

SCIENTIFIC DISTRIBUTION

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Scientific distribution by Charles Frederick Higham & James Howard Kehler

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CHARLES FREDERICK HIGHAM & JAMES HOVARD KEHLER

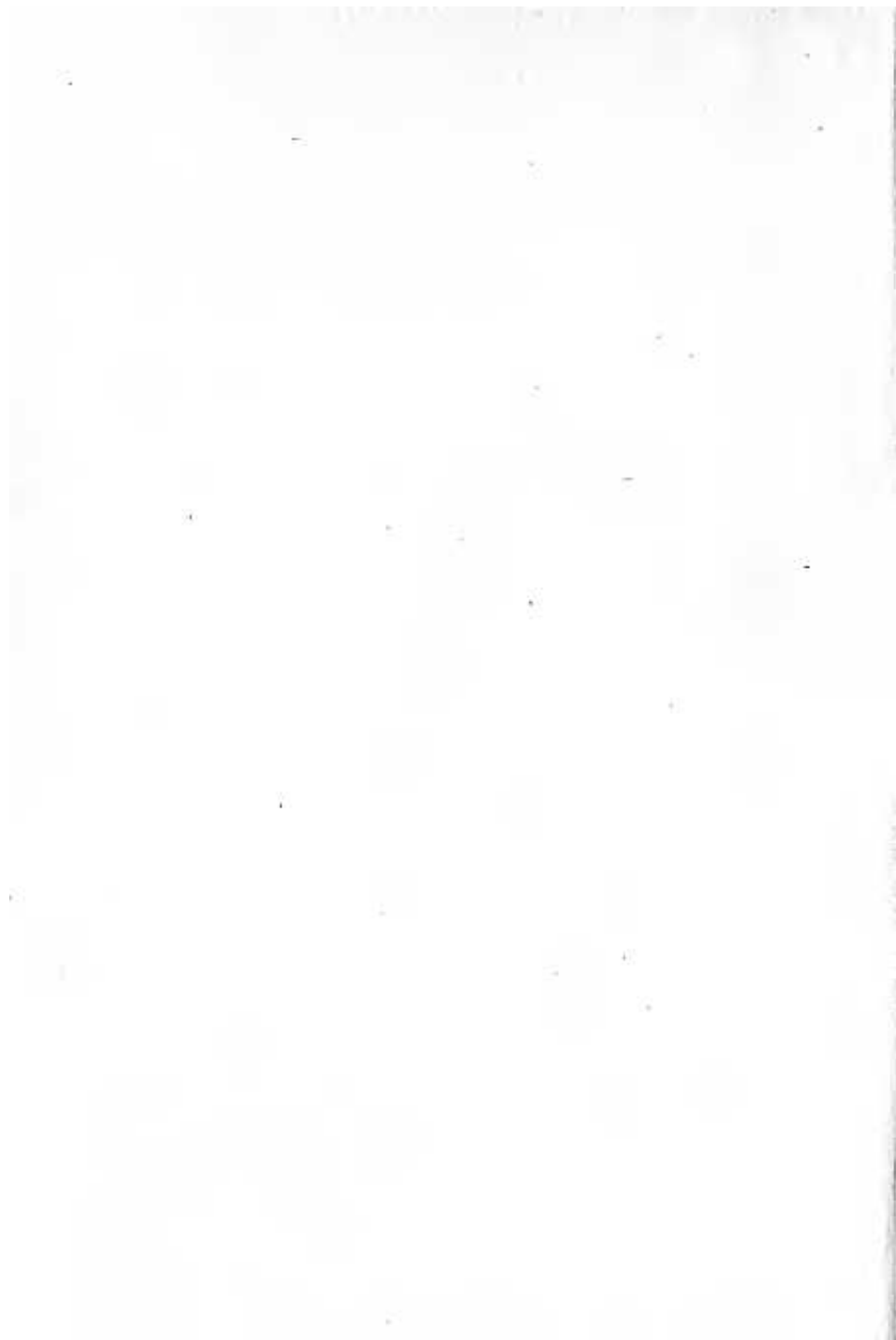
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BY
CHARLES FREDERICK HIGHAM
WITH AN INTRODUCTION BY
JAMES HOWARD KEHLER



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INTRODUCTION TO THE AMERICAN EDITION

HERE is a book which clearly glimpses a spiritual content in some of our material pre-occupations and which sees in certain common processes of trade the technique of a new social order. Its importance lies not less in the intrinsic quality of its message than in the fact that this message proceeds from the workshop of a highly successful business man, and not from the school-room, the sanctum or the cloister.

Charles Frederick Higham is one of the leading advertisement agents of the world, perhaps the leading one outside the United States. His is a dominating figure in the London advertising field, where he introduced American advertising methods about ten years ago. Born in England, of English parents, he came to the United States in early youth and remained here for about fifteen years, nearly all of which were spent in

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acquiring the training and experience which enabled him practically to revolutionize the advertising methods of his own country. His success in London was immediate and has continued phenomenal. He has been one of the principal factors in England's wide-spread and highly successful war publicity and is now the candidate of his party for a seat in Parliament from one of the London boroughs.

The book is largely about advertising, but it goes far beyond the usual chatter of the profession regarding the technique of publicity as applied to commercial exploitation. Its author has a vision regarding his profession; a vision which comprehends something greatly more worth while than the increased distribution of commodities; namely, the distribution of ideas and ideals.

Those vast increases in the manufacture, distribution and sale of goods, in employment and wealth, which are due to modern advertising, are in themselves of the utmost social value, a fact which is in nowise overlooked by the author. He places a true estimate upon the benefits to

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society of the extension of markets for utilitarian wares.

But these are obvious values. No one questions the civilizing influence of such products as modern plumbing, motor cars, tooth brushes, sewing machines, reading matter, farm machinery, etc. And none questions the part played by advertising in making these products available to the world.

But there are few who see in advertising anything more than an effective ally of trade. Mr. Higham is one of these few. He sees this tremendous new force for what it is, one of the great undeveloped factors in human intercourse and communication, a potential ally of righteous government and sound education, a disseminator of intelligence and good will. He would add intellectual and moral functions to that which so effectively has served our material ends. In the laboratory of his own business he has proved the practical nature of his vision.

In commending this book to American readers I do so in the conviction that it says bigger and truer things about advertising than have been