

A Little Clear Thinking on Two Types of People with an Interesting Interpretation Thereof

In a certain big organization there are two executives with offices side by side whose salaries are each in excess of \$100,000 a year.

One comes through the door like a football player. The other lumbers through like a dray horse. One has three secretaries on the jump. The other uses the stub of a lead pencil and makes slow notes. When they lunch together, one has finished his sandwich and is twitching in his chair while the other is still at his tomato juice. At the cigar counter, one has bought and half finished his cigar while the other is still looking over the cigar case.

Each of these men seems to be equally valuable to his concern. And equally respected. But what is more interesting is that each gathers about him the same type of helpers and associates that he himself is.

And what is true of these two executives is true of people in every range of life. You can see these two types amongst the men in a factory, amongst girls behind the counter, amongst stenographers and clerks and salesmen and chief executives in an office, amongst families in the home. * * * * *

Now, the point of this story is that in this highly activated modern American life, *nearly every factor of living was adapted or changed to meet the needs of this highly active type, which was so rapidly increasing under our intensified American system.* The cafeteria sprang up to meet that need. So did the self-serve shops, the automatic dispensers; and even the counter aisles in department stores were changed. In the publishing field newspapers, too, quickened their pace.

But in the magazine world, there was little change. And what change there was accomplished little more than an indeterminate straddle. * * * * *

It is only on this basis and no other that you can account for the most amazing growth that anyone has ever seen in the magazine field—

Liberty Magazine simply sprang to a position of first magnitude very much as the automobile or the radio had done. *No sales force could have sold these tens upon tens of millions of magazines, one at a time, any more than any sales forces could have sold these tens of millions of automobiles and radios one at a time.* This is the sort of psychological response that has to be inspired by natural desire for whatever seems to satisfy a natural need.

Liberty simply created the quick, fast moving type of story and article that this quick, fast moving type of people had been waiting for; and the response from this type of people was immediate and electric.

All of this you have seen with your own eyes. You know it to be true. It was inevitable that if this type of people had that need, and the appearance of Liberty was the answer to that need, *they would respond to the buying of Liberty just as they did.*

Within a few years of its inception, Liberty Magazine had the largest voluntary* single copy circulation in the world. Over two million magazine readers were buying it every week. Unless you have the analysis of this thing, it doesn't seem possible; for many of the old type magazines after fifty years had only half the amount of voluntary circulation that was simply handed to Liberty overnight. And today Liberty still stands at the head of that list with the largest voluntary—single copy—sale of any magazine. * * * * *

There is only one other point that remains—a pure point of inevitable logic.

Liberty should bring the quickest advertising response of any magazine published. It should do this because of the quick, responsive type of people who buy and read it. These are the people who make their purchases with the same quick decision and immediacy that applies to all the other actions in the tempo of their lives. To the advertiser *they cannot represent anything other than immediate sales.*

And America lives on sales.

*Voluntary circulation is the number of copies of a magazine that people will buy, issue by issue, if left to their own devices.