

few spots of idealism in our lives, and we resent the slightest possibility of alteration there lest that, too, be lost to us. Such a motive may account for the almost savage intensity with which alumni have at times opposed novel tendencies in teaching. There is much uneasiness abroad among them today over radical teachers. I believe that this springs largely from the view which I opposed at the opening of this article, that the multiplication table is the type of knowledge, and that a teacher is assumed to hand out chunks of doctrine to his students which they accept unquestioningly. Elderly gentlemen easily exaggerate the immaturity of the undergraduate. A few months ago, President Cutten of Colgate stated in an address that one had to "talk to the little ones in words of one syllable." An effective statement of this multiplication table view may be quoted from President Elliott, president of railroads, not of a university:

In giving young people their physical nourishment we do not spread before them every kind of food and say, "Eat what you like whether it agrees with you or not." We know that the physical machine can absorb only a certain amount and that all else is waste and trash, with the result that bodies are poisoned and weakened. In giving them mental nourishment, why lay before young and impressionable men and women un-American doctrines and ideas that take mental time and energy from the study and consideration of the great fundamental and eternal truths, and fill the mind with unprofitable mental trash? . . . . After they get into the real world it takes them considerable time to become convinced that certain laws controlling social and material affairs are as unchangeable as the law of gravitation, and some never learn it.

Without pausing to ask what these unchangeable laws are, or to recall that even the law of gravitation is not so firmly settled as it used to be, I protest that this food analogy misses the duty of a teacher, and of every man of inquiring mind, who inevitably (whether paid to do so or not) feels it one of his highest tasks to stimulate the same sort of mind in those younger than himself, whether his students, his children or his friends. It is the business of such a man, not to hand out rigid bodies of doctrine, whether Socialism, Home Market Club protectionism or anything else, but to train those to whom he speaks to think for themselves. He is not the gentleman behind the quick-lunch counter that Mr. Elliott's criticism suggests. He is more like

the leader of a group of miners going into partially opened country. He has been there before; he knows more than they do about the technique of exploration and detecting the metal they seek, but he cannot give them definite directions which will enable them to go to this or that spot and strike it rich. He can only tell them what he knows of the lay of the land and the proper methods of search leaving it to them to explore and map out for themselves regions which he has never visited or rivers whose course he has erroneously conceived.

ZECHARIAH CHAFFE, JR.

## ADVERTISING

ADVERTISING, like the telephone, the automobile and the popular magazine, is distinctly an American institution.

This does not mean that it is not used abroad, but simply that in the United States it is employed more extensively, to exploit goods and services of a higher character, and that the technique, which refers to art work, copy writing and mechanical development, is here most advanced.

In England and the European countries, a large part of the advertising is devoted to the promotion of commodities of questionable value, notably patent medicines, while the better class of manufacturers and merchants feel that it is not a strictly high grade selling method. Altho this prejudice against advertising is gradually being overcome, and more and more firms are yearly entering the ranks of advertisers, the business abroad may still be regarded as in its infancy.

An American business man relates the following story which well illustrates the English attitude towards advertising. While traveling on one of the railroads leading to London, he noticed at frequent intervals, posts bearing the letters "L. W." Their significance was quite a puzzle to him, and a number of people whom he questioned were unable to enlighten him. Finally, however, he was told the explanation. One of the clothing stores in London, after long deliberation, decided to take a fling at advertising—an altogether new venture for their house. They debated at some length what form their advertising should take, and at last decided to

erect along the railroad small signs bearing the initials of their firm. They felt that this would serve pleasantly to remind customers of their house, and yet would not be so bold as to offend anyone.

It was not many years ago that advertising was similarly regarded in this country, many of the better firms believing it to be beneath their dignity to resort to it. In fact, it appears to be characteristic of the development of advertising for it to be employed first by the unscrupulous offering wares more or less fraudulent.

