MEASURING THE EFFECTIVENESS OF THE BETTER
HOMES & GARDENS COOK BOOK ADVERTISEMENT
IN THIS WEEK MAGAZINE

BY

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Approved By Committee:

[Signatures]

Dean of Graduate Division
PREFACE

In January of 1953, Meredith Publishing Company published a new edition of their Better Homes & Gardens Cook Book. This edition of their cook book was completely different from previous editions and contained new and improved recipes.

Since more than four million copies of the cook book in earlier editions had already been sold, the General Promotion Department of Meredith Publishing Company and its advertising agency were faced with the problem of conveying to the buying public (many of whom had already purchased an older edition) that this cook book was new and different and would be a valuable addition to the kitchen library.

During the months of February, March, and April the advertising agency formulated an advertising campaign which was designed to introduce the cook book to the public and at the same time do a pre-selling job for the local book stores, department stores, and grocery stores where the book would be available for sale.

The campaign, as it was planned, called for an insertion of a full page advertisement in Better Homes & Gardens and This Week Magazine during the month of September— the month the book was to be introduced to the retail level. The purpose of these initial advertisements was to impress the reader with the fact that this entirely new and different book was now available for sale in the stores or could be ordered directly from Meredith Publishing Company.
Due to the fact that the entire campaign was primarily based on the same layout and copy appeal appearing in the initial advertisement, the General Promotion Department was concerned whether the advertisement as submitted by the agency would communicate to the readers the fact that a new Better Homes & Gardens Cook Book was available.

Since the first advertisement was scheduled to appear in the September 13th issue of This Week Magazine (a newspaper supplement of the Des Moines Sunday Register), the author was requested to determine whether readers of This Week Magazine and particularly readers of the advertisement retained the message presented in the advertisement.

This report describes in some detail the steps taken and procedures used by the author in providing to the management of Meredith Publishing Company and its advertising agency an evaluation of their cook book advertising.
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CHAPTER I

METHODS OF EVALUATING ADVERTISEMENTS

The problem facing the author was to select and implement a method of determining the effectiveness of the *Better Homes & Gardens Cook Book* advertisement in *This Week Magazine*. The criterion of effectiveness was to be how well the advertisement communicated the idea that this was a new and entirely different cook book from previous editions.

I. DISCUSSION OF STANDARDS

Before a method of evaluating the cook book advertisement could be selected, it was necessary to set up certain standards which would serve as a measure of the suitability of an advertising test. It was decided by the advertiser and agency that a test in order to be satisfactory should produce data regarding the extent to which the idea contained in the advertisement was communicated to the reader. This standard was based upon the premise that a certain amount of communication or learning must take place before a product is purchased and that advertising must first accomplish this step if it is successful in selling cook books.

There are, of course, certain limitations in this standard since it does not take into consideration such factors as value conflicts. A potential cook book purchaser may be aware as a result of the advertisement that *Better Homes & Gardens* has a new cook book and that it has many favorable characteristics but does not purchase the book because of other circumstances.
bearing on the purchase situation.

Neither does the standard define which impulses communicated by the advertisement motivate the reader to take the desired action such as buying the product. Recognizing these limitations, it was then necessary to select a tool which would adequately measure the amount of learning which took place or how well ideas contained in the advertisement were communicated.

Previous to this study, no formal efforts were made to measure the effectiveness of book advertisements except in terms of year-to-year sales. As a result, no data were available to compare the effectiveness of this particular advertisement with previous advertisements.

II. HOW METHOD OF TESTING USED IN THIS PAPER WAS SELECTED

At the time the selection of an advertising test was being made, a number of business trips made it possible for the author to discuss this selection with research directors of major advertising agencies in New York and Chicago. Much of the discussion on individual techniques reported in this section came from these conversations.

Besides agency research directors, other persons important in the advertising research field were contacted. Among them were: Dr. Allen Brown, Assistant Dean and Director of Research of the Medill School of Journalism; Dr. Howard Stone, Vice-President of Starch and Staff; Mills Shepard, formerly Director of Research for McCall's Magazine and now President of Mills Shepard, Consultants in Research; Dr. Lincoln Clark,
Managing Editor of the *Journal of Marketing*; and Dr. Burleigh Gardner, President of Social Research, Inc.

III. UNAIDED RECALL TESTS

The first technique considered was the unaided recall test. The function of this test is to seek out and to measure the relatively permanent impressions, if any, left in people's attitudes after advertisements have been seen or heard.

The test is conducted by using personal investigators who call upon selected respondents and name an advertised product and then ask the respondent to state the brand or trade name or copy theme associated with it. A second and common approach is for the interviewer to name an advertised product and then ask the person to state the brand or trade name associated with the product.

The unaided recall test depends upon memory to a considerable degree since only the generic name of the product or the theme around which advertisements are built is used in testing the advertisement. It has been applied to any people who remember the theme developed by an advertising campaign and yet have never been or perhaps will never be prospects for the product.

The unaided recall test is best used to measure the penetration of an advertising or sales theme especially if the advertisements making up this campaign are similar and are carried in more than one medium. The measurement of penetration or sales theme for one particular advertisement
using this technique is possible only when different advertisements carrying non-similar copy themes are run simultaneously in media with equal standing.

As a measure of the impressions made by the theme carried in an advertising and sales campaign, the unaided recall test is satisfactory even though it does not measure the degree to which such advertising has produced action.

IV. RECOGNITION TESTS

Another method of copy testing known as the recognition or identification test was also considered. When used properly, this test measures the relative number of persons who look at and read advertisements. George Gallup first made this test popular when he published the results of his survey of reader interest in 1951.

The general procedure of this test involves the use of personal investigators who are sent with magazines or newspapers to call upon the public. Those called upon are asked whether they have seen the particular publication in question. If the answer is yes, the magazine or newspaper is laid on the table and thumbed through and each advertisement recognized is checked to ascertain whether the advertisement seen was read, and which parts were read. The recognition test is sometimes modified by submitting the advertisements separately instead of taking the actual magazine or newspaper in which the advertisements to be tested were run.

The value of the recognition test depends to a considerable degree
upon the correlation of recognition and the ability of the advertisement to create a favorable impression. Results of a study reported by Dr. Starch at the 1951 Illinois Marketing Symposium show that there is a close correlation between a favorable impression of a product gained from advertisements and rate of purchase.\(^1\)

When properly applied, the recognition test provides a reliable report on the extent to which an advertisement has been seen or read. It also has the advantage of testing competitors' advertisements at the same time. This test can be made very soon after the advertisement is run and is therefore more speedy than other tests involving coupon returns or sales results.

Along with these arguments in favor of the recognition test, certain arguments raised in opposition were also considered. For instance, results cannot be interpreted too literally, particularly when control procedures such as the substitution of advertisements which have never been published have not been employed. Furthermore, the test is primarily a post-test and is somewhat expensive when properly done.

Although the Starch Readership Service primarily employs the recognition method of testing advertisements discussed previously, the service is so widely used in the advertising field that it deserves separate mention.

The Starch Readership Service permits comparisons with competitive advertisements and provides a relative measure of the number of persons who

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look at and read advertisements and parts of advertisements. It can also be used to compare different advertisements within a campaign. The main weakness of the Starch Service seems to arise from the field work. Selection of the respondents is placed in the hands of the interviewer; interviewers are paid on a quota system and are often untrained. Another basic weakness which is also inherent in the recognition tests is that a knowledge of an advertisement or a product does not necessarily indicate an interest in the product.

V. THE GALLUP-ROBINSON IMPACT TEST

Another test which was considered and finally chosen as a means of accomplishing the objective as defined on page one was the Gallup-Robinson Impact Test. The test is a combination of two tests previously discussed: the recognition test, and unaided recall test.

The objective of this test is to measure the impact of advertising with impact being defined as a measure of the ability of advertising to communicate ideas. This test usually is confined to double page, full page, and half page advertisements, although it has been used on smaller units of space.

