ADVERTISING METHODS IN KNOXVILLE,

by

S. L. LEWIS, JR.

T H E S I S

Written Under the Supervision

of

DR. T. W. GLOCKER.

Submitted in Partial Fulfillment

of

The Requirements for the

MASTER OF ARTS DEGREE.

o-0-0-o

May, 1920.

C O N T E N T S

1. Does Advertising Pay?
   (a) Views of Knoxville Advertisers.
   (b) Ways to determine results from Advertising.
   (c) How much to spend on Advertising.

2. The Advertising Medium.
   (a) Kinds of mediums used by (1) manufacturers,
   (2) wholesalers, and
   (3) retailers.
   (b) Kinds of mediums used in Knoxville.
   (c) Rates charged by various mediums.
   (d) Variation in the volume of business of the mediums
   (1) seasonal,
   (2) day of the week,
   (3) special Advertising editions.
   (e) Solicitation for business by the various mediums.

3. Preparation of copy.
   (a) Who writes the advertisements.
   (b) Writing the Advertisement.
   (1) Mechanical devices in writing Advertisements.
   (a) Position on the page.
   (b) Borders.
   (c) Margin and white space.
   (d) Type, size and family.
   (e) Headline.
   (f) Firm name.
   (g) Cut.
   (h) Spot.
   (2) The appeal.
   (a) Short circuit.
   (b) Long circuit.
   (1) Economy
   (2) Price
   (3) Quality
   (4) Service
   (c) Appeal varies according to
   (1) The article advertised.
   (2) Nature of the individual.
   (3) Position in the medium.

4. Conclusion.

o-o-0-0-0-o-o

36293

o-o-O-O-o-o

The material embodied in this Thesis has been secured through personal interviews with Knoxville newspaper representatives, Knoxville retail merchants and with such wholesalers and manufacturers as advertise in local mediums.

o-o-O-O-o-o

Is advertising paying in Knoxville?

Not all Knoxville advertisers have the same optimistic view as to the returns from use of advertising space; on the contrary, some local merchants frankly admit that they are forced to advertise because their competitors do, -- they advertise in a spirit of self-defense. Certain it is that this neutral if not negative attitude, will do much to break down the growth of creative advertising locally, and advertising will tend to become display or poster-style publicity.

Very few local merchants have taken the time or trouble to really determine if their space is producing results as it should. In fact, most local merchants emphatically assert that there is no way to determine results. Some firms admit that merchants conducting special sales are able to compare the increase in volume with the average volume, and so determine, in some measure, the results obtained. Some of the biggest advertising men in the city insist, on the other hand, that results can be determined, if the merchant will only give some time and thought to the matter. If a merchant employs a salesman who wastes the firm's time, he will soon discharge him. Yet he keeps his advertising space, often his best salesman, when he is confident it is unproductive or removes the advertisement through ignorance when it, in reality, is working well. The merchant who makes no effort to determine results is neither fair to himself, to his customers,

nor to the newspapers in which the advertisement appears.

There are four ways in which merchants can determine the results from their advertising.

One of the best methods is followed by those firms advertising special sales. A close account is kept of the volume of sales for several days preceding the sale. The advertisement is inserted in selected mediums and a careful record of the receipts for the day of the sale is kept. By comparing this record with the record for the total sales of the days preceding, fairly accurate information is gotten relative to the productivity of that advertisement.

A second method followed locally is to announce in the advertisement that all who visit the store and ask for a certain article will be given it free of charge. By keeping a record of the number of inquiries the firm can draw conclusions as to whether the advertisement is paying or not.

A third method often employed is to have the customer clip the advertisement from the paper and bring it to the store. The advertisement is allowed as a certain per cent. on the purchase price of the article.

A fourth method followed locally is to conduct a guessing contest through the newspapers. The merchant offers a cash prize to the readers of the paper who can either "find the missing word"in his advertisement or submit the best

verse about his product. The number of replies received and the popular enthusiasm indicate the effectiveness of this method in determining how many people are reading Knoxville advertising.

It has been the custom of Knoxville's most progressive advertisers to set aside at the beginning of the fiscal year a definite per cent. of the total receipts, for advertising purposes based on the total sales for the year previous. For example, we find that local clothiers appropriate about two per cent. of the total receipts for advertising; furniture firms three per cent.; automobile tire firms, two per cent.; automobile dealers four per cent.; and large department stores between four and five per cent.; depending upon the size of the store. Obviously this method of setting aside a definite amount to be spent for publicity is a good one and although the appropriation is frequently exceeded, the growing popularity of the plan gives every evidence of its effectiveness.

A prevailing misconception among advertisers is the idea that an increase in appropriation will in all cases be accompanied by an increase in volume of business. It must be remembered that business success is dependent upon a number of factors. From the advertising standpoint, judicious choice of medium, as well as generous appropriation must be considered, but often, when both of these are present, poor business conditions will break down their effectiveness. To illustrate: A local merchant appropriated three-fourths of

one per cent. of the total sales for advertising purposes. In that year the volume of business was very gratifying. Fired with the hope that by increasing his appropriation he might also increase his business, the merchant then appropriated three per cent. but, to his disappointment, business decreased far below that of the previous year. It is evident that some external factors were present, certainly the results obtained are hardly traceable to the appropriation.

On the whole, we may conclude that if advertising is not paying in Knoxville it must be due to injudicious choice of mediums, spasmodic use of space, or to faulty construction of the advertisement, each of which will be considered in the following pages. Certainly poor returns are not due entirely to restricted appropriation.

