

PART I

THE PHILOSOPHY OF ADVERTISING

<i>Chapter</i>		<i>Page</i>
I. The Evolution of Advertising		3
	THE SCOPE AND FUNCTIONS OF ADVERTISING	3
	SPECIALIZED CRAFTSMEN REQUIRE IDENTIFICATION	5
	COMPETITION NECESSITATES SIGNS	6
	TRADE-MARKS FOR PUBLIC PROTECTION	8
	LIVERIES AND PAGEANTS	9
	WRITTEN SQUIS	10
	PRINTED BROADSIDES, POSTERS, AND HANDBILLS	11
	PRINTED PAMPHLETS	13
	ADVERTISING BY THE VIRGINIA COMPANY	17
	SLOW GROWTH OF SEVENTEENTH CENTURY ADVERTISING	17
	BEGINNINGS OF PERIODICAL ADVERTISING	19
II. The Partnership of Advertising with Journalism		22
	THE DEPENDENCE OF MODERN PERIODICALS ON ADVERTISING	22
	EARLY ADVERTISING PERIODICALS	23
	DEVELOPMENT OF HANDBILLS AND POSTERS	25
	THE BIRTH OF TESTIMONIAL ADVERTISING	26
	PATENT MEDICINE ADVERTISING	26
	ADVERTISING IN OFFICIAL NEWSPAPERS	27
	JOHN HOUGHTON'S COLLECTIONS	29
	STEELE, ADDISON, SWIFT, AND DEFOE	30
	THE STAMP TAXES ON ADVERTISING	31
	MATRIMONIAL ADVERTISEMENTS	33
	CHARACTERISTIC EVILS OF ADVERTISING	34
	EARLY ADVERTISING IN THE UNITED STATES	36
	PUFFERY AND PROPAGANDA	38
	ADVERTISERS' INFLUENCE ON NEWSPAPERS	40
	ADVERTISING AND PUBLIC RELATIONS	41
III. The Rise of National Advertising		43
	THE AGE OF MACHINE PRODUCTION	43
	USE OF MANUFACTURER'S SALESMEN	45
	FORERUNNERS OF NATIONAL ADVERTISING	46
	ENGLISH AND AMERICAN PERIODICALS IN 1850	46
	THE EARLY ADVERTISING AGENCY	49
	SLOGANS AND JINGLES	50
	PICTORIAL ART ENTERS	52

<i>Chapter</i>	<i>Page</i>
MAIL-ORDER ADVERTISING	53
COMPETITIVE ADVERTISING	53
COMPETITION BETWEEN MANUFACTURERS AND MIDDLE- MEN	57
COMPETITION OF ADVERTISEMENTS THEMSELVES	58
IMPROVEMENTS IN ADVERTISING PRACTICE	60
CHANGES IN PERIODICAL MEDIA	61
EFFECTS ON MANUFACTURERS' POLICIES	64
IV. The Social Values of Advertising	66
THE COST OF ADVERTISING	66
MARKET INFORMATION IN ADVERTISING	69
THE PLACE OF MARKETING IN PRODUCTION	70
ADDS INFORMATION UTILITY	71
INCIDENCE OF ADVERTISING COST	73
ALTERNATIVE METHODS OF EDUCATION	74
SERVICE TO THE PUBLIC AS CONSUMERS	75
SERVICES TO THE MANY-SIDED PUBLIC	78
ADVERTISING FOR THE PUBLIC WELFARE	79
FAULTS OF ADVERTISING AS EDUCATION	82
EMOTIONALISM IN ADVERTISING	83
COMPETITIVE ATTACKS	84
EXTRAVAGANCE AND REPETITIOUSNESS	84
OTHER SERVICES TO THE CONSUMER	86
IMPROVEMENT OF STANDARDS OF LIVING	88
LIMITATIONS OF POWER OF ADVERTISING	90
RETAIL, INDUSTRIAL, AND DIRECT MAIL ADVERTISING	90
BORDERLINE ITEMS OF ADVERTISING EXPENDITURE	91
ADVERTISING AS SOCIAL NECESSITY	93
V. The Advertiser's Policies and Plans	96
HOW ADVERTISING JUSTIFIES ITS COST	96
PROFITS IN DIRECT SALES	97
OTHER SOURCES OF PROFIT	97
ECONOMICS OF PRODUCTION	98
ECONOMIES IN DISTRIBUTION	100
MAIL-ORDER ADVERTISING	100
SECURING "LEADS"	103
PAVING THE WAY FOR THE SALESMAN	105
MARKETING THROUGH RETAILERS	109
FUNCTIONS OF ADVERTISING FOR RETAILED COMMODITIES	109
SECURING NEW DISTRIBUTORS	111
INTENSIFYING THE DEMAND	111
SECURING INDEPENDENCE OF MIDDLEMEN	116
CONTROL OF PRICE AND STANDARDS	117
REDUCING SALES RESISTANCE	122
PROMOTING INTERNAL MORALE	123
COMPLEXITY OF ADVERTISING FUNCTIONS	123

