



《广告狂人》真实版
再现20世纪美国广告业残酷竞争

不做总统， 就做广告人

The Man Who Sold America
“现代广告之父”拉斯克尔
创造的广告世纪

弗里·库鲁圣 阿瑟·舒尔茨 著/王晓鹂 译



中信出版社·CHINA CITIC PRESS



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[美] 杰弗里·库鲁圣 阿瑟·舒尔茨 著/王晓鹏 译

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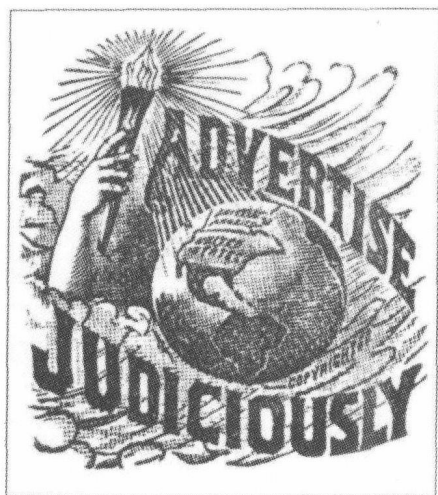
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1898 年，拉斯克尔初到芝加哥时，这座城市已有将近 200 万居民。这里是中西部的船运中心，是全北美移民比例最高的城市，也是全美国广告公司最集中的城市之一。



上：洛德暨托马斯公司的标语令拉斯克尔困惑不解。究竟什么才是“明智广告”？

右：洛德暨托马斯公司无法对拉斯克尔的问题给出满意的解答，只得宣传其排版工艺与设计技术。

下：洛德暨托马斯和当时的多数广告公司一样，只是将客户的商标名称尽可能多地展示给适宜的受众群体。范·坎普的这则早期广告恳求消费者：“来一点儿吧。”（范·坎普广告的转载已由版权所有康尼格拉集团授权。）

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DEAFNESS

AND HEAD NOISES RELIEVED BY USING
WILSON'S COMMON SENSE EAR DRUMS.

New scientific invention, entirely different in construction from all other devices. Assist the deaf when all other devices fail, and where medical skill has given no relief. They are safe, comfortable and reliable. Have no wires or string attachments. Write for pamphlet.

WILSON EAR DRUM CO.
Circulate this Magazine. LOUISVILLE, KY.

Drum in position.

雄心勃勃的拉斯克尔想帮助洛德暨托马斯公司将投放广告的佣金提高至15%，因而决定尝试一下更具张力与说服力的广告文案。他请求公司老板给他机会，允许他重新设计威尔逊助听器公司的广告，他们同意了。经拉斯克尔修改之前的广告（上图）主要依靠大胆的标题和似乎很专业的插图来说服消费者。拉斯克尔修改之后的广告（右图）包含一张公司老板乔治·威尔逊的图片（拉斯克尔后来称他像是“有史以来最聋的人”）以及一篇宣传威尔逊新发明各项益处的长篇幅文案。这则广告收效甚佳，威尔逊于是将广告经费从每月2 000美元提高至每月6 000美元，并同意支付15%的佣金。拉斯克尔所作的修改是将“耳聾”改为“治愈耳聾”，这预示了他后来在广告业作出的重大变革。

DEAFNESS CURED

Louisville Man Originates a Simple Little Device That Instantly Restores the Hearing---Fits Perfectly, Comfortably and Does Not Show.

190-PAGE BOOK FREE TELLS ALL ABOUT IT



Since the discovery of a Louisville man it is no longer necessary for any deaf person to carry a trumpet, a tube, or any such old-fashioned device, for it is now possible for any one to hear perfectly by a simple invention that fits in the ear and can not be detected. The honor belongs to Mr. George H. Wilson, of Louisville, who was himself deaf, and now hears as well as any one. He calls it Wilson's Common Sense Ear Drum, is built on the strictest scientific principles, containing no metal of any kind, and is entirely new in every respect. It is effective even when the natural ear drums are partially or entirely destroyed, perforated, scarred, relaxed, or thickened. It fits any ear from childhood to old age, and, aside from the fact that it does not show, it never causes the hearer irritation, and can be used with comfort day or night.

