

CHAPTER VIII.THE CONTRIBUTION OF THE PRESS TOWARDS
PUBLIC WELFARE.

In order to counterbalance the multiple lapses from grace which will be recounted in the succeeding chapter, some indication of the addition to public welfare which the Press has made possible will now be given. Assistance rendered by the Press to the Pulpit and by Pressmen to the Police have already been dealt with in preceding chapters. It will have become increasingly apparent that the Press in assisting other public bodies, hopes in some way to derive some benefit, directly or indirectly, from its assistance. Thus it is the hope of the reporter who assists in the tracking down of a criminal that he will at some future date be rewarded by those thus placed under an obligation to him by obtaining the exclusive story of sensational news of some sort. It is likewise hoped that, in adopting an attitude which commends itself to community as a whole or to a section of a community, the particular paper concerned will gain added prestige among that community and that its position will be strengthened thereby.

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"You ought", said William Randolph Hearst²⁶⁰ to have some fight or crusade for public welfare always in progress and you ought to fight hard for it". Hearst's social theories were briefly as follows:-

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"I believe that of the 80,000,000 of people in this country (261), the most prosperous five or six million are ably represented in Congress, in the Law Courts and in the newspapers. It would be immodesty on my part to imagine that I could add much to the comfort or prosperity of the few who are so thoroughly well looked after. My ambition is to forward the interests of the 70,000,000 or more of typical Americans who are not so well looked after. Their needs seem to offer a wider field for useful effort. At the same time let me say I do not seek to divide the nation into classes or foster unreasoning dislike of one class by another".

Although Hearst is not to be regarded as an ideal worthy of imitation by newspapermen, the sentiments expressed in the foregoing passage are sound and worthy of support. Hearst was perpetually accused of being activated by motives. Even if the allegations were fully proved, Hearst would not stand alone in his condemnation, for the Press is not a philanthropic institution, and any measure which it may adopt for the advancement and general betterment of the public welfare must inevitably reflect credit upon itself, and it is that reflected credit which most newspapers ardently desire.

Contributions to public welfare on the part of the Press may conveniently be dealt with under three categories: (1) specific instances of public benefit or of benefit to deserving individuals or group of individuals through action taken by the Press, and (2) the permanent beneficial influence of enlightenment, co-ordination, and thought stimulation which characterises the modern Press, and (3) the trade facilities afforded by newspaper advertisements.

Examples of the contributions to public welfare made under the first heading are numerous. Frauds

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have been exposed ('e.g. the trance medium of whom it was written in the "Daily Express", 1931, that "her sub-conscious mind was crammed with spiritualistic jargon which she can trot out and hang on any peg".), enterprise encouraged (e.g. the offer of the Tokio newspaper, "Asahi" of £10,000 to any Japanese or £5,000 to any foreigner who before April 25th, 1932, did a non-stop flight across the Pacific in either direction), unemployment Bureau's formed, (e.g. by the "Star", April 28th, 1932), advertisement space allotted free of charge to genuine "out-of-works" (e.g. "Rand Daily Mail", April 27th, 1932), missing children found (e.g. Norah Lynch - After her mother had appealed through the Press for information, Nora Lynch, aged sixteen, of Mansfield Street, Kingsland Road, London, E., who disappeared from her home on December 19th, returned yesterday), and reforms have been carried out on the initiative of newspapers.

An illustration of one of the last-mentioned reforms is worthy of description. Miss Zung We Tung, the first woman reporter to take her place on the staff of any Chinese newspaper, has been engaged on a thorough and systematic investigation into the conditions of child labour and factory conditions generally in China. ²⁶¹ Her newspaper, the 'Shen Pao', of Shanghai, is one of China's oldest and most influential daily papers and has a circulation of more than 100,000 copies daily. Whatever she writes in that paper goes to all those readers.... She is turning the searchlight on to labour conditions and it is certain that, through what she is doing, in co-operation with others, hundreds and thousands of women and children who will never even hear her name will

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261. "A Chinese Social Reformer", by Basil Mathews.

live happier lives".