In America, within the last twenty years, legislation on fraudulent and misleading advertising, together with the efforts of chambers of commerce, publications and others in the profession have accomplished much to correct early abuses, and raise the standards generally. Today, the better magazines and newspapers refuse to accept questionable advertising, and the better agencies refuse to handle the accounts. Patent medicine advertising is quite generally barred, while financial advertising is refused altogether or accepted only after careful investigation. *The Saturday Evening Post* even goes so far as to ban cigaret advertising, tho they will accept advertising on cigars and tobacco. *The Ladies Home Journal*, published by the same company refuses advertising on tobacco in any form.

Advertising is today such a powerful force in our economic, commercial and social life that it is interesting to examine some of the results it has accomplished or helped to accomplish.

First, advertising makes possible good magazines and newspapers at prices within the reach of all. The five or ten cents that is paid for a magazine usually does not cover the cost of ink and paper, to say nothing of the heavier expenses of printing, salaries to authors, general overhead and the like. Were it not for the revenue derived from advertising, the price of all publications would be considerably higher. We now have in the United States over 2,000 English daily papers, with a combined circulation of about 30,000,000. Of magazines, there are exclusive of farm papers and trade papers, 131 general magazines, having circulations ranging from a few thousand up to two million and more. This vast quantity of current literature, made pos-

sible by advertising, is of tremendous value in the spread of learning.

Advertising is a means of educating the people to higher standards of living. It is a well-known fact that the American people have more comforts and enjoy more luxuries than the people of any other country. Advertising has been instrumental in bringing about this result. We may smile at the slogan "Keep that schoolgirl complexion," but the fact remains that it helps to sell soap—and surely this is for the welfare of the community.

The advertising of building supplies, house furnishings and musical instruments has promoted interest in art and music, while the advertising of vacuum cleaners, electric irons and other labor-saving devices has brought about conditions in which people have more leisure to enjoy the better things of life.

Industrial conditions are in large measure stabilized and the steady progress of business is assured by means of advertising. In English history we read that, when in the early part of the nineteenth century power looms were first introduced, thousands of people were thrown out of employment and great distress prevailed among the laboring classes. The industrial revolution, then definitely started, has been going on ever since, and in fact with greater rapidity. Improvements are constantly being made in manufacturing processes which free labor, and make possible greater production by a smaller force. Other factors, such as a change in style, frequently bring serious consequences to a particular industry. For example, the style of bobbed hair reduced the demand for combs and hairpins and forced these manufacturers to curtail their production.

In spite of all this, we do not hear complaints from laboring men that they are being deprived of their livelihood. The explanation lies largely in the fact that as labor is released from one industry, it finds employment in another—something which is expanding or which had not previously existed at all. Thus, in recent years we have seen the invention of the automobile, the radio, and moving pictures result in the creation of labor for thousands of people. This process of a new industry absorbing surplus labor from an old one would not be possible, however, unless a demand were created for the new products. The au-

tomobile industry could not have provided work if automobiles had not sold, and automobiles certainly could never have been marketed until the public had been educated to desire them and buy them. This vital service of introducing new commodities is performed largely by advertising.

The question is frequently asked both by manufacturers and individuals: Is advertising necessary? If a product or service is really meritorious, will it not advertise itself? This is true to a limited extent, but the difficulty is that this kind of advertising does not go far enough nor spread rapidly enough.

In the days when life was more simple and man used fewer commodities, information about different articles could be spread by word of mouth. Modern life is so complex, however, and there is such a multitude of things produced and offered for sale, that it is impossible for every manufacturer to get his story before the public in any way other than by advertising. It is equally impossible for the purchaser to find out about the various commodities unless he relies to some extent on advertising. Just as news about affairs in general is today transmitted to the public largely by means of the printed page, so it is necessary to transmit news about commodities in the same way.

An advertisement has been defined as a picture of a pretty girl eating, wearing, or looking at something that somebody wants to sell. Considering the frequency with which pretty girls are featured in advertisements, this is probably not a great exaggeration.

"Spreading information through printed word or picture" is probably as good a definition as any, tho by no means free from objection. Usually, advertising is conducted for the purpose of selling a service or product, tho such is not always the case. The New York Telephone Company, for example, has used advertising as a means of informing the public about the proper use of the telephone.

