

\$100,000,000 Wasted On Ads That Never Pay

We estimate that every year is wasted \$100,000,000 on ads that should never run.

That \$125,000,000 is being spent annually to accomplish what \$25,000,000 should do.

If such ads were put to comparative test, they would all be discarded. And each would teach a lesson which one never could forget.

That is why we pay such remarkable salaries to members of our Copy Staff. One of these writers receives \$1,000 per week.

Yet we have known these men to make, in one month, for one client, more than all of the writers make in a year.

The Many-Man Power

We employ on our Copy Staff the ablest men we know. We have picked them out, in the course of years, by the brilliant results we have seen them accomplish.

No one else pays for such talent what we pay. So we attract here the very best in the field.

Then, in this vortex of advertising—this school of a myriad experiences—these men multiply their powers.

Yet we never permit any one of these men to work out a campaign alone. There is too much at stake.

One man can't know all the pitfalls. One man has limited knowledge, limited ideas and experience. And no one man can average human nature.

Our Advisory Boards

So these men meet in Advisory Boards to work out the campaigns we take up.

Our two Boards—in New York and Chicago—consist of twenty-eight men. Each has a record of unusual success. Each is a master of advertising.

And all of them are learning, all the time, from scores of new undertakings.

This body of men forms the ablest advertising corps ever brought into existence.

One duty of these Boards is to pass judgment on advertising problems submitted. They are glad to consider, without charge or obligation, any question you desire to submit.

They will tell you what is possible and what is impossible so far as men can know.

Why We Succeed

Then these men in conference work out the campaigns of our clients. Methods, plans and copy—all the problems of selling and advertising—are all decided here.

Each brings to bear a wealth of experience. Each one contributes ideas. And they do not finish until the campaign appears to be irresistible.

That is why we succeed. That is why we have grown, through the growth of our clients, to our present enormous proportions.

Thus we make one dollar, often, do the work of ten. Thus we develop, for every client, all of his possibilities.

Back of these men we employ more than 200 people, each one of them skilled in some department of advertising.

No Extra Charge

This incomparable service costs the price of the commonplace. We handle advertising on the usual agent's commission.

We multiply results to multiply advertising. We create successes because successes expand. And our revenue comes through expansion.

We spend on copy what other great agencies spend on soliciting, and we consider it better spent.

Before we had Advisory Boards, too many campaigns failed to bring back their cost. Other agents have the same experience still.

Now our failures are so rare, and our successes so great, that our business has multiplied many times over.

So we need to charge nothing extra. We can better afford to keep accounts than to kill them.

The service which pays our clients best is the service that best pays us.

We have written a book about this New Way—a book that tells what it has done. Every man who spends a dollar in advertising owes to himself its perusal. The book itself is a brilliant example of our advertising powers. Please send this coupon for it.

A Reminder

To Send to Lord & Thomas, New York or Chicago, for their book, "The New Way in Advertising."

Please state name, address and business. Also the position that inquirer holds in the business.

LORD & THOMAS

NEWSPAPER, MAGAZINE
AND OUTDOOR

ADVERTISING

NEW YORK
SECOND NAT'L BANK BLDG.
FIFTH AVE. and 28th ST.

CHICAGO
TRUDE BUILDING
67 WABASH AVE.

Both our offices are equally equipped in every department, and the two are connected by two private telegraph wires. Thus they operate as though all men in both offices were under a single roof. Address the office nearest you.