

SEX AND MORTAR

THE sugar plaster are in a tough way, for their product glut the market. But two young chemists recently set their minds to work to find a new market for sugar. They found it in the building trades.

(What was that?)
Yes, the building trades. They discovered that if eight pounds of sugar was added to every hundred pounds of lime-sand mortar, the mortar became 60% stronger than when unwatered.



QUESTION: So you're teaching freshmen chemistry now, eh?

ANSWER: Be prepared for a quiz on page 14 tomorrow.

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SEX AND O. HENRY



THEN there was the O. Henry story about Mr. and Mrs. James Dillingham Young. He was poor, but he had a watch that was worth its weight in radium. She was plain, but she had long brown hair that would have been envied by the Queen of Sheba.

Came Christmas. She wanted to get him a worthy watch chain. He wanted to get her a crowning Spanish comb. So to buy the comb he sold his watch, and she, to buy the watch chain, cut off her hair and sold it to a beauty parlor.

QUESTION: Don't you think anybody but you knows that story?


ANSWER: A new twist to it, unsuspected by O. Henry, appears on page 14.

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imponderable but all too obvious, behind the feminine buyer. A comprehensive series of advertisements in trade journals, but also in magazines appealing to the general public, was based both optically and textually upon this idea.

But this was not enough—everyone who might possibly exercise influence upon the choice of advertising mediums received booklets from time to time with gently idiotic, cleverly disguised titles such as "Sex, or how to wash an elephant". This is a characteristic title, the unsuspecting recipient cannot have the least idea of the propaganda content of the booklet and is moved to read it instead of throwing it at once into the waste-paper basket.

There is no trace of advertising matter visible, one interesting and amusing story follows another—each madder and merrier than its forerunner. The illustrations are in tune with the text—caricatures in the "New York" manner which is perhaps the first manifestation of a specifically American style of drawing.—Yet there is no lack of relationship to the actual end in view. Each of these stories has a moral—whether they be singular new



AND
HERE
IS
PAGE
14

QUESTION: Why, there's nothing on it!

ANSWER: Allow eye to stray toward the right. Moral begins on next page. Please do not shove.

Moral to Sex and Ketchup

THIS mention of wifes for ketchup is something that Mrs. J. Ellis ought to look into. When women buy ketchup they usually do it only for their husbands. If the husband's ketchup for a certain brand were to change, the wife's ketchup-buying habits would change, too. This would puzzle Mr. Dilgo, at the grocery store.

Why should a woman who has bought Smith's Perfect Ketchup for seven years suddenly change to Jones Supreme Ketchup? The Smith people advertise extensively in women's magazines; the Smith salesmen always point that out to Mr. Dilgo. Mr. Dilgo consequently keeps the Smith line on the third shelf instead of the 8th shelf. This is known as Dealer Influence.

But what chance has Dealer Influence when it bumps into Husband Influence? You know the answer. Also influence the purchase of toothbrushes, of whatever kind. And the local advertiser who criticizes the man who takes a heavy toll—and pays more than if he reached for and his wife with the same copy.

Moral to Sex and Toothbrushes

THERE'S no cause for worry over Dental Infidelity provided you recognize the situation and meet it four-square. Women buy toothpaste and toothbrushes for the action, but individual preferences for articles of purely personal use are strongly marked. When a wife buys toilet articles for her husband she buys not what she thinks he will like, but what she knows he wants. That does not mean that she buys the same brands for herself.

Thus, a manufacturer who wants to persuade a family to change its buying habits must catch both men and women in his design. And economy lies this way, too, for it actually costs less to persuade the whole family to change its buying habits than to persuade only half the family. That is because the one best way to reach the Family as a Buying Unit is to advertise in Family Group Magazines—and this costs less than one-way magazines.

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