

## Primary Source Reading 8-2 ★ ★ ★ ★ ★ ★

**Advertising****▣ About the Selection**

The huge increases in production caused by mechanization and other industrial methods created competition among businesses and a need to increase consumer purchasing. Advertising was one important way that businesses responded to both of these concerns. Frank Le Roy Blanchard administered and taught advertising courses at New York City's Y.M.C.A. In 1921 he published a book in which he discussed the nature of advertising, the

**Reader's Dictionary**

**circulars:** papers or leaflets widely distributed  
**revenues:** income

benefits of advertising, and contemporary advertising methods.

**GUIDED READING**

As you read, determine the benefits of advertising, according to Blanchard. Then answer the questions that follow.

**A**n *anything employed to influence people favorably is advertising. It may be the spoken word, as . . . the campaign speech delivered . . . in behalf of a candidate for office.*

*It may be something done. . . .*

*It may be the written or printed word. . . .*

Advertising as a means for marketing merchandise is not a modern art as it has been used for that purpose since the early days of civilization. . . . The gladiatorial contests, chariot races and sports of the arena were advertised in this way. How suggestive of a modern poster is the statement made in a gladiatorial announcement which says,

"The gladiatorial troop of A. Suetis Certus, the Aedile, will fight at Pompeii, on May 31st. There will be a hunt and awnings."

It was not, however, until the printing press and movable type were invented in the Fifteenth Century that advertising, as we know it today, became possible.

. . . To-day's newspapers are crowded with them [advertisements], forty-five dailies printing over 1,000,000 lines of advertising annually.

The literary magazines . . . considered it [advertising] beneath their dignity, and it was only when the cost of getting out these periodicals forced, through competition, to such a high figure that little profit could be realized from subscriptions, that they finally yielded to the pressure. . . . To-day the magazines derive their principal revenues from advertising.

. . . In direct or mail order advertising the mediums employed are letters, booklets, catalogs, circulars, calendars, folders and display cards. Indoor advertising makes use of moving pictures, car cards, theatrical programs,

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window and counter displays, hangers, strips, cutouts, mechanical devices and demonstrations. Outdoor advertising finds expression in electric displays, posters, painted bulletins and metal signs.

What has advertising done? It has made the world a better place to live in by constantly suggesting public improvement and urging the adoption of hygienic methods in the homes of the people. It has created great industries. . . . It has lightened the burdens of mankind by introducing labor-saving devices. . . . It has taught people how to be healthy through the consumption of pure foods and the wearing of the proper kind of clothing.

It has . . . called to the colors millions of America's sons to fight for home and country. . . .

The Ford Motor Company . . . on one occasion sold 338,771 automobiles through the use of 360 lines of advertising in 142 newspapers, published in 51 large cities, at a cost of less than \$6,000.

What is the secret of the marvelous influence of advertising? . . . As a matter of fact, there is nothing mysterious about it. . . . Advertising is the medium through which one mind seeks to influence another. It seeks . . . to impress upon people's minds a message—usually concerning merchandise—that may be of benefit to those to whom it is addressed.

The mission of advertising is to persuade men and women to act in a way that will be of advantage to the advertiser. . . . To be successful in advertising a person must understand the human mind—how it responds to the different kinds of appeal.

Source: *The Essentials of Advertising*. New York: McGraw-Hill Book Company, 1921.

### READER RESPONSE

**Directions:** Answer the following questions on the lines below.

1. According to Blanchard, what are four accomplishments of advertising?  
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2. Statistics can be misleading. What about Blanchard's use of statistics seems misleading?  
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3. **Critical Thinking** Some people claim that advertising is a form of brainwashing. What part of this selection might make someone believe that?  
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4. **Critical Thinking** In the final two paragraphs, Blanchard gives two definitions of advertising's purpose. Do the definitions seem contradictory? Why or why not?  
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