It will cure deafness in any person no matter how acquired, whether from catarrh, scarlet fever, typhoid or brain fever, measles, whooping cough, gathering in the ear, shocks from artillery, or through accidents. It not only cures but stays the progress of deafness and all roaring and buzzing noises.

Let every person who needs this at once send to the company for its 190-page book, which you can have free. It describes and illustrates Wilson's Common Sense Ear Drums and contains many bouffide letters from numerous users in the United States, Canada, Mexico, England, Scotland, Ireland, Wales, Australia, New Zealand, Tasmania, India. These letters are from people in every station in life—clergymen, physicians, lawyers, merchants, society ladies, etc.—and tell the truth about the benefits to be derived from the use of this wonderful little device; you will find among them the names of people in your own town or state, and you are at liberty to write to any of them you wish and secure their opinion as to the merits of the only scientific ear drums for restoring the hearing to its normal condition.

Write today and it will not be long before you are again hearing. Address for the free book and convincing evidence, Wilson Ear Drum Co., 1339 Todd building, Louisville, Ky., U. S. A.



上：1904年，一位器宇非凡、名叫约翰·肯尼迪的陌生人踏入洛德暨托马斯的大门，自称知道成功广告的秘诀，即“纸上推销术”。

下：未经肯尼迪修改的1900洗衣机公司（即现在的惠而浦公司）广告在肯尼迪看来糟糕透顶。

右：肯尼迪修改之后的广告引得询盘纷至沓来，将公司的单份询盘成本从20美元降至47美分。（广告转载已由惠而浦公司授权。）



Let this Machine do your Washing Free.

There are Motor Springs beneath the tub. These springs do nearly all the hard work, when once you start them going. And this washing machine works as easy as a bicycle wheel does.

There are slats on the inside bottom of the tub. These slats act as paddles, to swing the water in the same direction you revolve the tub.

You throw the soiled clothes into the tub first. Then you throw enough water over the clothes to float them. Next you put the heavy wooden cover on top of the clothes to anchor them, and to press them down.

This cover has slats on its lower side to grip the clothes and hold them from turning around when the tub turns.

Now, we are all ready for quick and easy washing.

You grasp the upright handle on the side of the tub and, with it, you revolve the tub one-third way round, till it strikes a motor-spring.

This motor-spring throws the tub back till it strikes the other motor-spring, which in turn throws it back on the first motor-spring.

The machine must have a little help from you, at every swing, but the motor-springs, and the ball-bearings, do practically all the hard work.

You can sit in a rocking chair and do all that the washer requires of you. A child can run it easily full of clothes.

When you revolve the tub the clothes don't move. But the water moves like a mill race through the clothes.

The paddles on the tub bottom drive the soapy water THROUGH and through the clothes at every swing of the tub. Back and forth, in and out of every fold, and through every mesh in the cloth, the hot soapy water runs like a torrent. This is how it carries away all the dirt from the clothes, in from six to ten minutes by the clock.

It drives the dirt out through the meshes of the fabrics WITHOUT ANY RUBBING,—without any WEAR and TEAR from the washboard.

It will wash the finest lace fabric without breaking a thread, or a button, and it will wash a heavy, dirty carpet with equal ease and rapidity. Fifteen to twenty garments, or five large bed-sheets, can be washed at one time with this "1900" Washer.

A child can do this in six to twelve minutes better than any able washer-woman could do the same clothes in TWICE the time, with three times the wear and tear from the washboard.

This is what we SAY, now how do we PROVE it? We send you our "1900" Washer free of charge, on a full month's trial, and we even pay the freight out of our own pockets.

No cash deposit is asked, no notes, no contract, no security.

You may use the washer four weeks at our expense. If you find it won't wash as many clothes in FOUR hours as you can wash by hand in EIGHT hours you send it back to the railway station,—the "R.R."

But, if, from a month's actual use, you are convinced it saves HALF the time in washing, does the work better, and does it twice as easily as it could be done by hand, you keep the machine.

Then you mail us 50 cents a week till it is paid for.