Advertisers in general may be classified according as their goods are distributed to national, regional or local markets. Manufacturers producing goods for national distribution use largely the so-called "national" mediums, such as magazines and trade journals with a national circulation. There is, however, another group of mediums used by manufacturers, namely: bill boards and street car advertisements. These mediums, although they appeal to a particular community are distributed by a national agency and are used by manufacturers in their national advertising campaigns. Since the purely local mediums, such as newspapers, regional trade

journals, and university publications, are restricted to a small area, manufacturers rarely use space in them. On those occasions when national manufacturers do use space in local mediums the advertisement takes the form of a small-space publicity advertisement, i. e. a small advertisement which contains little but the firm name, or trade mark of the manufacturer. Such an advertisement is usually a gift to the newspaper, and is rarely based upon productivity. There is, however, a slight amount of good-will received by the advertiser from such a policy, and this is, perhaps, the only justification for the use of space in newspapers by manufacturers.

Knoxville manufacturers producing for national distribution are users of national trade journals, and, to a slight extent, of national magazines. For a number of years Knox Knit Hosiery has been advertised in national magazines in an effort to create a demand for the product among consumers. Since the product appeals primarily to an individual taste, the use of national magazines is a wise policy; but for most of the other Knoxville manufacturers who sell direct to the jobbers or to other manufacturers, national trade journals are the best mediums. These firms rarely use the local mediums, such as newspapers and university publications and are but slight users of street car and bill board space.

Knoxville wholesalers and jobbers generally confine their use of space to the various trade journals and county papers, - the mediums that are most widely read in the territory they supply. While an occasional issue of the daily papers contains an advertisement of a wholesale firm, such a firm does not rely very much on the effectiveness of the spzce used, but uses it for "educational" publicity.

Since our study is primarily a local one, the discussion from now on will be confined to the advertising problems of the Knoxville retailers and of those manufacturers who produce goods for regional distribution.

For the purposes of this discussion, mediums can be classified into, First, publications, Second, bill-boards and street car advertisements. There are two kinds of publications, -- commercial, and non-commercial. Since the newspapers are the most prominent commercial mediums, they will be considered first.

Knoxville supports two daily newspapers, an evening and a morning paper. The Journal and Tribune, the morning paper, has a daily circulation of some twenty thousand copies, a large number of which reach the various small towns adjacent to Knoxville. While the Journal is somewhat handicapped by the current prejudice in favor of the evening paper over the morning paper as an advertising medium, it has, nevertheless, a splendid rural circulation, and a first-class advertising

policy, which tend to put the paper on a very high plane in many respects.

The Knoxville Sentinel, the evening paper, is also owned and published locally. This paper has a slightly larger local circulation than the Journal, but a slightly smaller rural circulation. By virtue of its increased local circulation and the added fact that it is an evening paper, the Sentinel carries at present, the preponderance of the local advertising. Considerable discussion has arisen as to which of the two papers is the better advertising medium. The problem of selecting either the morning or the evening paper has always been a perplexing question, but it is safe to say from information locally obtained, that the selection of one or the other should depend upon the article advertised. For firms advertising such articles as men's wear and sporting goods, the evening paper is, perhaps, superior, since it is read at leisure by men. On the other hand, firms advertising women's wear and household goods tend to use the morning paper, since it is in the home throughout the day, and is more likely to be read by women than the evening paper. It is, however, empirical to assume that this fact alone accounts for the preponderance of space placed in the evening paper. Favorable rates, extent of local circulation, and favorable time of issue, may all be regarded as noteworthy factors in determining the use or non-use of a medium.

The Appalachian Trade Journal is a monthly publication which serves as the official organ of the Appalachian Coal Dealers' Association, the Knoxville Automobile Club, and of various Lumber Associations in the Appalachian District. Although the circulation of the Trade Journal is rather small, it may be said that from the standpoint of quality of circulation, this paper stands out above all other local mediums. Because of its connection with the Coal Dealers, it becomes a good medium for advertisements of mining machinery firms; its Automobile Club subscription list brings the paper much automobile accessory copy, and in its capacity as official organ of the Lumber Associations, it is a good medium for all manufactured goods that are capable of being used by lumber companies and their employees. On the subscription list of the Trade Journal there are eighty-three men who collectively purchase fifty million dollars' worth of goods annually for their commissary stores in the Appalachian region. Truly we may conclude that the Appalachian Trade Journal is a medium admirably adapted for the advertising of those firms who are in a position to supply the Appalachian territory.

Non-commercial mediums may be briefly defined as those mediums which contain advertisements placed by the merchants in an effort to retain the good-will of the customers already

secured, rather than in an effort to attract new business. The best examples of non-commercial mediums are university and high school publications, in which the merchant agrees to buy space, rather than risk the possible hostility of the students and their friends.

The "Orange and "hite", and "University of Tennessee Magazine", the "Tennessee Farmer", and the "Volunteer" are publications of the students of the University, each carrying a certain amount of advertising matter. Judging from the standpoint of frequency of issue, and effectiveness of presentation, the "Orange and White", the weekly paper, is perhaps the best University medium.

For those merchants who cater to student trade, space in the various student publications is probably worth its cost, even if the advertisement is merely a reminder, and does not try to educate the reader. Clothiers, druggists, proprietors of barber shops, florists and theater managers are perhaps the largest users of space in university mediums, and it is generally conceded that for these firms at least space used in the above named publications has many advantages, and should be worth its cost.

The "Tennessee Farmer" is a monthly farm journal published by the Agricultural Club of the University. It has at present the largest circulation of the local University

mediums, the most of its subscribers living in the agricultural districts of the State. Due to its preferred circulation, it is a good medium for manufacturers of farm machinery, fertilizer, feeds, et cetera. It is, from many standpoints, the best medium published by the University students.

In addition to the various University publications, Knoxville also supports the "Knoxville High School Voice", and the Central High School "Sequoia", respectively the monthly and annual publications of those schools. It is rather doubtful if these High School publications can be considered as first-class advertising mediums. It is at least true that the merchants themselves do not consider space in these publications, and, for that matter, in some university publications, good investments, but rather, good-will offerings in appreciation for business received.

