

See it first! "It's The American NOW for Want Ad Results" 47¢ Price 26, Nov 1938

New York American 6th Edition

FRAGILE BOMBS MEMBERS SUE BY X-CORRECT

The "I See World Together"

NEW CONTRACTS CENTRAL'S FARE FOR RADIO CITY BOAST PET BIT

BRIDGE TO BOSTON

EASTERN

Mr. and Mrs. Economize took a week-end motoring trip.

They had a wonderful time.

The car ran smoothly all the way.

It climbed steepest hills easily and without a knock.

It picked up beautifully in heavy traffic.

Even though one morning was rather chilly, the engine started at the first spin.

Of course, they had SOCONY SPECIAL plus ETHYL in the tank.

But that isn't all...

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Mr. and Mrs. Economize's car purred along so nicely!

The oil was flowing freely through every moving part—giving instant lubrication.

Regardless of engine heat, the oil continued to hold its body and give full lubricating value.

They could just feel that there was no strain or wear.

Of course they had THE NEW SOCONY MOTOR OIL.

But that isn't all...

SEE PAGE 5

There were no annoying squeaks and rattles to bother Mr. and Mrs. Economize.

The springs eased the bumps without a whisper.

The gears ran smoothly, quietly. Speeds shifted easily.

Not a moving part was without its proper lubricant.

Of course, Socony oils and greases supplied the lubrication for engine and chassis.

But that isn't all...

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1 + 2 + 3 = 6

EQUALS

a big saving for you on all your trips!

The Socony 3 SOCONY GASOLINE NEW SOCONY MOTOR OIL SOCONY LUBRICATION

Make your motoring dollars go farther!

Begin saving today with the Socony 3. That's all—Thank you!

"Yes, Daddy—my cold is all better!"

When you get all the colds, it's usually because you don't get enough rest. To keep yourself fit and healthy, get plenty of rest. That's the best way to keep your colds away.

NEW YORK TELEPHONE COMPANY

Ein interessanter Versuch. Durch vier einspaltige Inserate, die auf vier hintereinanderfolgenden Seiten rechts außen placiert sind, ist eine überraschend starke Wirkung erzielt. Der belegte Inseratenraum entspricht einer halben Seite. Die erzielte Wirkung kann aber mindestens auf vier halbseitige Inserate berechnet werden.

An interesting experiment. Four one-column advertisements are placed on the right outer side of the page on four successive pages and thereby achieve a surprising effectiveness. The advertising space amounts in all to half a page. The effect achieved may be reckoned as equalling that of four half-page advertisements.

real procedure ought to resemble exactly that of the architect. One ought first to take a survey of the "site" and make the design accordingly. For the surroundings determine the effect. Another error is to consider the advertisements produced by rivals and then to say to the designer: "Just give us something like that." If the conception of the analysis of effective results were to be applied properly, the consideration of rival advertisements ought to lead to an exactly contrary result, namely to the resolve to create something entirely different.

Modern education to advertising must above all be confronted with the fact that it pays far too little attention to all esthetic considerations. The majority of all impressions of the senses are visual. What is the use of all definitions, of all highly psychological arguments, if the final graphic form be so banal and uninteresting that it does not compel the eye at all! What is insignificant can never attract and can therefore never have any advertising value. Most of the new theoretic

formulas and conceptions have really only had the result that bunglers have learned how to conceal their lack of capability behind sounding phrases.

What has really brought about this condition of things? To be sure, even the greatest advertising optimist cannot argue away the economic crisis. More than 90% of all business men, however, were not only no optimists, but were actually afraid. The purveyor of raw materials was afraid of the manufacturer, the manufacturer was afraid of the wholesale and retail dealers, the advertising man with a position in a firm was afraid of losing it, the agency afraid of losing its customers. We are living in a fear complex. Things cannot go on thus. Every business man, in spite of all disappointments, should begin each day as if he had that moment founded his business. The whole store of optimism which was his when he founded his enterprise is necessary for each day's work at present. All advertising men who seriously believe in the important function of their work in the