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Do your salesmen use your advertising?

Do they know how to demonstrate that there will be a demand for your goods, or do they merely discuss the quality of your brand?

BY DAVID N. WALKER, JR.
New York Office

WHEN the manufacturer's salesman enters the dealer's store, and after standing around until the customers have been waited upon, steps up briskly to the counter, there are but three things that the apathetic buyer wants to know:

What the salesman has to offer
Whether his customers will want the brand offered
What profit he will get from its sale.

The dealer's store is essentially a slot machine. When Mrs. Jones places a dime on the counter and asks for a certain brand of soap—she expects to get it. When she offers a quarter and asks for "a can of peaches" she expects to get value—and the dealer will generally give her the brand which his customers ask for most often.

The dealer therefore stocks a brand or type of product either because of requests which have been made for it or because a salesman persuades him that there will be a demand for it.

Most dealers recognize that there are only two reasons why they sell anything—it is good, i. e., adequate value for the money, and it is advertised.

Realizing the dealer's point of view, the salesman's

solicitation should include a discussion of two points: the merits of his brand; the merits of his advertising.

As the manufacturer realizes, but many salesmen fail to understand, these two points are closely related. In discussing the merits of his brand, the salesman should tell the same story that his advertising is telling.

The manufacturer has compared his brand with competing brands; he has analyzed his market and determined the buying habits of the public with respect to that type of product. His advertising emphasizes the distinctive features of his brand.

His whole advertising plan in fact, from the standpoint of manufacturing processes, brand name, design of package, label, scope of campaign, and character of appeal has been evolved with the purpose of securing the maximum response from the buying public.

What better or easier way to sell the brand to the dealer than to indicate the ingredients of which it is made, or the uses to which it can be put, in terms of existing preferences or uses on the part of the public, and to prove that the brand suits these preferences, and then to show the dealer directly how your advertising message is pointing out these same facts to his customers?

Yet while salesmen will go to great lengths to emphasize the quality of their brand, they seldom stress the quality of their advertising. There are three things that a dealer should know about your advertising:

The extent of the coverage of the dealer's market
The frequency of appearance of your advertising
The character of the consumer message.

The dealer must first be shown that the advertising reaches his customers. The average salesman wearies the buyer by talking about the number of million individual advertisements in the campaign which if placed end to end would reach from New York to San Francisco, etc. A short comparison which shows the relation between circulation and the number of families in a town, is far more effective.

The dealer is primarily interested in the number of his own customers that is being reached.

He next wants to know whether they will see the campaign, how often it will appear, how long it is going to last, what are the size and color of the advertisements.

Lastly, and most important, he has to be shown that the campaign will be read and that it will secure a response. Here the salesman's task is to sell the character of the consumer message.

Just as in demonstrating his product the salesman had to prove superior merit in flavor, design, utility, etc., so here he has to prove the merit of his advertising message—that it will bring sales for his brand.

This is most readily accomplished by impressing upon the dealer the kind of advertising that might have been prepared but which would not have been productive of sales, and then showing by contrast a proof of a current advertisement.

The salesman points out how well the advertisement is laid out, how closely its various elements are woven together, the significance of the illustration, the headline touching upon some fundamental impulse—an appeal which the dealer believes, after the salesman's story of his brand, will successfully sell that brand.

He shows how the headline leads directly into the first paragraph of the copy—how the reader's interest is quickly developed and then by pointing out the substance of the leading paragraphs, he makes the dealer clearly comprehend the appeal that the advertisement makes.

Other proofs should be introduced, not with a view to showing the dealer the number of advertisements in the campaign, but only to point out how succeeding advertisements touch upon some fundamental emotion or interest, and how each in its own way is effective in continuing to drive home the selling thought on which the brand is being marketed.

When the dealer raises objections they can be classified into two groups:

Objections to the quality of the product, that it is too high priced for the neighborhood, that the dealer has another brand of equal merit, or

Objections to the lack of demand for the product.