This is a striking example. It shows a benefit simultaneously conferred upon tremendously large number of people and it is a permanent benefit, for not even the most unscrupulous of employers would dare to continue to exploit their child and female labour in the face of the blinding light of publicity. A similar public benefit was obtained by Hearst for the citizens of America. The means by which the benefit was obtained was admittedly a "stunt" but the means were justified by the end. "One of his 'stunts' was for a woman reporter to faint in the street. She was taken to the City Receiving Hospital, and within 36 hours "The Examiner" printed a sensational expose of conditions in this emergency first-aid institution. The 'stunt' resulted in the establishment of a regular ambulance service. Hearst subsequently made the first of many hundreds of appeals for public funds for public projects. This resulted in the establishment of the "Little Jim" Hospital for cripple children' ²⁶²

The appeal for funds made by the "Rand Daily Mail", on behalf of "Ouma" van Zyl, a Centenarian Voortrekker who was found living in very necessitous circumstances on the Rand, is a typical case of benefit derived by individuals through the Press. Such solicitude is not extended to all persons in need, however, as there are so many genuine deserving cases in each City and town that the Press could not, within the limits of consistency, take up the cudgels on behalf of some persons and refuse to take any action when similar cases are brought to its notice. This attitude is a commendable /

commendable one, because the public, however generous it may be, cannot be expected to tolerate an incessant appeal through the columns of a newspaper for funds on behalf of some unfortunate person, family, or other group of persons.

In abnormal circumstances, when families are rendered homeless by reason of hurricanes or floods, the Press has always through its columns invited contributions towards the relief of the unfortunate persons whose plight is the result of no fault of their own, and has usually headed the list with a generous contribution itself. The "Rand Daily Mail" and "Sunday Times" Christmas Fund, and the "Star Seaside Fund" may also be mentioned here as being typical of efforts made by the Press on behalf of the less fortunate members of the community.

The contribution which the Press makes towards public welfare through the mere fact of the daily sale of newspapers is considerable. In proportion to the circulation of each individual newspaper is the influence which it daily brings to bear upon each reader of that newspaper and upon the nation as a whole. The relation of the Press to the moulding of public opinion has already been considered (Chapter Six). The contribution which the Press makes in this connection is that it makes a public opinion possible. Without knowledge of the facts relating to a particular subject a person is unable to form any opinion in regard to the matter. Once these facts are supplied, an opinion can be formed.

The Press to-day is the strongest rival of the school as an educative factor in the life of a nation, for, whereas the schooling received by the majority of the citizens of any one country is elementary, the general knowledge

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which may be gleaned from a daily newspaper-- and still more from a weekly-- is almost unlimited in its scope and application. This fact is rapidly being realised and school-going children are being advised more and more to read the newspapers. Mr. John Duthie said that "a subject which would be of great value to them (school-going children) in after life, but which had so far as he knew been overlooked, was a proper study of the contemporary Press. The Press was the greatest single force influencing men's minds to-day. "For that reason I hold that a portion of every child's education should consist of a study of up-to-date newspapers. A study of the contemporary Press would undoubtedly keep the child in touch with the trend of modern thought".

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The same view was taken by the "Rand Daily Mail" in a leading article when it referred to facts previously published in that paper relative to the dangers attendant upon children interfering with overhead power lines. "School-boys in particular should be warned", it was stated. "There are clearly times-- and this is one of them-- when the daily newspaper should be placed among the textbooks of the schools".

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Hearst's biographer wrote of him: "Hearst stirred a healthy suspicion in the minds of the people of his times. He educated the mob. He bridged the gap between illiteracy and literacy for millions. He taught the submerged nine tenths to do at least some thinking for themselves! This might seem to be an ambitious claim, but the basic rock which the Press has provided for many in their struggle in the sea of life can be readily appreciated in the light of

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263. Addressing the Transvaal Old Selbornian Association at the Trocadero Restaurant, Johannesburg, 1931.

