

# There is only one solution to an advertising problem:

## *Find the man!*

FIFTEEN years ago nobody loved an alarm clock. But along came a Frenchman named Leroy and transformed this ugly household duckling into a family cavalier.

It took a lot of *finesse* to make a garrulous disturber of the morning peace seem like a cheery friend; a jolly old pal, even to the sleep-loving sluggard.

But Leroy was an artist in advertising.

Many men and several organizations have carried on this advertising since Leroy laid down his pen. And, to their credit, they have made no attempt to take out of it, that which Leroy inspired into it.

The manufacturer who hired Leroy settled his copy problem for many a year. *He found his man.*

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Two other men, H. P. Williams and George Dyer, put into clothing advertising twenty years ago the best that is in it today. Most clothing advertisers are still drafting their copy from the master patterns of these two advertising designers.

Thus, twice in succession, on its advertising problems, did the clothing business *find its man.*

A long while ago, Claude Hopkins created a certain type of *action* advertising which sent people into dealers' stores, while giving the advertiser an immediate *coupon count* on the number of these dealer-callers. Nearly every attempt that

has since been made to put the coupon urge into national advertising has taken something from the Hopkins plan.

Here again, a great advertising need found its answer by *finding its man.*

For good advertising isn't *machine-processed*; it is man-made.

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The older and wiser an advertiser grows, the more he appreciates that "the man's the thing" in advertising successes. Finding the right agency service is largely a question of *finding the right man.*

And then making sure that he takes off his coat and does the job without delegating any part of it to sundry and supplementary Georges.

You may find *your man* on the pay-roll of a big agency. Or you may find him running an agency of his own, *selling himself* instead of a *hired staff.*

But the size and nature of his surroundings will have little to do with his usefulness to you.

His real power-plant lies within the man.

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The three founders of this agency are wedded to the notion that the best advertising is, after all, a *personal service task*; not to be accomplished by *mass production methods.*

They concede the fine economic advantage of "group effort" in agency service. But they maintain that, in the final showdown, "conference copy" seldom holds a candle to the job done by the solitary worker who shuts himself up with his problem—and lives with it until he licks it.

All three principals in this agency have been major executives in large businesses. Hence they are not awed by the detail-problems of large accounts. They are ready to cheerfully delegate that detail to their ample routine facilities.

But they will not delegate the responsibility for producing good advertising. That responsibility belongs to the principals and they assume it.

This agency has only three copy-writers. And they own the business.

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To any national advertiser, spending one hundred thousand dollars a year or more in white space, who does not feel he is getting that vital spark in his advertising which only high-voltage personal service can infuse, *this is an open bid for an interview.*

Messrs. Lennen, Mitchell and Lloyd believe in *action* advertising.

Do you? *The coupon is handy.*

## Lennen & Mitchell, Inc.

*A General Advertising Agency  
in Which the Principals Do the Work*

366 Madison Ave., New York

Lennen & Mitchell believe in action advertising. Do you?  
Then why not have your secretary mail this coupon today?

LENLEN & MITCHELL, Incorporated  
366 Madison Avenue, New York

Without incurring any obligation, we would like to talk over our advertising situation with your Mr. Lennen, Mr. Mitchell or Mr. Lloyd.

Firm \_\_\_\_\_

Our Mr. \_\_\_\_\_

Address \_\_\_\_\_

Telephone Number \_\_\_\_\_

[ Philip W. Lennen  
J. T. H. Mitchell  
L. M. Lloyd ]