

Economic Advertising

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Editor

ADVERTISING RATES.

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Straight Talks

ART IN ADVERTISING.

IT is just beginning to dawn on big successful advertisers that art has usurped the place of good strong selling copy during recent years.

There are those who still maintain that design is the important thing about all advertising—the allied trades or professions make this inevitable. But, men capable of analyzing the effect of all sorts and conditions of publicity will admit that “advertising design” has become too large a factor and solid, truthful, interesting talk about the goods too small a factor.

The man who attracts most attention on the road is seldom, if ever, the best salesman. The legitimate work of the artist in advertising is to illustrate the story told. The illustration or general design, which makes the mind wander away from the facts of the story, is imperfect.

The artist too often makes it his business to outshine the copy writer and of course that is not his business at all.

American ad-men in particular have paid too much attention to design during the last decade. It has been allowed to usurp too much of the advertising field. It