<i>Chapter</i>	<i>Page</i>
MAIL-ORDER ADVERTISING	53
COMPETITIVE ADVERTISING	53
COMPETITION BETWEEN MANUFACTURERS AND MIDDLE- MEN	57
COMPETITION OF ADVERTISEMENTS THEMSELVES	58
IMPROVEMENTS IN ADVERTISING PRACTICE	60
CHANGES IN PERIODICAL MEDIA	61
EFFECTS ON MANUFACTURERS' POLICIES	64
IV. The Social Values of Advertising	66
THE COST OF ADVERTISING	66
MARKET INFORMATION IN ADVERTISING	69
THE PLACE OF MARKETING IN PRODUCTION	70
ADDS INFORMATION UTILITY	71
INCIDENCE OF ADVERTISING COST	73
ALTERNATIVE METHODS OF EDUCATION	74
SERVICE TO THE PUBLIC AS CONSUMERS	75
SERVICES TO THE MANY-SIDED PUBLIC	78
ADVERTISING FOR THE PUBLIC WELFARE	79
FAULTS OF ADVERTISING AS EDUCATION	82
EMOTIONALISM IN ADVERTISING	83
COMPETITIVE ATTACKS	84
EXTRAVAGANCE AND REPETITIOUSNESS	84
OTHER SERVICES TO THE CONSUMER	86
IMPROVEMENT OF STANDARDS OF LIVING	88
LIMITATIONS OF POWER OF ADVERTISING	90
RETAIL, INDUSTRIAL, AND DIRECT MAIL ADVERTISING	90
BORDERLINE ITEMS OF ADVERTISING EXPENDITURE	91
ADVERTISING AS SOCIAL NECESSITY	93
V. The Advertiser's Policies and Plans	96
HOW ADVERTISING JUSTIFIES ITS COST	96
PROFITS IN DIRECT SALES	97
OTHER SOURCES OF PROFIT	97
ECONOMICS OF PRODUCTION	98
ECONOMIES IN DISTRIBUTION	100
MAIL-ORDER ADVERTISING	100
SECURING "LEADS"	103
PAVING THE WAY FOR THE SALESMAN	105
MARKETING THROUGH RETAILERS	109
FUNCTIONS OF ADVERTISING FOR RETAILED COMMODITIES	109
SECURING NEW DISTRIBUTORS	111
INTENSIFYING THE DEMAND	111
SECURING INDEPENDENCE OF MIDDLEMEN	116
CONTROL OF PRICE AND STANDARDS	117
REDUCING SALES RESISTANCE	122
PROMOTING INTERNAL MORALE	123
COMPLEXITY OF ADVERTISING FUNCTIONS	123