The word 'advertising' suggests to most people magazines, newspapers and bill boards, but advertising assumes a great many other forms, among which may be mentioned street car cards, letters, calendars, theatre programs, novelties, moving pictures, catalogs and similar printed matter. Even the airplane has become an advertising medium and we

have the interesting spectacle of "sky writing." The sign over a merchant's door, the design of a package, a guarantee slip, and window trims, all come under the general head of advertising.

Few people realize the enormous amount of labor involved in the preparation of an advertising campaign. The work of the copy writer and artist are obvious enough, but this represents only part of the job.

First of all, the product itself must be carefully studied in order to ascertain the uses to which it may be put, the sales possibilities it offers, and what distinctive points may effectively be featured. The advertiser must determine what class of people constitute his market: wealthy, middle class, or poor; whether the product will be sold principally to men or to women, or both; whether to city people or rural; what age people will purchase the product, *et cetera*. He must decide on the nature of the appeal that is to be made, whether on the basis of convenience, health, desire for beauty, thrift, time saving, or what.

In formulating advertising plans today, full dependence is seldom placed on mere opinions and hasty conclusions. The majority of advertising agencies (and practically all advertising is placed through agencies) now maintain research departments, which serve as business laboratories. The research department determines from a thoro and scientific study of the market, the conditions that confront an advertiser and compiles a mass of facts and information that is of inestimable value in forming intelligent decisions regarding sales and advertising policies.

A market investigation covers a history of the company's previous advertising (if any), a study of competitor's advertising, a gathering of opinions of wholesale and retail dealers about the product—its merits, objections, etc.—and not infrequently the prospective consumer is consulted, either through personal interviews or by questionnaires sent out by mail.

Millions have been wasted in advertising because certain conditions were guessed at and not correctly ascertained. Market investigations frequently bring to light facts that greatly modify the nature of advertising efforts. A prominent watch manufacturer had long imagined that farmers purchased cheap watches and

consequently had ignored the farm market. Upon making an investigation among the farmers he discovered, however, that farmers purchased high grade watches in much the same proportion as city people, whereupon he changed his advertising campaign accordingly.

Advertising, as other forms of molding public opinion, depends largely on repetition for its effectiveness. Advertisements are, therefore, usually prepared as a series, all of which are different but at the same time bear a close resemblance to each other. While variety is needed for attention value, the constant repetition of some dominant idea is almost invariably used to drive the message home to the public and to produce a cumulative effect. As a result of repeated use of a certain style of copy or trade mark, or slogan, many advertisements can be identified at a glance.

The advertiser must give careful thought to the selection of the advertising media. All media are good for certain purposes, but they are not all good for everything.

Magazines offer the advantages of excellent technical possibilities, nation-wide circulation, and a comparatively long life. If an advertiser decides in favor of magazines, he must, from a consideration of his product, determine whether to use general publications, women's magazines, men's magazines, farm publications, or others.

He may find that magazines are unsuitable. For example, if his product is on sale in only a few states, a large part of the circulation of a national magazine would be for him only a waste, for which he could not ordinarily expect to get profitable returns. Moreover, some of the larger magazines go to press from four to twelve weeks before the date of publication, so that it is not always possible to make an advertisement timely.

A manufacturer of electric fans found that when using magazines, an advertisement showing the use of a fan on a very hot day often appeared during a cool spell, he therefore, decided to use newspapers instead, simply placing with the newspaper the necessary plates and a blanket contract and leaving it with the local distributor to decide when the various insertions should appear. In this way, his advertising was made to appear at a time when

weather conditions warranted the prospect of good sales.

Newspaper advertising offers the advantage of being more timely, and usually produces more prompt action than magazine advertising. Also, by using a newspaper, an advertiser can concentrate his efforts in the territory in which his product is on sale, and he can further enlist the co-operation of the dealers by publishing their names or by getting them to tie up with his advertising.

Bill boards offer possibilities for effective display in art work, and are especially well suited for certain products like automobile supplies. It is not possible, however, to put a great deal of copy on bill boards and consequently bill boards are not satisfactory for products which require a considerable amount of explanation.

