

What are Dominant Methods of Advertising?

Dominance implies bigness and broadness.

The firm which would reach and maintain a position of leadership in its industry must employ methods which are in keeping.

Its ideals must be high, its policies sound, its dealings broad-gauged.

Its sales force must be able and alert. In every activity it must be represented in a manner that speaks of dominance.

Most important of all, the side which it presents to the public—its publicity—must convey the impression unmistakably.

In each field of promotive effort which it enters, it must employ the medium which is itself dominant in that field.

It must employ that medium with a force and a consistency commensurate with its opportunity and its ability.

Its ambition for dominance, or its assertion of dominance, puts upon it this obligation:

To dominate in the medium which itself is dominant.

In the field of national promotion the dominant medium is The Saturday Evening Post.

Its position is due to these facts:

The Post reaches a major portion of the entire potential market. It reaches most of the trade factors.

It reaches particularly those dominant consumers and merchants in each city and town who influence the demand and the supply for all the rest of the community.

It influences, therefore, practically the entire market for most commodities.

The peculiar strength of the Post, due to its character, its broad distribution, and its intensive methods of searching out the dominant public in each community, has made it, for manufacturers in many branches of industry, the means of attaining dominance.

THE SATURDAY EVENING POST

The medium of dominance

The methods which have made The Saturday Evening Post the dominant medium will be discussed in our next advertisement, to appear September 19.