<i>Chapter</i>	<i>Page</i>
THE INGREDIENTS OF AN ADVERTISEMENT	269
METHODS OF BUILDING ADVERTISEMENTS	270
VISUALIZATION AND LAYOUT	272
STEPS IN PLANNING THE ADVERTISEMENT	274
FUNCTION AND APPEAL	276
FINDING THE KEYNOTE IDEA	276
THE NEED OF CONCENTRATION	278
SOURCES OF KEYNOTE IDEAS	281
COMBINATIONS OF TALKING-POINTS	283
SLOGANS	285
XIV. The Substance of Advertising Copy	290
CHOICE OF COPY SLANTS	290
KINDS OF MATERIAL	293
RELATIVE VALUES OF MATERIAL	293
GATHERING MATERIAL	295
ARRANGEMENT OF MATERIAL	298
PREDICAMENT COPY	298
INDUCTIVE AND DEDUCTIVE ORDER	301
NARRATIVE AND NEWS ORDER	302
DESCRIPTIVE ORDER	305
PROPORTION	307
DEADLY PARALLEL COPY	307
THE CONCLUSION OF THE COPY	308
USEFUL COPY SLANTS	310
XV. The Style of Advertising Copy	314
THE MEANING OF STYLE	314
QUALITIES OF NORMAL STYLE	314
SUITING STYLE TO SUBJECT	318
ADAPTING STYLE TO AUDIENCE AND OCCASION	320
DICTION	325
SEVEN TESTS OF DICTION	325
COINED WORDS	329
SENTENCES	331
TECHNIQUE OF HEADLINES AND SLOGANS	333
PARAGRAPHS	338
XVI. Typography	340
CHOICE OF TYPE-FACES	340
THE FOUR SCHOOLS OF TYPE	341
USEFUL TYPE FAMILIES	343
BASIS OF PREFERENCE	344
FADS AND FASHIONS IN TYPOGRAPHY	346
TYPOGRAPHY FOR ATMOSPHERE	346
TYPE MEASUREMENT	347
TYPE SIZE FOR LEGIBILITY	348
TYPE VARIETY AND EMPHASIS	351
BASIC PRINCIPLES OF TYPOGRAPHY	354

<i>Chapter</i>	<i>Page</i>
POSITIVE AND NEGATIVE APPEALS	198
NEGATIVE APPEALS BUILD LESS GOOD-WILL	200
SHORT-CIRCUIT AND LONG-CIRCUIT APPEALS	200
THE RATIONALIZATION APPEAL	203
CHOICE OF APPEAL	208
X. Incentives to Attention	211
THE PROBLEM OF GETTING ATTENTION	211
ATTENTION-VALUE OF SIZE	212
OTHER VALUES OF SIZE	215
ATTENTION-VALUE OF POSITION	216
INTENSITY	217
MOVEMENT	218
ISOLATION	220
CONTRAST, NOVELTY, AND DISTINCTIVENESS	222
INTEREST INCENTIVES	224
XI. Incentives to Interest	226
WHY PEOPLE READ ADVERTISEMENTS	226
SUBJECT AND AUTHOR INTEREST	226
SUBJECT INTEREST IN ADVERTISEMENTS	227
AUTHOR INTEREST IN ADVERTISEMENTS	228
THE CONSUMER'S SELF-INTEREST	230
THE STREAM OF THOUGHT	233
POINTS OF CONTACT	234
THE MOOD OF THE READER	237
THE LAW OF RELEVANT ATTENTION	240
EFFECTIVE HEADLINES	241
XII. Establishing Associations	244
THE NATURE OF ASSOCIATIONS	244
ASSOCIATION OF NEED AND COMMODITY	244
ASSOCIATION OF COMMODITY AND BRAND	247
ASSOCIATION OF BRAND AND QUALITY	248
THE LAWS OF SEQUENCES	249
THE LAW OF FEELING TONE	251
UNPLEASANT ASSOCIATIONS	252
FIXING THE ASSOCIATIONS	253
TRADE-MARKS AND BRAND NAMES	256
MAKING ASSOCIATIONS DYNAMIC	257
OFFERING INDUCEMENTS	259
MAKING ACTION EASY	259
THE LIMITATIONS OF SCIENTIFIC TESTS	260
PART III	
THE ART OF ADVERTISING	
XIII. Building the Advertisement	267
THE CREATIVE INSTINCT	267