As of March, 1952, forty-five companies were reported using this

2Harold H. Webber, "Discussion of Starch Reports and Gallup-Robinson Impact Service," (speech delivered at Thirty-Third Annual Meeting of American Association of Advertising Agencies, White Sulphur Springs, West Virginia, April 19, 1951.)
test as a continuing program.3

The data collected by the Gallup-Robinson technique are largely qualitative and have to be interpreted in order to arrive at a numerical designation or score which can be used in comparisons. This score is called "proved name registration" which is simply the percentage of qualified readers of a publication who can prove that they actually read a particular advertisement by describing it. This "proved name registration" score can be adjusted for variables such as space-size, color treatment, size of magazine, or position.

One of the values of the Gallup-Robinson technique is that neither the interviewer nor the respondent is called upon to exercise any judgment or do any evaluating at the time the interview is conducted. Through the use of a dummy magazine format, it is possible to pre-test as well as post-test an advertisement.

Other values of the technique stem from the requirement that the respondent must prove having seen or read the advertisement by describing the advertisement or "playing back" the main sales theme contained in the advertisement. There is no opportunity for the respondent to claim readership or attention without having actually done so. In those instances where approximately the same layout and sales theme are used throughout the campaign, it is impossible to apply the test to an individual advertisement.

The primary disadvantage of the Gallup-Robinson test is that it

3"Claude Robinson Finds 'Such 'Malarkey' in Ad Copy; Urges More Stress on 'Impact,'" Advertising Age, (March 17, 1952), 61.
does not provide a measure of the effect on sales resulting from an advertisement or campaign. It is primarily a test of attention, interest, or memory value rather than the sales effectiveness of a particular advertisement. Since the majority of data resulting from the Gallup-Robinson technique are of a qualitative nature, it is necessary to have a trained and qualified person to interpret and report the results.

VI. THE GOULD-TOWNSEND TEST

Another advertising test considered by the author was the psychological scoring (sometimes called analytical or scoring factor) test sponsored by Harry H. Gould and A. J. Townsend. Mr. Gould is now Research Director for This Week Magazine and was very cooperative in discussing this technique with the author.

Psychological scoring is based upon the assumption that there is a relationship between the results produced by an advertisement and the number of basic selling elements it contains and the sequence in which these elements appear. Much of the success of the test depends upon two things: (1) the selection of the selling elements or factors that move people to action, and (2) the ability of the tester.

The psychological scoring technique involves a check list of selling elements or factors which the subject uses to determine what factors or elements judged to be necessary for a successful advertisement are included or left out from the advertisement under consideration. Generally, the technique consists of taking advertisements to be evaluated and ranking
them by order of merit or paired comparison in terms of the check list or chart of value.

The chief advantage of this technique is that it is speedy and can be used before the advertiser is committed to a campaign or substantial expenditure. Probably its chief use is a means of selling advertisements to be subjected to further testing.

The primary disadvantage of the psychological scoring test is that it is largely a check list. Advertisements cannot and should not be prepared by a general formula. If many advertisers used the check list, the consequent sameness and monotony would probably defeat the entire purpose of the advertising campaign. Dangers also lie in the fact that the person drawing up the list of qualities for the score card may be the only one who can use it satisfactorily. The test, like most others, does not indicate how effective the advertisement is but simply selects the best advertisement using the basic selling elements as a standard.

VII. SALES AREA AND SALES INVENTORY TESTS

Sales area tests and sales inventory checks were also studied for possible application as tools of measuring the effectiveness of the Better Homes & Gardens Cook Book advertisement. Although there are several kinds of sales tests, they all have the common purpose of determining the amount of new or additional sales resulting from a special advertising effort.

The sales area tests involve the selection of a number of sales territories in which all factors influencing sales, except advertising,
are kept as constant as possible. Where variations in these factors occur, it is necessary to obtain a control agent to measure the relative influence of the variable.

One of the main advantages of a sales test is that it measures sales effectiveness rather than attention, interest, or memory value. The results of the test tend to be more valid than do the results of other tests since there are no artificial conditions. If the test advertising proves of little value, the campaign can be either terminated or analyzed to see what improvements might be made before the entire allocation has been spent.

While the sales tests seem to measure actual sales effectiveness directly, there are usually enough variables involved so that the validity of the test can sometimes be questioned. The real difficulty comes in finding a method for measuring the relative changes in human action during the test period as compared with the period immediately preceding the test.

The sales area tests consume a considerable amount of time and are usually more expensive than other tests. If national magazines constitute a logical medium to carry the advertising of a product, the sales inventory or sales area test would be impractical since magazines are not easily adapted to tests of this type. Since there are many factors which influence a sale, it is extremely difficult to isolate the influence of any one advertisement.

VIII. COUPON AND INQUIRY TESTS

Closely allied to the sales tests are the inquiry and coupon tests
commonly used by a large number of advertisers. The inquiry test consists of counting the number of inquiries produced by different advertisements and using this count as a measure of superiority or inferiority. The inquiries, as is often the case, are encouraged by the offer of a product sample, a booklet, or some other item. The presumption is that, all things being equal, the advertisement which brings in the greatest number of inquiries is superior. It is also assumed that the same factors in an advertisement which produce inquiries will be the same factors that produce sales.

The major use of the inquiry test is that of measuring the effectiveness of advertisements after they have been run. It provides little help in measuring the absolute sales value of a complete campaign. It does, however, offer real help in measuring the comparative value of individual advertisements and media both as a whole and in their different elements.

The most important question revolving about inquiry tests has to do with their validity. For direct action advertisements of the mail order variety which are intended to bring immediate and specific results, inquiries are generally considered to be a valid measure of the relative effectiveness of two or more different pieces of copy assuming that variables are adequately controlled or allowed for. For indirect action advertisements or good will advertisements, such as a U. S. Steel advertisement offering a booklet on how steel is made, there is some doubt whether the results are valid because the same factors which produce good will do not necessarily cause readers to clip a coupon.
In spite of the objections which can be raised, some experts believe that inquiry tests give a reasonably accurate measure of differences in the persuasive or selling power of advertisements or campaigns. Borden, for example, has stated that even though it is not definitely established the variation in number of inquiries is certain evidence of the relative sales effectiveness of what are essentially indirect action advertisements.\footnote{\textit{Neil H. Borden, Advertising Text and Cases}, (2nd ed.; Chicago, Illinois: Richard D. Irwin, Inc., 1951), pp. 829-835.}

IX. THE CONTROLLED OPINION TEST

The controlled opinion test (sometimes called the jury panel method) unlike the inquiry test is primarily a pre-testing device and is based on the combined opinions of a group of people. Another form of the opinion test is the check list appraisal method in which an individual rates the effectiveness of an advertisement or group of advertisements in accordance with his or her personal judgment.

Generally, the consumer jury test consists of having a number of persons rank two or more advertisements in terms of some specific standard of merit. This standard may be the ability of an advertisement to attract attention or to influence a consumer to make a purchase. It is the personal reactions of consumers that are sought.

The controlled opinion test or consumer jury method cannot be used to measure the comparative value of different media. The plan has other drawbacks such as strained or unnatural opinions expressed by the respondents.
because of being approached on previous occasions or because of a feeling of expertness. Also, consumers may not like to admit that appeals involving price and sex would influence them, and, as a result, the test does not generally deal with human behavior so much as it does with guesses as to human behavior. The test does not indicate the selling power of the advertisements, and still lacks adequate proof of its validity for predicting relative sales effectiveness of advertisements.5

The chief merit of the controlled opinion test is that the only factor which exerts any important influence is the advertisement itself. No influence is felt from publication, position, sequence, season, and advertisements for competing products.

Time required to do a controlled opinion test is usually from one to two weeks and can be done at a relatively low cost since no finished art, typography engravings, electros, or expensive publications are needed. An added value of this test lies in the ability to classify respondents by sex, age, occupation, and economic levels.

C. PSYCHOLOGICAL ANALYSIS TESTS

There are basically six psychological testing techniques in limited use: tests of readability, tests of believability, attitude tests, word-association tests, triple-associates tests (theme penetration), and depth interviewing. While it is impossible to go into each of these tests in

great detail, a brief description follows.

