

**ADVERTISING; THE
SOCIAL AND
ECONOMIC PROBLEM**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649174508

Advertising; the social and economic problem by George French

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

GEORGE FRENCH

**ADVERTISING; THE
SOCIAL AND
ECONOMIC PROBLEM**

Advertising

The Social and Economic
Problem

Advertising

The Social and Economic Problem

By George French



New York
The Ronald Press Company
1915

Copyright 1915 by
The Ronald Press Company

HF 5821
.F7

TO THE
LIBRARY OF
CONGRESS

The William G. Hewitt Press
Brooklyn, New York

9/6
9/6
9/6

Dedicated to
Pilgrim Publicity Association
of New England

337877



Apologia

In the modern revolution of business, advertising is destined to play a much greater part than its present suggests, even as the significance of the business revolution is not perceived, or being partially perceived, is underrated.

The application of advertising to business is as yet tentative. Its possibilities are not realized. Yet it is now of vastly more consequence than we can understand or estimate. It is changing all the processes of business, and most of the manifestations of social and religious life.

This book seeks to suggest what advertising is doing and what it will do. It is a cursory view. No other is possible. Among the sciences advertising is a maverick; it has not been corralled nor branded. Among the arts it is a stray lamb; not considered of consequence. Among the professions it is without place or rating—an intruder without credentials. In business it is a saint or a sinner according as it has distributed its largess.

As advertising has no established standards as a science, an art, a profession, or a business, it has no binding traditions and but few precedents to consider. It is pertinent, therefore, for every observer to follow his individual bent, to have opinions and express them. None can contradict, none can prohibit. The writer of this book has set down some of his ideas, and some of the ideas of others, in the endeavor to picture advertising as it is. He is quite willing to assume responsibility for all that seems

Apologia

beside the mark, and to credit the bull's-eyes to whoever may lay claim to them.

The study and observation of advertising is one of the more stimulating of the mental exercises this century challenges us with. It leads far into the future, though we do not have to go far into the past to lose its trail. It suggests great things—great changes in business methods, advances in the application of religion and the humanities to life, the general sharpening of the keen edge of living. Through it the greater sciences, the more subtle arts, the more splendid faiths, and the profounder sentiments, make a deeper impress upon our lives. By its means business is becoming a predictable science. It is a guest at every fireside. It is present at every wedding, birth, and death. It is the Frankenstein of our lives, and their good angel. We are not more free from it than from the atmosphere. It intrudes everywhere, and is everywhere a welcome guest. It is good and bad. It helps and hinders. It may be an economy or an expense. It is as fluid as life, but as fixed and inexorable as fate. It is as transparent as crystal, and as opaque as iron. It is what it is. I am trying to picture what it is—and what it does.

August, 1914.