The purpose of the street car advertisements is to remind, and not to educate. Since the space allotted is so small, the appeal must be presented quickly and forcibly in such a way as to provoke an immediate response. It may be observed that the value of the street car advertisement is appreciated by many firms, and such advertisements are used to advertise nearly every known article. The best use of street car advertisements is in the advertising of small, cheap articles which can be qyickly purchased. The best

examples of this are seen in the advertisements of Spearmint Gum, Life-Savers (mints), and Tuxedo Tobacco. On the other hand, there seems to be little justification for a street car advertisement of an undertaking parlor. The services of such a firm are rarely required, and it is doubtful if the returns from the advertisements are sufficient to justify expense.

The chief objection to bill-board advertising is, First, the heavy expense entailed. Bill-boards are only effective if they are erected in some prominent place. Rentals for such places are usually high with the result that with the added cost of lithographing the poster on the board becomes a considerable item of expense. Another objection to bill-board advertising lies in the fact that it appeals indiscriminately to all passers-by, and not especially to the class most likely to purchase. In this respect bill-boards resemble newspapers, but the newspapers have the advantage of the news element to draw the attention of the reader; the proximity of the advertisement to the news matter will often be the means of attracting the attention to the advertisement.

So much for our description of local mediums. The next point for consideration in the selection of the medium is the subject of rates charged.

Many merchants, when forced to reduce expenses have fallen in the habit of either reducing the advertising appro-

priation, or placing their advertising in the medium which offers the lowest rates, regardless of the qualifications of that medium. It would be quite natural for a merchant to be rather suspicious of a man who applied for a position at a figure much under the average wage for such a position, yet that same merchant will willingly place his advertising in the medium that has the lowest rates, feeling sure that he has beaten the advertising man at his own game. An advertisement may be the biggest and best salesman a firm possesses, and money should be no consideration as long as the advertisement is producing results commensurates with the amount of money expended. The criterion of good advertising should not be low first cost, but rather productivity.

Until a few years ago, newspapers were in the habit of charging a flat rate for space in their columns. As can be seen, such an arrangement proved very expensive to users of large space, and the papers began to suffer from the decrease in volume of space purchased. Consequently a sliding scale system has been instituted which reduces the rates, with the increase in the amount of space and in the number of insertions. There are two kinds of contracts for newspaper space. First, contracts where the space is to be used at will by the merchant throughout the year, and, Second, contracts for the use of a minimum amount of space at regular intervals. The paper finds it advantageous to have a

minimum space contract, since such a plan obviates the possibility of the paper being overloaded at certain seasons, and empty at others.

The contracts mentioned above are used only by the local newspapers. The Appalachian Trade Journal has a flat rate to all users of space in the absence of contract. When the contract is for over six months, there is a reduction of five cents per inch granted. All such "display" or "open-space" advertisements, both in the Trade Journal and the daily newspapers sell by the inch, as contracting with the "line" rate of the classified or want advertisements.

Classified advertisements may be divided into two groups: First, want advertisements, and, Second, display advertisements on the want advertisement page. "Lost and Found" notices, "Help Wanted" and "For Sale" items are good examples of simple want advertisements. These advertisements sell by the line with the rates varying according to the number of insertions. An increased charge is made by the line for non-payment within five days.

Display advertisements on the want advertisement page are generally advertisements of buildings and farms, used cars, and "for sale" notices in large type. These display advertisements are sold by the inch, as contracted with the line rate of the want advertisement. Rates for display

advertisements on the want advertisement page are somewhat higher than rates for display advertisements appearing elsewhere in the paper, due to the fact that such display advertisements are generally small in number, and have to make up the deficit incurred by the cheaper want advertisements.

Rates for foreign or national advertising in newspapers differ in many respects from the rates for local advertising. One difference lies in the fact that whereas local advertising is sold by the inch, foreign advertising is sold by what is known as the "agate" line, the agate line running fourteen lines to the inch, as contrasted with the ten lines per inch of the ordinary seven point reading type. There is also a sliding scale in foreign advertising, the rates decreasing with an increase in the number of lines used. It is significant that the lowest rate for national or foreign advertising is still somewhat higher than the lowest rate for local advertising.

While the Appalachian Trade Journal carries no advertising page, it has, however, a form of display advertisement known as the "open-reading" advertisement. This advertisement is sold by the line, and is placed in heavy black type at the foot of a column of reading matter. There is a sliding scale rate system used for these advertisements also, but open-reading advertisements are run at will by the paper until the number of lines contracted for is exhausted. The

Appalachian Trade Journal does "run" an occasional want advertisement, but these advertisements are inserted at random, as contrasted with the classified page of the newspapers and sell by the inch, as contrasted with the line rate of the dailies.

So much for rates. The volume of advertising business done by local advertising mediums is dependent upon three things. The first factor regulating the volume of business is the season of the year.

Advertising in Knoxville is, to some extent, seasonal. For example, local clothing firms find that their biggest usage of space comes in the fall, in the spring, and at Christmas time. Jewelry firms have their biggest seasons at Christmas and in the spring; automobile dealers are largest users of newspaper space in the spring and in the early summer, while furniture retailers do a steady amount of advertising during the year.

Obviously, with the demand for space varying with different seasons of the year, the newspapers would be under a great disadvantage were it not for two levelling factors. In the first place, we find that whereas the amount of space used by clothing firms is slight in the summer months, the amount used by ice companies and druggists is increased; the variation in the total amount of space is very slight.

The second levelling factor lies in the existence of the

minimum space contract. While this form of contract will be described in some detail later, it may be briefly stated that a minimum space contract imposes on the advertiser the obligation to use so much space daily for a certain length of time. This, to some extent, obviates the possibility of the paper being empty at certain seasons and overloaded at others.