Tests of readability and comprehension are a specific psychological technique which can be applied to the content of an advertisement. Rudolph Flesch, in developing his scale of readability, has contributed much towards the development of copy writing which facilitates communication.

An advertising message, to be effective, must have a high degree of credibility or believability on the part of the readers. Measurements of credibility employ a scale technique, in which various statements or product claims are rated by consumers against one another, to produce a curve of credibility on the basis of which items are excluded from copy.

Various types of attitude tests have been developed and applied to copy testing in this manner: typical consumers are exposed to sample advertising messages; the attitudes produced by these various messages are then determined by means of penetrating questions.

One method of word-association called "semantic analysis" involves asking the respondent his reason for using a particular product or brand, then records his exact answer. Instead of tabulating the answers, a word count is made. From an analysis of the frequency with which individual words appear, a list of buying motives is compiled.

In the triple-associates test, the consumer is given an advertising theme or slogan, the general type of product advertised, and is asked to identify the brand. The percentage correctly identifying the brand is computed and then compared with similar ratios for other brands.

The depth interview is an extended, penetrating interview conducted by a highly skilled interviewer who allows the respondent considerable
latitude in responses. The technique has been adapted to question consumers in order to get at the subsurface motives which influence the purchase of various products.

XI. EYE CAMERA TESTS

Of a more specialized nature are the eye camera tests which are being used by some advertisers to pre-test their advertisements. As the name implies, this test involves the use of an eye-movement camera which records where and how long a person being tested looks while going through a magazine. By inserting an unpublished advertisement in a magazine issue just published, and using this magazine in an eye-movement camera test, the effectiveness of such an advertisement can be tested.

The main value of this test lies in the objective nature of the results, since data regarding paths of vision, time spent reading, and features of most interest (as measured by time spent on them) are not subject to respondent bias. The test can be also used to determine differences between respondents who are already acquainted with the product and those who are not.

Operational costs and time requirements represent obstacles to many present day advertisers preventing widespread use of the test. Inherent in these factors is the need to translate the data from the eye camera into understandable results.
XII. PSYCHOGALVANOMETER TESTS

Another of the more specialized tests considered was the psychogalvanometer tests in which the psychogalvanometer records emotional reactions aroused by material which the subject sees. By exposing an advertisement to a representative consumer group before publication, the advertiser can determine in advance which of several advertisements arouse the greatest interest.

In the use of both the eye-movement camera and the psychogalvanometer techniques, research personnel trained in the use and interpretation of such instruments are necessary. Although the psychogalvanometer will indicate which of several advertisements arouse the greatest interest, it will not provide this data for parts of an advertisement nor will it indicate whether responses are positive or negative. Also, the test generally is more effective in measuring strong emotional disturbances than those of a weaker nature.

Measurements obtained by the psychogalvanometer are objective because reactions of persons viewing an advertisement cannot be concealed. Basically, it is a pre-test and, therefore, like all other pre-tests has the added advantage of pointing out weaknesses before the advertisement is published.

XIII. WHY THE GALLUP-ROBINSON TECHNIQUE WAS CHOSEN

Each of the methods of testing advertisements previously discussed has certain advantages and disadvantages. The Gallup-Robinson technique,
which involves the recognition tests although having some disadvantages, was finally chosen from all of the other techniques primarily because the "play-back" aspect of the test provides a measure of how well ideas contained in the advertisement were communicated to the reader.

The Gould-Townsend test was rejected since its chief use is to select advertisements to be subjected to further testing and is largely a check list. The sales area test was not used primarily because of the high cost and because of the difficulty in keeping all factors influencing sales constant.

The coupon and inquiry test was unsatisfactory for the purposes of this study because of the availability of the product to readers. In order to purchase a book it was not necessary to return the coupon. The controlled opinion test was not used because of the danger of strained or unnatural opinions on the part of the respondents. The psychological analysis tests, eye-camera tests, and psychogalvanometer tests were rejected because of the necessity to engage highly technical personnel to conduct the study and interpret the results.

Because the Gallup-Robinson technique incorporates many of the advantages of the recall and recognition tests and produces data which indicate the amount of learning which has taken place as a result of the advertisement, the technique was chosen over the other methods discussed. A discussion of how this technique was applied in this study will be discussed in more detail in the following chapter.
CHAPTER II

METHODS EMPLOYED

I. PLANNING

This section of the report will deal with a description of the conditions under which the Better Homes & Gardens Cook Book advertisement study was conducted. Although this section will provide the reader with a step-by-step account of how the study was made, the more detailed data such as the original proposal, evidence of sample representativeness, etc. will be presented in the Appendix.

On Wednesday, July 8, 1953, a meeting was held for the purpose of discussing the type of information needed and the size of budget which could be allocated to this project. Among those in attendance were Mr. Jack Barlass, Director of Book Sales & General Promotions; Mr. J. T. Miller, Director of Research; and the author. All of the above mentioned are employed by the Meredith Publishing Company.

As a result of this preliminary planning session, a research proposal was prepared setting forth the general plan of the survey, cost estimates, and type of results which could be expected. A copy of this proposal is presented in Appendix A. The proposal was approved on July 15th by the Director of Research and Director of Book Sales & General Promotion.

The interviewing was scheduled to take place on September 15th—two days after the respondent had an opportunity to see the advertisement.
The spread of two days between the appearance of the advertisement and interviewing was planned since previous experience showed that many families were busily engaged in social activities on Sunday and did not read the Sunday newspaper or supplement until the following Monday. The waiting period of two days allowed each family an ample opportunity to see the advertisement.

The interviewing area chosen was the city of Des Moines since the proximity of the area permitted close supervision of the field workers and reduced travel costs. At the time the study was conducted, the area was receiving the signal of one television station carrying programs from all four networks. This was important since the presence of other advertising media and leisure time activities would affect the attention given to the newspaper supplement and the cook book advertisement. In May, 1953, 67 per cent of the homes in the area owned television sets—a saturation level which closely approximated the rest of the nation's television areas.

II. SAMPLE

The research sampling and field work was done by the firm of Kay Fuller and Staff, a local research organization acquainted with the city and experienced in all types of field interviewing. Interviewing was

6 Statement made by Kay Fuller (Director of Kay Fuller and Staff), in a personal interview and based on her previous experience in field interviewing.

conducted in twenty different sampling areas, or "clusters," thus assuring geographical dispersion in the sample and covering different types of neighborhoods but, at the same time, facilitating low travel and time costs on the part of the field staff. See Appendix B for a copy of the maps showing the location of the interviewing areas and interviewing quotas.

The interviewing clusters were selected by going through the Census Block Statistics for Des Moines and choosing every 2,882nd dwelling unit. This ratio was chosen so that a final sample of approximately three hundred interviews would result. The census tract and block number of each dwelling unit chosen was then noted on a map of Des Moines and two adjacent blocks were also selected to make up the cluster.

Interviewing quotas were then assigned to each cluster in direct relationship to the number of occupied dwelling units in the cluster and in each block. Each interviewer was supplied with a map on which the quota and streets on which the interviewing was to take place were designated.

Although the areas and streets were pre-selected, the selection of the individual households was left to the field worker. If the quota for a cluster was twenty interviews (10 in block 8H, 7 in block 16, and 3 in block 4H), the interviewer was instructed to begin on a pre-designated side of the street until her quota for that block was filled. Call-backs were made only where quotas could not be filled. Interviewing took place between the house of 9:30 A.M. and 9:00 P.M.
The study, being of a local nature, did present the problem of possible inflation in the final results due to Meredith prestige or "halo" in Des Moines. The extent to which this inflation exists cannot be determined but it was not thought to be serious since the test employed required positive identification. By having to prove the advertisement was seen or read by describing the advertisement to the interviewer, the respondent could not claim readership because it was socially good to do so. The "halo" effect, if it were present, could come into play only at the time the respondent was leafing through the newspaper supplement and not at the time of the survey.

III. INTERVIEWING

Before the interviewers were instructed, the questionnaire was tested by conducting ten test interviews. The results of this test indicated that the interview was too long. Elimination of a number of questions regarding other advertisements reduced respondent fatigue to a considerable degree.

