifle. He knows all about his goods, and his talk is very much to the point. You are stirred by his ideas and suggestions. He enlarges your mental horizon, and you see new and big possibilities.

Your advertising, to reach the highest efficiency, ought to have this salesman’s personality, worked into type and paper.

J. Walter Thompson Company Chain of Offices



The J. W. T. Service

The J. Walter Thompson Company has operating offices in six cities with a complete personnel and equipment at each office.

This distribution of branch offices in the centers from which advertising originates, places the J. W. T. Service within easy reaching distance of three-fourths of the national advertisers in America.

Personal contact is essential to the discussion of the complex problems of publicity—that is, it is essential if the discussion is expected to bring forth anything worthwhile.

In thinking of the J. Walter Thompson Company one fact should stand out on the horizon of consideration like a skyscraper in a village of wooden shanties—and that is: This agency is not a machine, but an *organization of advertising men*.

If we were running an advertising machine, our business with you could be carried on by typewritten letters, dic-

tated by a clerk. But being men, accustomed to meeting people, we had rather talk than write. That's why we have a chain of offices. We want to be in constant personal touch with our clients.

All J. W. T. Men Are Picked Men

Every one of the hundred or more men doing important creative work in this organization is capable of conducting an advertising agency. They would not be here if they did not possess a well-rounded knowledge of advertising, gained by years of experience. When your product consists of Service—and that is all any advertising agency has to offer—its quality depends entirely on the human factor.

J. W. T. men are large-caliber men, selected from the entire advertising field. They are trained to act together, to cooperate among themselves, and to cooperate with our clients.

Message from J. Walter Thompson, President

The J. Walter Thompson Company is an organization of salesmen who use advertising as a means of expression.

The advertising done by us for our clients is based, in plan and in details, upon the principles of salesmanship.

We have studied trade conditions for forty years, and are adding to our knowledge every day, as new lines of activity are opened to American advertisers.

We can often save the new advertiser from the costly mistakes of inexperience—for we know what has paid and what has failed to pay.

We do not attempt to dominate the advertiser: we cooperate with him.

Our sales plans are not ready made, nor are they worked out in visionary, highfaluting schemes. They stand upon the practical basis of experience and common sense.

CHAPTER V

Good Copy

Advertising is simply news about goods for sale, but news saturated with selling force. A good advertisement always means more than it says, while a poor advertisement says more than it means.

Any man who can write a hundred words about an article of utility in such a way that the reader will think a thousand words, has the right kind of mental make-up to write good advertising.

A good advertisement stimulates the reader's imagination; it presents commonplace facts in an attractive light; it throws the glamour of a new interest around things that are as old as the hills. In that way advertising is a marvelously effective public educator.

The influence of advertising has penetrated into every stratum of American life. It is hardly conceivable that there is a home in the United States where people read the English language that has not been affected by advertising in some manner or degree.

The effect of advertising upon the public mind is educational and elevating. It describes comforts and luxuries and creates a desire for them. It raises the intellectual level by raising the standard of living.

The only reason that anything becomes commonplace is because we see it so often. It is said that people living in sight of Pike's Peak grow so accustomed to that gigantic shoulder of stone standing against the sky that they do not pay any more attention to it than they do to a pebble in the backyard.

But nothing should be commonplace to the writer of advertising. You don't have to look up to the stars to see wonders; we live in the midst of them.

Here is a pair of shoes. It has taken mankind several thousand years to acquire enough knowledge to construct a modern shoe. Behind the result that stands before you stretches the long vista of obscure inventors; the laborious perfecting of machinery; the slowly acquired skill in designing; the tanning and curing of hides; and the developed ability to coordinate several hundred detailed operations into a single product.

A shoe is a miracle of manufacturing. That it does not sell for thirty-five dollars instead of three dollars and a half is an impressive tribute to the skill of labor.

Instead of a scarcity of material for the writing of advertising, there is too much material, too many facts, too many ideas about every commodity under the sun.

The advertising writer finds himself obliged to select one or more distinctive features and eliminate the rest. Poor judgment in picking out the distinctive features often turns what would naturally be

a good advertisement into a very poor one.

