

**PUBLICATION OF THE GRADUATE SCHOOL  
OF BUSINESS ADMINISTRATION  
GEORGE F. BAKER FOUNDATION—HARVARD UNIVERSITY**

**VOLUME XXIX, NUMBER 3  
SEPTEMBER, 1942**

**BUSINESS RESEARCH STUDIES  
NUMBER 26**

**ADVERTISING PROGRAMS FOR PRODUCTS  
WITH SELECTED DISTRIBUTION**

**AN ANALYTICAL STUDY OF THE PLACE OF GENERAL ADVERTISING,  
DEALER COOPERATIVE ADVERTISING, AND DEALER HELPS  
IN PROMOTIONAL PROGRAMS**

**BY  
JAMES DACON SCOTT**



**PRICE, \$1.50**

**HARVARD UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS ADMINISTRATION  
BUREAU OF BUSINESS RESEARCH  
SOLDIERS FIELD, BOSTON, MASSACHUSETTS**

**PUBLICATION OF THE GRADUATE SCHOOL OF BUSINESS  
ADMINISTRATION—Individual Issues**

**BUSINESS RESEARCH STUDIES**

No. 1.	Merchandising of Cotton Textiles—Methods and Organization, by M. T. Copeland and E. P. Learned (1933)	\$1.00
No. 2.	Raw Material Prices and Business Conditions, by Melvin T. Copeland (1933)	\$1.00
No. 3.	The Behavior of Consumption in Business Depression, by Arthur R. Tebbutt (1933)	\$1.00
No. 4.	Department Leasing in Department Stores, by Stanley F. Teele (1933)	\$1.00
No. 5.	International Raw Commodity Prices and the Devaluation of the Dollar, by Melvin T. Copeland (1934)	\$1.00
No. 6.	Managing Cloth Inventories in the Cotton Textile Industry, by John J. Madigan (1934)	\$1.00
No. 7.	Truck Selling: Simultaneous Selling and Delivery in Wholesale Food Distribution, by Lars J. Sandberg (1934)	\$1.00
No. 8.	The Effect of Size on Corporate Earnings and Condition, by William Leonard Crum (1934)	\$1.00
No. 9.	Management and the Worker: Organization in an Industrial Plant, by Roethlisberger and Dickson (1934)	Out of Print
No. 10.	Corporate Earning Power in the Current Depression, by William Leonard Crum (1935)	50 cents
No. 11.	A Test of the Consumer Jury Method of Ranking Advertisements, by N. H. Borden and O. S. Lovekin (1935)	Out of Print
No. 12.	The Use of Statistical Techniques in Certain Problems of Market Research, by T. H. Brown (1935)	\$1.00
No. 13.	The Distribution of Wealth: A Survey Based Upon Federal Estate-Tax Returns, by W. L. Crum (1935)	Out of Print
No. 14.	Law and Labor Relations: The Industrial Disputes Investigation Act of Canada, by B. M. Selekman (1935)	\$1.00
No. 15.	Unemployment and Prospects for Reemployment in Massachusetts, by D. H. Davenport and J. J. Croston (1935)	\$1.00
No. 16.	Determination of Confusion in Trade-Mark Conflict Cases, by Neil H. Borden (1936)	\$1.00
No. 17.	The Compensation of Executive Officers of Retail Companies, 1928-1935, by J. C. Baker (1937)	Out of Print
No. 18.	Organization, Functions, and Financing of State Public Utility Commissions, by C. O. Ruggles (1937)	Out of Print
No. 19.	A Raw Commodity Revolution, by Melvin T. Copeland (1938)	Out of Print
No. 20.	The Co-operative Banks of Massachusetts, by Donald H. Davenport (1938)	\$1.00
No. 21.	The Risk of Unemployment and Its Effect on Unemployment Compensation, by James W. Horwitz (1938)	Out of Print
No. 22.	Merchandise Testing as a Guide to Consumer Buying, by Mabel T. Gragg with N. H. Borden (1939)	Out of Print
No. 23.	Executive Compensation Practices of Retail Companies, 1928-1937, by John C. Baker (1939)	Out of Print
No. 24.	Portfolio Policies of Commercial Banks in the United States: 1920-1939, by Pearson Hunt (1940)	\$1.50*
No. 25.	Recent and Prospective Developments in Accounting Theory, by William A. Paton (1940)	\$1.00*
No. 26.	Advertising Programs for Products with Selected Distribution, by James Dacon Scott (1942)	\$1.50