The bane of most salesmen is the remark—"Well, I guess I will wait for demand," or "If I need any more I'll get it from the jobber." The dealer knows that he can, should he need it, get the brand offered on short notice from a jobber or some other established source of supply. When the dealer makes this objection it is because the salesman has not sold the advertising.

If he has thoroughly impressed the dealer with the size, intensity and character of the campaign, the salesman should have little difficulty in getting the dealer to admit that some time during the current season there will be a response from the advertising. Having forced this admission, the salesman should not try to create the impression that the advertising response will require a policeman to keep a mob of eager purchasers from crushing down the door. But on the contrary, his next move should be to convince the dealer that he is submitting a sales plan for his brand for that season. Since the dealer has admitted that there will be a response sooner or later, he might as well prepare for it and cash in at the start by signing up, just as a grocer prepares in advance for a strawberry season.

ACCORDING to the last Census of Occupations there are 43,440 males and 3,213 females employed as proprietors, managers and superintendents of retail clothing and men's furnishings stores. These figures represent an increase of 32.2 per cent. since the Census in 1910. The total number, 46,653, is greater than the population of Salem, Mass., Perth Amboy, N. J., Decatur, Ill., or Cedar Rapids, Iowa.

Behind the doorbell

BY HOWARD HENDERSON

Chicago Office

Sifting out the basic desires which control the Consumer family's choice of a product

LITTLE Johnny didn't want his bread and milk. Emphatically he shook his head, and pounded the tray of his high-chair with a tiny fist.

"Johnny," said his father, taking up a spoonful of bread and milk, "Do you see this monkey? Can you eat the monkey, Johnny? Quick now!—before he gets away!"

A gleeful grin erased the pout on Johnny's face. He stretched out his chin, gulped in the spoonful of bread and milk, masticated merrily, and called for more.

"Now this one is a bear," said his father. . . . And so the game went on until the bowl was empty.

Bread and milk as such didn't interest Johnny one particle. But bread and milk as a new way to play—that brought his appetite up standing!

The problem of the advertiser is how to quicken the buying appetite of the consumer by appealing to some intense desire already in his mind. To do this he must have a sympathetic understanding of the entire Consumer family—an understanding gained only by informal conversations in hundreds of actual homes. For the real clue to the Consumer family's buying appetite lies not in empty theories of human nature, but behind the doorbell.

The buying appetite of Mr. and Mrs. Consumer and all the little Consumers involves their entire philosophy of life. It is the key to their innermost desires and their rooted aversions.

It therefore becomes necessary for, let us say, a soap manufacturer to know what the Consumer family's

philosophy of soap is. Does it include merely a concern about the proximity of cleanliness to godliness, or does it extend to the problem of having "a skin you love to touch"? Or, in order to increase the market for X soap, can the little Consumers be sold on the joys of washing behind their ears?

Naturally, during the discussion with Mrs. Consumer, the cold facts about kinds and quantity of soap used, for what purposes and why, will come to light. These data will be later crystallized into charts and figures as evidence of the Consumer family's soap buying habits already established; and will shed considerable light on the present and potential market for soap.

But the buying *appetite*—the fundamental desires and aversions of the Consumer family on all subjects immediately or remotely connected with soap—does not crystallize so easily. Yet it is this which must be understood if the Consumer family is to be reached through printer's ink.

One of the first things revealed behind the doorbell is that members of the Consumer family do not want for its own sake the article which they buy. To them, whether they know it or not, it is merely a means to some end.

Mrs. Consumer, for example, buys "P" soap or "W" washing powder because she thinks it will give her cleaner clothes for less effort. Cleaner clothes at less effort mean afternoons of leisure and the luxury of spotless linen for tables and beds, fresh frocks for the children. And the leisure to enjoy a clean home satisfies one of the profoundest desires in Mrs. Consumer's heart—the selfsame desire, by the way, which urged the prehistoric Mrs. Consumer to give up light housekeeping in a cave for the luxury of a tent of skins.