The distinctive features of any article are its selling points. Around them the advertising ought to be written.

Advertising is a product of personality. It is distinctly characteristic of the man who writes it. Whatever you produce comes from within you. Studying an article to be advertised does not give a man ideas. The studying and dissecting stimulate his mind to activity, but the ideas come from the man—not from the thing.

That's one of the reasons why an advertising agency cannot turn itself into a machine and keep up its efficiency.

To be a success, advertising must be focused on the current of human life. In other words, it must connect itself with something that the reader already knows.

Yellow journal editors, who are generally better advertising men than journalists, always inject this quality of human interest into their news. When they describe the gigantic Lusitania, they print a picture of the ocean liner put down in a city street, where she sprawls along for three blocks, her main deck rising to the level of the fifth floor of the houses.

To say that a steamship is 750 feet long doesn't mean much to the average man, because he is not accustomed to visualizing bare figures, but the right sort of picture gives him a conception that sticks.

In addition to the qualities of news, human interest, and attractiveness, good advertising is always characterized by salesmanship—and that can be put into an advertisement only by a man who knows how to sell goods. With the selling feature left out, any trained newspaperman could write advertising and not half try.

When Joe Gans, the Negro lightweight, left for Nevada to contest the championship of the world and a prize of some forty thousand dollars with Battling Nelson, his old mammy told him: “Joe, no mattah what yuh do, doan’ furgit to bring home de bacon.”

This was sound advice, for if you don’t bring home the bacon; there is no sense in making the trip at all.

A bringing-home-the-bacon attitude is a healthy state of mind for an advertising writer.

In writing advertising, as in saying prayers, the state of mind in which it is done has a great deal to do with the quality of the product. There is only one standpoint from which an advertisement, or an advertising campaign, should be considered; and that is: “Will it sell goods?” If you are a writer of advertising you will never step down from that standpoint if you keep your mind keyed up to the bringing-home-the-bacon tension.

Some writers of advertising maintain a permanent mental attitude of trying to impress other advertising men. This is a mistake, for advertising men, as a class, are inclined to judge an advertisement on its appearance alone. They attach too much

importance to attractiveness of design, and to mere cleverness. In the effort to be original they turn themselves inside out, and the result is a freak production that should be in a dime museum instead of in a selling contest.

There is not an idea, or a thought, that is wholly original. It is probable that the old Greeks—who were clear and lucid thinkers—filled out the entire circle of possible conceptions, as applied to form and color, in the material sense; and as applied to human relations in the psychological sense. Since their day the same ideas have been worked over and over into many shapes, but without changing their substance.

If an entirely original idea should occur to any man it would not be worth—as advertising material—the space it would take to write it down. Advertising must be written to strike the average intellectual level of the public, and the public is not floating around in the upper strata of transcendental thought.

Some years ago a series of clever advertisements written to sell a product of general use appeared in magazines and newspapers. The pictures were so attractive and the text was so gracefully written, that the advertising made an immediate hit. Everybody talked about it—and admired it. The advertisements were reproduced wholesale in the advertising trade journals. The clever advertising man who had thought it all out gave interviews to the trade papers and told just how this wonderful feat had been accomplished.

But—

The campaign was a failure. The copy was too clever, too attractive, too original. The public thought so much of the advertising itself that it forgot all about the commodity behind it.

The poorest advertising is that which disregards the common, ordinary facts of life.

To make a success of advertising you must know how people live, what they are thinking about, what they eat and wear, what they read and talk about. You must understand exactly how a man can support a family on ten dollars a week—and you must also know how a thousand-dollar-a-month family spends its income.

An advertiser began a newspaper campaign to popularize a breakfast food in New York a couple of years ago. The plan was based on a distribution of free samples, and the method of distribution was as follows: Any woman who would go to a grocery store and wink at the man behind the counter was entitled to a free 15-cent package.

It was necessary to wink. The grocer was not obliged to hand out a free package to any lady who simply asked for it, but the wink was supposed to get the goods.