264. November 12th, 1931.

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the following letter by Mr. Alfred J. Henochsberg. The letter is reproduced here exactly as it was published:-

To the Editor, "Rand Daily Mail",

Sir, - In the "Rand Daily Mail" of March 14 there appeared a most interesting paragraph headed "Editors the Greatest Preachers", and giving an extract from a speech delivered by Mr. Justice McCardie at the London Press Club. I think the words "and teachers" might well be added, as what little education I possess I owe to reading the leading articles in the daily Press.

I left school at the age of thirteen years, and was employed in my uncle's business. One of my duties was to read aloud in the evenings various leading articles from the newspapers. When I came to a "big" word and was unable to give the meaning of it correctly (which very frequently happened), I was made to refer to the dictionary. I am very pleased to admit that I learned very much more from reading the leading articles of editors than from the tuition I received at school.

(Signed) Alfred J. Henochsberg.

This letter substantiates the claim made by the writer of this thesis earlier in this chapter that the Press was the strongest rival of the school in education.

The speech of Mr. Justice McCardie referred to by Mr. Henochs-

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berg may be briefly summarised as follows:

"I believe the Press is the greatest influence in the life of the English people. In England the Press absorbs the duties of priest, prophet, preacher, and Parliament. The great preachers of to-day are the editors of the daily newspapers. The Press of England, if it will join with the Press of other countries, may be-aye, it is, in large measure- a magnificent instrument of international unity. I believe that the future peace of the world is dependent upon the Press of the world".

The educative aspect of the Press deserves
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365. "Rand Daily Mail", March 17th, 1931.

366. Published in the "Rand Daily Mail", March 14th, 1931.

close consideration. It is not the desire, nor is it within the power of the Press to coerce its readers to support the views it holds, nor to agree to the justice of the causes it champions, but it endeavours to place readers in a position to judge for themselves by putting the facts before them. It does not dare to presume that its readers are its supporters. Indeed, it was said of Hearst that he had a thousand readers for every follower, the Press however, sometimes attempts to play the game of "Follow my Leader", and assumes the role of leader when (as in the case of the "Sunday Times") it produces a "People Say" column, or³⁶⁶ it publishes a list of questions under the heading of "Things We want to know". In the name of the "People", the "Sunday Times" declared³⁶⁷ "that the Government has failed signally in its efforts to solve the unemployment problem brought about by the depression said to be resultant upon its Gold Standard policy", "that the Municipality are great sinners as far as the spread of Mexican marigold and white ants are concerned", and so on.

That these paragraphs are not written in vain and can be the cause of much good was indicated in the "Sunday Times"³⁶⁸ when it was announced that, as a result of a "People Say" paragraph appearing the previous week to the effect that "They (the people) wonder how long the Frenchmen's record³⁶⁹ will stand, and that they would like to see a South African break it", a Rand pilot had taken up the challenge, conditionally upon financial assistance being forthcoming. He appealed through the columns of the paper for assistance to make his flight possible.

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366. As the "Pretoria News" used to, and as "The Cape" and other papers still do.
367. April 3rd, 1932.
368. May 1st, 1932.
369. For the fastest flying time from the Continent to the Cape.

The qualifications of the newspaper for the assumption of the role of "Leader" are substantial, for as was stated in the "Rand Daily Mail": "the journalist by the exigencies of his profession comes into contact with new people or new ideas or new books- "The result, is, as a rule, intense mental activity. It is true that some journalists are sometimes shallow, but the best of them are alive at every point".