A second factor regulating the volume of advertising business is the day of the week. Considerable discussion has always arisen concerning the best day of the week on which to advertise. It may be said that it depends, first, upon the article advertised, and, second, the group of customers appealed to. To reach those living out of town, the advertising of a Saturday special sale in the papers of Thursday, is customary, although the distance from the city is an important factor in determining the paoper day for the advertisement to appear. Market Square firms do their biggest volume of business on Saturday, due to the fact that their customers are largely from the rural districts, and congregate near the market. The Gay Street firms, on the other hand, are largely dependent upon residents of the city for their trade, and hence are little affected by any particular day of the week. For example, the Spence Shoe Company has found that Friday is their biggest day. The advertising manager of this store has also noted that men buy

shoes when needed, while women buy on pretty days, and explains the difference by saying that men buy for utility, women for show. No definite rules have been formulated, however, which can be used as a guide in determining the best day on which to advertise.

A third factor which determines the volume of business to be done is the special edition. To increase the amount of advertising above that which is secured in the routine of business, the local newspapers have issued special advertising editions, some of them containing unique features. Both local papers, for example, publish an annual automobile edition of some twenty pages, filled from first to last with advertising of agents for various models of automobiles, of tire firms, and dealers in automobile accessories. Following this comes the fashion number, the Greater Knoxville edition, spring issue, the better homes edition, and many other special issues which undoubtedly bring revenue to the papers, but which, nevertheless tend to provoke the merchant who is constantly solicited for space, since he does not consider the advertising placed in such issues productive.

A series of very novel specialty advertisements were recently printed by one of the local papers. A motion picture actress of national fame appeared in person at one of the local theaters. On the day of her arrival, this paper appeared with a small section filled with advertisements of

local firms, each welcoming the actress to the city, and further announcing that she would do her spring shopping in their store, arriving there at such and such a time. The issue of the following morning, contained, in the news columns, the impressions of the distinguished guest concerning the store which she had visited. These impressions were written by the proprietors of the stores or by their advertising managers.

Certainly the plan was very novel and the specialty writer instituting it is to be congratulated for his originality, but there is a growing feeling among local advertisers that the "breaking point" in special editions has just about been reached. Spasmodic advertising has never brought, and never will bring, the best results to a firm; consistent and thoughtful use of space in strictly first-class mediums is, in the long run, the only wise policy to follow. When, finally, the appropriation for advertising is exhausted, the advertising manager has something to show for his efforts, something tangible to represent the money expended.

We will now consider the subject of advertising from the standpoint of solicitation.

Local salesmen of advertising have found that the small advertisers generally prefer to have the solicitor write their advertisements for them for the two-fold reason: First, because they know little of advertisement writing, and second, they repose special confidence in the abilities of the news-

paper men. Such a "blind faith" is, of course, flattering to the advertising men, but it is rather doubtful if the best results can be accomplished by these methods. It is difficult for the newspaper solicitor to absorb much of the "spirit of the firm" whose merchandise is to be advertised, since the quantity of such advertisements to be written is large, and the time allotted is usually short. However, this is not a necessary function of the solicitor.

Salesmen of advertising for local mediums solicit advertising in three ways: First, by personal solicitation; Second, by self-advertising; and Third, by personal and form letters. All local newspaper men agree that personal solicitation is the most effective method of securing advertising contracts. Personal and form letters are considered the next best, since they are the nearest approach to personal solicitation, and self-advertising is generally considered the least effective of the three. The Knoxville Sentinel is perhaps the strongest devotee of the self-advertising method. Such slogans as, "When you see it in the Sentinel, it's so", "Sentinel Want Ads Pay", etc., are striking examples of this paper's endeavor to establish a reputation for veracity and for the effectiveness of its space. The Journal and Tribune, on the other hand, does very little self-advertising, preferring, doubtless, to "let its work speak for itself."

The use of the mails in soliciting space is confined to attempts to scure display advertisements for the want advertisement page. If a sale is rumored or announced to be held at Bristol, Johnson City, or some near-by town, local papers write letters soliciting advertisements for their columns. In addition, local papers occasionally write to non-advertisers presenting statistics which prove the effectiveness of newspaper advertising.

Having thus classified our methods of solicitation, we shall next consider the arguments by which the colicitor persuades the merchant to buy space in his paper.

The solicitors for the Journal and Tribune, in persuading the merchants to buy their space, advance the arguments of extent of circulation and direct attention to the results obtained by other firms from advertising in their paper. The Journal and Tribune having a wide circulation outside of Knoxville, is a good medium for firms which are capable of supplying the out-lying sections. Due to the fact that the Journal is a morning paper, it is somewhat restricted in securing the advertising of some firms, particularly those firms handling men's wear, et cetera. No accurate data are kept as to the results of advertising, either by the paper, or by the merchants, but it is safe to assume that the Journal advertising pays, since the

amount of space sold has remained constant even at a slightly higher rate than that of the other local paper.

The main arguments advanced by the solicitors for the Sentinel are cheapness of rates, and extent of circulation. The local circulation of the Sentinel is considerably larger than that of the morning paper. "Nearly every one in Knoxville reads the Sentinel" is a well known advertising phrase. This paper also has a good rural circulation, which serves to establish it as a good medium for Knoxville firms. It is generally understood that the Sentinel rates are somewhat lower than those of the Journal and Tribune, and this contention is supported by the fact that the Sentinel carries the preponderance of the local advertising matter.

One argument used by both papers is the cheapness of presenting one's message to the public. Space in a newspaper provides the means of carrying the firm's message into thousands of homes daily at a cost much lower than the cost of personal solicitation.

The Appalachian Trade Journal's chief selling argument is based on the superior quality of its circulation. This argument is assuredly effective. As previously stated, eighty-three subscribers to the Trade Journal have an annual purchase privilege of fifty million dollars. This fact alone tends to make the Appalachian Trade Journal very desirable as a medium, praticularly to those firms who are able to supply

the Appalachian territory. The fact that this paper at a slightly higher rate has been able to compete successfully with the newspapers is conclusive that the medium is well thought of among the local advertisers.