All this was explained by advertisements occupying large spaces, exhibiting the picture of a woman winking, to show how it should be done.

This scheme must have grown out of a remarkable ignorance of life. What sort of a man would allow his wife, or daughter to wink at a grocer on

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the chance of obtaining fifteen cents worth of
cereals?

But some women did go and wink.

Outdoor Advertising

The poster is the connecting link in a general advertising campaign. Our experience shows that in many advertising campaigns explanatory, educational copy, even when widely used in magazines and newspapers, can be greatly strengthened at a remarkable low additional cost by the use of bill posting.

Highly artistic, pleasing posters that are fresh, brief and snappy appeals, placed at vantage points along the lines of heaviest travel, carry a powerful selling force.

The buyer has already been told through the columns of publications what the article is, why, how and where it should be used, etc. At the psychological moment, while the shopper is on the way to stores, he is told in huge, attention-compelling, interest-arousing letters to buy today—now. The package is shown or the article itself in its original colors.

The constantly increasing necessity of localized force in exploiting products (particularly the low priced package articles of general consumption), which are handled through retail dealers, has warranted the establishment of this department of our business on an elaborate scale. We believe it is the best equipped outdoor advertising organization in existence.

The difference between outdoor advertising service given advertisers within the last ten years and the service obtainable through our organization

today has been marked by great advancement.

We are responsible for some of this advancement and we have kept pace with all of it. We are doing some things that are unusual and some things heretofore unheard of in the preparation and handling of outdoor campaigns.

We do not follow the usual custom of apportioning posters to a territory based on the population of that territory, and leave the distribution entirely in the hands of the local association of bill posters.

Before presenting a bill-posting plan to a client, we first thoroughly study his sales problem from his knowledge and ours of the sales condition in the territory named. We figure on the response that can be expected from buyers in that territory to this form of publicity. This information and data are of great value to our clients in the preparation of their outdoor campaigns.

Not only are we familiar with the wants and necessities and desires of people in a given territory, but with the trade conditions governing it as well. This knowledge is supplemented with that of thorough familiarity with the principal posting and bulletin plants throughout the entire United States and Canada.

We have on file data and information of every bill-posting plant in the United States and Canada. In addition to knowing how the plants are operated we know the general run of billboard locations in any particular town, the possibilities of that territory as a market for the product to be advertised, and all the figures necessary in distributing the number and

character of posters necessary to bring about the desired result.

Posting a five-cent chewing tobacco on high-class residence streets or a five-dollar shoe in the tenement districts means lost circulation and waste of force. Yet without the most carefully compiled posting instructions to the local bill-poster based on a thorough knowledge of his bill-posting plant, unsatisfactory distribution is sure.

The organization which enabled us to lithograph, print and post a sixteen-sheet campaign poster in Omaha, Nebraska, forty-nine hours after the copy was handed to us in New York; the organization that enabled the Republican National Committee to post the entire list of doubtful states from North Dakota, Nebraska and Kansas to New Jersey, New York and Connecticut, within six days after we received copy for the eight and sixteen-sheet poster used, is at your disposal, either as a whole or in part.

We are official solicitors of the Associated Bill Posters and Distributors of the United States and Canada and of the Advertising Painters' League of America and are equipped to handle bill posting, painted bulletin or wall campaigns of any size, in any territory, at any time.

For further information address:

J. Walter Thompson Company

New York.....44 East 23d Street
Boston 31 Milk Street
Detroit Trussed Concrete Building
Chicago The Rookery
Cleveland American Trust Building
Cincinnati..... First National Bank Building

CHAPTER VI

Funny Advertising

We don't believe in funny advertising. The expenditure of money is entirely too serious to the average man to be made the subject of a joke. Any fool can attract a crowd, but a fool isn't much of a salesman.

A street fakir, dressed in a fantastic rig, can draw a thousand people to any street corner—if the police let him alone long enough—while Andrew Carnegie may walk through the crowd without attracting any attention at all.

But Andrew Carnegie can make ten thousand dollars while the street huckster is making two dollars and a half.

