Advertising can never be an exact science. Its effectiveness must always depend upon the abilities, the judgment and the experience of those who plan and execute it. Recognizing this fact, Campbell-Ewald has built up an organization of over 600 people—whose merchandising experience embraces every type of commodity, and whose diversified talents offer every possible solution to any advertising problem. The result is "Advertising Well Directed" for many of America's leading manufacturers.

ADVERTISING WELL DIRECTED

Campbell-Ewald Company, H. T. Ewald, President
Detroit; New York; Chicago; Seattle; Los Angeles; Portland; San Francisco; Paris, France; Sydney, Australia
In Canada—Campbell-Ewald, Limited, Toronto, Montreal

Campbell-Ewald Company advertises the following services and products—American Automobile Association, Ashley-Drexel Steamship Line, Bank of Detroit, Board of Managers (Michigan State Fair), Broadway National Bank and Trust Co., New York, Buick Motor Cars, Burroughs Figuring Machines, Canadian General Electric Co., Limited (Instructional), Chevrolet Motor Cars, Consolidated Corrugated and Folding Paper Boxes and Binders' Board, Copeland Electric Refrigerators, Delco Motor Cab Co., Delco-Remy Automotive Products, Delco Products, Lovejoy Shock Absorbers, Detroit & Cleveland Navigation Company, Detroit & Port Huron Steamship Lines, Dover Mfg. Co., Lady Dover Electric Irons and Percolators, Electric Irons and Percolators, General Motors Building, General Motors of Canada (Instructional and Products), General Motors Radio Corp., Dry-Fast Radios, Grand Rapids Metalcraft Corp., Metalcraft Heaters, Harrison Radiators, Hawaii Tourist Bureau, Hercules Truck Bodies, Hoyt Manufacturing Co., Metal Stampings, J. L. Hudson Department Store, Hyatt Roller Bearings, Johnson American Line, Kleiner, Tom Moore Cigars, S. S. Kresge Stores, Leonard-Detroit Warehouses, Inc., Liberty Ready-Cut Homes, Marlow-Campbell Co., Pianocriphones, Marquette Motor Cars, McAleer Polishing Products, Milano Extracts and Pharmaceutical Products, Modern Kitchenware Co., Henry Morgan & Co., Ltd., Wood Carving, Interior Contracting, National University Society, Business Coaching, New Departure Ball Bearings, Oakland Motor Cars, Oldsmobile Motor Cars, Panama Mail Steamship Co., Pontiac Motor Cars, Postel's Elegant Cake Flour, Rambler All-Metal Aeroplanes (Canada), Sawyer-Massey Road Machinery (Canada), Shotwell Marshmallows and Candy Bars, Triggs Jackman Cigar Co., Union Title and Guaranty Service, Union Trust Service, United Motors Service, United States Rubber Co. (Tire Division), Viking Motor Cars, Webster Cigars, Western Air Express, Airplane Transportation, White Star Steamship Lines, Wolsey Woolen Wear (Leicester, England),

Reklame kann niemals eine exakte Wissenschaft sein. Ihre Wirkung wird immer abhängen von der Geschicklichkeit, dem Urteil und der Erfahrung derjenigen, die sie erdenken und ausführen. In der Erkenntnis dieser Tatsache hat Campbell-Ewald eine Organisation von über 600 Menschen aufgebaut, deren Warenkenntnis die mannigfaltigsten Artikel umfaßt. Die verschiedenartigen Talente dieser Personen sichern jedmögliche Lösung irgend eines Reklameproblems. Das Ergebnis ist »gut geleitete Reklame« für viele führende Fabrikanten Amerikas.

»GUT GELEITETE REKLAME«

Die Campbell-Ewald Company bedient folgende Firmen, bzw. macht für deren Erzeugnisse Reklame:

Campbell-Ewald Company, H. T. Ewald, President
Detroit; New York; Chicago; Seattle; Los Angeles
Portland; San Francisco; Paris, France; Sydney, Australia
In Canada—Campbell-Ewald, Limited, Toronto; Montreal

Address our Detroit Office for a booklet featuring the personnel and organization of the Campbell-Ewald Company

Campbell-Ewald Company advertises the following services and products—American Automobile Association, Ashley-Drexel Steamship Line, Bank of Detroit, Brown Brothers Bonds, Broadway National Bank and Trust Co., New York, Buick Motor Cars, Brock Securities Corp., Burroughs Figuring Machines, Canadian General Electric Co., Limited (Instructional), Chevrolet Motor Cars, Consolidated Corrugated and Folding Paper Boxes and Binders' Board, Copeland Electric Refrigerators, Delco Motor Cab Co., Delco-Remy Automotive Products, Delco Products, Lovejoy Shock Absorbers, Detroit & Cleveland Navigation Company, Detroit & Port Huron Steamship Lines, Dover Mfg. Co., Lady Dover Electric Irons and Percolators, English Inns (Canada), Fireside Industries, Home Arts Training, Fokker Airplanes, Food Display Machine Co., Fye-Fyter Extinguishers, General Motors Building, General Motors of Canada (Instructional and Products), Grand Rapids Metalcraft Corp., Metalcraft Heaters, Harrison Radiators, Hercules Truck Bodies, Hoyt Manufacturing Co., Metal Stampings, J. L. Hudson Department Store, Hyatt Roller Bearings, Johnson American Line, Kleiner, Tom Moore Cigars, S. S. Kresge Stores, Leonard-Detroit Warehouses, Inc., Liberty Ready-Cut Homes, Marlow-Campbell Co., Pianocriphones, Marquette Motor Cars, McAleer Polishing Products, Milano Extracts and Pharmaceutical Products, Modern Kitchenware Co., Henry Morgan & Co., Ltd., Wood Carving, Interior Contracting, National University Society, Business Coaching, National Bank of Commerce of Detroit, New Departure Ball Bearings, Nicholson-Eve-Drive Ferry Line, Oakland Motor Cars, Oldsmobile Motor Cars, Panama Mail Steamship Co., W. E. Phillips Co., Ltd., Duplate Safety Glass, Pontiac Motor Cars, Postel's Elegant Cake Flour, Premier Cushion Springs, Rambler All-Metal Aeroplanes (Canada), Sawyer-Massey Road Machinery (Canada), Silver-Hoot Clothing, Shotwell Marshmallows and Candy Bars, Stanford University Press, Union Title and Guaranty Service, Union Trust Service, United Motors Service, United States Rubber Co. (Tire Division), Viking Motor Cars, Webster Cigars, Western Air Express, Airplane Transportation, White Star Steamship Lines, Wolsey Woolen Wear (Leicester, England),

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