**BUREAU**

**RECENT BULLETINS**

**CHAIN STORES**

No. 116.	Expenses and Profits
No. 114.	Expenses and Profits
No. 112.	Expenses and Profits
Expenses and Profits of Limited	
1933, No. 95;	
No. 101.	Operating Results of
No. 99.	Expenses and Profit
No. 94.	Chain Store Expens
No. 90.	Expenses and Profit
No. 87.	Operating Results of
No. 86.	Operating Results of
No. 84.	Expenses and Profit

**CONSUMER CO-OPERATIVES**

No. 108.	Operating Results of
----------	----------------------

**DEPARTMENT STORES (See also)**

No. 115.	Operating Results of
No. 113.	Operating Results of
No. 111.	Operating Results of
No. 97.	Operating Results of
Operating Results of Departme	
1934, No. 96;	
No. 61.	Department Store C
Operating Results of Departme	
1926, No. 63;	

1, by Elizabeth A. Burnham	\$1.00
0, by Elizabeth A. Burnham	\$1.00
9, by Elizabeth A. Burnham	\$1.00
937, No. 107; 1935, No. 103; 1934, No. 98;	
	\$1.00 each
Groups: 1929, 1931-1934, by S. F. Teele	Out of Print
malz	Out of Print
32, by Malcolm P. McNair	\$1.00
ship Groups in 1931, by Malcolm P. McNair	\$1.00
lz	\$1.00
	\$1.00
Malcolm P. McNair	\$1.00

in 1937, by Carl N. Schmalz	\$1.00
-----------------------------	--------

Charles A. Bliss	\$2.50*
Malcolm P. McNair	\$2.50*
Malcolm P. McNair	\$2.50*
fic Coast States: 1934	50 cents
o. 106; 1936, No. 104; 1935, No. 100;	
	\$1.00 each
ancial Ratios for 1923, 1924, 1925	50 cents
o. 85; 1928, No. 78; 1927, No. 74;	
	50 cents each

(cover)

\* To firms furnishing figures for the d  
to educational institutions, etc., the list pr

ail Dry Goods Association, which financed the work, and  
gular discounts apply.

Orders for the several issues of the Publication of the Graduate School of Business Administration should be addressed to the Bureau of Business Research, Harvard Business School, Soldiers Field, Boston, Massachusetts. Whenever possible the remittance should accompany the order. Checks should be made payable to the Bureau of Business Research. Trade, quantity, and educational discounts on application. The prices of these publications are revised from time to time. Lists showing the prices current at any time may be obtained from the Bureau of Business Research.

ADVERTISING PROGRAMS  
PRODUCTS WITH  
SELECTED DISTRIBUTION

AN ANALYTICAL STUDY OF THE PLACE OF GENERAL  
ADVERTISING, DEALER COOPERATIVE ADVERTISING,  
AND DEALER HELPS IN PROMOTIONAL PROGRAMS

By

JAMES DACON SCOTT

*Associate in Marketing  
School of Business Economics  
Johns Hopkins University*



HARVARD UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS ADMINISTRATION  
BUREAU OF BUSINESS RESEARCH  
SOLDIERS FIELD, BOSTON, MASSACHUSETTS