Newspapers can refuse at their option to accept an advertisement to be run in their columns. In addition, federal and state laws have forbidden the acceptance of liquor and cigarette advertisements, although cigarette manufacturers are users of bill-boards in this city to a large extent. Further, many reputable papers will refuse to accept or solicit advertisements which, in their judgment are swindles, a policy which may result in a slight loss in business, but places the paper on a very high plane, nevertheless. Since the close of the war, newspapers have been flooded with oil stock advertisements, flooded with so many, in fact, that many papers, including the Journal and Tribune, have refused to accept or solicit them longer. This refusal is not made in a spirit of antagonism to the oil men, but since it is difficult to differentiate between the good and bad stock, local papers have generally excluded all. It is understood that there is a bill before Congress which provides that all newspapers, magazines and other publications containing advertisements of promotion schemes which prove spurious are to be excluded from the mails. Such a law, if passed, would certainly do much toward putting advertising

men on their guard, and would undoubtedly mean that much objectionable copy now appearing, would disappear from circulation.

Classified advertising in local papers is sold on application, and in the case of display advertisements on the want advertisement page, by form letters. Want advertisements are at best an accommodation and newspapers have refrained from soliciting them because of the expense entailed and the spasmodic demand for such advertisements. In the case of display advertisements, the solicitor often goes to individuals who have used cars for sale, and solicits advertising from them. The higher rates received are sufficient to merit solicitation.

Foreign advertising is neither solicited nor placed locally, but comes direct from large syndicated advertising agencies. These agencies generally contract with the local papers for so much space, and specify the page, and position on the page, in which the advertisement is to appear. The solicitor after receiving the material for the advertisement goes to the local agency of the manufacturer, and after receiving its approval, proceeds to place the advertisement in the paper. The method of payment for the advertisement varies, but it is customary for the local agency to pay one-half of the cost, the remaining half being paid by the manufacturer.

So much for the subject of soliticing. We now come

to the preparation of the copy and we will first consider the subject of who prepares the advertisement.

Advertisements in Knoxville are written by four classes of writers. One of these is the merchant himself. Although the merchant has a better knowledge of the store's problems, then anyone else, he is usually ignorant of good advertising principles, and very often is not able to express his ideas as well as an experienced advertisement writer. Moreover, he has not the time to devote to advertising writing. For example, a certain manager for a local agency is forced to write one advertisement a day each day in the year, and to write concerning only one line of goods. Perhaps this problem seems simple, but it is apparent that he has little time to write a carefully prepared advertisement. Moreover, even if he takes only one hour a day, by the end of the year the time soncumed represents a considerable expense to the firm. Syndicated, or "ready made" advertising appears to be the solution of the problem. It is far more effective than the present inefficient method.

Another writer of advertisements in Knoxville is the advertising manager for the large wholesale or retail store. Quite often the advertising manager serves as both sales and merchandise manager, since the duties of both are frequently the same. The advertising manager has charge of all advertising for the firm. While preparation of copy for the news-

paper space is perhaps his chief work, he is also concerned with the preparation of signs for aisles and show cases, hand-bill campaigns in the city, large signs for special sales, and, in fact, all matter carrying the store's message to the public. Needless to say, an advertising manager is an important factor in the administration of a large retail store.

Quite obviously the system of having an expert connected with the firm who is capable of carrying on its publicity business is the best method of presenting the store's message to the public. Here we find a man who is well trained in advertising principles, capable of expressing his ideas forcefully, and equipped with a knowledge of the business. However, such a man deservedly commands a high salary, and the average merchant has not been able to employ an advertising manager.

Advertisements are written, in the third place, by the newspaper solicitors. Knoxville newspapers do not employ a special corps of advertisement writers, but the advertisements are written by the solicitors for space. This is as it should be; the solicitor by virtue of his inquiries when selling space acquaints himself with the store's problem, and is better equipped because of that knowledge to write the advertisement himself than to leave it to some third party at the office. One criticism of this method is that a news-

paper advertisement writer is inclined to fill space for "space's own sake", rather than to spend considerable time in the preparation of good copy. The time allotted for the preparation is generally short, and the number of advertisements to be written is generally large. Since, however, advertisements are written by newspaper men as an accommodation, and not under contract, the merchant who is not satisfied, has no one but himself to blame. He cannot justly blame the advertising man for poorly doing a gratuitous service.

Lastly, foreign advertising is not prepared locally, but is prepared by a national syndicate. In order to facilitate transportation and insure the permanence of the copy, syndicated advertising is sent to the newspapers in the form of a matrice, or "mat", as it is usually called. These "mats" are made of a composition-paper, firm enough to retain the impression of the type, yet flexible enough to prevent breakage. Their method of manufacture is, roughly, as follows: The advertisement is set up in the printing shop of the syndicate with the type form bent to the proper shape. The soft matrice is then pressed on the mold and allowed to harden sufficiently to retain the impression. The "mat" is then sent to the local paper, which places the metal over the matrice which, in turn, leaves its impression on the now hardened form. This new form is then put on the press and the advertisement is printed. Such a system greatly reduces

the expense of transportation, and represents a considerable saving in time and labor. Such copy going, as it does, to all parts of the country, is generally based on sound principles, and represents a study of the products, as well as an investigation of the method of conducting the campaign. Such advertisements of national manufacturers as appear in local papers are links in an extensive campaign. National advertising is the best expression of the advertising science.

Local agencies for nationally advertised goods generally pay one-half the cost of the advertisement, the remaining half being paid by the manufacturer. The advertisements appearing locally are placed in an effort to create a demand, and there is little effort made to emphasize the agency's connection with the product. It is therefore doubtful if the returns to the agency from the advertisement are commensurate with its cost. The returns are certainly indirect, and are rarely traceable to a specific advertisement.

Having finished our discussion of who writes the copy, we now come to the actual writing of the advertisement and we shall first consider the question of which is the best position on the page for the advertisement to occupy.