A composite made up of John Wanamaker and Lew Dockstader would certainly be worth going some distance to see, but a good minstrel and a great merchant would be spoiled in the making.

Some things will not mix at all—and among them are advertising and buffoonery.

Message from J. Walter Thompson, President

The passengers on board a transatlantic liner sometimes learn—the next morning—that the ship passed within a hundred yards of an iceberg the night before.

The thought of what might have happened scares them at first, but when they find that no bones are broken and everything is safe they congratulate themselves on being aboard a ship manned by a capable captain and officers.

There are icebergs and shoals in the advertising sea, and the only way for an advertiser to avoid them is to turn his advertising interests over to an agency that has the right sort of experience and navigating skill.

The J. Walter Thompson Company has the practical knowledge and long experience necessary to carry the advertiser away from the dangerous places.

CHAPTER VII

Advertising Luxuries

Have you ever thought that if we exclude from consideration such primitive necessities as bread and meat, everything else in the world is a luxury?

The chair you are sitting in is a luxury. You consider it a necessity, but once it was a gorgeous luxury—for mankind sat on the ground for some thousands of years.

The difference between a luxury and a necessity is simply this: A necessity is a luxury in universal demand. As the desire for a thing increases, it becomes more and more a necessity. The luxury of today is the necessity of tomorrow.

Most sellers of luxuries are oppressed with the idea that they can build up only a very limited trade at the best—and that any extensive effort to get new business would be a failure.

The history of business development shows this point of view to be erroneous. Carpets and rugs are luxuries, but everybody buys them; the inkwell on your desk is a luxury—for you might as well use the original ink bottle; and among luxuries in large demand are toilet powders, automobiles, most books, all pictures, artistic lamps, silverware, and hundreds of articles in everyday use.

The name O'Sullivan stands for rubber heels.

Ask any man you happen to meet who makes rubber heels, and the chances are ten to one that he will say, "O'Sullivan." We have tried it and that is the result. As a matter of fact, there are other rubber heels, but the average man doesn't know it.

O'Sullivan has popularized the rubber heel. His advertising has shown the public the real importance of putting an elastic cushion between the heels and the ground.

Before rubber heels were advertised they had a small sale among the people who take the trouble to investigate things. Now they are sold by millions of pairs.

Advertising has created new demands, has opened new avenues of sale, has interested the big, prosperous public.

Isn't there a moral in this for you?

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Message from J. Walter Thompson, President

During an experience in advertising longer than the average human life, the J. Walter Thompson Company has developed many commodities out of the luxury class into the necessity class.

We know what kind of advertising should be done, how the copy should be written, and what media should be used, to popularize luxuries.

If your particular problem lies in this direction, write us and we can give you some valuable information.

CHAPTER VIII

Trademark Publicity

This is an age of faith. All ages have been ages of faith. There has never been a century, or a year, or a day in the history of the human race when mankind did not have a living faith in many things.

The human mind abhors distrust as nature abhors a vacuum.

Men and women like to believe. Credulity, which means simply an exaggerated tendency to take things on faith, is a human instinct, and it takes lots of cultivation to kill it. Disbelief requires an effort of the will, while Belief requires only acquiescence.

Every reader of this paragraph believes that the earth rotates on its axis every twenty-four hours. But there is not a man among you who can prove it. The proof requires an abstruse astronomical demonstration, and most of us prefer to accept it on faith.

Advertising turns human faith into an asset.

Faith is intangible, and so is intellect; but intellect rules the world. Faith cannot be weighed, or seen, or felt, but the advertiser can measure its value in the dollars that come to him from advertising.

Here is a single word, reproduced just as it has

appeared in many thousands of advertisements:



Every reader of this booklet knows what the word stands for. It needs no diagram or definition to explain it. Among all classes of the American people—except possibly the poorest and most illiterate—the name “Huyler’s” is as well known as the name of the President of the United States.

When your wife wants a box of candy, she doesn’t say that she wants you to bring home a box of Huyler’s Candy. She says: “I would like to have a box of Huyler’s,” and you go to your office without being the least bit confused as to whether she meant Huyler’s Sausages, or Huyler’s Sachet Powder.