HARVARD UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

GEORGE F. BAKER FOUNDATION

DONALD K. DAVID, *Dean*

MELVIN T. COPELAND, *Director of Research*

*Copyright, 1942*

BY THE PRESIDENT AND FELLOWS OF  
HARVARD COLLEGE

## FOREWORD

In this study Dr. Scott has sought through analysis of advertising case histories to find answers to important advertising and promotional issues met by manufacturers who distribute their products through selected retail distributors. The advertising and promotional programs of such manufacturers are subject to wide variation. Apart from differences in advertising copy techniques, which are to be expected, there are variations involving an important question of advertising and promotional strategy; namely, the question of how most effectively to distribute expenditures among the forms of general advertising placed over the manufacturer's name, dealer cooperative advertising, and point of purchase advertising. Case histories gathered over a long period have shown that some manufacturers devote a preponderant part of their expenditures to general advertising, with little given to dealer cooperative advertising or to point of purchase efforts. Others reverse the procedure and direct most of their appropriations to advertising through retailers. Between these extremes are endless variations in the patterns of expenditures.

Immediately the question arises as to whether there are sound reasons for these widely varying patterns of advertising practice. And if there are sound reasons, what considerations make it wise to follow one pattern in one case and another pattern in another case? Can an analytical approach be set up which will give some assurance of a manufacturer's laying down a wise pattern of expenditures among the various forms of advertising for his particular set of circumstances? Dr. Scott sought to find answers to these questions.

The study is believed to be significant both to practitioners and to students of advertising and marketing. Hope for improvement in business management and for elimination of waste in marketing rests in studies such as this one, which seeks answers to important business problems through the inductive method. As is true with many advertising and marketing problems, answers to the issues are difficult to determine because the variables involved are many, and data are hard to obtain and to appraise, for the methods of measuring business effectiveness are inexact and crude. Accordingly, a beginning study such as this will not give the clear-cut answers that one might wish; nevertheless it is desirable to present the study in considerable detail, not only that the findings, which have significance both to advertising practitioners and to students of marketing, may be appraised, but also that students and research workers may later build upon the extensive efforts described herein.

Aside from an extensive questionnaire study carried on by Dr. Scott, he made use of numerous business cases in the files of the Harvard Business School. A considerable number of these cases were collected by Dr. Scott himself while he was assisting in the extensive research of *The Economic Effects of Advertising*,

carried on under a generous grant from Mrs. Alfred W. Erickson. We are grateful to Mrs. Erickson for this further aid to advertising study from her gift.

This bulletin is an abridgment of Dr. Scott's doctoral thesis, which is on file in the Baker Library of the Harvard Business School. The thesis contains a full statement of the advertising cases, of Dr. Scott's commentaries, and numerous statistical appendices which for the sake of economy have been omitted in this abridgment. Those interested in a more extended study of the subject presented may turn to the original volume in Baker Library.

NEIL H. BORDEN  
*Professor of Advertising*

BOSTON, MASSACHUSETTS  
September, 1942

## PREFACE

In the preparation of this study I have been assisted by the cooperation, suggestions, and advice of many people. In particular, I am especially indebted to the many business executives who provided the information upon which this study is based. To these executives, who must remain anonymous, I express my sincere thanks for their splendid cooperation.

I have benefitted from the helpful suggestions and advice of Professor Melvin T. Copeland, Professor Edmund P. Learned, and Mrs. Mabel Taylor Gragg, of the Harvard Graduate School of Business Administration.

My greatest debt, however, is to Professor Neil H. Borden, of the same institution, who has contributed kindly encouragement, penetrating criticism, and helpful suggestions at each stage of the development of this study.

