

## THE FIVE COMMANDMENTS OF ADVERTISING

according to R.M. Barrows

- I. Never do anything to endanger the account.
  - II. Never do anything to endanger your boss.
  - III. Never do anything to endanger your job.
  - IV. In short, never do anything!
- and oh yes, there's one more...

...and this is a very important one...

Read a booklet called

### The Barrows Popularity Factor



Required reading for every business!  
Anyone who spends any money on any advertising  
anywhere, should buy this book immediately!

### The Barrows Popularity Factor

An easy-to-use mathematical marketing  
formula that will actually let you quantify the  
relationship between your advertising and sales!

Developed by Robert M. Barrows  
R.M. Barrows, Inc.  
Advertising & Public Relations  
Burlingame, California

It will show you how you can actually quantify the effectiveness of advertising and it could be one of the keys to your future success.

And if that's not enough, here are some more reasons why you should buy this booklet immediately!

- Your boss might be reading this ad right now!
- Your clients might be reading this ad also!
- They might already know about The Barrows Popularity Factor.
- One day they might ask you about it and your job might depend on it.
- One day some of your clients might ask another ad agency about The Barrows Popularity Factor, and then it's too late!
- And if you ever hear the faintest murmur of the words "MEDIA AUDIT," invoke the 5th Commandment of Advertising... "Read The Barrows Popularity Factor!"

It will give you objective answers on the effectiveness of your advertising as it is directly related to sales! And it's not just marketing man's mumbo-jumbo, it's cold hard math that can help any company make a lot more money starting immediately!

Do you know what the best part is? You can read the whole booklet in about an hour and you can download it right now for only \$4.95 at [www.barrows.com](http://www.barrows.com). You can also order a wire-bound copy of the booklet by phone directly from R.M. Barrows Advertising for \$29.95 plus \$4.50 s/h in the U.S. (\$6.50 s/h outside the U.S.) CA residents add 8.25% sales tax.

*To talk to the author, call Robert Barrows at 650-344-1951*

## **R.M. BARROWS, INC. ADVERTISING**

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