

## THE CLEVER USE OF IMAGERY IN ADVERTISING

PICTURING A THOUGHT TO SHOW A COMPARISON HELD TO BE THE STRONGEST METHOD OF PRESENTATION—THE PRINCIPLE UNDERLYING POWERFUL POETRY IS SHOWN TO BE EFFECTIVE IN COMMERCIAL ILLUSTRATION

By Hartwell Mason.

The best methods of those who illustrate and write the text of advertisements, are, after all, much akin to the best methods of the poets. Shelley's "To a Skylark" is universally acknowledged a masterpiece of literature and is read and admired by all ages and classes. Why? Chiefly because of its imagery.

Phrase after phrase, line after line, verse after verse is teeming with similes, comparisons, figures of speech, imagery. The poet likens the bird of the altitude to "a cloud of fire," to "an un bodied joy," to "a star of heaven," to "a thoughtful poet," to "a high-born maiden," to "a glow-worm golden," to a rose, and to "vernal showers." He compares the song of the skylark with the far-reaching moonbeam and with the flood of rain that falls from "rain-bow clouds." In these similes and comparisons lie the *real* subtlety and power of poetry.

"Use plenty of comparisons," is the best advice of Arthur Brisbane to writers of advertisements and few will dispute that he has found an "open sesame" to the mind of the masses of today. "Use a picture," says Mr. Brisbane. "It's worth a thousand words. Use a picture with five words, and a comparison in thirty words."

Mr. Brisbane recently explained at some length just why and how he believes comparisons are all-powerful in advertising. He said: "I hold in my hand here a grain of sand. But suppose you did not know that fact; and suppose, by means of a stereopticon, I projected an image of that grain of sand on an immense sheet at

the other end of the room. You could not then tell me its size with any certainty.

"If I drew a picture of a fly beside it, you *would* say it was a grain of sand all right and be positive of it. But just suppose I drew a picture of a man standing beside it. Then you would at once begin to seriously question the truth of your first decision and you'd say to me: 'It's a rock.' And if I drew a picture of a horse and wagon on top of it, you would undoubtedly assure me with alacrity that it was some mighty boulder. If I drew a picture of mighty waves, a surf, dashing at its foot, then you would tell me with conviction that you had been wrong and that it *really* was a big cliff of stone."

One great secret of good writing, whether for literary or advertising purposes, lies in presenting one's "grain of sand" to the great reading public in such a manner that there cannot be the least doubt whether it really is a grain of sand, or a rock, or a boulder, or a cliff.

The tendency is always for the advertising manufacturer to know

**FIRE that will melt Iron - won't burn this ROOFING**

The story of a powerful illustration which is known enough to each man, woman and child that it is the only roofing which will hold on and for years as the roof will not be so easily consumed. The asbestos roofing is superior to any other roofing material for fire, heat and cold. It is the only roofing material which is fireproof, heatproof and coldproof. It is the only roofing material which is fireproof, heatproof and coldproof. It is the only roofing material which is fireproof, heatproof and coldproof.

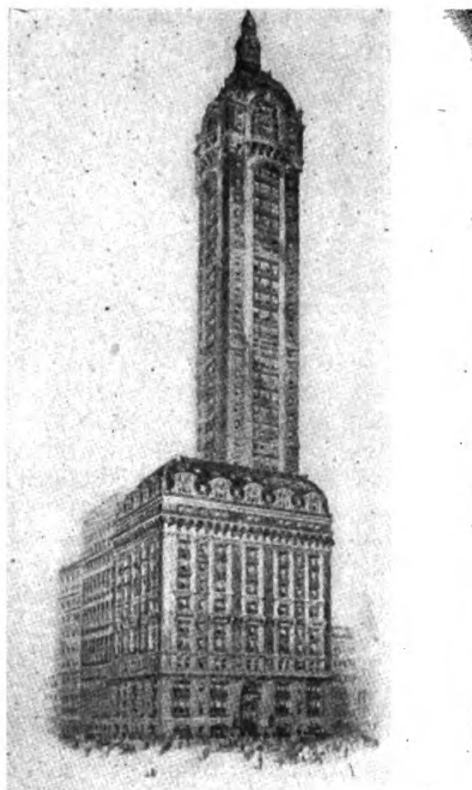
**J. M. Asbestos Roofing**

SEND FOR THIS ONE STONE

**H. W. JOHNS-MANVILLE CO.**

A GRAPHIC FIRE TEST

so *very* much about his product that he assumes the public knows much more than it really *does*; and it is the tendency for the lightning-speed copy writer in the advertising agency, as he proverbially jumps from one account to



## Your Merchandise Illustrated on Post Cards

In colors by an

### Expert Color Artist

will supplement your advertising  
campaign and

### Clinch Many Orders

otherwise lost.

Shall we write giving details  
or may our special repre-  
sentative call?

## The American News Co.

Post Card Department

9-15 Park Place New York City

another, *not* to take the pains to investigate each proposition sufficiently to enable him to use imagery to advantage, of course supposing he has enough of the poet's imagination to sense good advertising similes and comparisons when they are possible.

Advertisements often fail to compare the qualities and properties of the merchandise they offer, about which the public does *not* know, with things, whether merchandise or not, about which the public *does* know thoroughly; and for that reason they lose a golden opportunity.

It is not at all difficult to point out many instances where imagery might have been employed with telling effect in the advertising pages and where *unwise* imagery has been used. It is always easy to criticise. Rather let it suffice to point out a few of the *creditable* instances of similes and comparisons.

The fundamental idea behind a

The Power of

for 1 Hour for

You are astonished at the above statement: 4 horse-power—1 hour—1 cent? You never thought it possible to get fuel cost down so low?