JAMES DACON SCOTT

BALTIMORE, MARYLAND  
September, 1942

# CONTENTS

CHAPTER	PAGE
I. Introduction . . . . .	I
II. Selected Distribution Defined and Described . . . . .	5
III. Classification of Different Kinds of Advertising . . . . .	18
Advertising Directed to Consumers . . . . .	18
Advertising to the Trade . . . . .	31
IV. Advertising Programs Used to Promote Products with Selected Distribution . . . . .	33
Methods of Classifying Advertising Programs . . . . .	33
Types of Advertising Programs Commonly Used . . . . .	34
Evidence of Variation in Practice . . . . .	41
Summary . . . . .	43
V. Factors That Explain Broad Variations in Advertising Practice . . . . .	46
Size of the Advertising Appropriation . . . . .	47
Strength of Brand Preference . . . . .	61
Nature of Response Desired from Advertising . . . . .	68
Other Methods of Stimulating Dealer Advertising . . . . .	71
Various Ways of Building Brand Preference . . . . .	77
Ways of Stimulating Immediate Sales Results . . . . .	78
Use of Effective versus Ineffective Advertising Programs . . . . .	81
Null Hypotheses . . . . .	82
Factors That Explain Minor Variations in Practice . . . . .	83
Summary and Conclusions . . . . .	83
VI. Factors to Consider in Building Advertising Programs . . . . .	85
Determination of Basic Promotional Strategy . . . . .	85
Methods to be Followed in Achieving Desired Promotional Objectives . . . . .	90
Analytical Approach Summarized . . . . .	106
Appendix . . . . .	107
Results of Experimental Analyses of Advertising Programs . . . . .	107

## APPENDIX

### RESULTS OF EXPERIMENTAL ANALYSES OF ADVERTISING PROGRAMS

#### PERCENTAGE ALLOCATION OF ADVERTISING APPROPRIATIONS CLASSIFIED BY PRODUCT GROUPS

The first step in the analysis of the statistical data secured was an attempt to discover whether there was any typical division of advertising expenditures by kinds of advertising for a given product.

In order to get "typical" figures, the ratios spent on a given type of advertising were ranked according to size. The interquartile average was then computed.

In general, the individual percentages allocated to different kinds of advertising in the promotion of different brands of the same product varied widely from the computed averages. Hence, these averages could not be accepted as representing the typical practice in the division of funds among different kinds of advertising.

The averages resulting from these computations are presented on the following pages.

#### Exhibit A. Advertising Expenditures for Manufacturers of Women's Shoes<sup>1</sup> Classified by Kinds of Advertising

Note: The percentages in each column are arranged in order of size, and hence the figures in each horizontal row are not figures for the same firm.

Type of Average	Percentage of Advertising Appropriation Allocated to					
	General Advertising	Advertising over Retailer's Name	Dealer Sales Helps <sup>2</sup>	Advertising to Trade <sup>2</sup>	Other	Advertising over Retailer's Name Plus Dealer Sales Helps <sup>2</sup>
	30%	9%	5%	0%	0%	34%
	30	20	15	1	0	35
	33	20	15	2	0	41
	48	22	19	3	1	45
	49	30	20	5	4	45
	50	33	25	7	10	53
	55	33	33	10	16	66
	60	40			27	
Arithmetic Average	44.4%	25.9%	18.9%	4.0%	7.3%	45.6%
Inter-quartile Average	45.0%	26.3%	18.0%	3.3%	3.7%	43.7%

<sup>1</sup> Five of the companies reported for the year 1937 and three for 1938.

<sup>2</sup> One firm reported that 30% of its advertising expenditure was for Dealer Sales Helps and Advertising to Trade. Since exact figures were lacking, the averages were calculated from data reported by seven firms.



**Exhibit B. Advertising Expenditures Classified by Product and by Kind of Advertising**

Note: The percentages for each group in each column are arranged in order of size, and hence the figures in each horizontal row are not figures for the same firm.

