

DUMMY TESTIMONIALS

"Beauty Blurbs" Ignored by Women Who Want Facts

CAN it be that the advertising copy writers who have been urging women to be glamorous, irresistible and what not by using this lotion or that toothbrush, have missed their mark? asks the "Christian Science Monitor."

Mrs. Anna Steese Richardson, in touch with great numbers of women magazine readers through her position as director of the good citizenship bureau of the Women's Home Companion, of U.S.A., told advertising men and women recently that she thought this type of advertising was no longer effective. Women are tired of it, she said. They prefer facts.

They don't care, either, for advertising that discusses in detail human ailments and how to relieve them. Extravagant medical advertising bores them, said Mrs. Richardson.

They like pictures. They like colour and beauty in advertising. And they want specific statements, said the magazine specialist.

Testimonials, she thought, had been overdone. She told of her experience in addressing a group of rural women in Kentucky. After talking about advertising she asked if there were any questions.

"Up rose a woman, gaunt and tall, from the hill country," Mrs. Richard-



son recalled. "Her skin was the colour and texture of sole leather. I don't doubt she had walked to the nearest bus, probably she had ridden a mule.

"She said, 'Lady, what do them motion picture stars and society women get for recommending beds and cold cream?'"

The intelligent advertising agency has already begun to purge its copy of those features which offend the intelligent reading public, this magazine writer declared. But she thought definite educational work would have to be done in behalf of good advertising if women's faith in it was to be restored.

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