Again, why should the oldest Consumer boy, an adolescent of sixteen, use an expensive toilet soap? True, it has a delicate fragrance, but that in itself is not a valid explanation. There's a reason far beyond it. The boy has been troubled with blackheads and other

facial disturbances common to his years. Yet at this time he particularly wants to be handsome—sly glances from high school misses are sweet! Thus his real reason for buying the soap eventually plunges him into matrimony.

Nor is this hunger for the finer things of life confined to the upper 14 per cent. in the income chart. When Mrs. Consumer is a widowed washerwoman in a country town, soap with her is still a means to a greater end than getting through a day's work.

"Look at them clothes!" she says, clicking her iron into the holder for a moment, and proudly fingering the hem of a snowy white table cloth. "Ain't they white? Yes, I gives plenty o' credit to 'P' soap—plenty of it. An' they's lots o' strength an' skill goes into the work besides—yes sir, I ben doin' it some eight year since my man died . . ."

The life-scarred face shines with a passion for true refinement—in things which are not hers to enjoy beyond the days of washing and ironing.

Even in a truck driver's family the choice of soap is governed by a real, though disguised, delicacy of taste.

"Why did we stop usin' 'T' soap for dishes?" says the wife, tossing her head crowned by a boudoir cap of bedraggled pink, "Well, when you're drinkin' coffee out of your saucer an' you taste 'T' soap on the saucer they's somethin' wrong with the soap! That's why *we* stopped usin' 'T' soap for dishes."

Thus, in so seemingly trivial a matter as buying soap, deep seated instincts and hungers are involved. And the advertiser who by a strong appeal to these desires, quickens his printed pages into life, will eventually dominate the soap market.

Take for another example, breakfast food. What are the basic desires which control the Consumer family's purchase of cereals?

At first glance the problem seems very simple. Cereal is used as one means of satisfying hunger. And the chief food censor is taste. Therefore, whatever

cereal is most pleasing to the taste will be most popular.

But behind the doorbell, the problem becomes complicated. What the little Consumers eat with joy, Mr. Consumer scornfully terms as "hay" or "sawdust." And the favorite cereal of Mrs. Consumer is eaten by the children only under protest. Perhaps, too, the older daughter "can't drink milk" and hence takes no cereal of any kind. Grandma Consumer, on the other hand, religiously eats a certain whole grained cereal because "the doctor says it's good for her." Taste, then, is at bottom a matter of personal chemistry, and although of first importance, is by no means the only factor in controlling the buying appetite for cereals.

The health factor, which Grandma Consumer suggested, is confirmed by her husband, hearty and vigorous at seventy.

"Some years ago," he said, "my health broke down and the doctor gave me but a year to live. So I studied diet because I figured that disease comes only by taking the wrong things into the body. After careful study, I hit upon a cereal—second break wheat—which I get direct from the mill and cook myself. By means of this and proper exercise I have fully recovered."

The desire for health, therefore, is a decidedly potent factor in determining the choice of a cereal. Especially in these days of calories and vitamines, the Consumer family is more self-conscious about its diet. The older members realize that what they get out of their bodies depends upon what they put in. And so, the reactions of taste buds in the mouths of little Consumers cannot prevail against the decrees of their mother in favor of a balanced diet.

In this way, behind hundreds of doorbells, the basic desires which control the Consumer family's choice of soap, cereal or what not, are sifted out. And upon these, the main appeal of the copy plan is built.

Of course, the warm and pulsing desires of the Consumer family cannot be drawn, quartered and pigeonholed. There is as yet no *exact* science of human nature

whereby the advertiser can say, "The investigation shows 75.89 per cent. of reaction 'C.' Run copy plan 'C-23'."

Nevertheless, by means of a better personal understanding of the Consumer family, the pulling power of advertising space *can* be increased. A recent investigation in the farm field, for example, developed the idea that the farmer is not primarily a crop-making machine, but a human being who happens to live on a farm. Consequently, the old headlines about crops and stock gave way to

"The most interesting subject in the world" (people)

"Drawing out the secrets locked away in human hearts."