Product	Type of Average	Percentage of Advertising Appropriation Allocated to				
		General Advertising	Advertising over Retailer's Name	Dealer Sales Helps	Advertising to Trade	Other
Men's Shoes <sup>1</sup>		10%	0%	10%	0%	7%
		18	9	36	1	7
		20	15	37	2	7
		25	20	43	10	9
		34	35	44	16	12
		38	60	75*		
	Arithmetic Interquartile	24.2% 24.3	23.2% 19.8	34.0% 40.0	5.8% 4.3	8.4% 7.7
Men's, Women's, and Children's Shoes		0%	0%	20%	3%	7%
		4	1	20	38	10
		40	30	47	40	40
	Arithmetic	14.7%	10.3%	29.0%	27.0%	19.0%
Men's Clothing		0%	3%	10%	0%	0%
		0	30	10	0	0
		0	50	12	0	0
		0	55	15	3	0
		2	68	18	5	5
		7	75	30	8	10
		30	90	50	10	10
	43	/	/	40	10	
Arithmetic Interquartile	10.3% 2.3	53.0% 57.7	20.7% 15.0	8.3% 4.0	4.4% 3.8	
Ladies' Full-Fashioned Silk Hosiery <sup>2</sup>		0%	0%	10%	0%	0%
		0	10	28	0	10
		4.5	38	33	2	11
		14	40	40	7	12
		30	44.5	40	8	18
		30	90	45	10	25
Arithmetic Interquartile	13.1% 12.1%	37.1% 33.1	32.7% 35.3	4.5% 4.3	12.7% 12.8	
Mechanical Refrigerators <sup>3</sup>		20%	20%	9%	2%	0%
		25	21	11	3	2
		33	26	12	3	5
		44	39	21	10	14
		51	59	40	12	18
	Arithmetic Interquartile	34.6% 34.0	33.0% 28.7	18.6% 14.7	6.0% 5.3	7.8% 7.0
Corsets <sup>4</sup>		0%	20%	0%	0%	0%
		15	25	10	0	0
		40	40	10	5	0
		45	50	15	10	5
		60	50	30	40	30
	Arithmetic Interquartile	32.0% 33.3	37.0% 38.3	13.0% 11.7	11.0% 5.0	7.0% 1.7
Gas Ranges <sup>4</sup>		0%	0%	20%	2%	8%
		0	5	27	25	8
		5	8	32	29	10
		15	11	37	34	13
		16	70	65	45	15
	Arithmetic Interquartile	7.2% 6.7	18.8% 8.0	36.2% 32.0	27.0% 29.3	10.8% 10.3
Electric Washers <sup>5</sup>		0%	0%	15%	0%	5%
		0	15	21	3	5
		50	46	27	5	9
		65	75	37	5	17
	Arithmetic	28.8%	34.0%	25.0%	3.3%	9.0%

Exhibit B. Advertising Expenditures Classified by Product and by Kind of Advertising (Continued)

Product	Type of Average	Percentage of Advertising Appropriation Allocated to				
		General Advertising	Advertising over Retailer's Name	Dealer Sales Helps	Advertising to Trade	Other
Paints and Varnishes <sup>4</sup>		0%	0%	15%	0%	0%
		0	5	48	1	19
		0	5	55	3	20
		26	30	100	20	--
		54	#	#	#	--
	Arithmetic	16.0%	10.0%	54.5%	6.0%	13.0%
Passenger Automobiles <sup>4</sup>		30%	0%	4%	0%	3%
		47	23	5	2	5
		90	60	10	3	18
	Arithmetic	55.7%	27.7%	6.3%	1.7%	8.7%
Pianos <sup>4</sup>		3%	0%	15%	12%	0%
		40	0	30	30	0
		70	0	45	50	3
	Arithmetic	38.3%	0%	30.0%	30.7%	1.0%
Radios <sup>4</sup>		10%	33%	5%	0.5%	2.5%
		32	48	17	10.0	5.0
		67	60	--	--	--
	Arithmetic	36.3%	47.0%	11.0%	5.3%	3.8%
Men's Hats <sup>4</sup>		55%	0%	5%	0%	0%
		66	0	15	5	0
		80	40	22	8	4
	Arithmetic	67.0%	13.3%	14.0%	4.3%	1.3%
Electric Ranges <sup>6</sup>		0%	5%	35%	7%	0%
		34	23	60	25	7
Tires and Tubes		2.5%	32%	32%	4%	0%
		32	35	37	14.5	11
Miscellaneous: Ice Refrigerators Coal Stokers Space Heaters Electric Cleaners Men's Sportwear Hosiery: Men's women's, children's		30%	0%	10%	10%	50%
		80	0	5	10	5
		46	23	16	7	7
		79	0	6	1	13
		35	35	18	5	7
		12	69	17	0	2

