

**TRAVELING PUBLICITY
CAMPAIGNS; EDUCATIONAL
TOURS OF RAILROAD TRAINS
AND MOTOR VEHICLES**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649184484

Traveling publicity campaigns; educational tours of railroad trains and motor vehicles by Mary Swain Routzahn

Except for use in any review, the reproduction or utilisation of this work in whole or in part in any form by any electronic, mechanical or other means, now known or hereafter invented, including xerography, photocopying and recording, or in any information storage or retrieval system, is forbidden without the permission of the publisher, Trieste Publishing Pty Ltd, PO Box 1576 Collingwood, Victoria 3066 Australia.

All rights reserved.

Edited by Trieste Publishing Pty Ltd.
Cover @ 2017

This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, re-sold, hired out, or otherwise circulated without the publisher's prior consent in any form or binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser.

www.triestepublishing.com

MARY SWAIN ROUTZAHN

**TRAVELING PUBLICITY
CAMPAIGNS; EDUCATIONAL
TOURS OF RAILROAD TRAINS
AND MOTOR VEHICLES**

SURVEY AND EXHIBIT SERIES
EDITED BY SHELBY M. HARRISON

TRAVELING PUBLICITY
CAMPAIGNS

EDUCATIONAL TOURS OF
RAILROAD TRAINS AND
MOTOR VEHICLES

BY
MARY SWAIN ROUTZAHN
DEPARTMENT OF SURVEYS AND EXHIBITS
RUSSELL SAGE FOUNDATION



NEW YORK
RUSSELL SAGE FOUNDATION

Copyright, 1920, by
THE RUSSELL SAGE FOUNDATION

WM. F. FELLCO-PRINTERS
PHILADELPHIA



EDITOR'S PREFACE

IN THE endeavor to spread information widely and well a multitude of ventures have been carried on in recent years. Interesting among these has been the combining of educational material and activities on the one hand with modern facilities for transportation on the other—the putting of exhibits, demonstrations, motion pictures, and other campaigning equipment on railroad trains, trolley cars, and motor trucks so that they may tour a whole city, a county, or cross a continent.

A glance at the appendix to this volume will show how extensive this form of educational effort has become. Beginning a dozen or more years ago with trains which showed improved methods of farming the list includes trains for teaching health, sanitation, safety, and food saving; trolley cars carrying exhibits on child welfare; and automobile trucks equipped to give motion picture shows on health and other subjects. Recently some of the trucks have also carried equipment for demonstrating methods of food canning, or for dispensary service. While the traveling campaign centering in the railroad car has had the longer history, developments in the educational use of the motor truck have been of such number and variety as to indicate, if one may venture in probabilities, relatively greater future activity for it.

The extensive use of this method of disseminating knowledge in the past, and the probable continuation and extension of it in some form, have made it seem desirable to bring together as much as possible of the working knowledge which has been gained in planning and conducting these campaigns, and to put it at the disposal of those interested in popular

EDITOR'S PREFACE

forms of educational work. The material here presented is thus not so much an evaluation of the traveling campaign method of spreading information as a review, or perhaps better, an anthology of practical experience thus far formulated, plus the observations of the author of the volume. The practice of those who have had first-hand contact with the problems and possibilities involved will undoubtedly have value for future planning. It is hoped, however, that the experience here set down, instead of forming a sole reliance or boundary to effort, may become a stimulus to the play of fresh ingenuity in creating new forms of illustrative material.

But as to the question of evaluation, until more data on these campaigns are recorded, that will still need to be done by those responsible for each particular tour and conversant with the particular conditions and requirements of the case. It is a familiar and not unnatural tendency, in selecting an avenue by which to reach the public, to adopt a method already used by someone else without waiting to get full information on its advantages and limitations. This happens in large part no doubt because the information desired is often hard to get without extensive inquiry. A second purpose of this volume is to bring together in brief compass the available data on traveling campaigns and thus to lessen the burden of extended inquiry for those who will need to make practical decisions.

In addition to a pooling of the facts gained through the practical conduct of traveling publicity campaigns it is further hoped that the material here assembled may provide a sort of nucleus or center of gravity which will attract criticisms and further data. The criticisms, in the course of time, may lead to a fuller treatment of the subject, and afford a better basis for determining whether the advantages of campaigns set upon wheels outweigh their inherent disadvantages when viewed in relation to particular projects or other campaign possibilities.

EDITOR'S PREFACE

In the meantime grateful acknowledgment is made to the many who have already been generous in answering inquiries and furnishing information gained from their daily contact with traveling campaigns, and to those who have furnished photographs and offered many helpful suggestions.

SHELBY M. HARRISON.

TABLE OF CONTENTS

	PAGE
EDITOR'S PREFACE	iii
LIST OF ILLUSTRATIONS	xi
CHAPTER I	
INTRODUCTORY	I
CHAPTER II	
PURPOSES AND ADVANTAGES OF TRAVELING CAMPAIGNS	3
The Train as an Event	4
A Tour as a Campaign "Feature"	6
Novelty and the Danger of its Wearing Off	6
Not a Quick Method	7
Traveling Campaigns and Results	8
Cost of Tours	8
As Between Trains and Trucks	10
CHAPTER III	
HOW TRAINS HAVE BEEN USED IN CAMPAIGNING	13
Agricultural Trains	13
Health Trains	20
War Propaganda	21
A Government Safety First Train	23
Trolley Tours	23
CHAPTER IV	
CAMPAIGNING WITH MOTOR VEHICLES	25
Motion Picture Tours	25
A Typical Motion Picture Motor Tour	26
Traveling Dispensaries	27
Cleveland Children's Year Special	27
Motor Truck Clinics in Italy	30
A Government Child Welfare Special	30

TABLE OF CONTENTS

	PAGE
Speaking Tours by Automobile or Motorcycle	34
A Motorcycle Knight of Health	34
Carrying the Canning Kitchen to the Food Supply	37
"Caravans" of Trucks	39

CHAPTER V

ADVANCE PUBLICITY AND ORGANIZATION	42
Importance of Good Advance Work	42
General Advertising	43
Specialized Appeal	44
Arrangements for Distributing the Attendance	44
Arrangements for Local Co-operation in Manage- ment	45
Getting the Advance Work Done	46
Qualifications of the Advance Agent	49
The Job of the Advance Agent	50
Assignments of Advance Work for Local Committees	52
Explanatory Statement for Local Co-operating Com- mittees Regarding the Pennsylvania Food Conser- vation Train	54
Reception Committee	55
Committee on Newspapers	56
Advertising Committee	57
Committee on Special Delegations	59
Committee on Co-operation of Churches	61
Committee on Schools	62
Committee on Attendance of Foreign Language Groups	63
Committee on Speaking	64
Committee on Personal Canvass	64

CHAPTER VI

THE MESSAGE OF THE TOUR	66
Choice of a Topic	67
What to Tell	70
Making up the Program	71