And the success of the campaign in establishing a certain publication as the desirable medium for the farm field, confirmed the original idea brought out by the investigation.

In the automotive field a similar psychology is gaining favor. Instead of the display of models, and diagrams of cylinders, the automobile is offered in human terms—as an instrument for spiriting honeymoon couples away to the rim of the world, or for bringing rest and comfort to jaded nerves.

* * * *

Whatever the product, then, once you are in true sympathy with the basic desires of the Consumer family the principle of choosing the copy appeal is simple. It goes right back to little Johnny. He wasn't interested in break and milk—the product to be sold. But he *was* keen to play. Hence, his understanding father offered the food, not as bread and milk, but as a new game—and sold the whole bowl!

New organizations of advertising men

FRANK LEROY BLANCHARD, Director of Public Relations for Henry L. Doherty & Company, has sent us a letter correcting the statement made in the July issue of the News Bulletin that the Financial Advertisers' Association was one of the newcomers among the organizations affiliating with the Associated Advertising Clubs of the World. Mr. Blanchard says:

"It so happens that the Financial Advertisers' Association has been holding meetings at the A. A. C. W. conventions for several years. For this Association you should have substituted the Public Utilities Advertising Association, of which W. P. Strandborg is president."

In this connection, the following statement of increase of Association contacts of the National Advertising Commission during the past year may be of interest.

At the meeting of the National Commission held in Chicago in the Fall of 1922, the Public Utilities Advertising Association was formally admitted to the Commission. At the January meeting in Washington, the Industrial Advertisers' Association and the Photo-Engravers' Association—the latter being a very large association which has been in operation for twenty-six years—were formally admitted to the Commission.

During the Atlantic City meeting, steps were taken for the formation of two new associations which probably will come into the National Commission. These were the National Association of Sales Managers and the Insurance Advertisers' Association. The former is an attempt to bring together on a national basis the various local sales managers clubs or associations, and the latter is the first attempt at formation of an international body by the advertising managers of insurance companies.

Finding the peak of drawing power

BY MAX FREYD

New York Office

AT what particular stage in a national magazine campaign is the peak of drawing power reached? Does the campaign attain its maximum in the first or in the last insertion, or does it gather momentum during a warming-up period and then decline in appeal after the peak is reached?

Theoretically there are grounds for expecting any of these alternatives. Some people must be prodded more than others before they will show action, so that some of the effect of each advertisement is displayed in the responses to succeeding advertisements; in other words, the effect of each advertisement is due to its own merit plus the accumulated effect of all its predecessors in the same series.

Another factor which complicates the situation is that a single advertisement will continue to draw inquiries long after its appearance in print. Much, of course, will depend on the product, the season, the medium, etc., and it is easy to imagine campaigns which fall off in appeal after the first insertion or which rise constantly in pulling power.

The practical problem raised here is of considerable importance to advertisers. To obtain in a given month the maximum effect of a national campaign, should advertising commence during that month or several months in advance?

If keyed advertisements offering samples and booklets are used the pull of each insertion and of the total campaign may be studied accurately. The accompanying charts were drawn from figures gathered in this way from the 1922 magazine campaign of a toilet article and a food product.