**Not a Claim**  
**But a Guarantee**

Well, it isn't in the *old* way, with *old* methods; but *new* ideas and *new* apparatus are attaining even better than this remarkable figure *everyday*.

"Economic" Gas Producers are sold under this positive guarantee.

We will operate the Producer we install for you at a fuel cost of 1 cent per delivered horse-power hour (coal at \$5.00 per ton), for 30 days before you need pay for it.

That's a proposition that you can't afford to overlook.

Don't! Send the coupon.

**Dornfeld-Kunert Co., (Inc.)**  
Watertown, Wis.

**"Economic"**  
**Gas Producers**

**The Way to Cheaper Power**

KINDERGARTEN FOR MANUFACTURERS

current advertisement for J-M Asbestos Roofing in the magazines offers an excellent example of an effectual and well-advised merchandising comparison such as brings home a selling argument in a way that hundreds of words of ordinary text might not

Original from  
UNIVERSITY OF CALIFORNIA

On one side, this advertisement (Fig. 1) shows the flame of a powerful blow-torch actually *melting* an iron horseshoe till drops of the molten metal are falling down like hot wax. The opposite side of the advertisement shows the same torch blowing its fierce heat against the surface of a width of J-M Asbestos Roofing without effect. The catchline reads: "Fire that will melt iron won't burn this roofing." The comparison brings out the selling argument so every man can easily comprehend it, for



A COMPARISON OF LAMP POWER

every man who wants roofing will know and appreciate how hot a flame must be to melt iron.

A recent gas engine advertisement drove home the economy of the product advertised as with sledgehammer strokes, by using kindergarten methods of comparison, very similar to those employed in rebuses, in spite of the fact that the ad appeared in *Factory*, the readers of which may be supposed to be fairly conversant with technical terminology.

The upper fourth of this advertisement (Fig. 2) which was that of the Dornfeld-Kunert Company of Watertown, Wis., read as follows: "The Power of (picture of four horses) for (picture of hour glass) for (representation of one cent)."

In advocating its Tungsten Arc Lamp, the Warner Arc Lamp Company pictured diagonally



Emerson said he would as soon think of swimming the Charles River when he could cross the bridge as of reading a book in the original when he could get a good translation.

The most successful sellers of merchandise are those who take the most direct way to their markets. All goods ultimately find their destination, but that man whose goods find their destination quickest makes the most money.

The national farm paper is the natural and direct method of reaching the farmer. Do not try to go around when this is the short-cut.

Farm and Fireside is the bridge between your goods and the farmer's home.

Cross it.

**FARM AND FIRESIDE**

THE NATIONAL FARM PAPER

Springfield, Ohio

New York

Chicago

Original from

UNIVERSITY OF CALIFORNIA





dial perquisites of the rooster who, from time immemorial, has been Nature's living alarm clock, heralding, as in "Chantecler," the coming of each new morn.

One fundamental point about the new Amberol records, as they are called, put out by the National Phonograph Company for use on the Edison phonograph, is the fact that they run more than twice as long as the standard records of the past. How wise it was, then, of the Edison people *not* to be satisfied with a bald statement of the fact about the new product but rather to show a section of a clock with the hands pointing four and a half minutes past twelve and meaning that the Amberol Records run for four and a half minutes, a length of time which all must appreciate as being considerable! It was poetical merchandising again!

#### BIGGER WORK FOR DAILY CLUB

The reorganization of the work of the Daily Newspaper Club, the headquarters of which are in New York, and its conduct along broader lines are possibilities indicated by the conferences being held by a special committee of the club and a committee representing the special agents in New York City.

The special committee consists of Herbert Gunnison, William J. Pattison and John B. Woodward, the latter as a committee of one representing the publishers.

The committee representing the special agents includes Dan Carroll, chairman; Charles Seested, Malcolm Ormsbee, L. E. Crall and J. P. McKinney, president of the Six Point League.

#### CONSULTS HIS BIBLE THURSDAYS

NEW YORK, May 18, 1911.

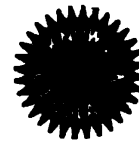
Editor of PRINTERS' INK:

The May 11 issue of PRINTERS' INK failed to reach us. Feels like there was something lacking if the little Advertisers' Bible doesn't come 'round of a Thursday, so will you please send us that back number?

FESLER SALES COMPANY,  
By A. R. ROSENBLATT.

#### ROBERT W. BACHRACH DEAD

Robert W. Bachrach, head of the Bachrach Advertising Company, of San Francisco, died in Berkeley, May 5. He was a native of Venice, Italy, and was engaged in the mercantile business in India for seven years. He was 48 years old.



One of the best known space buyers in the country, in discussing the selection of newspapers, said:

*While circulation statistics are, of course, a guide, I do not depend upon that entirely. If the known circulation of a newspaper in a particular city is sufficiently large to entitle it to consideration, the amount of advertising it carries each week usually settles the matter in my mind. Show me the newspaper that is used with large space by most of the leading local merchants, which carries a large showing of foreign advertising, and I will show you an advertising medium that is absolutely essential to a successful advertising campaign in that city."*

THE DENVER TIMES, with over 35,000 guaranteed daily circulation, with the leading local stores of Denver using large space in its columns each week, and with the announcements of the leading foreign advertisers, as well, is one of those newspapers the space buyer refers to, on which the advertiser takes no chance, but is assured of a medium that will bring him the results he expects.

Ask anyone who has up-to-date information of the Denver newspaper situation, and you will find he knows all about the wonderful success of THE TIMES as a clean family newspaper, with the quantity and quality of home circulation that most advertisers are seeking.

Facts, figures and further information are yours if you will ask for them.

#### THE JOHN RUDD COMPANY

Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.