Considerable argument has always arisen from the psychological standpoint as to the best position on the page, for the advertisement to occupy. Authorities differ, and

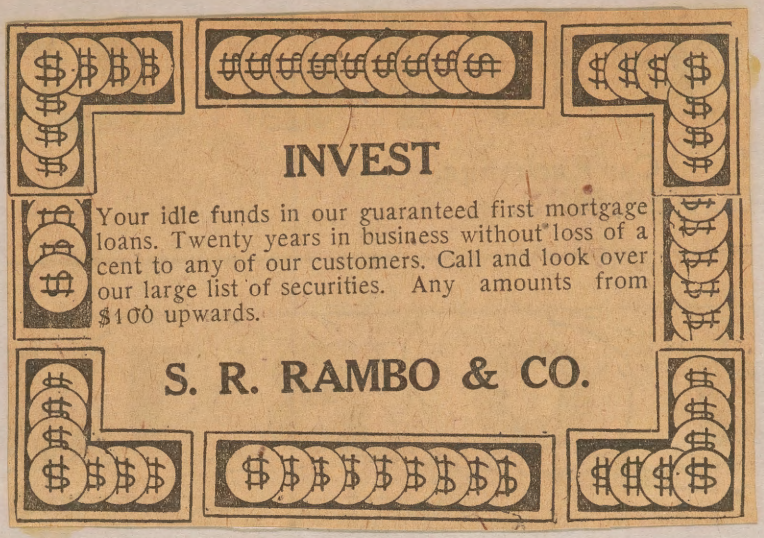
opinions are many, but it is generally believed by Knoxville advertisement writers that the uppoer right hand corner on the right hand page is the best position, since that is the first part of the page that catches the eye upon opening the paper. It must, however, be remembered that the position mentioned is only valuable, if the advertisement appears next to news matter; if there is another advertisement between it and the news matter, the corner advertisement loses much of its effectiveness.

The lower left hand corner of the right hand page is generally considered the poorest position, its only salvation lying in the hope that the reader will read into it at the foot of a news item. Such advertisements are only effective if they are "uncovered", -- that is, if there is no other advertisement appearing above them.

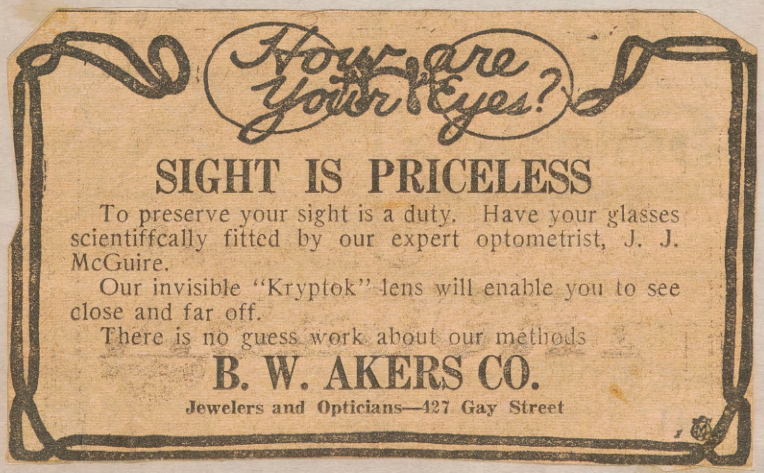
Much controversy has always taken place between merchants and newspaper men ober the sale of half-page advertisements. Many merchants request their half-page advertisement to be placed across the top half of the paper, feeling that the top half is the more advantageous position. This the local papers have consistently refused to do, since such an arrangement violates a fundamental method of advertisement building, known as "pyramiding"; that is, with large advertisements for the base, tapering to small advertisements at the top. It can easily be seen that such an arrangement is rather unfair to the man who buys large space at con-

siderable cost, since the purchaser of the cheap, small space advertisement, at the top, has the preferred position. Changes in policy will have to be made to overcome this objection, and in other cities changes in policy have been made. A large Cincinnati paper, for example, sells the top half of the page, and part of both sides of the lower half page. In the exact center of the lower half an important news item, one column wide is inserted. This, of course, satisfies the principal objection of the reading public, namely, that the paper is primarily a newspaper, not an advertising medium, and hence, there should be some news on every page.

Borders should in all cases correspond to the type and cut used; for instance, fancy borders should be used with fancy type, and plain borders should accompany the advertisement using ordinary reading type. Borders are used to give distinction, to make the advertisement stand out, and to separate it from other advertisements. A border is like a fence built around the advertisement to keep the eye from straying off into some other field. If, however, borders are used for all advertisements, a good method of securing contrast may be to use no border at all.

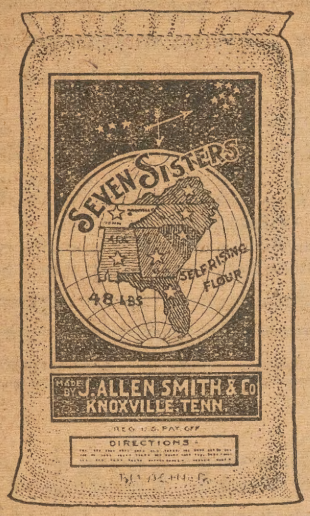


Freak borders used as attention-compellers. In the above the border is far too broad for the size of the advertisement, but the use of white space is not over done. In both advertisements the point to be emphasized is correctly expressed in the headlines.





The above is a good example of a small space bond advertisement. Note the light attractive border, radiating distinction and quality. Contrast with the opposite style of the flour advertisement.



Seven Sisters
Self Rising Flour

is the flour for grandmother because her memory is sometimes treacherous and she forgets the baking powders.

It is the flour for mother, because there are so many demands on her time, and so many hungry mouths to feed. Biscuits of this flour are quickly made and so satisfying.

It is the flour for the young housekeeper because it is so sure, failure with it is impossible.

It is the flour for everybody because it is economical, requiring neither butter milk, soda nor baking powders.

J. ALLEN SMITH & CO.

Excellent illustration of the use of heavy black face type in a flour advertisement.

Note the broad black border signifying firmness and solidity. While the illustration accompanying the advertisement has in it some fine lines, the black field of the cut is sufficiently in keeping with the remainder of the advertisement to do away with the possible objection of non-symmetrical composition.