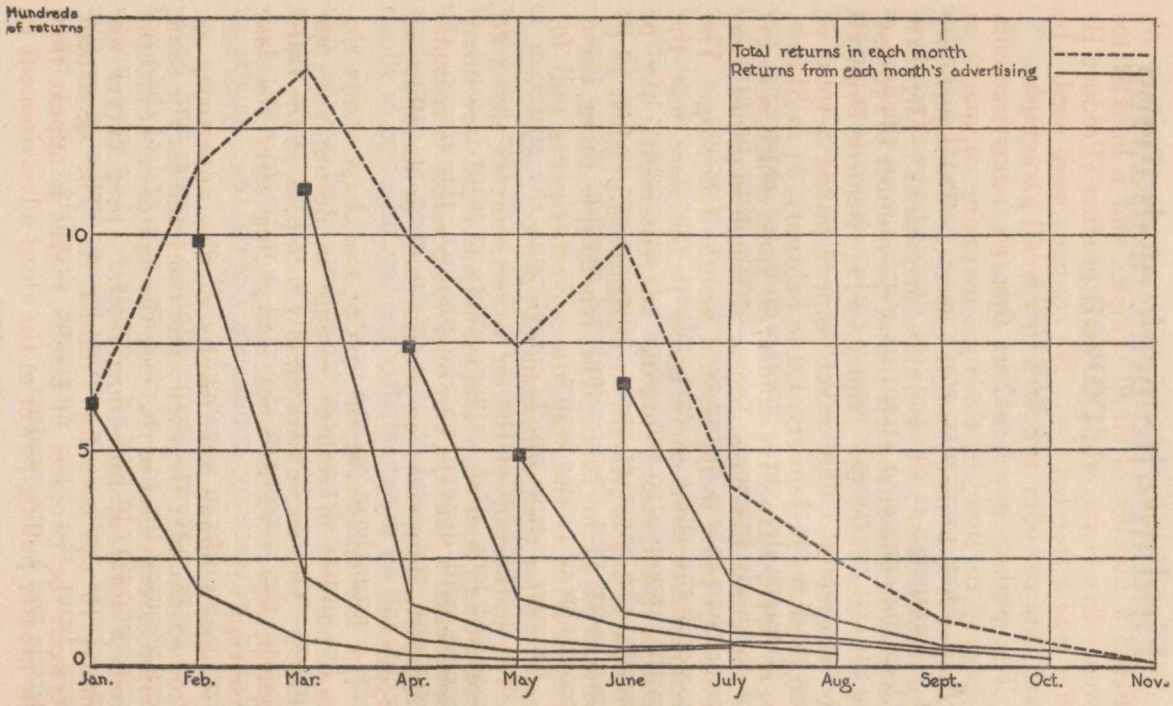

Chart 1. Product A.

The advertising of the toilet article (Product A) offered a number of small samples and a booklet for twenty-five cents, while the food product (Product B) offer was a free booklet. No coupons were used. In each case the offer appeared in a small paragraph.

The pulling power of the first six advertisements (January to June) of the 1922 magazine campaign of Product A is brought out in Chart 1. The figures are the totals from six monthly magazines. The first descending line at the left shows the number of returns, by months, from the January advertisement from all six magazines. This advertisement pulled a total of 606 inquiries in January, 171 in February, 63 in March, 29 in April, 15 in May, and 17 in June, which is as far as the curve has been drawn, although inquiries continued to come in for several months following. The second descending curve traces in the same way the returns from the February advertisement: 987 in February, 214 in March, 61 in April, 33 in May, 38 in June, and 43 in July. The remarkable thing about these curves is the way the advertisements pull for months after their appearance in print.

The initial pull of the six advertisements shows an interesting variation. The second and third drew many more returns than the first one, due possibly to seasonal variation, differences in appeal, and to an effect of repetition.

The broken line at the top of the chart shows the total number of returns coming in during any one month. This curve rises rapidly to a peak in the third month, and then declines, descending after the last insertion.

Chart 2 shows the results of the advertising of Product B under the same conditions and for the same period, except that in this case the figures cover returns from a total of nine magazines. These curves are similar to the ones for Product A. The agreement between the two sets of results makes it appear that the greater pulling power of the third advertisement in

