

ADVERTISING IN 1893: NATHANIEL FOWLER'S SURVEY REVISITED

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In 1893 Nathaniel C. Fowler Jr. published a survey of 177 advertisers which included the raw data. This data has been analyzed using techniques not available to Fowler at the time the survey was completed.

The firms were first divided into consumer nondurables, consumer durables, services and industrial products firms. The new analysis showed that all firms believed that high grade magazines were the most effective medium. In addition, magazines of all types were thought to be best by advertisers of nondurables; catalogs were an effective medium for consumer durables and industrial products; metropolitan dailies were thought to be effective by advertisers of consumer nondurables; and novelties were favored by most advertisers of services.

We next divided the firms by 1893 advertising expenditures (National Advertising Company 1893). High grade magazines were again believed to be the most effective medium and calendars the least. In looking at spending categories, the smaller spenders favored high grade magazines, catalogs, and trade papers to a greater degree than larger spenders. A noticeable finding for larger advertisers was that they preferred large metropolitan daily newspapers.

No matter how the sample was divided, there was a consensus that frequent advertising was desirable, that advertisement should include only one item at a time, and that advertising should be concentrated in a small number of publications. Finally, most respondents viewed advertising as an investment rather than as an expense.

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