Various estimates have been made as to the sums spent annually on advertising, and while it is difficult to arrive at the total, the following figures are indicative of the size of the business.

In 1922, 1300 advertisers spent in 29 leading magazines a total of \$79,000,00, an average of \$61,000 each.

One of the leading New York newspapers carried in 1923 over 24 million lines of advertising which represents approximately \$15,500,000. A leading weekly magazine carried in one month in 1923 a volume of advertising amounting to about \$4,000,000. The Ford Motor Company is reported to be spending this year \$7,000,000 for advertising, or \$4 per car.

Such figures make advertising expenditures appear very high, but an analysis will show that the sums are not out of proportion to the results accomplished.

For example, in one of the leading women's magazines the rate for a full page in color is \$11,000. If an advertiser were to decide to run six insertions per year, which would make quite an effective campaign, the total cost would be \$66,000. It is interesting to analyze these figures. The population of the United States is approximately 105,000,000; there are 25,000,000 families; the magazine has a circulation of about 2,000,000; and the advertising cost is \$66,000. If we strike off the last three ciphers of these figures, we can

imagine that the remainders represent a typical city of 105,000 population with 25,000 families, and the advertiser will get his message before 2,000 of these families six times a year at a cost of \$66. When it is realized that to reach this number of people with a direct mail piece the cost would be at least 10 cents each or a total of \$200—and that this would be for one time only—the economy of magazine advertising is apparent.

The question is frequently asked, who pays the cost of advertising? First of all, it may be stated that in spite of the apparently large expenditure, advertising costs average about 5 per cent of sales.

Unsuccessful advertising, just as bad management in any form, comes out of the capital of a company and eventually is paid for by the stockholders. Successful advertising should and usually does reduce selling expenses, which in turn reduces the cost of production. This is on account of the recognized economy of quantity production.

An investigation recently made of selling costs among firms who did advertise as compared with firms who did not advertise, showed that the selling costs of the firms who advertised was lower than of the firms that did not advertise. Among twenty-nine firms who have advertised their products over a period of years, another investigation showed that in five cases the cost of the product to the consumer had been reduced; in sixteen cases the quality had been improved while the price had remained unchanged; while the remaining eight showed no change in price or quality.

The final answer to the question is simply that advertising is a form of selling costs, and selling costs are just as legitimate an expense of doing business as manufacturing costs, transportation, book keeping, insurance, etc. Advertising expenditures belong in the same class as investments in store fixtures, salaries to clerks, window displays, and the like, and there is no more reason to consider the question of who pays advertising costs than there is to consider the question of who pays any other business cost.

W. K. DINGLEDINE.

## STUDENT GOVERNMENT IN THE HIGH SCHOOLS

THE Intercollegiate Associations of Student Government, both of the north and south, have felt the real need of Student Government in high schools and have made a definite step toward this end. There is in each association an organized committee to carry on this work, consisting of a Graduate Advisor, who is chairman of the entire district, a subchairman in each state, and a representative from each college which is a member of the association. The aim of each state chairman is to extend Student Government into the high schools of her state. This is done through her committee which consists of a representative from each college. There are various methods used to advance this work and first of all to promote interest among students in establishing it. Each year a contest is put on, open to all high school students, and a prize is offered for the best essay either favoring or denying the proposition, "The Honor System is Conducive to Good Citizenship." When high school students enter this contest, they not only obtain a knowledge of the Honor System but feel a great desire to develop into better citizens themselves. After the essays are written, an effort is made by the colleges to establish a form of self-governed Honor System in the high schools under their jurisdiction. The colleges may vary in their method of putting this work across, but it is usually done through a committee from the college sent to the high school to give direct information; or it is done through the principal or more especially through the alumnae located in that particular school. These methods have been fairly successful, though the Southern Association felt that there had not been a marked improvement within the past year.

So important does this work seem to the members of these associations that they feel a paid secretary is necessary for more complete development in the future. She will have supervision over both divisions and her work will be to organize and plan the general scheme of work which will be further carried on by each state according to her plans. To have some one who is deeply interested in this work and one who can devote her entire time