<i>Chapter</i>		<i>Page</i>
XVII.	Illustrations and Color	356
	FUNCTIONS OF ILLUSTRATION AND COLOR	356
	NATURALISTIC AND DECORATIVE ART	358
	PHOTOGRAPHS	360
	DRAWINGS AND PAINTINGS	362
	QUALITIES OF COLOR	363
	LAWS OF COLOR	364
	HARMONY, ANALOGOUS AND COMPLEMENTARY	365
	ATMOSPHERE OF COLORS	366
	SOME PRACTICAL CONSIDERATIONS IN COLOR	368
	SALES VALUE OF COLOR	369
XVIII.	Layout and Visualization	371
	VISUALIZATION	371
	COMMON FORMS OF LAYOUT	373
	BALANCE	375
	MOVEMENT AND RHYTHM	376
	VARIATIONS OF EMPHASIS	377
	SPECIAL PROBLEMS IN LAYOUTS	379
	DIRECTIONS FOR PRODUCTION	381
	THE WORK OF THE ART DIRECTOR	384
XIX.	Advertising Production	386
	THE WORK OF THE PRODUCTION DEPARTMENT	386
	CHOICE OF PAPER	386
	LINE CUTS	388
	HALF-TONES	389
	COLOR PROCESS PLATES	391
	ELECTROTYPES AND MATS	392
	LETTERPRESS PRINTING	393
	INTAGLIO PRINTING	394
	LITHOGRAPHY	395
	OTHER PRINTING PROCESSES	396
	PROOFS AND PROOF-READING	396
PART IV		
THE STRATEGY OF ADVERTISING		
XX.	The Complete Advertising Plan	401
	CAMPAIGN STRATEGY	401
	KINDS OF CAMPAIGNS	402
	CAMPAIGNS FOR MANUFACTURERS' BRANDS	404
	PIONEERING AND COMPETITIVE CAMPAIGNS	405
	INSTITUTIONAL CAMPAIGNS	407
	RETAILERS' CAMPAIGNS	409
	JOBBERS' CAMPAIGNS	410
	DETERMINING THE APPROPRIATION	412
	DIVIDING THE APPROPRIATION	415

<i>Chapter</i>	<i>Page</i>
SELECTION OF MEDIA	417
THE ADVERTISING SCHEDULE	418
CO-ORDINATING SALES EFFORTS	420
XXI. Periodical Media	422
IMPORTANCE OF PERIODICAL ADVERTISING	422
NEWSPAPER ADVANTAGES AND DISADVANTAGES	423
RATES FOR NEWSPAPER ADVERTISING	424
MORNING, EVENING, AND SUNDAY NEWSPAPERS	428
MAGAZINES	429
BUYING MAGAZINE SPACE	432
OTHER FACTORS AFFECTING VALUE	433
BUSINESS PUBLICATIONS	436
FARM PUBLICATIONS	440
OTHER PERIODICALS	441
DIRECTORIES AND THEATRE PROGRAMS	442
XXII. Outdoor and Transportation Advertising	444
GENERAL CHARACTERISTICS	444
POSTERS	445
COST OF POSTER ADVERTISING	446
TECHNIQUE OF POSTER DESIGN	448
PAINTED SIGNS AND BULLETINS	448
ELECTRIC SIGNS	451
CAR CARDS	452
MISCELLANEOUS OUTDOOR ADVERTISING	453
XXIII. Radio and Television	455
CHARACTERISTICS OF THESE NEW MEDIA	455
RADIO COVERAGE	455
SUPPORT OF RADIO AND TELEVISION	456
QUALITY OF RADIO PROGRAMS	457
DEGREE OF FEDERAL CONTROL	458
DISTINCTIVE CHARACTERISTICS OF BROADCAST ADVERTISING	462
THE ORGANIZATION OF THE RADIO FIELD	462
FACTORS IN CHOICE OF STATIONS	464
SURVEYS OF PROGRAM POPULARITY	465
OTHER FACTORS IN PROGRAM CHOICE	466
TIME OF PROGRAM	468
COST OF BROADCASTING	468
CAMPAIGN POLICIES	471
PLANNING AND EXECUTING THE PROGRAM	471
CODE OF ETHICS FOR BROADCASTERS	472
THE GROWTH OF TELEVISION	474
HIGH COSTS OF TELEVISION PRODUCTION	475
TELEVISION COMMERCIALS	476