This quotation stresses two points, the "intense mental activity" and the "contact of the journalist with new ideas". These words should be underlined for it is an undoubted fact that journalism brings its devotees into close touch with more sides of life than any other profession, including even the many-sided occupation of crime detection and punishment. The Press sends its men (and women) to Society, to the slums, to Courts, to Conferences, and to many other places, whether they are welcome or not. To the more competent journalists fall the alluring assignments of travelling in other countries and of giving graphic accounts of their experiences. War correspondents, midst shell and shrapnel, have written vividly of attacks of counter attacks, of the horror of war, and of the trail of desolation it has left in its wake. Only by these means can persons who have not themselves tasted of the bitter sweets of war through personal experience gain any idea of what it entails. With the prospect of further wars fading imperceptibly away into the distance, the Press sends its men to Geneva to attend the Assemblies of the League of Nations, of the Disarmament Conference, and of other International Bodies which are striving consciously to restore civilisation to the pedestal it had gained for itself/

itself prior to 1914. Through the Press the countries of the world are given an inkling of the efforts that are being made on their behalf to save the world from the cataclysm of further wars. It is not possible for the Press, for obvious reasons, to give more than an inkling of these international endeavours, but their reports are sufficient to assure the majority that progress, however slow and halting it may be, is being made, while for the more intelligent, educated, and interested minority it opens up avenues of personal investigation of the work being carried on by this international body.

Realising the value of publicity, the League has set its face against secrecy, and when the writer was in Geneva in January, 1932, he found that the Assembly Hall of the League of Nations was divided almost exactly into two, as much room being taken up by the Press representatives of the world as by the delegates to the League Assembly. No fewer than 400 journalists attend the deliberations of the League and the message of that body is conveyed to the countries of the world in numerous languages. Thus, from conveying to its readers impressions of war-time conditions, the Press has now focussed its attention upon the dissemination of news regarding the constructive measure being taken towards the elimination of future wars and the maintenance of a perpetual state of peace. The League's work will be made easier by the knowledge that it has the blessing and mandate of the people of the world in its arduous and difficult task, and this blessing can only be given after the people of the various countries have learnt of the steps that have already been taken and that are proposed.

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271. Through the published reports, Draft Conventions and other works of the League and its subordinate Committees.
272. According to my Guide on the occasion of my visit.

For this information they are dependent upon the Press, which, realising the scanty nature of its cabled reports, occasionally supplement such reports with mailed articles by its representatives setting out more fully the situation as it appears to them.²⁷³

The films do a great deal towards introducing the mass of people in any one country to conditions and peoples in other countries of the world. This is done by means of "Pathe's Gazette's", and feature films, and educational films. The Press, too, fulfils a similar role, more especially on the continent, but the habit is gradually growing in this country.²⁷⁴ The "Daily Express" has ever been an enthusiastic believer in giving the people of England an opportunity of knowing England better by giving it an insight into the customs and habits prevalent in other countries.

During April 1933 that paper ran a series of articles by Miss Margaret Lane on the "American Adventure". In announcing the inauguration of this feature, the "Daily Express" explained that Miss Lane, who was a graduate of Oxford, and a former member of its staff, had landed a spectacular job" on the International News Service in America. She travelled throughout America on special assignments and "covered" everything from Al Capone's trial to the Washington Congress. Her articles were illuminating and did much towards lifting the veil which at present obscures the domestic problems of the United States from the rest of the world. Similarly, the "Daily Express" published during the previous year a series of articles by Mr. Carl Ketchum on Russia.

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273. See articles by J. W. Sarvin in the "Observer".

274. e.g. The combination article on the cover page of the literary supplement of the "Sunday Times" each week.

While this distinguished writer was in Russia—
as the first English journalist who had been admitted to
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Russia for more than a year— his reports were censored, but
on his return to England the words which flowed from his pen
were so outspoken that the Soviet Government resolved that
his revelations should not escape its drastic action. There-
upon followed one of the greatest farces in the judicial
history of any country.

In the words of the Berlin correspondent of
the "Daily Express", under the heading of "Too much Truth"
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it was stated :

"Mr. C. J. Ketchum, the special correspondent
of the "Daily Express", has paid his last
visit to Russia, according to reports which
have been received here to-night from Moscow.
The Soviet authorities have decided that he
shall never be allowed to cross the Russian
frontier again.

The "Daily Express" also is to be exiled from
Russia so long as it continues to print those
articles in which Mr. Ketchum is telling the
uncensored truth about Russia as he saw it
during his recent visit.