Only the housewife in each household was interviewed since she constituted the largest potential market for the cook book. The interviewers were instructed first to ask the housewife whether the Des Moines Sunday Register was received in the home last Sunday (September 13). If the answer was affirmative, the interviewer then asked whether the housewife had an opportunity yet to read the issue of This Week which appeared in that issue.
If the answer to either the first or second question was negative, the interviewer was instructed to ask the questions regarding family characteristics such as number of persons living in the home, home ownership, and ages of the members of the family, and then terminate the interview. If the respondent reported reading the September 13th issue of *This Week*, she was asked to describe one of the articles read. This enabled the interviewer to establish whether the issue was actually read.

After readership by the housewife was established, the housewife was asked if she remembered a Vel advertisement, a Doubleday Book Club advertisement, etc. A total of ten advertisements ranging from one-half page black and white to two pages in four color were covered in the study and included the following: Westinghouse Electric Corporation, *Better Homes & Gardens*, Pillsbury Best Flour, Mystery Guild Book Club, Holmes & Edwards Silverware, Mercury Automobile, Colgate-Palmolive-Peet, Jergens Lotion, Tenderleaf Tea, and Pepsodent Toothpaste.

The order in which the advertisements were mentioned during the interview was rotated to prevent a bias resulting from lack of continued interest on the part of the respondent. At no time before, during, or after the interview was the sponsor of the study mentioned.

If a housewife reported remembering an advertisement, she was asked to prove it by describing the appearance of the advertisement. In the case of the *Better Homes & Gardens* advertisement, the interview was carried beyond this point by asking the respondent what the main idea was that the
advertiser tried to put across and any other ideas she received from the advertisement.

With the completion of this step, the interviewer opened a copy of This Week to the Better Homes & Gardens advertisement and asked the housewife to designate what (if any) she recalled seeing or reading. Background data were then collected concerning the ages of the members of the family and home ownership.

IV. LIMITATIONS OF METHOD

Time and budget limitations resulted in certain departures from generally used sampling procedures. These departures prevented any possibility of the data being projected beyond the limits of the sampling area. For instance, instead of sampling the total readers of This Week Magazine, the sample consisted only of This Week readers in Des Moines. The possible effect of this sampling plan has already been discussed.

Another departure from usual sampling procedures was the decision to allow the field interviewer to pick the households within the limits of the street and block. Possible bias could result from the interviewer picking corner houses, good looking homes, and, of course, only the homes where housewives were at home.

The field interviewer was allowed to pick individual homes instead of listing each home and then using a system of pre-selection because it was felt that there was not a great deal of difference between respondents living on the same block. Since the cook book has appeal to all income
and social groups, it was felt that any sampling differences resulting from this procedure would be offset in the total sample. The data presented in Appendix B bear out the reliability of the sampling plan.

Most of this report consists of examining the relation between those respondents who recalled the Better Homes & Gardens advertisement and those who were able to recall the main sales theme. If they read the magazine, did they see the advertisement? If they saw the advertisement, did they read it? If they read it, did they retain the main sales message?
CHAPTER III

A REPORT OF THE FINDINGS

In order that this study might have maximum usefulness, it is essential to point out its limitations and to comment on the extent to which it does provide sound dependable information.

I. RELIABILITY

All surveys are influenced by the laws of chance in the selection of the sample. Thus, variations from the true figure can be expected, and the magnitude of these variations depends on the sample size. With a sample of 207 respondents, the maximum "chance variation" will not be more than six percentage points. Thus, any percentage herein that is based on total readers of This Week Magazine would not differ appreciably if the sample were many times greater. In the report this variation from the true figure will be referred to as the standard error.

In order that the reader may better evaluate differences in the results, the "standard error" is presented alongside each percentage throughout this report. Since the percentage error is actually a function of both the sample size and the percentage giving any answer, percentage bases are also presented for each table.

II. VALIDITY

The validity, or the extent to which a study measures what it is
intended to measure, is dependent upon (1) sample representativeness, and (2) the accuracy of the answers reported, or the degree to which they are the true and honest answers.

The characteristics of the sample are compared with the characteristics of Des Moines in Appendix C. While it was possible within the limitations of the interview to compare only a few items, the agreement is so close that it can be assumed all other characteristics will be equally random.

Accuracy of the answers depends on (1) freedom from investigator bias or differences, and (2) the ability of the respondent to report accurately the true answers to the questions.

All of the interviews were made by Kay Fuller and Staff, all permanent staff members, highly trained in this type of interviewing. Their mode of operation, previously described, insured maximum proficiency and uniformity in handling all types of problems encountered in the field work. Approached in a conversational manner, the housewives were able to reconstruct the reading situation and were most cooperative in providing the information sought.

Local interviewing permitted the interviewers to contact the supervisor during the day and also facilitated meetings of the staff upon completion of the day's work to discuss any problems encountered.

III. THE RESULTS

In order to form a foundation for an analysis of the Better Homes &
Gardens Cook Book advertisement, it was first necessary to gather information regarding the readership of the medium. Table I shows the percentage of respondents who reported receiving the September 13th issue of the Des Moines Sunday Register; percentage of respondents who reported reading at least one full article in This Week Magazine; and percentage of Des Moines Sunday Register readers who reported reading This Week Magazine.

**TABLE I**

**PENETRATION OF THE DES MOINES SUNDAY REGISTER AND THIS WEEK MAGAZINE AMONG DES MOINES HOUSEWIVES**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number</th>
<th>Percentage</th>
<th>Base</th>
<th>One Standard Error (Percentage Points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents who reported receiving the September 13th issue of the Des Moines Sunday Register . . . . . .</td>
<td>306</td>
<td>96</td>
<td>319</td>
<td>2.11</td>
</tr>
<tr>
<td>Respondents who were able to describe at least one full article in the September 13th issue of This Week Magazine . . . . . .</td>
<td>207</td>
<td>65</td>
<td>319</td>
<td>5.21</td>
</tr>
<tr>
<td>Des Moines Sunday readers who reported reading This Week Magazine . . . . . .</td>
<td>207</td>
<td>68</td>
<td>306</td>
<td>3.72</td>
</tr>
</tbody>
</table>

Of the 319 housewives interviewed, 306, or 96 per cent, reported
receiving the September 13th issue of the Des Moines Sunday Register. Of these 306 respondents, 207, or 68 per cent, reported reading and were able to describe at least one full article in This Week Magazine. Of all the housewives interviewed, 65 per cent reported reading at least one full article.

This means that most of the Des Moines housewives had an opportunity to see the Better Homes & Gardens Cook Book advertisement and that a majority (those who read at least one full article) could logically be expected to see the advertisement. These are the housewives with whom this study is primarily concerned--proven readers of the magazine in which the cook book advertisement appeared.

TABLE II
PERCENTAGE OF THIS WEEK MAGAZINE READERS WHO IDENTIFIED AND DESCRIBED THE BETTER HOMES & GARDENS ADVERTISEMENT

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number</th>
<th>Percentage</th>
<th>Base</th>
<th>Percentage (Percentage Points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>This Week Magazine readers who reported that they remembered the Better Homes &amp; Gardens Cook Book advertisement . . .</td>
<td>126</td>
<td>61</td>
<td>207</td>
<td>6.64</td>
</tr>
<tr>
<td>This Week Magazine readers who were able to correctly describe the cook book advertisement without being shown the advertisement . .</td>
<td>114</td>
<td>55</td>
<td>207</td>
<td>6.76</td>
</tr>
</tbody>
</table>

*Respondents who were able to recall the contents of at least one article in the magazine.
Table II illustrates how well the Better Homes & Gardens Cook Book advertisement accomplished the first objective—attracting attention. Presented in this Table is the percentage of This Week readers who reported that they remembered the Better Homes & Gardens Cook Book advertisement without being shown the advertisement.

Of the 207 proven readers of This Week Magazine, 126, or 61 per cent, reported that they remembered the Better Homes & Gardens Cook Book advertisement. Of those respondents who told the interviewer they remembered the advertisement, 114, or 90 per cent, were able correctly to describe the advertisement without being shown the advertisement at the time of the interview.