Remember that 50 cents is part of what the machine saves you every week on your own, or on a washer-woman's labor. We intend that the "1900" Washer shall pay for itself and thus cost you nothing.

You don't risk a cent from first to last, and you don't buy it until you have had a full month's trial.

Could we afford to pay freight on thousands of these machines every month, if we did not positively KNOW they would do all we claim for them? Can you afford to be without a machine that will do your washing in HALF THE TIME, with half the wear and tear of the washboard, when you can have that machine for a month's free trial, and let it PAY FOR ITSELF? This offer may be withdrawn at any time it overcrows our factory.

Write us TO-DAY, while the offer is still open, and while you think of it. The postage stamp is all you risk. Write me personally on this offer, viz.: R. F. Bieber, General Manager of "1900" Washer Company, 155 Henry St., Binghamton, New York.

Are You Chained To The Wash Tub



Whether a housekeeper does her own washing or not the worry and work connected with "Blue Monday" literally chain her to the Wash-Tub. We can sever the chain. Let us send you the

"1900" Ball Bearing Family Washer

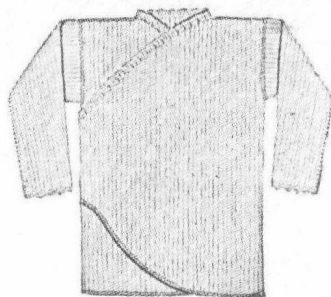
FREE TRIAL Freight prepaid. No money or promise of any kind is required. Use it for thirty days; then if you do not wish to purchase return it at our expense. We pay the freight both ways. Unlike all other washers, the "1900" sends the water through the clothes and washes them absolutely clean in six minutes with no wear or tear on the garments or the operator. Perfectly adjusted Ball-Bearings do the same for it as for the bicycle—make it work with little effort.

IT IS ABSOLUTELY FREE TO YOU FOR THIRTY DAYS

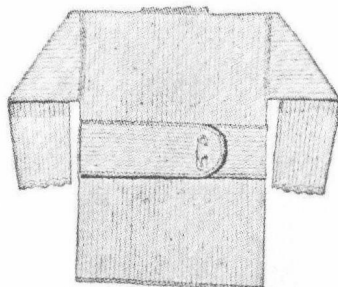
Write today for full information and Free Catalogue.

"1900" Washer Co., 37 B, Henry St., Binghamton, N. Y.

Rubens Infant Shirt



FRONT VIEW.



BACK VIEW.

A Word to Mothers:

The Rubens Shirt is a veritable life-preserver. No child should be without it. It affords full protection to lungs and abdomen, thus preventing colds and coughs, so fatal to a great many children. Get the Rubens Shirt at once. Take no other, no matter what any unprogressive dealer may say. If he doesn't keep it write to us. The Rubens Shirt has gladdened the hearts of thousands of mothers. We want it accessible to all the world.

BEWARE OF IMITATIONS!

The Genuine Rubens Shirt has this signature stamped on every garment—

Rubens

The Rubens Shirt is made in cotton, merino (half wool and half cotton), wool, silk and wool, and all silk, to fit from birth to nine years. Sold at Dry-Goods Stores. Circulars, with Price-List, free.



No Buttons



No Trouble

Patent Nos. 528,988 — 530,233.

Manufactured by RUBENS & MARBLE, 90 Market Street, Chicago

在洛德暨托马斯实习仅几周，拉斯克尔就得到了登门拜访鲁宾斯与马布尔公司的机会，该公司生产婴儿针织内衣。年纪轻轻的拉斯克尔用英语向鲁宾斯作了介绍，但这位公司创始人却极尽鄙视、不屑一顾地说：“他们以为我做的是婴儿生意，所以就派个乳臭未干的小孩来敷衍了事！”拉斯克尔于是又用德语重复介绍了一遍，鲁宾斯立即为之折服。



弗洛拉（坐）与女儿玛丽和一位家庭教师，1910年，大西洋城。弗洛拉是一位意志坚强的女性，30多年来一直严格约束丈夫，在1902年结婚后不久便身染斑疹风寒，历经病痛折磨之后成为残疾。她不顾医嘱，坚持生下了玛丽、爱德华和弗朗西。（照片由芝加哥历史博物馆提供。）

GOLD BUCKLE

OF THE CITRUS BELT

EAST HIGHLANDS

OF THE

GOLD BUCKLE ASSN.