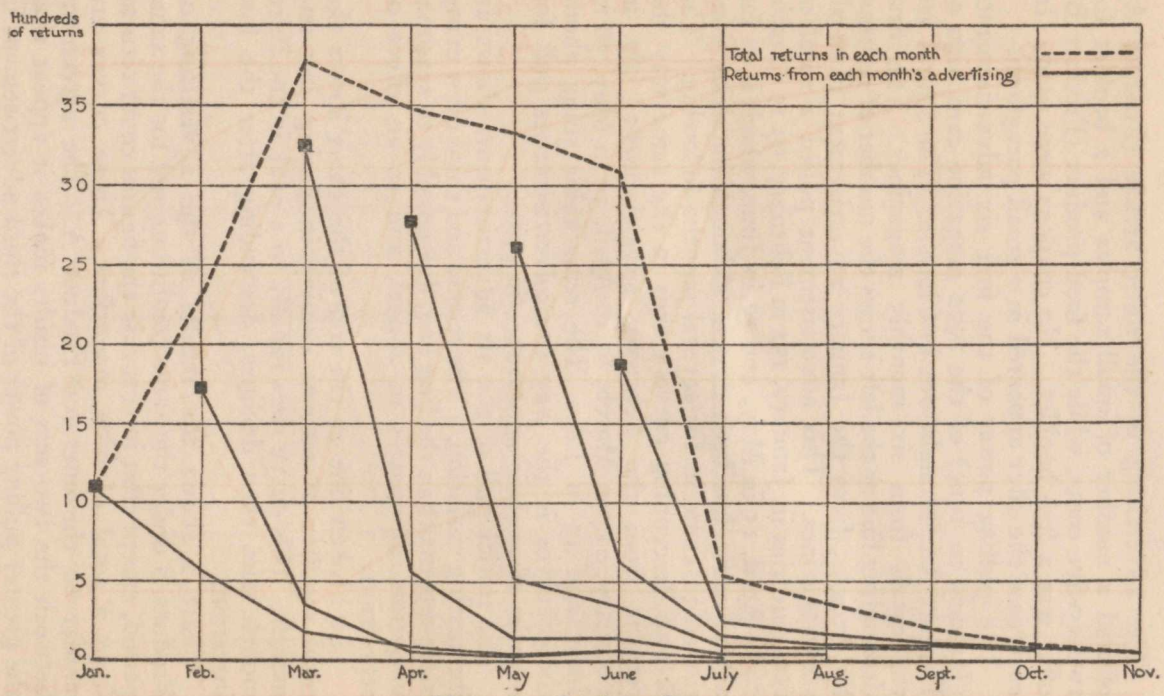

Chart 2. Product B.