<sup>0</sup> Includes dealer sales helps and other advertising. This figure has been excluded in calculating the arithmetic average.

<sup>1</sup> One firm reported that more than 50% of the advertising expenditure was for advertising over the retailer's name and that less than 50% was for dealer sales helps. Since exact figures were lacking, the averages were calculated from data reported by seven firms.

<sup>2</sup> One firm reported that cooperative newspaper advertising and dealer sales helps were used but did not provide exact percentage figures.

<sup>3</sup> Three companies reported data for 1937 and three for 1938.

<sup>4</sup> One company reported data for 1937 and five companies reported data for 1938.

<sup>5</sup> Data for 1938. In the case of one firm, the percentages are estimates based on more detailed information reported for 1937.

<sup>6</sup> Data for 1938.

<sup>7</sup> Two companies reported data for 1937, one for 1938, and one for 1939.

<sup>8</sup> One company reported data for 1937, and one for 1938.

**CLASSIFICATION OF ADVERTISING PROGRAMS ACCORDING TO THE  
PROPORTIONS OF THE ADVERTISING APPROPRIATION DEVOTED  
TO MAJOR KINDS OF ADVERTISING**

In order to develop a method of classifying advertising programs, questionnaires were grouped according to the relative proportion of the advertising appropriation devoted to the major kinds of advertising, disclosed by answering the following questions: (1) Was a larger proportion of the ap-

propriation devoted to general advertising or to advertising and promotion through dealers? (2) Was a larger proportion of the appropriation devoted to space advertising or to dealer sales helps?

The results of this classification are presented on the following pages.

**Exhibit C. Classification of Advertising Programs into Broad Types  
for 30 Companies Representing 9 Different Product Groups**

Product	Number of Companies	Ratio of Companies Following Designated Programs to Number of Companies in Product Class:			
		First Method of Classification		Second Method of Classification	
		Provision for General Advertising Greater than for Advertising through Retailers	Provision for Advertising through Retailers Greater than for General Advertising	Provision for Space Advertising Greater than for Dealer Sales Helps	Provision for Dealer Sales Helps Greater than for Space Advertising
Gas Ranges	5	None	5/5	1/5	4/5
Electric Washers	4	2/4	2/4	4/4	None
Paint	5	1/5	4/5	1/4*	3/4*
Passenger Automobiles	3	2/3	1/3	3/3	None
Pianos	3	2/3	1/3	2/3	1/3
Radios	3	1/3	2/3	3/3	None
Men's Hats	3	3/3	None	3/3	None
Electric Ranges	2	None	2/2	1/2	1/2
Tires and Tubes	2	None	2/2	1/2†	†

\* One firm did not report data.

† For one company equal amounts were allocated for space advertising and dealer sales helps.