SAN BERNARDINO CO. CALIFORNIA

[illegible]



Why I Changed to Van Camp's

A woman telephoned this story to a friend:

"Summer came and I wanted some ready-cooked meals. Meat was high, and I knew that Beans were even more nutritious.

"But my home-baked Beans never appealed to John, nor did the Beans I bought. Then I read in a magazine about Van Camp's -- a new-style Pork and Beans.

"Of course, I was skeptical but I tried them. And now this dish which I rarely served is about our favorite dinner."

One woman states it that way. But a million housewives, if they would, could tell experiences practically identical.

VAN CAMP'S

PORK & BEANS BAKED WITH TOMATO SAUCE

Also Baked Without the Sauce
 10, 15 and 20 Cents Per Can

The trouble is that no home cooks more than half baked beans. Even then, the top beans crisp and the middle beans boil into soubisons.

Under-baking makes them hard to digest. That forbids them to many. It lessens their delight with all. That is true of all beans not baked in modern ways.

The Van Camp way leaves the Beans nicely and digestible, yet whole. The Van Camp sauce, which is baked with the Beans, gives them a wonderful zest.

Try this new-style dish, which has changed the entire aspect of Baked Beans. It has made Baked Beans four times as popular as they were a few years ago.

Buy a can of Van Camp's Beans to try. If you do not find them the best you ever ate, your grocer will refund your money.



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上：拉斯克尔的第二位杰出文案克劳德·霍普金斯为洛德暨托马斯接连撰写了不少成功文案。

左：霍普金斯在洛德暨托马斯的第一份工作是将军·坎普的猪肉菜豆罐头与竞争对手的产品区别开来。在这一次及其后的营销活动中，霍普金斯对一个稀松平常的生产环节大肆宣传，令这款产品听起来与众不同，成了驱使消费者购买产品的一个“购买原因”。在随后几十年里，“购买原因”式广告逐渐演变为“特殊推销提议”。（广告转载已由版权所有康尼格拉集团授权。）



Better than jewels —that schoolgirl complexion

The girl with a clear, smooth skin, radiant with freshness and natural color, should leave jewels to those less fortunate. The charm of a perfect natural complexion attracts far more than elaborate dress and ornaments.

If your complexion lacks the beauty which women envy and men admire, don't depend on clothes and jewelry to draw attention from its defects. Every woman can transform her bad complexion into a good one, for alluring freshness and clear color isn't a gift of Nature, but a matter of care.

How to have a perfect skin

No girl need be afflicted with a bad complexion, for improvement is simple and easy. Daily cleansing, gentle but thorough, is the secret.

You must use soap, for nothing else will remove the dirt, oil and perspiration which collect in the pores and cause most skin trouble.

Choose Palmolive, because its action is soothing. Harsh soap should never be used for washing the face.

Massage the smooth, creamy lather gently into the skin until it removes all clogging deposits. Don't forget your neck and throat. They are as conspicuous as the face for any lack in beauty.

Take a lesson from Cleopatra

With a world of ancient beauty arts at her command, she depended on cleansing with Palm and Olive oils to protect, improve and preserve the freshness and smoothness of her skin.

Careful rinsing leaves the skin stimulated, freshened and free from the accumulation which enlarges the pores, causes blackheads and carries infection.

Blended from the same oils

Palmolive Soap is blended from the same bland, soothing oils which adorned the sumptuous marble baths of Egyptians, Greeks and Romans.

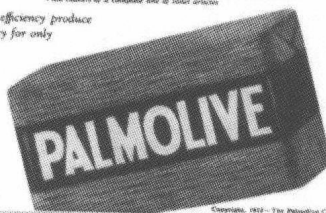
But although very expensive, the gigantic volume in which Palmolive is produced keeps the price very low. Users profit by Palmolive popularity. The Palmolive quantities, allowing you to enjoy this finest facial soap for the modest price of 10 cents—no more than ordinary soap.

