

S T U D Y No. 20

Memorandum on
R E T A I L A D V E R T I S I N G
appearing in

WHEELING NEWS-REGISTER
(Wheeling, West Virginia)

for

June 11, 1940

Survey Conducted and Report Prepared By

PUBLICATION RESEARCH SERVICE
(Successor to Gallup Research Service)
201 N. Wells Street, Chicago

RECEIVED
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To the Advertising Manager:

Each of the nineteen retail memoranda which have accompanied the Advertising Research Foundation studies released up to this time has carried a request that you tell us of any criticisms, suggestions or advice you may have to offer regarding these supplementary reports. Since we are contemplating a change in their form coincidental with the twenty-fifth report, we are very anxious to learn your wishes.

We would also welcome learning of uses to which you may have put these memoranda.

Publication Research Service
201 N. Wells Street, Chicago

The comments which follow are based on the more important local advertising copy which appeared in the Wheeling News-Register for Tuesday evening, June 11, 1940.

The report on this paper is the twentieth of "The Continuing Study of Newspaper Reading," conducted by the Advertising Research Foundation for the members of the Four A's, the A.N.A. and the Bureau of Advertising.

Page 2 - Stone & Thomas

This advertisement on Page 2 is really a part of the full page Stone & Thomas advertisement appearing opposite, although it does not have this appearance at first glance. Although the advertisement is concerned wholly with men's tropical worsted suits, it attracted a larger reading by women than by men. This may be due to the fact that women are prone to examine all department store advertising, regardless of the merchandise listed, and also to the natural run-over of women readers from the facing page.

Page 3 - Stone & Thomas

This full page advertisement, three-quarters of which is devoted to the June hosiery sale, attracted 85% of women readers, which is around the highest performance for any advertising which has been found in the studies to date. Notice the instructions as to the kind of hosiery to wear on various occasions and the illustrations of these instructions with little vignettes, also the plea to buy a complete stocking wardrobe and the mail order coupon in the lower left-hand corner.

This hosiery copy seems to us to be extraordinarily well done, and the percentage of women who stopped to read it would indicate that that judgment is correct.

The two-column section outside, given to men's wear, is tagged with a memorandum that June 16 (five days later) is Father's Day, and gets read by 20% of men and 59% of women.

Page 4 - Wheeling Dollar Savings & Trust Co.

It is interesting to compare the low reading given this advertisement with that of the Morris Plan Savings & Loan Co. directly opposite.

There is probably some disinclination on the part of respondents to indicate their interest in small personal loans, but our guess would be that this factor is negligible, and that the real reason for the low percentages of reading which this kind of advertising secures is the sort of copy generally used.

Page 5 - Stifel's

A 63% reading by women for house furnishings advertising is extremely high. This ad is well laid out and illustrated, and starts off with a very attractive headline, "Thickly Tufted Chenilles." The illustration bears out the sense of the headline.

Page 6 - Charles N. Hancher

Here is a small unit of space doing an outstandingly good job for low frequency purchase merchandise.

It might be worth comparing the layout and general appearance of this advertisement with much of the retail jewelry copy which has

appeared in other studies and which has been rather unsuccessful in attracting any large percentage of readers.

Page 6 - Wheeling Electric Co.

This is an adaptation of the picture page technique to attract reader attention, and this 140-line advertisement gets read by 11% of the women readers of the News-Register.

Page 7 - Grumet's Fruit Market

On several occasions, we have indicated our belief that the advertiser who made it easy for the reader to "shop" his advertisement was likely to secure larger than average audiences. This ad would seem to bear out that theory, the advertiser getting the attention of 12% of women readers with an 84-line unit of space.

Page 7 - Bazley's

Similarly, the Bazley's ad in column 8 on the same page also does very well.

Page 8 - Reichart's

There are only two kinds of merchandise listed in this advertisement -- baby carriages and bicycles -- neither of which could fairly be listed as a high frequency purchase commodity. By using an adequate amount of space, good large illustrations and brief, succinct copy, the advertiser has probably gotten the attention of all those individuals among the News-Register audience who would be interested at that time in the purchase either of baby carriages or bicycles.

Page 9 - Palace Furniture Company

This copy is pretty well split up between household furniture,

porch and garden furniture and refrigerators, but the general appearance of the advertisement leads the reader to think it had to do entirely with porch and garden items. In any event, it attracted the attention of nearly one-third of the women readers, and ranks high among the furniture advertising which has been analyzed to date.

Page 10 - Susan And God

This is really an advertisement for Loew's, Inc., and represents the first such example which has appeared in any of the papers studied by the Foundation.

Apparently the formula is a thoroughly successful one, since 45% of women readers and 13% of men readers read the text matter appearing below the four pictures which, collectively, constitute Chapter Four in the series.

It may be that this technique, or adaptations of it, could be applied to the uses of other advertisers, and it will be interesting to see if such adaptations are attempted.

Page 11 - News-Register United Press News Map

Eighty-one per cent of men and sixty-four per cent of women readers looked at this map, and that a large proportion evidently gave it rather careful study is indicated by the high percentage of men and women who read right down to the bottom of the underlying text matter.

Of course the war itself and the imminent fall of Paris played an important part in attracting the interest of readers, but we almost always find that maps and charts attract larger audiences than one would expect.

Page 12 - The Hub

This paint and wardrobe advertisement gets a very high reading for hardware copy, and it would be interesting to know how much of this attention was secured by the large illustration of the Summer wardrobe at \$2.49.

Page 12 - Showers Hardware Co.

Although we know that mechanical refrigerator advertising can't expect to get the attention of any very large total audience, this particular copy only does about 40% as well as corresponding advertisements in other studies. (See Page 27, Allentown Call, etc. etc.)

Page 19 - Half Dollar Trust And Savings Bank

This is another personal loan advertisement which seems to attract a better than average reading. There are some indications that the larger unit of space more than pays off in this classification in terms of readers secured.

Page 20 - Geo. R. Taylor Co.

Sixty-nine per cent of women readers stopped to study this three-column department store advertisement, which makes it a pretty outstandingly effective piece of department store copy on a line for line basis. You will notice that like practically all the other high performance department store and specialty shop advertising which has appeared to date, the advertiser has been liberal with white space, careful with illustration, and the copy writer has put a real "hook" into the various headlines.

It should be unnecessary for us to repeat that the comments in these retail memoranda represent our own thinking and are not offered as gospel. If they are interesting, or if they serve to stimulate local advertising departments to discuss advertising techniques with their retail accounts, they will have served their purpose.

We reiterate our very earnest desire to hear from you regarding the use you make of these reports.