Huyler’s means high-grade candy. That impression has been so thoroughly pounded into the American mind that it would take blasting operations to remove it.

Eighty cents is the price of a pound of Huyler’s. There are other candies at higher prices, and lots of good candies at lower prices. But advertising, carried on for years, has made Huyler’s the standard American candy.

How much do you suppose the trademark “Huyler’s” is worth? We do not know; but if every customer, who buys a pound of candy now and then, is worth a dollar (and that seems to be a fair estimate), then the capitalized value of the Huyler trademark must be worth millions.

Here’s another point of view. If the Huyler people were to close their factories and stores, and stop making candy, their trademark would still be an enormous asset. If it were turned over to a new and entirely different concern, this young enterprise would find itself in possession of the biggest candy trade in the United States. The trademark would carry the business, just as the flag is supposed to carry the Constitution.

The latest and most vigorous phase of advertising began not more than a dozen years ago. This is not very far back, compared to the range and sweep of recorded history, but a man who is now twenty-four was only a boy of twelve then. There are many manufacturers and dealers who have advertised straight through these dozen years, without a break. While they have been getting profitable results from the beginning, the Big Results are now coming in.

Why?

Because millions of young men and women have grown up with the names of these advertisers before them every day.

If their minds could be analyzed you would find a score of advertised articles mixed in with recollections of football and picnics, and impress-

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sions of Saplio, Huyler's and the Gold Dust Twins,
jumbled up with George Washington and Bunker
Hill.

To the younger generation the persistent ad-
vertiser does not represent an ordinary business
enterprise. He is an institution—like the Bank of
England, or the Library of Congress.

Now, access to 87 hours of business how to recordings, interviews, and typed
transcripts

<http://hardtofindseminars.com/audioclips.htm>

Message from J. Walter Thompson, President

There is a story of an Irishman who had been arrested on a charge of poaching based on evidence that was circumstantial and rather weak. As he had no money to pay for a lawyer, the Court appointed a young and briefless practitioner to defend him.

The inexperienced young lawyer bungled the case in such a way that the defendant was found guilty.

In sentencing him the judge said: "Ignorance of the law excuses no one—," but before he could finish the sentence, Pat exclaimed: "Then, Yer Honor, I guess yez'll be giving me lawyer a life sentence."

The moral to advertisers is: In advertising your advertising agent is your lawyer. You owe it to yourself not to select one who would be in danger of getting a life sentence if ignorance were a crime.

S PANISH

The natural and obvious foreign market for American manufacturers lies among the South American republics. They are our neighbors—but not our rivals. Between South America and the United States there is no competition to produce friction and resentment. There is no point of contact where our interests clash. Our Southern neighbors are planters, sheep and cattle-raisers, and miners. It is true that both Argentina and the United States are both large wheat exporters, and are in this sense, competitors in the world's markets; but the United States produces five times as much grain as Argentina, and consequently, makes the price.

The accident of geography places our manufacturers at the door of the South American market. We are nearer to many—or most points—in South America than our European competitors. The development of facilities for transportation is gradually turning this geographical relation into a highly practical reality.

In a few years the opening of the Panama Canal will put most of the important points of the West Coast—doorways to the rich lands of Ecuador, Peru

and Chile—within ten days of New York.

The ordinarily intensely alert American manufacturer has not heretofore been fully alive to his opportunities on the South American continent. This observation is true, in the main, in spite of the fact that there are American manufacturers and advertisers who have built up big and ever-expanding demands for their products among the South American states. What is true of a few enterprising firms ought to be true of many. Your South American trade ought to be a matter of course—if you sell such products as toilet soaps, perfumery, patent medicines, shoes, sewing machines, typewriters, automobiles, dry goods and fabrics, talking machines, farm and other machinery, fire arms and furniture.

The Spanish Department of the J. Walter Thompson Company is prepared to aid you materially in developing a South American trade. We place more advertising in South American periodicals and newspapers than all other advertising agencies combined. Fully eighty per cent of the advertising in South America for American advertisers is placed through this agency.

