

Strategy In Advertising

The Climax of Salesmanship-in-Print

The battles of advertising are not won today by men with the largest forces.

Three times in five they are won by men who start, with but limited resources. Five times in five, when rightly directed, they are won without any large risk. In a good many cases there is no stake at all.

There is no long waiting—no serious uncertainty—no drawn-out period when expense overtops result. One gets his answer immediately.

Most successful advertising pays dividends from the start. Impossible things are not started at all.

And a pretty large part of modern-day advertising finances itself.

Nation-wide distribution and a profitable sale are attained in two months, sometimes.

Weeks do the work of years. Midgets grow to monsters with amazing rapidity. Trade conditions are changed overnight.

Formidable competition, long entrenched, has been almost wiped out by a single maneuver.

All because of a new-born science, called Strategy in Advertising.

An advertising campaign of the modern kind is based on exact information.

The attitude of consumers is learned by house—to—house canvass. Trade conditions and competition are learned by a dealer canvass. Selling points are developed by actual selling.

Ten thousand sources are sometimes searched for light on a single problem.

The well-advised advertiser of 1911 ventures nothing on guesswork and theory.

Selling methods today are based on others' experiences, garnered by a wonderful system.

Problems are solved by learning how others have solved them. Pitfalls are avoided by knowing others' mistakes.

Each new undertaking is piloted now by a myriad recorded experience.

As a result, men are sure of their ground. Errors rarely occur. One takes the short way to his object.

How all this is accomplished is told in a book—a remarkable book which gives a new aspect to advertising. This book, for the first time, puts into print the secrets of our success.

To show how things can be done it cites countless examples of how things have been done.

Any man with a selling problem is welcome to this book. And every such man should have it.

Cut out this reminder; put it in your pocket. Then, when convenient, write us for the book.

A REMINDER

*to write Lord & Thomas,
Trade Building, Chicago, for
their latest book, "Real
Salesmanship-in-Print."*

LORD & THOMAS
Advertising