All copies of the newspaper containing his
articles have been promptly confiscated.
Moreover, Mr. Ketchum is to be the central,
though absent, figure in a special trial
which is to be held shortly in Moscow. The
dock will be empty - unless it is furnished
with a life-size portrait of the criminal -
but in all other respects the trial will be
a very serious matter indeed.

A group of English Communists who have made
their homes in Moscow will appear as his
accusers, and will charge him with having
betrayed the Soviet by publishing libellous
reports.

It remains to be seen whether Mr. Ketchum
will be sentenced to eternal exile in Siberia
or a timber camp at Archangel, or whether a
dozen or so death sentences will be passed on him".

The newspaper's reply was brief and to the

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275. "Daily Express", January 26th, 1931.

276. February 2nd, 1931.

point. It was as follows : "Mr. Ketchum's eighth outspoken article on the present conditions in Russia is on Page Three". Mr. Ketchum's instructions on his return to England were "to tell everything that he saw, to tell the whole truth, no matter what prejudices it may offend, either in this country or in Russia, to tell the good and the bad, the hopes and fears, the strength and weakness of the greatest human experiment in history". His articles did a great deal to help solve the riddle that enshrouds Red Russia, and the drastic though farcial action taken by the Soviet Government indicates to a large extent how his articles were something more than revelations. They were exposures.

Mr. Ketchum has made a world cruise, covering (according to one of his own articles in the "Daily Express") half a million miles in ten years. He has faithfully recounted his experiences for the benefit of the readers of the "Daily Express" and those who, for financial reasons are unable to visit the countries of the world for themselves and study conditions at first-hand, must be grateful to this English newspaper for placing Mr. Ketchum in the position of being able to pass on, in his own vivid style, descriptions of his adventures in Dublin, Constantinople, Bagdad, Austria, Armenia, and other parts of the world.

Such articles not only stimulate thought but assist readers in keeping a sense of proportion. Some idea of the relative importance of England in world affairs and of the insignificance of the individual among the 1,800,000,000 people of the world must be gained, while the readers are encouraged to forget the monotony of their own existence and to live for a while in their imagination, speculating on the future of the lands and peoples of whom they have gained some

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knowledge through the financial resources of the "Daily Express" and the able pen of Mr. Ketchum.

Not all papers are able to send special correspondents to distant countries in this way, but even within national boundaries descriptions of distant regions are of interest and assist in a small measure in breaking down the spirit of parochialism or provincialism which inevitably tends to spring up when a community is isolated for geographic reasons or through lack of transport and communication facilities. By the same token, the Press may also contribute largely towards keeping alive this undesirable spirit of sectionalism. ²⁷⁷ Whether the power of the Press is to be used for good or bad depends upon the counsel --wise or otherwise-- of those at the head of affairs.

Wise counsel predominantly prevails, however, and the consolidating effect of the Press upon national life is admirably summed up in the following words of ²⁷⁸ Mr. R. A. Scott Jones:

"The conscious life of the nation depends on the swift circulation of news, just as the life of the body depends on the circulation of blood. A nation is only fully a nation when all its citizens are all the time in touch with the news about all of it- and with the ideas which arise from the news. The Press, constantly making use of the latest inventions, is enabled by its mechanism to penetrate ever deeper into the life of the nation and to cast its net ever wider, bringing the life of one nation into closer contact with the lives of other nations".

As sport plays a large part in the lives of people who strive to be both physically-healthy and healthy-minded, it is natural that it should fulfil an important role in the make-up of any newspaper. The space allotted to

sport /

277. Witness the attitude of the "Natal Mercury", Durban, in regard to the Natal Devolution Movement, 1932.

278. "The Strand" Magazine, 1931.

sport is in proportion to the public's demand for such sporting articles. Thus whereas one or two pages are devoted to matters relative to out-door recreations in this country the newspapers in England - where soccer is worshipped and soccer adepts idolised - ungrudgingly give three or four pages to sport and maintain a staff of men thoroughly acquainted with each department of sport in order to cater for the wants of its readers in this connection. As the problem of what to do with leisure moments is likely to prove a thorny question in the future when the problem of unemployment is tackled in the light of providing more leisure for the working classes and as sport is bound to provide a partial answer to this question, it is in accordance with the uncommon law of common-sense that the Press should devote considerable space to sporting activities of whatever kind. Many men buy newspapers for their sporting news alone and in order to "catch" sales, sporting editions are brought out in South Africa on Saturday evenings with full descriptions of the more important events of the day and the bare results of the less important events.