THE PALMOLIVE COMPANY, MILWAUKEE, U. S. A.
THE PALMOLIVE COMPANY OF CANADA, Limited, TORONTO, ONT.

Also makers of a complete line of toilet articles

Volume and efficiency produce
25-cent quality for only

10c



Copyright, 1932—The Palmolive Co. (1232)

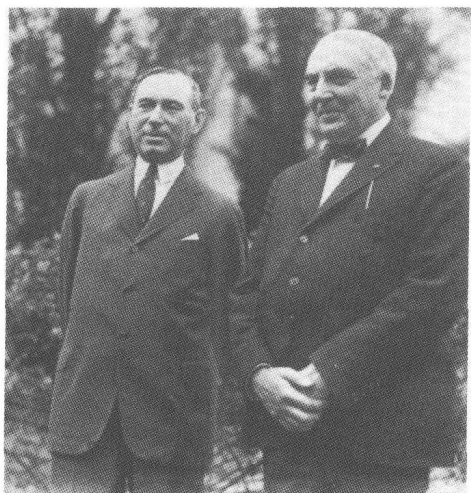
1911年，密尔沃基市约翰逊肥皂公司将一款鲜为人知的香皂交给了洛德暨托马斯公司。基于他们在直邮广告方面的经验，拉斯克尔和霍普金斯为将棕榄香皂推向全美各地的药店构思了一系列促销活动。不出几年，棕榄香皂便成为世界上最畅销的香皂。1916年，B·J·约翰逊将公司更名为棕榄公司。（广告转载已由高露洁棕榄公司授权。）



上：口香糖巨头威廉·里格利在一场小熊队比赛中掷出第一个球，拉斯克尔（坐在里格利右侧）则在一旁观战。拉斯克尔在小熊队持有的股份超过了里格利，但他情愿让里格利成为球队的“头面人物”，从而提高里格利口香糖的知名度。（拉斯克尔和里格利的照片由格蒂图片社提供。）

下：1920年，拉斯克尔和威尔·海斯在华盛顿共进晚餐。在拉斯克尔的帮助下，海斯将沃伦·哈定送入了白宫。





左：在1920年的总统竞选中，拉斯克尔和哈定成了好友。虽然已经将拉斯克尔梦寐以求的工作——商务部部长——给了冉冉兴起的政界新星赫伯特·胡佛，哈定仍然将拉斯克尔招入了政府。