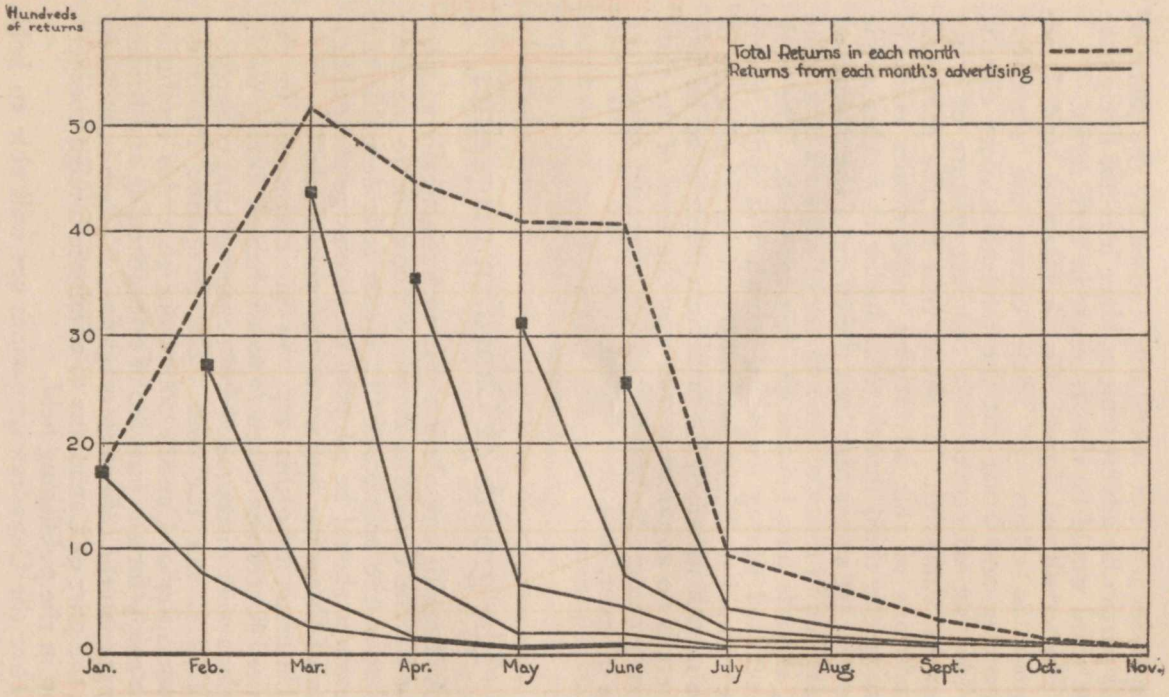

Chart 3. Products A and B.

the series was not necessarily caused by the merit of this particular advertisement, since it is not likely that the third would be the strongest in both series.

The combined figures for Products A and B are shown in Chart 3. These curves are somewhat smoother and bring out the tendencies more clearly.

This set of curves is a compact picture of a six months' campaign. It shows that for the particular conditions of this advertising more results come in during the third month than during any other single month. It shows also how the effect of the campaign, measured in terms of the number of requests that come in, extends long beyond the last insertion. The peak is reached during the third month and consequently the campaign should start two months in advance of the month in which its maximum effect is to be felt. There is no apparent reason why the level of the third month cannot be maintained by increased space, the use of color, or a new appeal.

The growth of Canadian magazines

LAST spring a resolution was enthusiastically adopted by the Canadian House of Commons to the effect "that in the opinion of this House it is desirable that measures should be adopted to encourage the publication of Canadian magazines and periodicals."

Unfortunately this act was misinterpreted in the United States and taken to mean that all foreign publications were discouraged from entering that country.

This is not the case. The Magazine Publishers Association of Canada points out that this resolution was solely for the purpose of strengthening and lending support to the Canadian magazines. There is no desire on the part of Canadians to eliminate foreign competition in the publishing field.

That the Canadian magazines are well able to hold

their own, is shown by the growth of these periodicals during the past few years. The combined circulation of the seven magazines of Canada today is just two and one-half times what it was in 1914, an increase won in spite of foreign competition "because their enterprise and high character appeal to things that are purely Canadian." Two purely Canadian magazines with circulations of over 90,000 enjoy the largest individual magazine circulations in Canada.

An analysis of the distribution of the circulation of the Canadian magazines will show that they have a much heavier percentage of their distribution in the cities than has the Canadian population. But it is noteworthy that while Canada stands second only to the United States in number of automobiles, 62 per cent. of them are owned in places which only magazines reach.

The 1921 census gives Canada a population of about eight and a half million people. With 2,500,000 French-speaking, this leaves 6,000,000 English-speaking families. The six leading English language magazines in Canada have a total circulation of approximately 325,000 copies per issue which means that they reach on the average better than one in every four of the English-speaking homes of the Dominion. It is significant here that Dominion Government returns show just under 300,000 people as having paid income taxes in Canada last year.

This population of Canada is not concentrated in large cities. There are a total of 18 cities in the Dominion with a population of more than 25,000 each. These 18 cities represent about 25 per cent. of the population of the Dominion. Another 20 per cent. is in towns and cities of from 1,000 to 25,000; and the remaining 55 per cent. is located in villages and rural communities and on farms. Essentially, Canada is a country of small communities.

The value of recipes in advertising

BY J. MARK HALE

Chicago Office

UNLESS you've tasted "Brownies" you can't quite appreciate how good they are. Thin strips of moist chocolate cake with nut meats in every bite. Almost like nut fudge, yet with a Nabisco crispness on the edges, and a sweetness that doesn't cloy. Have them at home some evening with ice cream.

* * * *

Is it polite to make comment on the food your hostess serves? Maybe not. Yet one saw no scowl on the husband's face when his wife asked the hostess how she made "those *delicious* cookies."

She said that the recipe came from a magazine advertisement—not one she herself had clipped, though that was admittedly one of her favorite indoor sports. A friend of hers had found it—and she in turn passed it on to *her* guest.