The use of white space to a marked degree in an advertisement is known as, "an attention-compeller". Briefly, an attention-compeller is an ingenious device of wording or composition by which the writer directs attention to important points in his advertisement. The promiscious and constant use of such mechanical devices to secure attention can, however, become monotonous, and even repellant, to the reader.

The best attention-compeller found in an advertisement is known as the "spot", and such an advertisement is known as a "spotted ad". In such an advertisement there is some point, usually the most important one, which is inserted where it is not usual to place such a line. The attention is automatically caught and momentarily held. To correctly "spot" an advertisement requires considerable skill on the part of the writer of advertising.

B. L. JOHNSON & Co.



The
Quality
Of
Scout
And
Clovement
Gum

Is better than that of cheaper brands of gum, but the retail price is **Five Cents,** —the same as other brands.
Demand—the **best.**

KNOXVILLE, TENNESSEE

The above advertisement of the B. L. Johnson Company is a fairly good example of the use of white space, as well as a good example of symmetry in advertising composition. The advertisement shown would, perhaps, be more effective, if the fall in size of type were made more gradual.

Width of margins, fancy type, and numerous "spots" in advertisements, are all effective attention-compellers, but such devices are only valuable if they can hold the attention. As Hollingworth says in "Advertising and Selling":

> "We are attracted to the shrillest newsboy, the brightest lights, the largest advertisement, but our attention is not necessarily held there long enough for the impression to take the form of response."

If the sole purpose of the advertisement is to attract attention, it is not worth the paper it is printed on. Indiscriminate use of white space, and other attention-compellers are excellent methods of wasting the funds appropriated for advertising.

The foregoing discussion relates to display advertisements. The problem of how to catch and hold the attention does not concern us in classified advertising. Such advertisements appeal only to those who are interested in them. Clearness of statement is alone essential.

A glance at any Knoxville newspaper will show that the advertisements are set in many sizes and "families" of type. The only factor locally determining the use of type is the article advertised. Heavy black-faced type representing solidity, is most appropriate for advertisements of hardware, machinery, trucks, and other similar articles. Fancy, light-faced type, being more delicate, is often used to denote grace and refinement. Hence this type is most appropriate for ad-

vertisements of face powder, ladies, garments, and in some rare cases, for advertisements of delicate mechanisms, such as watches and automobiles. This rule as to the use of type, however, is not adhered to strictly, except in the case of advertisements of ladies' garments. Italics are used almost constantly in department store advertising, because of the clean-cut, yet delicate impression which they give.

An interesting experience is related by a local advertising man, Mr. Quinn, Advertising Manager of George's department store. Mr. Quinn performed a laboratory test on the employees of a department store with which he was formerly connected in order to determine just how the size of capitals affected their legibility. A line of 72 point capitals condensed was painted on a plain white card. The employees were then shown the letters, and requested to read them aloud. The results varied somewhat, but the variation was small enough to make it safe to conclude that capitals are much less legible on paper than lower case letters, since we are more accustomed to the latter group, due to our daily contact with them

There seem to be no definite rules to follow as to the use of several sizes of type in the same advertisement; certainly no fixed rule is followed locally. Many advertisements start with a large 12 or 24 point type headline, de-

crease to a 10 point italic, next to an 8 point reading type, and rise again to the 12 or 24 point firm name. The effect is decidedly tiresome to the eye, and the impression left is generally bad. As opposed to this system of indiscriminate jumbling of type in a single advertisement, we find several local firms endorsing the single family of type, with the size of the type the same throughout, or with only a slight variation. The King Mantel and Furniture Company, for example, has built up a local, as well as a national reputation, by consistently using the Packard tupe in all newspaper advertisements. The advertisements of the J. S. Hall Sons, and the Woods and Taylor firm, are excellent examples of the effectiveness of consistency in the make-up of the advertisement. Their effectiveness depends, however, upon their contrast with the other advertisements appearing in the paper.

Nearly all advertisement writers consider the headline as the most important part of the advertisement. The effectiveness of the headline determines whether the advertisement will be read or not. While authorities recommend various methods, the local custom of placing first the point to be emphasized is very sound, and in conformity with good psychological principles.

The firm name should come last, if we are to believe the majority of local advertisement writers. A reason assigned for this is that we tend to read from top to bottom, and after read-

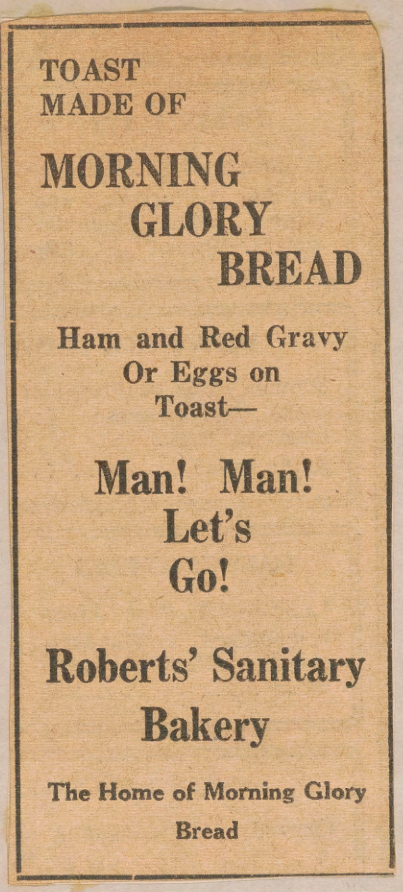
ing the description of the goods, we are told where we can buy the article described. But must we read the entire advertisement in order to learn where we can purchase one of the articles mentioned? As if in answer to this objection, many local firms, notably S. H. George and Sons, have adopted the policy of placing the firm name first and last. Moreover, in a full page advertisement the firm name is placed in the upper left-hand corner, a method which is psychologically sound, since we begin at the left, and read down.

