

November 11, 1926

## NEWS-LETTER #158

It would be interesting to know to how great an extent the following from the Buffalo News reflects the public attitude towards radio advertising.

## HOW THE FOOTBALL GAMES MAY SOON BE BROADCAST

"This, ladies and gentlemen, is the annual Yale-Harvard game being held under the auspices of the Wiggins Vegetable Soup Company, makers of fine vegetable soups. The great bowl is crowded and the scene, by courtesy of the R. & J. H. Schwartz Salad Company, is a most impressive one.

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"The Yale boys have just marched on the field headed by the Majestic Pancake Flour band and are followed by the Harvard rooters led by the Red Nose Pastry Corporation Harmonists, makers of cookies and ginger snaps.

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"The officials are conferring with the two team captains in midfield under the auspices of the Ypsilante Garter company of North America. They are ready for the kickoff. There it goes. Captain Boggs kicked off for Yale by courtesy of the Waddingham Player Piano company which invites you to inspect their wonderful showrooms. The ball is recovered by "Tex" Schmidt by arrangement with the Minneapolis Oil Furnace company, Inc., and is run back 23 yards by courtesy of Grodz, Grodz & Grodz, manufacturers of the famous Grodz Linoleums.

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"On the next play the Harvard runner is thrown hard by McGluck one of the Mahatma Cigarette company entertainers, and is completely knocked out by two Yale guards, Filler and Winch, by courtesy of the Hazzenback Delicatessen Products corporation, makers of exquisite potato salads, cheeses, smoked hams and salads. Yale is penalized 15 yards through the kind co-operation of the National Roofing & Copper Gutters company.

"The teams are lining up again. It is a forward pass.....a long forward pass under the direction of the Great Western Soap Powder company, makers of the world's finest soap powders and cleaning fluids.

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"Just a minute folks. Time is being taken out by Umpire Willis Himp, acting for the National Hair Oil company, makers of hair oils and dandruff



lotions. I can't make out what has happened. A Yale man appears to have been knocked unconscious through arrangement with the Atlantic & Pacific Safety Razor corporation. Kindly stand by, etc., etc., etc."

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#### A NOTE ON JARGON IN ADVERTISING COPY

To sell goods we must also sell words. In fact, we have to go further: we must sell life - a romantic way of living with toothpastes, breakfast foods, cold creams, period furniture, motor cars and talking machines.

But the medium is words. We must sell words first.

What are we selling?

Working communally, we never know what words we are selling until we have completed the sale. The first young man who writes his Ph. D. thesis on the subject will try to tell what we have sold.

One of the chapters in this philologist's book will no doubt be about Prestige Words. Fashions change quickly. Chic is not elegant now, but boarding school French still helps market the products of the couturier in his atelier. The vaudeville Englishman still talks of Bond Street... Everywhere we have distinctiveness - the heritage of craftsmanship.

My young scholar will also write a section called Scientific Cant in Copy. He won't forget the famous popular neologism, halitosis, and he may tell us where vitamins and calories are hiding.

He will certainly give space to Selling the business Man in His Own Language: to Service, Reaction and Company.

He will dedicate (sic) many pages to Euphemism in Advertising. I need not tell the readers of this family paper how discreetly the profession has treated personal necessities - has made the most intimate ailments (ills, if you prefer) a proper subject for discussion in every walk of life.

I think I shall like the Doctor's treatment of the Cliché of The Four Main Headline Classes, Punctuation Revised, The Adjective Sequence for Women, Solecisms that Sell.

Advertising English is doing something to the language of the people. Listen to it, mixed with tabloidese, in the subway. I'm inclined to argue that its influence (like the influence of advertising art) is good for popular culture. We ruin many good words - often we have to kill their precision to get the good out of them; - but certainly nevertheless; we broaden and vitalize (pardon) the public vocabulary. It's almost like handling words - with your hands. With words we build and rebuild fabulous worlds of comfort and luxury that the millions must like to live in even for a little while.

C. D. C.



A PROFESSION DEFINED

Supreme Court Justice Brandies  
once defined a profession as  
follows:

"The peculiar characteristics of a profession as distinguished from other occupations, I take to be these:

"First, a profession is an occupation for which the necessary preliminary training is intellectual in character, involving knowledge and to some extent learning, as distinguished from mere skill.

"Second, it is an occupation which is pursued largely for others and not merely for one's self.

"Third, it is an occupation in which the amount of financial return is not the accepted measure of success."

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GAIN IN PENICK & FORD PROFIT

"Penick & Ford, Ltd., New York, Brer Rabbit Molasses, Penick Syrup, etc. reports a profit, after charges of \$308,098, for the third quarter of 1926. This compares with \$184,240 for the corresponding quarter of 1925." (Printer's Ink, Nov. 4th)

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SOME BUSINESS PAPERS TO ALLOW AGENCY COMMISSIONS

Simmons-Boardman Publishing Company, publishers of

Railway Age  
Railway Mechanical Engineer  
Railway Engineering & Maintenance  
Railway Electrical Engineer  
Railway Signaling  
Marine Engineering & Shipping Age  
The Boiler Maker

are now allowing an agency commission of 13% and a cash discount of 2%. This was effective October 14th.

This is particularly interesting in view of the fact that the question of whether to allow an agency commission has been actively discussed by the Agency Relations Committee of the Associated Business Papers, Inc.

We have no indication that other publishers are considering any change in their policy of not allowing agency commission, but apparently this whole question is receiving considerable attention among business paper publishers.

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QUESTIONNAIRE INDICATES CONSTANT SHIFTING  
OF TOOTH PASTE BRANDS

In a questionnaire on page 46 of Woman's World for July, 1926, there was a list of 47 questions many of which bear on J. Walter Thompson products.

From time to time we shall summarize the answers. Here are a few points brought out about tooth paste and powders.

Out of 7,909 people replying, 3,245 selected tooth paste for the "removal of film", while 1,644 used Pepsodent which employs that as its main argument. Those who selected tooth paste to prevent pyorrhea numbered 1,674, but only 523 used Forhans and 14 Pyorrhocide. "Acid mouth" prompts 809 selections as compared with 461 users of Pebecco and 323 of Squibbs. Flavor was the motive in 1,509 cases. Colgates led all tooth pastes in the number of users, with 2,249. In all 249 brands were mentioned, but nearly 90 per cent of those reporting used one or another of 9 brands. Of tooth powder, 126 brands were reported in use, no one of which had as many as 100 users.

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