Motoring, too, is playing an increasingly larger role in the life of the people and provision for motorists is made by every progressive newspaper through the medium of the Motor Editor who is responsible for the publication of all the most up-to-date news in regard to developments in the motor world, information regarding the shortest distance by road between certain places, the condition of roads, and all other matters appertaining to the motor trade and industry. Any newspaper of any importance and standing not having its motor supplement would be failing to make a not inconsiderable

contribution /

contribution towards the needs of the people and would in so far be failing in its duty towards the public.

It is possible-- but unnecessary--to continue at great length to describe the benefits conferred by readers of newspapers in this connection. Just as the sporting and motoring communities are catered for, so farmers, lovers of dogs, art enthusiasts, philatelists, lovers of the stage, students of law, gardeners, and other specialised groups, all find some corner of the paper specially set aside for them to cater for their peculiar needs and to keep them in touch with the latest developments in their own particular sphere.

The third contribution to public welfare made by the Press (in continuation of the classification made in the opening passages of this Chapter) is the trade facilities afforded by newspaper advertisements. Many devices are resorted to by business houses and commercial firms to advertise the goods they wish to sell or to make known the nature of the business they wish to transact, but there is no medium of publicity that can compare for effectiveness with the Press. Sky writing, placards, street processions, film slides, pamphlets and circulars all take their part in modern publicity efforts but none of these means succeeds in reaching the public in a manner comparable with the modern newspaper with their enormous circulations .

In this category, to a much greater extent than in the other contributions to public welfare already detailed, the self-seeking nature of the newspaper is apparent. This is only natural, however, as the newspaper is not a philanthropic institution and depends almost entirely for its income upon advertising revenue. The fact that advertisements continue to fill the columns of the daily Press clearly shows

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that advertisers realise that they are getting good value for their money. The great extent to which newspapers are made use of for advertising purposes is strikingly shown by Mr. G. Binney Dibblee, M.A. ²⁷⁹ Mr. Dibblee described newspaper publicity as "the most valuable commodity in the world". ²⁸⁰ "Advertising", he continued ²⁸¹ "is the newspaper's backbone. The world is only beginning to realise how vitally necessary it is to business. Probably from £40,000,000 to £50,000,000 a year is spent on advertising with various journals and periodicals in England alone. Perhaps as much is spent in Central Europe and at least four times as much in North America."

It is difficult to assess a figure for South Africa, as Mr. J. C. R. Loubser, Hon. Secretary of the Advertising Club of South Africa, ²⁸² stated "to the best of my knowledge the information you call for is not officially recorded in this country as is done overseas". Mr. W. Redford, Managing Director of the S. A. Advertising Contractors, ²⁸³ however, stated that Press advertisements accounted for no less than 92% of the total expenditure on advertising in the Union, the total amount involved being in the neighbourhood of £8,000,000. Mr. Redford gave the following detailed summary of the present position in regard to the support given to various advertising media:

Railways.....	2	per cent.
Bioscope Slides	2	" "
Wireless	3	" "
Posters	1.3	" "
Traams and Buses	1.4	" "
Miscellaneous	1	" "
Press	92	" "

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279. Late fellow of All Souls College, Oxford, whose work "The Newspaper" has been described as "the best account extant of the organisation of the newspaper press
280. Page 114.
281. Page 115
282. In a letter to the writer in reply to an enquiry
283. In his annual report for 1931.

He added that it was the very high opinion held by advertisers and advertising agents generally that made possible the "wonderful" proportion described above.

