The business of advertising

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THE BUSINESS OF ADVERTISING

BY

EARNEST ELMO CALKINS

D. APPLETON AND COMPANY
NEW YORK AND LONDON
1915
TO

CYRUS H. K. CURTIS

THE MAN WHO HAS DONE MOST TO PUT
THE MODERN CONDUCT OF
ADVERTISING

ON THE RIGHT BASIS
THIS BOOK IS AFFECTIONATELY DEDICATED
BY THE AUTHOR

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FOREWORD

The first edition of "Modern Advertising" was published ten years ago. At the time it was written it represented the best practice in advertising as far as that practice then could be compressed into a single volume. A new edition is made necessary by great changes in practice, if not in theory. The first book was true as far as it went, but it did not go far enough to give a correct picture of advertising as it is applied to-day. The original book becomes by the rapid increase of knowledge about advertising a more elementary book than was intended.

In revising "Modern Advertising" to make it an acceptable textbook it has been necessary to rewrite it. This rewriting does not change the basic idea. Goods are still sold to the public by means of the printed word and the graphic picture in newspapers, in magazines, on billboards and on street-car cards. Booklets, folders, catalogues and other printed things are made into advertising mediums and mailed to prospective customers. But the mediums have been analyzed and classified; the goods manufactured, wrapped and named with a better idea of the purchasers' habits and needs; the consumers located and studied; their purchasing power tabulated; their shopping habits ascertained.

While there is still an element of uncertainty in the launching of an advertising campaign, that element is slowly but surely being reduced. Scientific management, the painstaking collection of statistics and their
intelligent arrangement, and the exercise of a great deal of common-sense, are bringing the method employed and the results desired closer and closer together. It is these changes which the last ten years have accomplished that make this new book necessary.

The difference between advertising then and now may be compared with the difference between a sailing vessel and a steamship. By good luck and favoring weather a sailing vessel can make a voyage almost as quickly and reach her port as safely as a steamship. But she will not do it so often and there are too many circumstances outside the control of her captain to make the voyage anything more than a courageous venture. The number of times that a steamship fails to arrive on time, or nearly on time, or at all, is a negligible percentage of the total number of trips. Even to-day advertising is not a scientific certainty. It is more scientific and more certain than it was.

The advertising that is being done in this year of 1915 is far more interesting than the advertising of ten years ago. Also it is much harder to do. The manufacturer demands of the advertising agent a professional service of the highest character. He expects him to study the goods and their possible market, sometimes for years, before a single advertisement is printed. The advertising agent has eagerly met this demand. He has added to his organization trained investigators, merchandising men, sales managers and others whose experience in getting facts about how goods are made, how distributed, and how sold, is used to secure material out of which the advertising campaign is constructed. Intensive methods are used to make advertising more certain and more profitable. These intensive methods resemble the intensive cultivation of land
to make it yield a larger crop. All knowledge is drawn upon—statistics, sociology, psychology and that peculiar science which is at the basis of all successful advertising—the study of human nature.

This book is intended to show briefly the work of those who deal in advertising. It must be brief to cover the ground. Many phases to which only a chapter is devoted, or even a few pages, could be and are the subject of whole books elsewhere. But this book adheres to its original purpose of covering the entire subject, however sketchily, leaving the reader to find later the working out of some of these problems in separate books. A history of the world has been printed in a single volume, but the history of one city often fills several. No one book on advertising can now be complete, any more than one book can hold all that is known about medicine, or law, or architecture. But a single volume may set down the fundamentals of the practice of medicine, and this book proposes to set down the fundamentals of the practice of advertising.

It will describe in narrative style what is done from the beginning to the end of an advertising campaign, and who does it. It will attempt to remove the confusion from the term “advertising man,” which is applied indiscriminately to the manufacturer who advertises, to his advertising manager, to his advertising agent, and to the representative of the medium in which he advertises. It cannot give detailed descriptions of advertising successes or failures, though these are among the most interesting advertising literature.¹ Nor can

¹Cherington: “Advertising as a Business Force.” This book is made up of histories of advertising successes and failures, told generally by those most concerned, edited and commented upon by the author. It is a particularly valuable book for the experienced advertiser, but should be read by all beginners.
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it give a catalog of all advertising mediums. But all these things can now be obtained in book form. Such books are tools of the trade. "Business of Advertising" is to suggest how to use them.

This book is intended for all who wish to know what advertising is, and how it is done. It will be helpful to the young man engaged in some phase of advertising work, and particularly to the young man who wishes to know what advertising work is in order to determine whether he wants to undertake it or not. It is written also with the idea of helping the manufacturer whose product ought to be advertised. From it such a manufacturer can gain some idea of the various steps necessary to bring his product to the notice of the consumer. If it only strengthens in his mind the impression that professional help is necessary, it will have served a very good purpose.

The advertising agent who renders service to his client is a very important factor in the business world. Too many advertisers are ignorant of the nature and scope of that service. All that an agency has to sell is experience, the accumulated experience of dealing with many conditions and many problems. While not primarily a book for advertisers, the mere description of an ideal agency must show them that such an agency is as necessary to successful advertising as coast survey charts to navigation, or as logarithms to an astronomer.

The plan of the book is simple. The first chapter defines advertising, gives a brief history of its arrival at its present state, and devotes some space to the more scientific and modern advertising of to-day. The next three chapters are devoted to the three grand divisions of the advertising world— mediums, agents and advertisers. These have been characterized for the purpose