So that the reader may judge for himself whether the respondents correctly identified the advertisement, a summary of the answers as recorded by the interviewer is presented in Appendix D.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number</th>
<th>Percentage</th>
<th>Base</th>
<th>Percentage Error (Percentage Points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of This Week Magazine readers who were able to remember the main idea presented in the advertisement</td>
<td>81</td>
<td>39</td>
<td>227</td>
<td>6.64</td>
</tr>
</tbody>
</table>

*Respondents who were able to recall the contents of at least one article in the magazine.
Table III presents the results of the second phase of this investigation. After it was determined that the respondent saw and remembered the Better Homes & Gardens advertisement, the interviewer probed to determine the amount of learning that had taken place as a result of seeing this advertisement.

Of the 126 readers who reported remembering the cook book advertisement, 63 per cent were able to recall the sales message. These housewives were not shown a copy of the advertisement until the end of the interview when the readership data were gathered. For a summary of the verbatim descriptions of the main sales theme see Appendix E.

Typical of the comments concerning the main idea of the advertisement was this one: "The new edition on sale--more types of useful suggestions and food plans added." Another respondent reported, "That this one (cook book) was an improvement over the old one. It is their new improved cook book. They want you to try it."

Upon completion of this phase of the study, the interviewer turned to the cook book advertisement and asked the respondent to indicate parts of the advertisement seen or read. Table IV presents the results of this inquiry.

As would be expected, more of the respondents reported seeing the illustration than any other part of the advertisement. Of the 207 readers interviewed, 153, or 74 per cent, reported seeing the picture of the cook book in the advertisement as they were reading their copy of This Week. One hundred and eighteen respondents, or 57 per cent, reported reading the main headline, whereas only 41 per cent of the readers reported reading the subhead.
### TABLE IV
PERCENTAGE OF THIS WEEK READERS REPORTING SEEING OR READING COMPONENT PARTS OF THE BETTER HOMES & GARDENS COOK BOOK ADVERTISEMENT

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number</th>
<th>Percentage</th>
<th>Percentage Base</th>
<th>Standard Error (Percentage Points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents reading the heading...</td>
<td>118</td>
<td>57</td>
<td>207</td>
<td>3.43</td>
</tr>
<tr>
<td>Respondents reading the subhead...</td>
<td>91</td>
<td>44</td>
<td>207</td>
<td>3.44</td>
</tr>
<tr>
<td>Respondents reading less than one-half of the copy...</td>
<td>50</td>
<td>24</td>
<td>207</td>
<td>2.96</td>
</tr>
<tr>
<td>Respondents reading more than one-half of the copy...</td>
<td>12</td>
<td>6</td>
<td>207</td>
<td>1.64</td>
</tr>
<tr>
<td>Respondents seeing the signature...</td>
<td>35</td>
<td>17</td>
<td>207</td>
<td>2.61</td>
</tr>
<tr>
<td>Respondents reading less than one-half of the inset...</td>
<td>27</td>
<td>13</td>
<td>207</td>
<td>2.33</td>
</tr>
<tr>
<td>Respondents reading more than one-half of the inset...</td>
<td>8</td>
<td>4</td>
<td>207</td>
<td>1.64</td>
</tr>
<tr>
<td>Respondents seeing the illustration...</td>
<td>153</td>
<td>74</td>
<td>207</td>
<td>3.05</td>
</tr>
</tbody>
</table>

The first half of the copy contained in the advertisement was read by 24 per cent of the 207 This Week readers. The remaining copy was read by only 12 per cent of the readers.
CHAPTER IV

ANALYSIS AND INTERPRETATION OF THE FINDINGS

The data presented in the previous chapters standing alone do not easily lend themselves to an evaluation. In order to obtain some standard of measurement, the impression value of other advertisements appearing in the same issue of This Week was measured.

Table V shows the percentage of This Week readers who could describe the appearance of the advertisements without being shown the advertisements. Each of the advertisements covered in this survey was directed to and held a high interest appeal for the lady of the house. See Appendix F for a copy of the advertisements covered.

A higher percentage of the respondents could correctly describe the Better Homes & Gardens Cook Book advertisement than any other advertisement. The Westinghouse Electric Corporation advertisement ranked second in this classification. Each of these two advertisements were one page, two color advertisements. The lowest rated advertisement in terms of recall value was the Pepsodent Toothpaste advertisement with only 2 per cent of the readers being able to describe the advertisement.

Since the advertisements studied were of different size and color units, it was necessary to obtain a comparable measure which would take these variables into consideration. This measurement is called "cost per thousand," in which the cost of the advertisement (based on space and number of colors used) is applied to the calculated number of readers who remembered the advertisement. Since the cost of an advertisement takes into account
<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Size (pages)</th>
<th>Colors#</th>
<th>Page</th>
<th>Respondents Who Correctly Described the Advertisement</th>
<th>One Standard Error (Percentage Points)</th>
<th>Cost Per Thousand**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pepsodent Toothpaste</td>
<td>1/2</td>
<td>B&amp;W</td>
<td>22</td>
<td>2</td>
<td>.9</td>
<td>$ 64,10</td>
</tr>
<tr>
<td>Colgate-Palmolive-Feet</td>
<td>1</td>
<td>l</td>
<td>3</td>
<td>17</td>
<td>1.9</td>
<td>39.20</td>
</tr>
<tr>
<td>Jergens Lotion</td>
<td>3/5</td>
<td>B&amp;W</td>
<td>11</td>
<td>12</td>
<td>1.6</td>
<td>25.76</td>
</tr>
<tr>
<td>Mercury Automobile</td>
<td>1</td>
<td>l</td>
<td>11</td>
<td>39</td>
<td>19</td>
<td>16.50</td>
</tr>
<tr>
<td>Tenderleaf Tea</td>
<td>1/2</td>
<td>2</td>
<td>32</td>
<td>23</td>
<td>11</td>
<td>13.50</td>
</tr>
<tr>
<td>Pillsbury Best Flour</td>
<td>2</td>
<td>B&amp;W</td>
<td>11-15</td>
<td>83</td>
<td>17</td>
<td>12.88</td>
</tr>
<tr>
<td>Mystery Guild Book Club</td>
<td>1</td>
<td>l</td>
<td>4th cov</td>
<td>73</td>
<td>35</td>
<td>8.96</td>
</tr>
<tr>
<td>Holmes &amp; Edwards Silverware</td>
<td>1/2</td>
<td>2</td>
<td>29</td>
<td>35</td>
<td>17</td>
<td>8.73</td>
</tr>
<tr>
<td>Westinghouse Electric Corporation</td>
<td>1</td>
<td>2</td>
<td>13</td>
<td>53</td>
<td>35</td>
<td>5.29</td>
</tr>
<tr>
<td>Better Homes &amp; Gardens</td>
<td>1</td>
<td>2</td>
<td>27</td>
<td>55</td>
<td>35</td>
<td>5.10</td>
</tr>
</tbody>
</table>

#B&W indicates black and white; 2 indicates 2 colors; l indicates l colors.

**Calculated for those who could correctly describe the advertisement and based on the assumption that the level of impression would be the same among all readers of This Week Magazine.

Percentage base: 207 respondents who reported reading the September 13th issue of This Week Magazine.
number of colors used, size, and position, this measurement is widely used to compare competitive advertisements appearing in a campaign.

The most efficient advertisement according to this measurement was the Better Homes & Gardens Cook Book advertisement with a cost per thousand of $5.10. This figure is possible only if an assumption is made that the level of attention given to the advertisement in Des Moines was the same throughout the country.

Showing the highest cost per thousand was the Pepsodent Toothpaste advertisement with a cost of $61.40 per thousand readers who could correctly describe that particular advertisement. This represents approximately a cost of $634 per reader. Also of a significant nature are the data presented in Table VI.

Although approximately the same proportion of readers in both age groups could recall the main sales idea, a higher proportion of the thirty-nine years and under age group read the advertisement more thoroughly than did the older readers. A considerably higher proportion of the older readers recalled seeing the advertisement after having been shown the advertisement.