We make accurate and idiomatic translations of advertisements, circulars, and labels, and furnish our clients with information concerning advertising media and trade conditions.

Events of recent years, such as Secretary Root's tour of South America, and the visit of the battle-ship fleet—which was received with tremendous enthusiasm in every port—have aroused a strong and live interest in the United States. American

manufacturers should take advantage of this. Now is the psychological moment to introduce your goods.

Sixty millions of people in the Latin-American republics are spending more than \$490,000,000 every year for wares of foreign manufacture. The lion's share of this enormous trade goes to Europe, then, by every conclusion of logic, it should come to the United States.

For instance, we are the largest customer that does business with Brazil. We buy annually eighty millions of dollars worth of coffee, crude rubber, and other Brazilian products. But Brazil buys from us only fourteen million dollars worth of goods, leaving a balance in her favor of sixty-six millions. Chile's foreign purchase amounts to more than one hundred millions of dollars every year, but of this the United States gets only eight millions.

But an encouraging feature is that the American business with South America is increasing steadily year by year, and where American manufacturers have taken the trouble to introduce their goods properly, and to advertise, they have met with ratifying success.

Some manufacturers have neglected the South American field under the mistaken impression that the chief business of the South Americans is to take part in revolutions, and that all property is unsafe.

This is a great mistake. Brazil and Argentina and Chile, for instance, have governments as stable as that of the United States, and their people are industrious and prosperous. Buenos Aires is one of the great and splendid cities of the world—excelling

even New York in the beauty of its architecture and in comfort in living. It is the home of vast municipal enterprises, conducted on the highest plane of organization and efficiency. Both Rio Janeiro and Santiago de Chile are cities of the same class as Buenos Aires.

A South American is moved by an advertisement just as if he lived in Chicago. Human nature is the same on the slopes of the Andes as it is on the slopes of the Adirondacks.

The J. Walter Thompson Company requests the pleasure of making a full representation of the facilities of the Spanish-American Department to those who contemplate entering upon this great field of trade. Our knowledge of the territory to be covered and our experience in the introduction of goods by advertising enable us to render valuable assistance to those planning an advertising campaign in the South American states.

Address

Spanish Department

J. Walter Thompson Company

New York

CHAPTER IX

Some Cardinal Principles

You mustn't expect advertising to do it all. If an investment in advertising space were the only thing required to make a man rich, there would be more millionaires in the United States than there are colonels in Kentucky.

There is no magic in advertising. It is just a plain, common sense proposition. It is not a gamble, but an investment. Like all other investments, it takes time to mature, and it needs careful attention all the time.

An advertising campaign, which means a series of advertisements placed at strategical points, is like a corps of salesmen. When you employ men to sell your goods, you do not fold your hands and let them shift for themselves. You cooperate with them in every practicable way.

That's what you should do when you advertise. Your advertisement appearing in a certain locality is a salesman visiting the homes of the people of that community. But suppose you are advertising an article that is sold through retailers and your distributing system is so weak that only a few dealers have it in stock. How can you expect your advertising salesman to do efficient work? The demand has been created, but your cooperation has fallen down at the critical moment.

The result is that the public interest in your

goods gradually peters out, and your advertising campaign, which has cost real money, is a failure.

It is possible, of course, to develop by advertising, a public demand so insistent that retailers will hunt you up and drag your goods away from you to fill their customers' orders. But this involves a brutal waste of money in advertising space.

Isn't it better to show retailers what you intend to do in the advertising line, enlist their cooperation, and get your goods well distributed at the start of the campaign?

Many successful advertisers make up handsome folders containing proofs of their advertisements at the beginning of each season. These are given to their traveling salesmen to show to retailers. This puts the retail dealer in touch with your general plan, and he keeps step with it.

There are other advertisers who prepare a series of mailing cards to go out to the retailer once a month, or once a week, according to circumstances. On the back of each card the current advertisement for the month is reproduced, with information as to the publications in which it appears, and any other facts that may be of interest to the dealer.