Frequent tributes are paid by prominent business men, the nature of whose work brings them into close touch with newspapers, to the efficacy of newspaper advertisements. These include Mr. W. Buchanan-Taylor who stated that "no advertising medium has been discovered so far that can seriously compete with the newspaper and no commodity can be solidly established without the aid of the daily or weekly journal", and further "If you ask me what kind of printing is the best salesman I would unhesitatingly say the newspaper. I believe that there is less wastage in an advertisement in a good-class newspaper than in any other form of print". In these views he is supported by Mr. Lionel G. Jackson: "Advertising is the tool and weapon that lies readiest to the hand of British manufacturers", he declared, adding that 40,000,000 people were in England concentrated in an area less than a single American State, and that it was served by a newspaper Press that, as an engine of publicity, was the finest in the world.

Facts speak even more eloquently than these compliments, however, and it is stated that when Atlanta, Georgia, in the United States advertised, no fewer than 46,217 inquiries /

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284. Publicity and Advertising manager to Messrs. Lyons and Co. Ltd., England.
285. At the Edinburgh Publicity Club, reported in the "Sunday Times", April 13th, 1933.
286. In attacking the Empire Marketing Board's 'waste' by use of hoarding advertisements at the Industrial Welfare Society in Oxford, reported in the "Daily Express".
287. In his Presidential address to the Institute of Incorporated Practitioners in Advertising, England, reported in the "Sunday Times", May 9th, 1933.
288. In "South African Advertising", April, 1931.

inquiries were received within four years, while 446 business surveys were made, 163,820 pieces of literature were distributed, and 679 new concerns were secured, bringing £6,000,000 more wages. ²⁹⁰ Figures quoted by Lord Camrose are equally impressive. Lord Camrose told his hearers that :

"After the great slump which took place in America in 1921 an investigation was made of the results achieved by seventy-six public companies. Of these, thirty maintained or increased their advertising expenditure and forty-six decreased their expenditures. The profits of the thirty firms showed a slight fall in 1921, an increase in 1922 over their figures for 1919 and 1920, and a still further increase in 1923 and 1924. The firms which reduced their advertising expenditure made heavy deficits in 1921 and did not get back to their profits figure for 1919 until 1923".

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The following statement is equally significant:

"Much of the credit for the continuation of the Kellogg Company's unbroken record of a quarter century of steady advances is due to the judicious use of newspaper advertising, says Mr. Kellogg, chief of the well-known cereal company. We are taking full advantage of the flexibility permitted by this medium, which may be used generally or concentrated in certain sections or wherever the need seems to be the greatest. This method has proven profitable and will be continued even more aggressively in 1932".

Similarly when an advertisement appeared in a Johannesburg paper inviting applications for jobs on a mine to be opened in the North Eastern Transvaal, more than 5,000 replies were received. Applicants were advised to enclose £2. with their applications "to cover the cost of the journey and other expenses". Unfortunately the advertisement was a bogus one and the advertiser was sentenced to two years'

imprisonment /

290. At a meeting of the Allied Newspapers, May 28th, 1931, reported in the "Pretoria News".

291. From "The Western Gazette", Dorset, April 25th, 1932.

imprisonment with hard labour.

In commenting upon the case, the "Sunday Times" said :

"No reputable newspaper would knowingly accept a fraudulent advertisement, but, in spite of all precautions, such advertisements do occasionally find their way into print. It is even said that some of the mysterious "agony" messages in the "Times" are communications between crooks. The only adequate safeguard is to make it a criminal offence for anyone to hand to a newspaper for publication an advertisement the claims of which cannot be reasonably substantiated. We believe that most newspapers would welcome such a form of protection".

The need for some form of protection such as that indicated by the paper quoted is urgent. Its claim for such a reform was supported by an incident which occurred shortly after the publication of the leader quoted above.