Since approximately the same proportion of the two age groups recalled the main sales idea contained in the advertisement, even though there was a difference in the level of readership, an analysis was made to determine the amount of reading or seeing which was necessary to get the main idea.
Table VI shows the results of this analysis using as a base only those respondents who could recall the main sales idea without having been shown the advertisement.
TABLE VII
AMOUNT OF READING DONE BY THE RESPONDENTS WHO COULD RECALL THE MAIN SALES IDEA IN THE BETTER HOMES & GARDENS ADVERTISEMENT

<table>
<thead>
<tr>
<th>Respondents Reporting</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The headline, subhead, illustration, and less than one-half of the copy</td>
<td>59</td>
</tr>
<tr>
<td>The headline, subhead, illustration, and more than one-half of the copy</td>
<td>9</td>
</tr>
<tr>
<td>The illustration only</td>
<td>9</td>
</tr>
<tr>
<td>The headline, subhead, and illustration</td>
<td>17</td>
</tr>
<tr>
<td>The headline and illustration</td>
<td>6</td>
</tr>
</tbody>
</table>

Percentage Base: Those respondents who could recall the main sales idea | 81 |

Of those who recalled the main sales theme, over one-half read the headline, the subhead, saw the picture, and read less than one-half of the copy. The remainder of the respondents either read different combinations of the copy or read the headline, subhead, and saw the illustration. Seven of the respondents who could recall the main idea of the advertisement reported reading all of the copy and also reported seeing the illustration.

In summary, it would be possible to say that the Better Homes & Gardens Cook Book advertisement was more efficient in terms of recollection value than any of the other advertisements in the study. It was read more intensely by the younger age groups and, in order to put across the main
idea in the advertisement, it was necessary for the greater majority of the respondents to read not only the headline and subhead but also at least one-half of the copy.
CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Although the study uncovered some areas which contributed or did not contribute toward the effectiveness of the Better Homes & Gardens Cook Book advertisement, it also indicated additional areas to be investigated in further studies. In this section, a summary of the tentative findings, presented in the body of the report, will be outlined, and also some further points which might represent profitable lines of research into the question of the most effective method of advertising the cook book.

The tentative findings of the project can be outlined as follows:

1. The recall level of the Better Homes & Gardens Cook Book advertisement was good and ranked above the other advertisements in the issue of This Week under study.

2. Comprehension of the sales points such as "personal cook book," "a new cook book," "helps keep down costs," and "saves time and work" made in the advertisement was satisfactory although the multiplicity of points and ideas presented may have diluted the effectiveness of the advertisement. The verbatim comments indicate that the number of sales points confused the main sales idea in the mind of the readers. For example, one lady in answer to what she thought was the main sales idea, said: "A special price--a little cheaper I think if you use the coupon. A new idea on cooking. More for the family type."

3. The main sales idea was grasped by many of the respondents who read less than one-half of the copy. If the reader is able to get the main idea of the advertisement within the first two or three paragraphs, the remaining copy only repeats or is in some way secondary to the purpose of the advertisement. Because large blocks of copy tend to discourage reading of advertisements, it would seem that the advertisement could have been more effective with less copy.

4. Although the variations between age groups are small considering the range of statistical error in small samples, the younger age group appears as the group with a greater interest in the product as evidenced by their more extensive readership. The reason for this might be the need which the younger housewife
feels for advice and help in becoming a better housewife. This area needs further exploration.

All of the findings listed above need further work oriented toward substantiating them in broad outline, and acquiring knowledge of them in greater detail. However, based on the results, certain steps can be taken immediately and tested as the campaign progresses.

The headline, along with the illustration, must first attract the attention of the reader. This task of attention getting is a formidable one among the readers of such a medium as This Week because the group is large, variable, and primarily interested in something else—something more important to them than the sales message.

The headline, "Introducing Your Personal Cook Book," while it succeeded in getting attention, did not precondition the audience to be receptive for later selling points. The headline should lead logically into the sales message.

The results of the study indicate that the copy and the layout of the advertisement did not successfully carry the reader through the entire advertisement. Most of the readers lost interest before they had read less than one-half of the copy.

If a direct-news approach headline is used, as it was in the Better Homes & Gardens advertisement, the body text will usually be most effective if it, too, is factual—if it starts backing up the headline claims immediately. The body text of the Better Homes & Gardens advertisement does not maintain the momentum set by the headline. Instead of developing the "personal" cook book idea, the body text begins by referring to a "modern"
book.

In summary, the results of the survey indicate that future advertisements in this campaign should contain body text much shorter in length than that which appeared in the This Week advertisement. This does not mean that any selling arguments should be left out, but they should be developed in lesser detail.

The body text should also be designed immediately to follow-through on the headline and, thereby, should reduce the number of readers who read the headline but did not read the body text. If the body text of future advertisements maintains the momentum of the headline and is simple, sincere, and honest, the advertisements should be more effective since more readers will get the entire sales message rather than a partial argument.

As mentioned previously, further research should be done to substantiate the findings and discover other areas where improvements may be made. Besides conducting another study similar to this for at least one other advertisement in this campaign, extensive material should be collected concerning the reasons why homemakers buy cook books and the use of the books after they are purchased. This would involve doing a motivation study of a limited sample of homemakers and should produce extensive information regarding sales appeals which will be most effective in terms of book sales.

Finally, emphasis should be placed in further research on ways in which the advertising policies of the Book Department can take into account, and make use of, knowledge about homemakers, concerns, needs, and attitudes to increase the value of the cook book to its purchasers.
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C. UNPUBLISHED MATERIALS

APPENDIX
APPENDIX A

THE ORIGINAL RESEARCH PROPOSAL FOR MEASURING THE EFFECTIVENESS OF THE BETTER HOMES & GARDENS COOK BOOK ADVERTISEMENT

Objective. To measure the impact of the Better Homes & Gardens Cook Book advertisement in This Week Magazine.

Method. Personal interviews will be conducted in the city of Des Moines the Tuesday following date of the issue. Two hundred completed interviews gathered from twenty selected neighbors will be tabulated to arrive at the final results. These interviews will represent a cross section of the city of Des Moines.

The interviews will be conducted in the same manner as that used by Gallup-Robinson. This is called the "play-back" wherein the respondent reports everything she remembers about an advertisement or advertisements. (All interviews will be made with the lady of the house.) For comparison purposes, nine other advertisements of a page or more will also be measured.

The five steps which will be followed in the interview are:

1. A test will be made to determine whether the respondent is a qualified reader of the magazine by asking the respondent to describe at least one article which she herself has read.
2. Qualified respondents will be asked if they can remember selected advertisements. Aided recall will be used in questioning such as: "Do you remember a Gold Medal advertisement, a Colgate advertisement, etc.?" If the answer is "Yes," the respondent is asked to prove it by describing the advertisement.
3. The reader will then be asked what sales message she obtained from the advertisement. What ideas did she get?
4. With this step the magazine will be opened and the reader will be shown the advertisements and asked if she recalls having seen them previously.

5. Background data will be collected on the respondent's age, home ownership, number of persons in family, and ages of other persons in the home.

Cost Estimates.

<table>
<thead>
<tr>
<th>Task</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Interviewing</td>
<td>$350.00</td>
</tr>
<tr>
<td>Editing</td>
<td>$30.00</td>
</tr>
<tr>
<td>Coding</td>
<td>$65.00</td>
</tr>
<tr>
<td>Tabulating</td>
<td>$80.00</td>
</tr>
<tr>
<td>Total</td>
<td>$525.00</td>
</tr>
<tr>
<td>10% Contingency</td>
<td>$52.50</td>
</tr>
<tr>
<td>Grand Total</td>
<td>$577.50</td>
</tr>
</tbody>
</table>
APPENDIX B

LOCATION OF INTERVIEWING CLUSTERS

On the following pages are photostats of the Census Tracts and blocks in the city of Des Moines used in the instruction of the interviewers.

