LOOKING FORWARD; MASS EDUCATION THROUGH PUBLICITY

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649390571

Looking forward; mass education through publicity by Charles Frederick Higham

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

CHARLES FREDERICK HIGHAM

LOOKING FORWARD; MASS EDUCATION THROUGH PUBLICITY



BY CHARLES F. HIGHAM

SCIENTIFIC DISTRIBUTION

With an Introduction by JAMES HOWARD KEHLER

"Everybody interested in the reshaping of our affairs, be he politician or business man, should get hold of this book and see things through the eyes of one who sees further and deeper than most men. Behind every page stands the super advertising man who taught the British Government how to harness the immense power of scientific publicity to the chariot of war. No advertising man who takes a true interest in his profession can afford to miss it, for it is undoubtedly the most important utterance on advertising not only as employed in business, but as a disseminator of knowledge and ideals."

-The New York Sun.

"He writes racily and charmingly, concisely and sensibly about his subject, infecting the reader with his own enthusiasm as he discusses the distribution of intelligence, the value of advertising to the producer and retailer, to the consumer, the influence of advertising upon production, salesmanship, taste, price, and the public welfare. Such a book is valuable, not only to the salesman, but to any person with ideas he is anxious to share with his fellow-men."—The Indianapolis News.

"A remarkable book. One of the most interesting, important and enlightened books that have come into the ken of those who advertise and those who sell. We can do no better service to the advertising men, and to the business men who ought to be advertisers, than to urge them to read it."—The Advertising News.

For Sale at all Booksellers

ALFRED A. KNOPF, Publisher, NEW YORK

· LOOKING FORWARD ·

MASS EDUCATION THROUGH PUBLICITY

BY CHARLES FREDERICK HIGHAM, M.P.



UNIV OF CALIFORNIA

NEW YORK ALFRED · A · KNOPF MCMXX

COPYRIGHT, 1920, BY ALFRED A. KNOPF, INC.



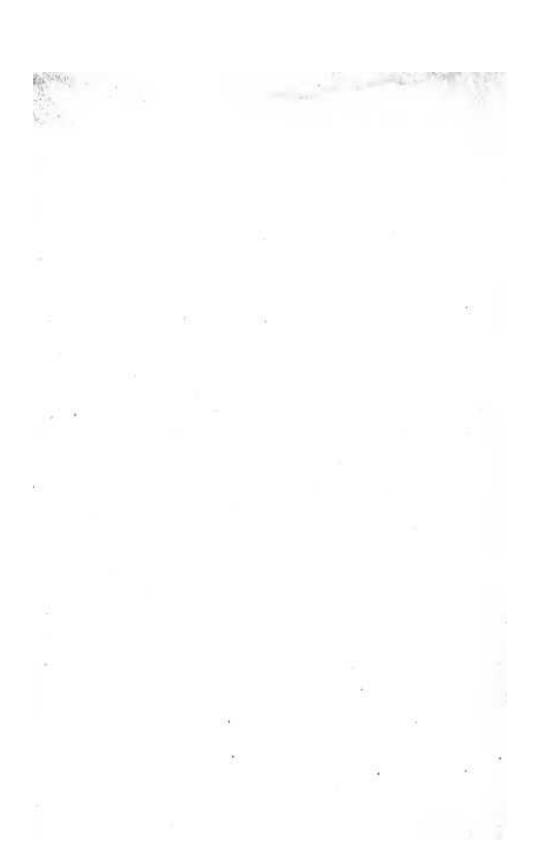
PRINTED IN THE UNITED STATES OF AMERICA

I DEDICATE THIS BOOK

TO

DAVID LLOYD GEORGE

THE STATESMAN WHO, ABOVE ALL OTHERS, UNDERSTANDS THE PEOPLE, IS READILY RESPONSIVE TO THEIR OPINION, AND IS THE FIRST PRIME MINISTER TO APPRECIATE THE VALUE OF EDUCATIONAL PUBLICITY.



CONTENTS

PROLOGUE 11

INTRODUCTION 21

PUBLIC OPINION 27

HAPHAZARD PUBLICITY 41

THE NEED FOR A STATE PUBLICITY BUREAU 61

DEPARTMENTAL PUBLICITY 73

Two Practical Considerations 99

THE VALUE OF THE EMOTIONAL APPEAL 115

WAR-TIME PUBLICITY 131

THE FUTURE OF THE CINEMATOGRAPH 143

CIVIC PUBLICITY 157

LABOUR AND PUBLICITY 169

My CRITICS' CASE 183

NOTE 201