**Exhibit D. Classification of Advertising Programs  
According to Relative Emphasis Given to Major Kinds of Advertising**

Product	Kind of Advertising Emphasized	Company Code	Percentage of Advertising Appropriation <sup>1</sup> Allocated to					
			General	Advertising over Retailer's Name		Dealer Sales Helps	Advertising to Trade	Advertising over Retailer's Name plus Dealer Sales Helps
				Dealer Co-operative	Factory Paid			
Women's Shoes	General Advertising	12	60%	20%	0%	20%*	20%*	20%-40%*
		31	50	20	0	15	5	35
	Advertising and Promotion through Retailers	Roycroft	49	9	0	25	1	34
		Holburn	55	0	40	5	0	45
		103	48	30	0	15	7	45
		104	30%	33%	0%	33%	3%	66%
		39	33	33	0	20	10	53
		106	30	22	0	19	2	41
Men's Shoes	General Advertising	None						
	Advertising and Promotion through Retailers	102	10%	35%	43%	0%	78%	
	20	20	60	10	1	70		
	101	25	0	75/	--	75/		
	40	18	15	44	16	59		
	Eurwind	34	20	37	2	57		
13	38	9	36	10	45			
Men's, Women's, and Children's Shoes	General Advertising	None						
	Advertising and Promotion through Retailers	105	4%	1%	47%	38%	48%	
	15	0	0	20	40	20		
38	40	30	20	3	50			
Men's Clothing	General Advertising	None						
	Advertising and Promotion through Retailers	Burkhardt	0%	100%#	0%	#	--	100%
	55	0	0	90	10%	0%	100	
	30	0	75	0	12	3	87	
	58	0	50	0	30	10	80	
	11	7	68	0	10	5	78	
	44	2	3	0	50	40	53	
	22	30	55	0	15	0	70	
Chadborn	43	30	0	18	8	48		
Ladies' Full-Fashioned Silk Hosiery	General Advertising	None						
	Advertising and Promotion through Retailers	43	0%	90%	0%	10%	0%	100%
	24	0	40	0	40	2	80	
	Reber	4.5	37	7.5	33	7	77.5	
	27	14	38	0	28	8	66	
	28	30	10	0	40	10	50	
9	30	0	0	45	0	45		
Mechanical Refrigerators (1938)	General Advertising	5	51%	21%	11%	3%	32%	
	Advertising and Promotion through Retailers	Durbin <sup>2</sup>	20%	59%	9%	12%	68%	
	29	25	20	40	10	60		
	4	33	26	21	2	47		
	112	44	39	12	3	51		
Corsets	General Advertising	25	60%	40%	0%	0%	40%	
	19	45	25	15	10	40		
	Advertising and Promotion through Retailers	47	0%	50%	10%	40%	60%	
	32	15	20	30	5	50		
	46	40	50	10	0	60		

\* Includes dealer sales helps and advertising to trade.

/ Includes dealer sales helps and other advertising not specified.

# Expense for dealer sales helps included with Dealer Cooperative Advertising.

<sup>2</sup> Durbin figures for 1938 were estimates based on information provided by company executives and the actual division of expenditures for 1937.

<sup>3</sup> Provision was made by some companies for other advertising not specified in this table.

**Exhibit E. Comparison of Percentages of Advertising Appropriation  
Devoted to Space Advertising and Dealer Sales Helps  
Grouped According to Importance of Space Advertising**

Product	Company Code	Percentage of Advertising Appropriation Allocated to		
		Space Advertising	Dealer Sales Helps	Space Advertising Minus Dealer Sales Helps
Women's Shoes	Holburn	95%	5%	90%
	12	80	20*	60-80
	103	78	15	63
	31	70	15	55
	39	66	20	46
	104	66	33	33
	106	52	19	33
	Roycroft	58	34	24
Men's Shoes	20	80%	10%	70%
	Burwind	54	37	17
	13	47	36	11
	102	45	43	2
	40	33	44	-11
	101	25	75/	-50/
Men's, Women's, and Children's Shoes	38	70%	20%	50%
	15	0	20	-20
	105	5	47	-42
Men's Clothing	55	90%	10%	80%
	22	85	15	70
	30	75	12	63
	11	75	10	65
	Chadborn	73	18	55
	58	50	30	20
	Burkhardt	More than 50#	Less than 50#	--
	44	5	50	-45
Ladies' Full-Fashioned Silk Hosiery	43	90%	10%	80%
	27	52	28	24
	Reber	49	33	16
	28	50	40	10
	24	40	40	0
	9	30	45	-15
Mechanical Refrigerators	112	83%	12%	71%
	Durbin	79	9	70
	5	72	11	61
	4	59	21	38
	29	45	40	5
Corsets	25	100%	0%	100%
	46	90	10	80
	19	70	15	55
	47	50	10	40
	32	35	30	5

\* Includes both dealer sales helps and advertising to the trade.

