

ADVERTISING BY MOTION PICTURES

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Advertising by motion pictures by Ernest A. Dench

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ERNEST A. DENCH

**ADVERTISING BY
MOTION PICTURES**

H. E. Williams

Advertising by Motion Pictures

BY

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the Movies," Former Vice-president Photoplay
Authors' League, and Editor of the Late
"Photoplay Writer"*



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INTRODUCTION

I am, in the first place, one of the few journalists to specialize on Motion Pictures. This enables me to concentrate on one subject instead of running the risk of making a regular hash of everything under the sun. I would not, naturally, have chosen to follow this path were not the theme the very versatile one it is. So you can imagine that I am always on the alert for new-idea germs for articles.

While searching for these I ran up against the advertising field. I was well aware that the motion picture had broken into the publicity game with success, but a good deal of investigating convinced me that the reason this new publicity medium had failed to gain a wide following was because there was so little definite information about it obtainable.