

# Judicious Advertising



**SEPTEMBER**



**ADVERTISING "FEMININE" PRODUCTS  
TO THE MENFOLK**

**THREE WAYS TO BOOST SALES VOLUME**

**\$75,000,000 FOR MOTOR CAR ADVERTISING  
IN 1924**

**WHEN LOGOTYPES HAVE PICTORIAL  
SELLING POSSIBILITIES**

**HOUSE ORGANS AS SALESMEN**

**NATIONAL ADVERTISING**

**THE**

*400 N. Michigan Ave. Chicago, Ill.*

**FORUM**

**LORD & THOMAS PUBLISHING HOUSE**

209

# “Advertising Costs per Sale”

Advertisers who check up on results remain in business and grow. Such advertisers don't buy mere areas of space, nor mere numbers of circulation. They buy advertising effectiveness as measured in returns upon their advertising expenditures.

With them advertising is an investment; they advertise in the mediums that most effectively reach the greatest number of financially competent consumers in any given community—and they judge effectiveness by results.

That is why The Chicago Daily News, year by year and by increasing margins, leads the Chicago daily newspaper field in the volume of display advertising printed. In the first seven months of 1924, for example, The Daily News printed 8,873,042 agate lines of display advertising—a gain of 199,136 lines over the same period of 1923—as against 6,766,953 lines—a gain of 65,515—published by its nearest competitor, a morning newspaper.

The 400,000 circulation of The Chicago Daily News—approximately 1,200,000 daily readers—is concentrated 94 per cent in Chicago and its nearby suburbs. Moreover, the circulation of The Daily News is a home circulation, and it enters into the daily life of the great majority of financially competent households of its community.

These are among the “reasons why” it is favored by experienced and successful advertisers.

## The Chicago Daily News

*First in Chicago*

# Judicious Advertising

Vol. xxii

SEPTEMBER

No. 9

## READ IN THIS ISSUE:

"Boo! It's Publicity".....Richard Bentley	11
Advertising "Feminine" Products to the Menfolks.....Ogden Bullock	15
It Tells the Story Itself.....Charles B. Roth	19
3 Ways to Boost Sales Volume..George B. Hendrick	24
House Organs as Salesmen.....E. H. Kittredge	28
Honored by King George.....Gilbert T. Hodges	29
Iowa Tells the World.....Harry T. Watts	33
When Bank Advertising Pays.....Nathan S. Jonas	38
The Relation of the Salesmen to Advertising.....R. S. Butler	42
The 2 Classes of Retailers.....	50
Human Interest in Still Life.....A. Rowden King	51
Putting Personality in the Copy.....J. L. Simpson	55
\$75,000,000 for Motor Car Advertising in 1924.....E. LeRoy Pelletier	62
When Logotypes Have Pictorial Selling Possibilities.....R. Gilbert Gardner	63
Five Reasons for Advertising in Dealer Journals.....M. P. Gould	66
Selling the Artistic Product on a Utility Basis.....H. S. McCauley	70
Successful Use of Direct Mail in Industrial Market.....Ezra W. Clark	72
Building a Country by Advertising...E. W. Beatty	76
They Won't Eat Breakfast Foods on the Boulevards.....Walter Seymour Maas	83
Let Us Consider the Farmer.....Victor F. Hayden	93
Effective Sales Promotion Work...Keith J. Evans	97
How to Solve Labor Problem in the Printing Industry.....	101
Personals and Publications.....	105
That Premature Advertising...Frederick C. Russell	106
New Appeal Adopted to Reach Women Buyers....	112

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Women with lazy, sluggish minds and bodies are poor advertising prospects.

Just as they drag drearily through their household duties, they look sleepily through the pages of magazines.

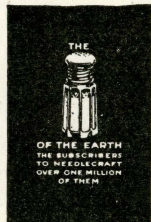
They may be "nice" and "sweet" and possess all the virtues, but they are duds—an unresponsive lot that reduces the value of an advertising dollar to that of a lead nickel.

We don't know how many lazy women subscribe to other magazines. *We do know there is no possibility of this type being even mildly interested in Needlecraft.*

Why should they? It contains no fiction, no entertainment of any kind. It is strictly a service magazine for *doers*—women of refined tastes who get joy and happiness from useful effort; who make things, with their own hands; things that require both mental and physical alertness.

There are no drones, no duds, no deadwood in Needlecraft's circulation of more than 1,000,000. It will bring the value of your advertising dollar up around the 100-cents mark where it belongs.

Robert B. Johnston  
Advertising Manager  
New York



Member A.B.C.

JAMES A. ROBERTSON  
Western Manager  
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