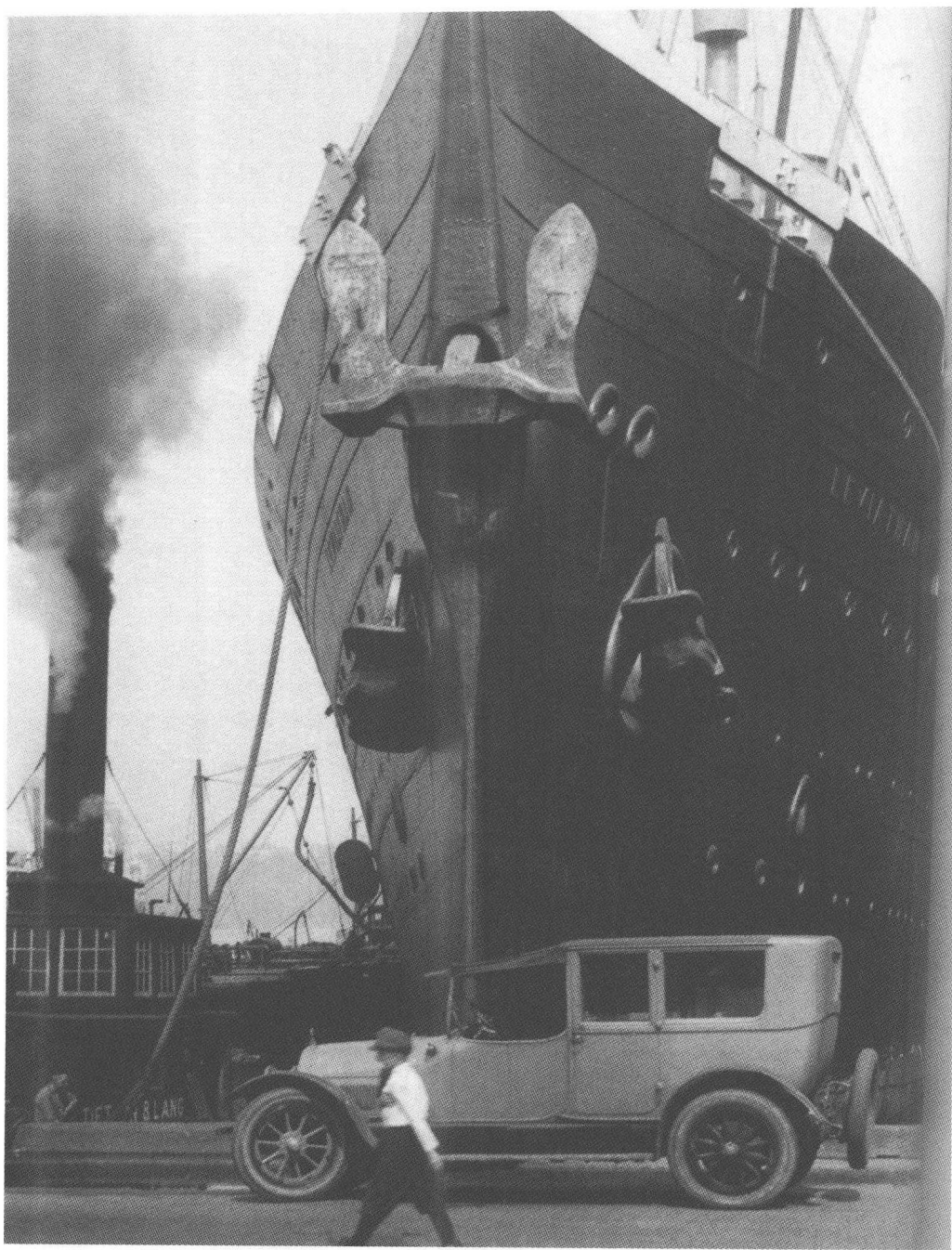
下：哈定和拉斯克尔都很热爱扑克、高尔夫和棒球。1923年4月24日，在扬基队与华盛顿参议员队比赛期间，二人在扬基球场见到了贝比·鲁思。（拉斯克尔、哈定和鲁思的照片由贝特曼/考比斯提供。）