Advertising, like Allah, helps the man who helps himself.

Sowing advertising in the commercial field is like planting seeds in a garden. It is easy enough to stick seeds in the ground, but if you pay no attention to them when they sprout, you will soon find that your garden is over run with weeds.

Every manufacturer knows that a manufacturing plant may be so unfavorably located, or so poorly equipped, or so badly managed, that it is operated at a loss. It's the same way with advertising.

But you may write it down as a cast-iron, undeviating, cardinal, bedrock principle that advertising always pays if it is done right, and has the right sort of goods behind it, and gets the right sort of cooperation from the advertiser.

There is something in the lackadaisical half-hearted attitude of some advertisers that reminds us of the colored servant girl who married but refused to change her name. Before she married her name was Amanda Jones. Her wedding to a saddle-colored gentleman by the name of Coakley naturally made her Mrs. Coakley. Some months after the happy event, her mistress noticed that she still referred to herself as Miss Jones. Calling her in one day her mistress said: "How is it Amanda, that your husband's name is Coakley, but you still call yourself Jones?"

"Well, it's disway, m'am," Amanda replied, "you see me and Arthah hadn't known each other 'cept for a short time, an' I kinder suspected dat niggah anyway, an' I suspects him yit, so I figgered dat it would be best for all parties if I jes' kep' my name."

Trial marriages are not very successful in advertising. Don't advertise until you know just what you want to do, and then stick to your intention.

When a carpenter drives a nail he doesn't hit it two or three taps and then go away for the day. He drives it straight home with steady and regular blows, and an extra lick as a finishing stroke.

Imitate the carpenter. We say this with emphasis, for lack of persistency seems to be one of the commonest failings of advertisers.

Persistency is the twin brother of Energy, and the cousin of Success. It is closely related to every one of the big and noble qualities that have put the white man in the front rank of the world's peoples.

Columbus believed that land lay beyond the Western Ocean for half a lifetime before he could get anybody to give him any consideration. George M. Pullman had the idea of a sleeping car in his head for years before any railroad would give him a chance to try his scheme. When Jean Francois Millet's wonderful peasant pictures were exhibited at the Paris Salon, and all the world fell into a flutter of admiration, those whose interest had been suddenly aroused expected to find Millet a young man. They were surprised to learn that he had been painting for twenty years. His work remains today the greatest accomplishment in art that the world has seen since the Italian Renaissance. Charles Darwin was an invalid all his life. He never passed a day without going through hours of excruciating pain. He was a fit subject for a home for incurables. But he spent many years in the arduous toil of collecting obscure scientific data, in arranging it and in analyzing it. The result is the Darwinian theory of evolution, which is by far the most important scientific production of the nineteenth century.

When Napoleon was the master of Europe from Lisbon to Warsaw, and had created, by his victories of Marengo, Austerlitz, Wagram, Friedland and Jena, a military reputation without parallel in the records of mankind, the English were the only people in Europe who stood ready to fight as often as he pleased. England has never produced a general that could be mentioned in the same breath as Napoleon, and while Englishmen are brave, they certainly have no more courage than the French.

But what's the use whipping a fellow if you can't convince him that he is whipped, unless you bury him and put a stone over the place to hold him down?

Napoleon was sent into retirement at Saint Helena, not by English generalship, but by English persistency.

In the light of all the stirring deeds that men have accomplished by sticking to one thing, and never letting go, doesn't it seem pitiable that so many advertisers get cold feet?

You cannot succeed in business if you have a wishbone where your backbone ought to be.

Another cardinal principle of successful advertising is common, ordinary honesty.

There is no record in all history of a dishonest institution becoming a permanent success.

Honesty in advertising means giving a buyer who lives a thousand miles away, and who has no redress, a square deal, both in the printed description of your goods, and in the price you put upon

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them.

Advertising is founded on the confidence of the public, but confidence does not indicate unlimited gullibility. Honesty is an absolutely essential requisite for the preservation of confidence, and, it follows that an advertiser who is not honest not only ruins his own cause in the end, but injures the business of every other advertiser.