



the value of continuity in advertising

[illegible]

ARE you "fed up" with being the "wreck" you walk off with after "everything"? Sick and tired of being soft, frail, skinny or flabby — you **HALF ALIVE?** I know just how you feel. Because I myself was once a pale, 97-pound "frail." A "frail" was a term my mother used to describe me. I had been being seen in a swim suit.

The Secret of How I Got My Build

Then I discovered a wonderful way to develop my body fast. It worked wonders for me — changed me from the scrawny "frail" I was at 17, into "The World's Most Perfectly Developed Body" and came up with **OVER** 100 pounds. My scars, nature was without weapons, and springs or pulleys. Only 15 minutes a day of pleasant practice — in the privacy of your room.

My "Dynamic Tension" method has already helped thousands of other folks become real, he-men in double-

point in your life. I'll send you a FREE copy of my 52-page illustrated book, "How Dynamic Tension Makes You a New MAN." Tells how and why my method works; shows many pictures proving what it has done for others. Don't delay. Mail coupon NOW. CHARLES ATLAS, Dept. 000000, 175 E. 23rd St., N.Y. City 10, N.Y. In England: Alex. Chittin St., London, W. 1.

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In England send to: Alfred, Chitty St., London, W. 1

Sherwin Cody's remarkable invention has enabled more than 150,000 people to correct their mistakes in English. Only 15 minutes a day required to improve your speech and writing.

MANY persons use such expressions as "Leave them lay there" and "Mary we invited as well as myself." Still others say "between you and I," instead of "between you and me." It is astonishing how often "who" is used for "whom" and how frequently we hear such glaring mispronunciations as "for MID-ale," "ive NOO," and "incom PARE able." Few know whether to spell certain words with one or two "c's," or "m's" or "x's" or with "s" or "z," and when to use commas in order to make their meaning absolutely clear. Most persons use only common words—colorless, flat, ordinary. Their speech and their letters are lifeless, anonymous, humdrum.

Why Most People Make Mistakes

What is the reason so many of us are deficient in the use of English and find our careers stunted in consequence? Why is it some cannot spell correctly and others cannot punctuate? Why do so many bid themselves at a loss for words to express their meaning adequately? The reason for the deficiency is clear. Sherwin Cody discovered it in scientific tests, which he gave thousands of times. Most persons do not write and speak good English simply because they never learned the habit of doing so.

What Cody Did at Conn.

What Cody Did at Gary

The formation of any habit comes only from constant practice. Shakespeare, you may be sure, never studied rules. No one who writes and speaks

Here is our mother-tongue, a language that has built up our civilization, and without which we should all still

be mastering savages! Yet some schools, by wrong methods, have made it a study to be avoided—the hardest of tasks instead of the most fascinating of games! For years it has been a crying distress

In that point lies the real difference between Sherwin Cody and these school! Here is an illustration. Some time ago Mr. Cody was invited by the author of the famous Gary System of Education to teach English to all upper-grade pupils in Gary, Indiana, by means of unique



SHERWIN CODY

Correcting Device does exactly this. It is Mr. Cody's silent voice behind you, ready to speak out whenever you commit an error. It finds your mistakes and concentrates on them. You do not need to study anything you already know.

Only 15 Minutes a Day

For instance, statistics show that a list sixty-nine words (with their repetitions) is up more than half of all our speech and is working.

Obviously, if one could learn to spell, and pronounce these words correctly, one would go far toward eliminating incorrect spelling and pronunciation.

Similarly, Mr. Cody proved that there was no more than one dozen fundamental principles of punctuation. If we memorized these principles there would be no bogging of punctuation handling as we write.

errors in grammar constitute nine-eighths of everyday mistakes. When you have learned about these twenty-five pitfalls, how readily can you obtain that facility of speech denoting

When the study of English is made so simple it becomes clear that progress can be made in a very short time. No more than fifteen minutes a day is required. Fifteen minutes will do almost anything if you know how to do it. That is why our method of teaching English works so well. Only a few minutes each day are needed to learn English by our method. They take fifteen minutes a day at home. They take fifteen minutes a day at school. They take fifteen minutes a day at work.

Free—Book on English

It is impossible in this brief review to do more than a suggestion of the range of subjects covered by Mr. Gould's manual, and what his practical correction method. But those who are interested can find a detailed description in a fascinating little book called "If You Can Master Good English in 15 Minutes a Day". It can be had for 99¢. Yes, 99¢. I repeat. There is no obligation involved in ex-

If you are interested in learning more in and out of what Sherwin Cody's method can do for you, send for the book, "How You Can Make Your English Better." Write to:

Merely mail the coupon, a letter or postcard for it now. (No agent will call.) 5411RW
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Soup, Lucky Strike, Green Giant, Borden's, Four Roses, Coca Cola and—in the industrial field—General Electric, B. F. Goodrich and Westinghouse, are all outstanding examples of *continuity of theme with variation*.

There are hundreds of successful advertisers who can attest to the effectiveness of continuity. In both consumer and industrial advertising, continuity is a well established marketing principle.

Yet many companies in the industrial field are still erratic and infrequent advertisers. Their schedules are haphazard; their advertising programs lack the *virtue of continuity*. And that's what this booklet is all about—the *virtue of continuity in industrial advertising*.

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