



FOR CENTURIES, woman's only place was in the home.

Her resolve to win equal rights with man was based upon the most powerful of all emotional needs . . . the urge for effective self-expression. It started as far back as the Reformation, with a revolutionary appeal for social justice to women. The idea was beaten down. But the seed had taken root, its roots were hardy, and all over Europe it sprang up again and again.

It remained, hundreds of years later, for a specific, basic idea to crystallize this movement . . . lead it to success. With "VOTES FOR WOMEN" as her war cry, woman in every state in America made a gallant, victorious march to recognition—at the polls, and elsewhere.

ISN'T THAT, substantially, the history of every truly successful sales campaign?

It begins with a worthy product. Around this are organized the forces of selling—sales staff, sales territories, outlets, quotas. Yet, if the selling finally must be to people in the mass, the picture of success is not complete.

The millions buy ideas. Not simply food to fill their stomachs, but foods socially accepted and scientifically endorsed. Not simply clothing and shelter, but style in

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their dress, style in their dwellings.

So give this worthy product, this sales staff, these outlets, an idea. Tell it to the millions through advertising. Keep telling it. Never let them forget it.

A great publisher has said, "Repetition is reputation." But get something that will stand repetition—a basic idea. This is the only way toward leadership that has been consistently demonstrated.

J. Walter Thompson Company is composed of men and women who have seen this principle of selling demonstrated so often, that they are firm believers. Consequently they are content to send a product to market only when it is armed with a basic idea.

Favorable votes for products advertised through this agency are cast, day after day and year after year, at every sales counter.

**J. WALTER THOMPSON COMPANY Advertising**