Because of this camaraderie in housekeeping, no check can be made of the turnover of recipes that appear in advertisements. Housewives are always on the lookout for tempting things to serve, and advertisers find the recipe an ideal way to present their products *in use*. On this fair exchange basis the value of the recipe can hardly be questioned.

But a simple recipe may be of vital importance to advertiser and consumer alike. Millions of pounds of prunes were prepared and scorned before the prune growers started to teach the public how to cook them.

This educational work isn't complete yet. One may still find prunes which aren't prepared according to recipe—and feel that the prune is a very poor fruit indeed. But the work on the housewife is being begun

and many other advertisers might well consider the use of recipes to prevent the abuse of their products.

Just how much a recipe increases the sale of its specific branded ingredient cannot be estimated. In seeking a perfect result, it is highly improbable that many women will risk the loss of the other ingredients by a substitution for the one. Most of them will use just what is called for.

And having that ingredient on the pantry shelf after its successful use in one dish, its use in their regular cook book recipes is safely assured.

But there is another value of recipes in advertising, particularly if they are illustrated by the completed dish. They add unusual interest to the printed page; they can help to make the reader's mouth water. This is a requisite of food advertising. It cannot be overdone.

Sometimes the best reason for using recipes is in the fact that women know exactly how to use the product for its primary purpose—and use it for that alone when it may be capable of many uses.

Millions of women know, for instance, how easy it is to make fine pancakes with Aunt Jemima Pancake Flour and water or milk. Not so many of them know that it makes delicious waffles and muffins, too—and almost as easily. Yet the recipes have been on the package for years! There they're "reading matter" which most women have no reason to refer to. In an advertisement they're *news*.

The "other use" recipe in an advertisement—sometimes a mere suggestion will do quite as well—may be a potent means of increasing the sale of a product.

Similar to this are the suggestions for variation of basic recipes—apple pancakes, for instance; Cream of Wheat served with raisins or dates; Premium Ham baked in cider. People frequently tire of "the same old thing"; they eat it *often* with some simple variation.

Recipes, of course, should be practical, planned with every possible precaution against their failure

in Mrs. Brown's kitchen. If Mrs. Brown fails with your product in one of your recipes she's going to blame you. And she probably won't forgive you the same day.

It isn't hard to get recipes from women who use your product though it may be difficult to get in touch with them. The present series of Libby's Milk advertisements in the Saturday Evening Post and scores of similar advertisements in newspapers in various parts of the country are based almost entirely upon recipes offered by good cooks who use Libby's Milk.

Not only do these recipes give weight to the Libby slogan, "The milk that good cooks use," but they undoubtedly hold greater interest for their readers because they actually come from housewives, from women who do cook for their families and want things particularly nice when John's folks come over for Sunday dinner.

Just as in the case of a coupon, it is well to put recipes near the edge of the advertisement instead of in the body matter. This makes it more convenient and lessens the inertia resistance for those who are inclined to clip your recipe and try your product.

Not all the more-than-a-million women who are married in this country each year are expert cooks. Most of them are looking for suggestions; make it as easy as you can for them to take yours.

The value of recipes in advertising may further be tested by the preparation of a bang-up recipe booklet, one that bristles with news about good things to eat and how to make them without too much work or expense. If this booklet is featured in a few of the national women's publications with tempting illustrations but without a sample recipe and it is offered to the housewife for a nickel or a dime, the number of replies will obviously be an index of its appeal.

One of the largest food packing houses did this once and received 20,176 requests for their new recipe book — and 20,176 nickels!

J. WALTER THOMPSON COMPANY

Advertising

244 MADISON AVENUE
NEW YORK

CHICAGO
LYTTON BUILDING

BOSTON
80 BOYLSTON STREET

CINCINNATI
FIRST NATIONAL BANK BUILDING

CLEVELAND
HANNA BUILDING

SAN FRANCISCO
KOHL BUILDING

LONDON
BUSH HOUSE