# coupon at the top

*"When your advertisement is to contain a coupon, put it at the top, bang in the middle. This makes for an ugly layout, but it pulls 80 per cent more coupons. (Not one advertising man in a hundred knows this.)"*

\* \* \*

THAT is from "Confessions of an Advertising Man" by David Ogilvy.

It appears in Chapter Seven along with fourteen other suggestions for increasing readership of advertising copy. We admit to being among the uninformed ninety and nine but are eager to learn.

And that is why we have used an initial letter to start the copy. Suggestion #2 says it will increase readership by an average of 13 per cent.

Suggestion #3 is to keep your opening paragraph down to a maximum of eleven words. We've done that too, you see.

In fact the advertisement you are now reading observes twelve of the fourteen points and we don't see how it can fail to be the most successful charge account invitation that Wallachs ever ran.

**What do you think?**

But even if it sets no record we won't ask for our money back. We've read a lot of books on advertising in our time and this is the most entertaining and outspoken of the lot. It may also be the most instructive. We'll know more about that after we've counted the coupons.