<i>Chapter</i>	<i>Page</i>
XXIV. Direct Advertising	478
GENERAL CHARACTERISTICS	478
MAILING LISTS	482
SALES LETTERS	483
CIRCULARS AND STUFFERS	484
CARDS, FOLDERS, AND BROADSIDES	485
BOOKLETS AND CATALOGUES	485
DIRECT ADVERTISING CAMPAIGNS	488
HOUSE ORGANS	494
GIFT NOVELTIES	495
SAMPLING AND DEMONSTRATIONS	496
XXV. Manufacturers' and Dealers' Merchandising	498
WHAT IS MERCHANDISING?	498
SALEABILITY OF PACKAGES AND CONTAINERS	499
PRICES AND PREMIUMS	501
EXTRA SERVICES	504
SALES AIDS AND STORE DISPLAY	505
WINDOW DISPLAY	508
SELF-SERVICE AND THE IMPULSE PURCHASE	510
MERCHANDISING THE ADVERTISING	511
CO-OPERATIVE LOCAL ADVERTISING	512
XXVI. Testing and Checking Results	517
KINDS OF ADVERTISING TESTS	517
ORDER-OF-MERIT TEST	518
PAIRED COMPARISONS	519
OBJECTIONS TO OPINION TESTS	520
SCORING FACTOR TESTS	520
RECOGNITION TESTS	521
CONFUSION CONTROL TESTS	523
LIMITATIONS OF RECOGNITION TESTS	526
OBSERVATION TESTS	528
TESTS OF RADIO PROGRAMS	529
INQUIRY TEST	529
USE OF TEST MEDIA	530
EXTRINSIC FACTORS AFFECTING RETURNS	531
HIDDEN OFFER TESTS	533
LIMITATIONS OF INQUIRY TESTS	534
SALES TESTS	535
ASSOCIATION TESTS	537
USE AND ABUSE OF TEST RESULTS	540
XXVII. The Future of Advertising	542
THE TREND IN RECENT YEARS	542
FORMS OF OBJECTIONABLE ADVERTISING	543
EVILS, PAST AND PRESENT	544
THE CONSUMER MOVEMENT	545

TABLE OF CONTENTS

xvii

<i>Chapter</i>		<i>Page</i>
	CORRECTION OF ADVERTISING ABUSES	546
	THE BETTER BUSINESS BUREAUS	547
	GOVERNMENT REGULATION OF ADVERTISING	549
	THE WHEELER-LEA ACT	550
	ADVERTISING AS A SOCIAL FORCE	551
	ANTI-CONSUMER ADVERTISING	554
	THE TREND IN ESTHETIC QUALITIES	557
	EDUCATION FOR ADVERTISING	559
	ADVERTISING AS A PROFESSION	560
	THE COMMISSION SYSTEM	562
	PUBLICITY AND PROPAGANDA	563
	ADVERTISING AS A MARKETING FORCE	564
	THE PUBLIC RESPONSIBILITY	564
Appendix		569
Glossary		581
Index		589