/ Company No. 101 included other advertising expense with the amount reported for dealer sales helps.

# Expenditures were concentrated primarily on dealer cooperative advertising; dealer sales helps held a secondary position. The exact division was not indicated.

## BUREAU OF BUSINESS RESEARCH: EARLIER BULLETINS IN PRINT

### BUILDING MATERIALS

- No. 81. Operating Expenses of Building Material Dealers in 1928 ..... \$1.00  
Operating Expenses of Building Material Dealers: 1927, No. 75; 1926, No. 64 ..... 50 cents each

### GROCERY—RETAIL (See also CHAIN STORES)

- Operating Expenses in Retail Grocery Stores: 1924, No. 52; 1923, No. 41; 1914, No. 5 ..... 50 cents each  
No. 13. Management Problems in Retail Grocery Stores (1918) ..... 50 cents

### GROCERY—WHOLESALE (See also CHAIN STORES)

- Operating Expenses in the Wholesale Grocery Business: 1923, No. 40; 1919, No. 19; 1916, No. 9 ..... 50 cents each  
No. 8. Operating Accounts for Wholesale Grocers (revised edition—1920) ..... 50 cents

### GROCERY—MANUFACTURERS

- No. 79. Marketing Expenses of Grocery Manufacturers for 1927 and 1928 ..... \$1.00  
No. 77. Marketing Expenses of Grocery Manufacturers for 1927 ..... 50 cents  
No. 69. Marketing Expense Classification for Grocery Manufacturers (1928) ..... 50 cents

### JEWELRY—RETAIL

- Operating Results of Retail Jewelry Stores: 1927, No. 76; 1926, No. 65; 1925, No. 58; 1923, No. 47; 1922, No. 38;  
1919, No. 23 ..... 50 cents each

### PAINT AND VARNISH—WHOLESALE

- No. 66. Operating Expenses in the Wholesale Paint and Varnish Business in 1926 ..... 50 cents

### PLUMBING AND HEATING SUPPLY—WHOLESALE

- No. 72. Departmentizing Merchandise and Expense Figures for Plumbing and Heating Supply Wholesalers (1928) ..... 50 cents  
No. 71. Operating Expenses of Plumbing and Heating Supply Wholesalers in the Central States in 1927 ..... 50 cents

### PUBLIC UTILITIES

- No. 68. Interstate Transmission of Power by Electric Light and Power Companies in 1926 ..... 50 cents

### SHOE—RETAIL (See also CHAIN STORES)

- Operating Expenses in Retail Shoe Stores: 1922, No. 36; 1919, No. 20 ..... 50 cents each  
No. 10. Management Problems in Retail Shoe Stores (1913-1917) ..... 50 cents

### SHOE—WHOLESALE

- No. 6. System of Accounts for Shoe Wholesalers (1916) ..... 50 cents

### TEXTILES

- No. 17. International Comparisons of Prices of Cotton Cloth—January, 1919—March, 1920 ..... Out of Print

### MISCELLANEOUS

- No. 82. Distribution of Hard Fibre Cordage (1927), by Howard T. Lewis ..... 50 cents  
No. 73. Operating Expenses of Wall Paper Wholesalers in 1927 ..... 50 cents  
No. 62. Operating Expenses of Private Schools for the Year 1925-26 ..... 50 cents  
Operating Expenses in the Wholesale Automotive Equipment Business: 1924, No. 51; 1923, No. 42 ..... 50 cents each