An (x) symbol indicates the block in which the interviewers were to work, and a (-----) symbol indicates the street on which the interviews were to be completed. Interview quotas for each cluster were also indicated.
APPENDIX C

COMPARISONS BETWEEN THE SAMPLE CHARACTERISTICS
AND CHARACTERISTICS OF THE CITY OF DES MOINES

TABLE VIII
HOME OWNERSHIP

<table>
<thead>
<tr>
<th>Tenure</th>
<th>1950 Census</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td>66</td>
<td>70</td>
</tr>
<tr>
<td>Rent</td>
<td>34</td>
<td>30</td>
</tr>
</tbody>
</table>

TABLE IX
AGES OF ALL MEMBERS OF THE HOUSEHOLD GROUP

<table>
<thead>
<tr>
<th>Age</th>
<th>1950 Census</th>
<th>Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 5</td>
<td>9.8</td>
<td>10.2</td>
</tr>
<tr>
<td>5 - 9</td>
<td>7.5</td>
<td>8.7</td>
</tr>
<tr>
<td>10 - 14</td>
<td>6.5</td>
<td>7.5</td>
</tr>
<tr>
<td>15 - 19</td>
<td>6.4</td>
<td>5.9</td>
</tr>
<tr>
<td>20 - 24</td>
<td>8.4</td>
<td>7.3</td>
</tr>
<tr>
<td>25 - 29</td>
<td>8.5</td>
<td>8.2</td>
</tr>
<tr>
<td>30 - 34</td>
<td>7.5</td>
<td>7.7</td>
</tr>
<tr>
<td>35 - 39</td>
<td>7.2</td>
<td>7.9</td>
</tr>
<tr>
<td>40 - 44</td>
<td>6.8</td>
<td>6.9</td>
</tr>
<tr>
<td>45 - 49</td>
<td>6.3</td>
<td>5.6</td>
</tr>
<tr>
<td>50 - 54</td>
<td>6.0</td>
<td>5.7</td>
</tr>
<tr>
<td>55 - 59</td>
<td>5.1</td>
<td>5.3</td>
</tr>
<tr>
<td>60 - 64</td>
<td>4.4</td>
<td>3.7</td>
</tr>
<tr>
<td>65 - 69</td>
<td>3.7</td>
<td>4.7</td>
</tr>
<tr>
<td>70 - 74</td>
<td>2.6</td>
<td>2.6</td>
</tr>
<tr>
<td>75 - 84</td>
<td>2.6</td>
<td>1.9</td>
</tr>
<tr>
<td>85 &amp; Over</td>
<td>.5</td>
<td>.2</td>
</tr>
</tbody>
</table>
### TABLE X

NUMBER OF PERSONS IN OCCUPIED DWELLING UNITS

<table>
<thead>
<tr>
<th>No. of Persons</th>
<th>By Percentage</th>
<th>1950 Census</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>12.7</td>
<td>11.5</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>33.3</td>
<td>31.8</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>22.2</td>
<td>23.8</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>16.6</td>
<td>15.7</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>8.2</td>
<td>9.4</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>3.8</td>
<td>4.7</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>1.7</td>
<td>1.3</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>.8</td>
<td>.9</td>
<td></td>
</tr>
<tr>
<td>9 &amp; Over</td>
<td>.7</td>
<td>.9</td>
<td></td>
</tr>
<tr>
<td>Median</td>
<td>2.8</td>
<td>2.9</td>
<td></td>
</tr>
</tbody>
</table>

### THE CHI-SQUARE TEST

The chi-square test is a test of "goodness of fit" and involves a comparison of the expected or computed frequencies with the observed frequencies in order to ascertain if the discrepancy is or is not greater than might be expected to occur by chance. Chi-square is computed from the expression \( x^2 = \frac{(f - f_c)^2}{f_c} \) where \( f \) represents the observed frequency in a class and \( f_c \) the expected frequency.

Table XI shows the chi-square values for the preceding comparisons. The value of chi-square for Table VIII was found to be 2.0. By referring to a table of values of \( x^2 \) at selected probability values for given degrees of freedom it appears that an \( x^2 \) of 2.0 or greater may be expected to occur.
about 68 times out of 100 or \(P - .68\). If the population is normal, therefore, a fit this bad or worse may occur 68 times out of 100 by chance and the conclusion is that this is a satisfactory fit.

**TABLE XI**

**CHI-SQUARE VALUES**

<table>
<thead>
<tr>
<th>Table</th>
<th>Chi-Square</th>
<th>P Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIII</td>
<td>2.0</td>
<td>.68</td>
</tr>
<tr>
<td>IX</td>
<td>3.9</td>
<td>.99</td>
</tr>
<tr>
<td>X</td>
<td>3.0</td>
<td>.88</td>
</tr>
</tbody>
</table>

The usual convention is to consider any fit yielding a P value of less than .05 as unsatisfactory. A limit of \(P = .15\) or .20 would be more conservative in that it would lead to a rejection of the fit more often.

The values of P for Tables IX and X show that differences of this magnitude would occur by chance 99 and 88 times out of 100. The fit is therefore considered satisfactory for all three Tables.

---

APPENDIX D

SELECTED VERBATIM COMMENTS IN ANSWER TO THE QUESTION:

"WHAT DID THE ADVERTISEMENT LOOK LIKE?"

It was the picture of the new cook book, it had pots and pans on the cover.

It showed the new plaid cover.

The picture of the cook book was in red and white; the price was $.50.

The front cover was different from the old book. Some color in ad.

A picture of the new cook book said new guide to modern home living.

A picture of the book, it has new ideas and recipes, also more recipes than before.

This is your personal cook book, and a picture of the book in corner.

A picture of cook book with new recipes in it and reduced price.

Showed corner of book was red with kettle and pan.

Big red and white book—it's their new cook book.
APPENDIX E

VERBATIM COMMENTS IN ANSWER TO THE QUESTION:
"COULD YOU TELL ME THE MAIN IDEA THE ADVERTISER WAS TRYING TO PUT ACROSS?"

They are trying to sell it for the wonderful recipes—you never fail with them.

A sale of the new books—I was somewhat surprised that it didn't cost more. Supposed to have new ideas in cooking.

A new book that just came out—after I bought mine. I guess to show what the old ones don't have—of course, to sell more copies.

That this one was an improvement over the old one, it is their new improved cook book. They want you to try it.

Said it wasn't ordinary cook book, gave recipes to use left over foods and the recipes were more economical.

Newer, easier recipes, save time and money—and there are more of them. New ways of preparing left overs.

More and easier methods of preparing meals for the homemaker and worker, too; economical, too.

A new book with more newer and more modern recipes saving in time and money when you use them.

Presented in the Table below is a summary of the verbatim comments which appeared on the questionnaires. Since most of the respondents gave more than one idea which they received from the advertisement, percentages total more than one hundred.
<table>
<thead>
<tr>
<th>Ideas</th>
<th>Per Cent of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>About the Recipes</strong></td>
<td></td>
</tr>
<tr>
<td>Newer recipes</td>
<td>28</td>
</tr>
<tr>
<td>Easier to use recipes</td>
<td>19</td>
</tr>
<tr>
<td>More recipes</td>
<td>19</td>
</tr>
<tr>
<td>Economical recipes</td>
<td>15</td>
</tr>
<tr>
<td>Up-to-date recipes</td>
<td>9</td>
</tr>
<tr>
<td>Time saving recipes</td>
<td>9</td>
</tr>
<tr>
<td>More recipes for left over foods</td>
<td>6</td>
</tr>
<tr>
<td>Never fail recipes</td>
<td>2</td>
</tr>
<tr>
<td><strong>About the Book</strong></td>
<td></td>
</tr>
<tr>
<td>New and revised</td>
<td>40</td>
</tr>
<tr>
<td>Better</td>
<td>11</td>
</tr>
<tr>
<td>Low priced</td>
<td>6</td>
</tr>
<tr>
<td>Improved</td>
<td>5</td>
</tr>
<tr>
<td>Bigger</td>
<td>3</td>
</tr>
<tr>
<td>More complete</td>
<td>3</td>
</tr>
<tr>
<td>Personal</td>
<td>3</td>
</tr>
<tr>
<td>Guaranteed</td>
<td>3</td>
</tr>
<tr>
<td>More planning ideas</td>
<td>3</td>
</tr>
<tr>
<td>More pictures</td>
<td>3</td>
</tr>
<tr>
<td>Washable cover</td>
<td>2</td>
</tr>
</tbody>
</table>