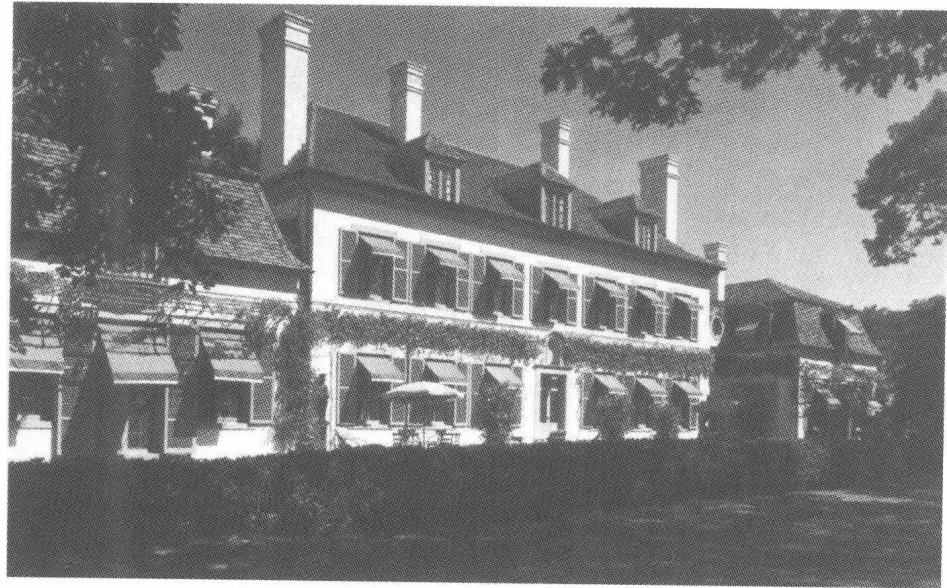
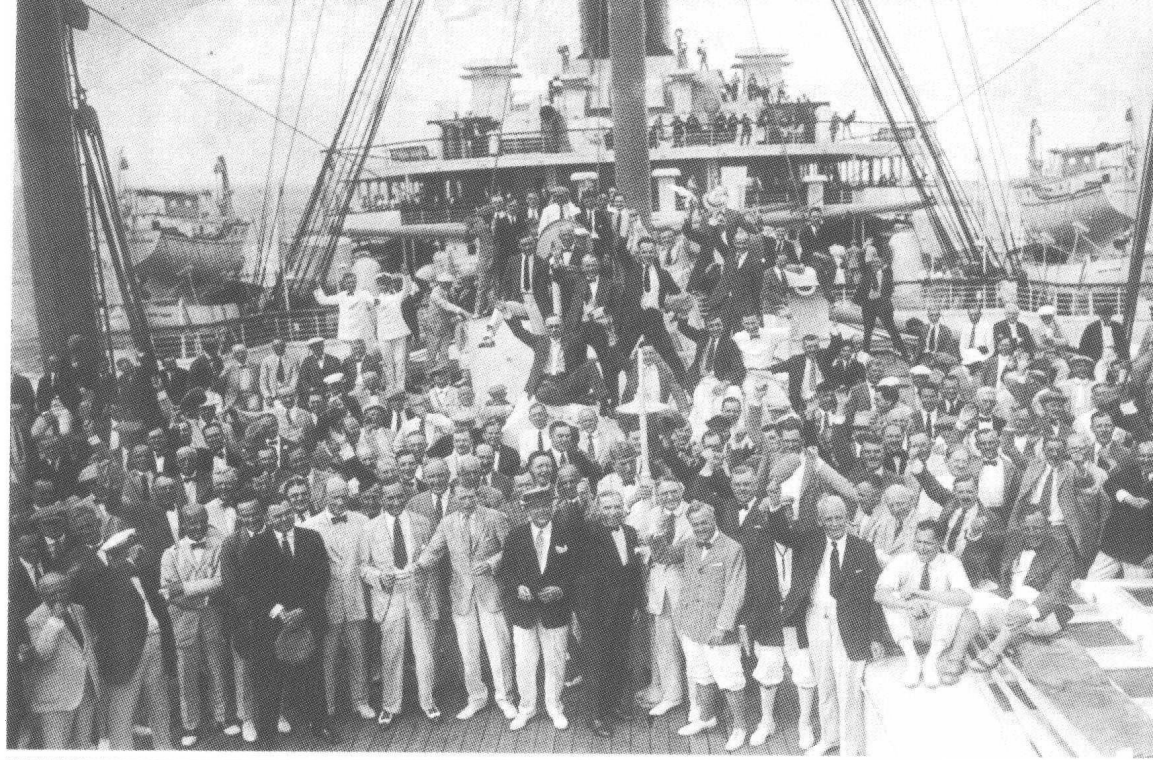
右：弗洛拉、阿尔伯特和
他们的女儿玛丽在船上。



哈定总统劝拉斯克尔（前排左四）担任美国海运委员会主席一职，并称这是“世界上最吃力不讨好的工作”。拉斯克尔成了截至当时美国历史上第三位在联邦政府内身居要位的犹太人。



修复中的“利维坦”号。“利维坦”号是世界上最大的轮船之一，在拉斯克尔就职于海运委员会期间成了他的特殊项目。



上：1923年6月，“利维坦”号往返加勒比海的试航引起了政治骚乱，但拉斯克尔（前排，浅色服装，深色领带，大约为左七）却坚持试航，并乐在其中。

下：拉斯克尔位于伊利诺伊州森林湖市的房产，面积为480英亩，由55名用人照管，内含一块180英亩、18洞、由威廉·弗林设计的世界级高尔夫球场，以及一座装有空调、可容纳60人的电影院。（拉斯克尔住宅的照片由芝加哥历史博物馆提供。）