The correct choice and use of cuts determines greatly the effectiveness of an advertisement. An attractively worded, effectively arranged advertisement is of little value if the illustration accompanying it is inappropriate. In general, the principles governing the use of type, also govern the use of cuts. Cuts of fine lines with fancy drawings denote quality and precision; heavy black illustrations should be used by firms advertising heavy merchandise. Illustrations are an invaluable aid in advertising, if used judiciously. We are more moved to action by the concrete, the things that we can see, than by the abstract, the things which we cannot see. For this reason, a half-tone picture of the article described is a very valuable aid in selling, corresponding somewhat remotely to the samples of a salesman.

We have so far described the various Knoxville mediums; we have considered the rates charged by these mediums and we

have discussed the preparation of the copy. Our last topic for discussion is the appeal used in an advertisement.

Newspapers tend to use the "short circuit" appeals, while magazines use the "long circuit". By "short circuit" appeal, we mean the appeal to the emotional senses of the reader by virtue of which he is quickly moved to action and purchase. The "long circuit" appeal, on the other hand, is an appeal to the reason of the reader. By a careful wording of the message, the individual is led up to the point of decision. The deductive method of reasoning is employed.



In the advertisement above we see a good example of the short circuit appeal in newspaper advertising. Note the presence of the human element and the appeal to the emotions of the reader. The composition is rather youthful, as is the sentiment, but the advertisement is quite likely to be productive, due to its compelling human interest.

The most widely used "long circuit" appeals in Knoxville are: economy, quality of merchandise, and efficiency of service. While some firms advertise cheapness of price, the number of firms stressing low price, alone, is very small. Usually economy is combined with one or more of the other appeals.

Economy is, perhaps, the most widely used local appeal. When it is combined with an appeal of quality of merchandise, we have a combination which is hard to beat, albeit, hard to find. One local department store advertises quality and appeals to a very seleect clientele. Another department store advertises nothing but low price, with little reference to quality or service. While price is undeniably a very compelling appeal, it must be borne in mind that a firm's competitor can always entice the public away by cutting the price still lower. Firms with a reputation for quality and service can never lose their patronage to a rival as long as their supposedly truthful advertising proclaims.

The appeal of efficient and courteous service is the principal appeal of another local department store. This firm has adopted the policy of conducting store classes in which the advertising and merchandise manager instructs employees in business courtesy, and in the principles of scientific salesmanship.



The above is an example of the long circuit appeal. The reader is subtly led to believe that this particular shoe possesses many qualities superior to other brands of shoes. The general effect of the advertisement is good; the decorative border is distinctive, as well as indicative of quality. Observe the almost perfect symmetry of the advertisement.

The appeal varies according to three things. In the first place, the appeal varies according to the article advertised. Advertisements of articles which are not necessities would tend to use "short circuit" appeals. The appeal used in a department store millinery advertisement would be very different from the appeal employed in an advertisement of mining machinery.

The appeal varies, in the second place, according to the individual to whom the appeal is directed. For nervous, sanguine, and choleric temperaments, the short circuit is the the better appeal; for the phlegmatic, analytic mind, the long circuit is the better appeal to employ.

The appeal may also vary according to the position in the medium. The method of presenting the appeal would not be the same for an advertisement appearing on the society page, and one appearing on the editorial page. The article advertised is the determining factor in deciding which is the best page in the paper. For financial advertisements, the financial page is best. Much the same is true throughout the paper. National advertisers prefer the third page, since that is the first page to catch the attention upon opening the newspaper. In this the article advertised does not determine the use of the page; its use is based on the psychological laws of attention and reading.

Summing up, then, our discussion of advertising in

Knoxville, it is safe to conclude that advertising in Knoxville mediums is productive, but how productive, local merchants are at a loss to know definitely. The growth of the city, the establishment of many industries in and around the city, and the apparent prosperity of the mass of local firms are all indications, to some extent, at least, of the value of publicity.

From the standpoint of mediums, Knoxville is well supplied. The local papers are well menaged, and are apparently making every effort to keep up a high advertising standard. One local paper at the instigation of a local advertising manager has ordered a quantity of expensive new type, demonstrating that newspapers, as well as merchants, are well aware that "the customer is the boss". In refusing copy of suspected swindling concerns, local papers have placed themselves in the front with a good business-like advertising policy.

Yet, when we further consider local advertising, it is clear that some changes in policy will have to be made by local advertisers, if the results are to be more productive. In the first place, local advertisers should, by all means, find some way to determine results from advertising. The policy of laissez-faire is a poor rule in business of any kind, and it certainly has no place in advertising.

Further, the merchant should acquaint himself with the

major principles of advertising composition in order to be able to criticise his advertisements from the proper standards. No criticism is here offered of the advertisement writers for the papers; their work, so far as it goes, is commendatory, but it is practically impossible for them to write, with their limited knowledge of the problem, as good an advertisement as the merchant himself can write.

Advertising is, after all, only the science of telling other people about your goods in such a way that they will be moved to response. The best advertisement is full of human interest. The story is told naturally, and in simple language, the reader invited to come into the store and see the goods. The poster style can, in the end, only serve to remind us of the presence of the article on the market, and of the willingness of the advertiser to sell it. The human interest advertisement impresses us constantly with the fact that the merchant has a common feeling with us.

Lastly, local merchants should get away from the idea that they must advertise solely because their competitors do, or because they fear to make the solicitors angry by refusing. The best way for a merchant to excel his competitors is, after all, to give better service, better quality of merchandise, and reduce the price as much as possible.

He must then secure business by employing better advertising methods, keeping always in mind that the advertising space is, in reality, a salesman, first, last, and all the time. If the best results are to be obtained the salesman must pursue efficient methods, thus justifying his existence.

Well supplied with mediums, unrestricted, practically, in the amount of appropriation, and well supplied with competent advertisement writers, local merchants have certainly golden opportunities for advertising success. The burden of proof is upon them to show that Knoxville advertising can be productive, if careful attention is given to the study of the problem.

o-o-O-O-O-o-o