*Percentages based on the 65 respondents who answered the question.*
APPENDIX F

SAMPLES OF ADVERTISEMENTS COVERED
IN THE STUDY
ST. FABRICS

JERGENS LOTION

AD

1. Prove it yourself! Hand-heat test: "How's your"

2. Feel NO heat with Vel.

3. Dye hands in water, then put a tablespoonful of Vel in the other.

4. Surfack and harsh chemicals turn white to opaque in JERGENS,

5. Reveal destruction in one hand—put a tablespoonful of Vel in the other.

6. Feel the heat
Palmolive Soap

 Benefit — Bettef

Colgate-Palmolive-Fest

Palmolive — Camelot

Talent at Hand

Inside Camelot, pure Camelot, you'll find:

- Pure Camelot, pure Camelot, pure Camelot, pure Camelot,
- Pure Camelot, pure Camelot, pure Camelot, pure Camelot,
- Pure Camelot, pure Camelot, pure Camelot, pure Camelot,
- Pure Camelot, pure Camelot, pure Camelot, pure Camelot,
- Pure Camelot, pure Camelot, pure Camelot, pure Camelot,
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- Pure Camelot, pure Camelot, pure Camelot, pure Camelot,
- Pure Camelot, pure Camelot, pure Camelot, pure Camelot,
- Pure Camelot, pure Camelot, pure Camelot, pure Camelot,
- Pure Camelot, pure Camelot, pure Camelot, pure Camelot,
ABIANI'S authorized adaptation. An ensemble in tulle. Neck and jacket revers are edged in velvet. Embroidered with floral motifs. Sizes: 14-20. $18.50

WORLDARAMA is pleased to bring you these designs for clothes which express the international flair of the world. A rich variety of fabrics which will instantly add interest to your wardrobe. Sizes: 14-20. $12.50

PERIODIC TOOTHpaste ad
WHAT A FEAST OF READING PLEASURE!

Just how much coffee does one need to keep up with the demands of modern life? The answer may surprise you.

Mystery Guild Book Club

New Di Schools

FOR GAS OR STOMACH

Dr. Z.
EASY RULES 1

October 15, 1933

VESTING CONTEST CLOSES

VING

1. On a daily basis, bring the print of your name and address to the post office, where they will be entered into a contest for prizes. The contest is open to all employees of the company. The prizes are as follows:

- First prize: A trip to New York City
- Second prize: A weekend stay at a luxury hotel
- Third prize: A silver plate

2. The contest will run from October 1st to December 31st, 1933.

3. The contest is open to all employees of the company, regardless of position or department.

4. Prizes will be awarded on January 1, 1934, to the employees with the highest number of entries.

5. This contest is sponsored by the company for the benefit of its employees and is not intended as a substitute for any regular employee benefits.

6. The company reserves the right to amend these rules at any time without notice.

---

WESTINGHOUSE LAUNDER TAT

AD

---

This page contains a photograph of a woman in a hat.
It's time now to get the most out of your plane. If you're getting out of a burning building, I'm afraid there's nothing you can do. I hope to be the first woman to perform a swallow in one of these.
I'll fix the place.

The rewards of homeownership:

1. Are you more of a city person? You'll enjoy using it. Summers, reading in a hammock, sipping an iced drink while you loll in a lawn chair.

2. Can you sit in one spot and relax? There is no worry, lower. You take your pick.

3. Are you willing to put up with bad neighbors? If you have a yard, but it's not a huge house, you may meet the new neighbors more often. Though the neighbors you've never met, they're friendly. If they're not, you have a yard for that purpose.

4. Are you willing to put up with bad neighbors? If you have a yard, but it's not a huge house, you may meet the new neighbors more often. Though the neighbors you've never met, they're friendly. If they're not, you have a yard for that purpose.

5. Are you willing to put up with bad neighbors? If you have a yard, but it's not a huge house, you may meet the new neighbors more often. Though the neighbors you've never met, they're friendly. If they're not, you have a yard for that purpose.

6. Are you willing to put up with bad neighbors? If you have a yard, but it's not a huge house, you may meet the new neighbors more often. Though the neighbors you've never met, they're friendly. If they're not, you have a yard for that purpose.
APPENDIX G

THE QUESTIONNAIRE USED

1. Did you receive the Des Moines Register last Sunday?
   Yes ___ No ___

To the Interviewer: If the answer to question 1 or 2 is no, ask the characteristic questions at the end of the questionnaire and terminate the interview. If the answer is yes, ask the next question.

2. Have you had an opportunity yet to read the issue of This Week Magazine which appeared in last Sunday's paper?
   Yes ___ No ___

3. Could you tell me about one of the articles you read?
   Yes ___ No ___

Article Description: ________________________________

______________________________

______________________________

To the Interviewer: It is not necessary to record a detailed answer to the above question. Simply establish to your own satisfaction that the respondent actually read this issue of This Week.

4. Do you remember a Better Homes & Gardens Cook Book ad? Yes ___
   No ___ (If Yes) What did the ad look like? ____________________

______________________________
Could you tell me the main idea the advertiser was trying to put across?

What other ideas did you get?

Did you recall having seen anything on this page previously? Yes  No

Do you remember reading anything? Yes  No

What did you read?  Headline  Text A  Some  Most

Subhead  Text B  Some  Most

Picture (saw)  Signature  (saw)

Did you clip the coupon? Yes  No

If yes, have you sent it in yet? Yes  No

If no, do you intend to clip the coupon? Yes  No

5. Do you remember a Doubleday Book Club ad? Yes  No

   (If yes)  What did the ad look like?

   ________________________________________________________________
6. Do you remember a Vel ad? Yes  No (If yes) What did the ad look like?

7. Do you remember a Jergens Lotion ad? Yes  No (If yes) What did the ad look like?

8. Do you remember a Tenderleaf Tea ad? Yes  No (If yes) What did the ad look like?

9. Do you remember a Pillsbury Flour ad? Yes  No (If yes) What did the ad look like?
10. Do you remember a Pepsodent Tooth Paste ad? Yes ___ No ___
   (If yes) What did the ad look like? ___________________________________________
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

11. Do you remember a Westinghouse Laundromat ad? Yes ___ No ___
   (If yes) What did the ad look like? ___________________________________________
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

12. Do you remember a Holmes & Edwards Silverware ad? Yes ___ No ___
   (If yes) What did the ad look like? ___________________________________________
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

13. Do you remember a Mercury Automobile ad? Yes ___ No ___
   (If yes) What did the ad look like? ___________________________________________
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

How many persons live in your home as part of your family group?
(Don't forget to count yourself) ______

Number
Could you tell me the ages of the persons making up the family group living in your home?

<table>
<thead>
<tr>
<th>Type</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Husband</td>
<td></td>
</tr>
<tr>
<td>Wife</td>
<td></td>
</tr>
<tr>
<td>Children</td>
<td></td>
</tr>
<tr>
<td>Boys</td>
<td></td>
</tr>
<tr>
<td>Girls</td>
<td></td>
</tr>
<tr>
<td>Other Adults</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td></td>
</tr>
</tbody>
</table>

Do you own your home or rent it? Own____ Rent____

Address: __________________________

____________________________
APPENDIX H

EDITING AND TABULATING PROCEDURES

At the completion of each day's interviewing, all questionnaires were edited by the field supervisor. In the event of an incomplete interview, the interviewer returned to the respondent for the additional information during the following day's interviewing.

Upon the completion of the interviewing, the questionnaires were coded on IBM Mark Sense cards. (See sample on following page.) Two cards were used for each questionnaire. Each contained an identification number and family data. After the coding was completed, the cards were checked with the original document to detect any coding errors. The IBM cards were then sent to the IBM Service Bureau for punching.

After the cards were punched, a blank column check was made to determine whether any coding marks were not punched into the card. All tabulations and summaries were done on an IBM Card Counter Sorter.
SAMPLE OF IBM CARD USED