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It appeared that an advertisement from Holland offering collections of bulbs for sale had been received by that journal and published in good faith. Readers sent the requisite money orders for fl.1.0. to the address given in Holland but their letters remained unanswered and no bulbs were received. Immediately the facts became known, the "Sunday Times" placed the full position before its readers with the advice that in future Consuls of foreign countries should be consulted before money was sent in reply to any such advertisements. It added the assurance that it was:

"taking steps in the future to endeavour to check all Continental advertisers of a certain type by making application to the Consul of the country, and by endeavouring to refer to the commercial advices filed in the various Consulates."

No newspaper could do more than that. It
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392. From facts published in the "Sunday Times",
May 1st, 1933.

would be to the advantage to the Press as a body, to the general Public, and to advertisers themselves if closer scrutiny were given to doubtful advertisements. Careful discrimination in this matter would obviate such incidents as those detailed above, would maintain public confidence in advertising, thus safeguarding advertisers from being indirectly penalised because of the sharp practices of a few rogue individuals who choose to take advantage of the Press to rob unsuspecting persons.

Misrepresentation in advertisements is another feature to which attention must be directed, especially when business is transacted by means of the mail-order process. Advertisers are coming to realise that a fair description of the goods it has for sale is ultimately likely to be more profitable than an unmerited "bolstering up" of the product, and complaints on this ground are extremely rare. Persons acting upon such advertisements should also take the necessary precautions to ensure that they are getting value for their

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money. Mr. Dibblee dealt briefly with this question as follows:

"One of the difficulties about advertising is the element of misrepresentation which is likely to creep into it. The stereotyped precaution which has always been taken to prevent misrepresentation being such as to involve the newspaper proprietor in damages or to embroil him with other customers is to refuse to insert any reflection or disparagement on any recognisable rival goods".

It is not proposed to go into detail regarding the rates of advertising on various pages of a newspaper, differing as they do from town to town, Province to Province, and country to country, nor to enlarge upon the system of
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classification of advertisements. Some general remarks regarding advertising facilities will, however, be made. The allocation of advertising space by both the Rand daily newspapers to unemployed persons has already been referred to. A novel feature which the "Rand Daily Mail" introduced during 1931 was a feature appropriately named "Trade and the Telephone". In this connection the newspaper concerned declared :

"The important part which the telephones can play in the promotion of trade, and the facilities it offers for a closer contact between seller and buyer, was recognised when the "Rand Daily Mail" initiated its special feature, "Trade and the Telephone".

It added that the innovation had excited overseas comment and that the example set by the Rand morning paper had been set up as an example for English newspapers to follow. All that the system entailed was the inclusion of the telephone number of those advertisers in the Classified Advertisements section who were prepared to take orders over the telephone.

In an interview with a representative of the
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 "Rand Daily Mail", Mr. H. H. Darbyshire said :

"The possibilities thus opened to stimulate trade should encourage all business firms to list their telephone numbers in all advertising matter. All blocks prepared for newspaper advertisements should feature the telephone number".

Cheaper advertising rates are quoted by newspapers for charitable, amateur dramatic, and sporting organisations in order to encourage such bodies to make their ramifications as widely known as possible at the cheapest possible cost. Without advertising, such bodies would be like the man

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294. July, 1931.

295. Manager of the Johannesburg Telephone Exchange.

who winked at the girl in the dark. They themselves would know what they were doing, but others would not, and much of their usefulness would thereby be lost.

The close relation existing between newspaper advertising and trade cannot be over-emphasised. "Press advertising is to-day an almost indispensable factor in large-scale distribution. Hundreds of thousands of pounds worth of goods are sold direct from and wholly by advertisements. There are certain sceptical persons who may believe that advertising is a luxury that may be indulged in while trade conditions are favourable, but that when adverse times come and a period of depression sets in the expenditure on advertising must be the first to be curtailed. Such a policy is almost suicidal. The fundamental fact that advertising is one of the most effective means of fighting depression is overlooked, and those who overlook this fact are the first to fall into the slough of despond. Lord Cassrose's figures in this connection have already been given. Strong supporting facts were adduced by Mr. R.J. Sykes. He stated that a careful analysis had revealed that, in spite of the general falling off of trade, the visible decline in productive or proprietary advertising had only fallen off by 5½ compared with 1929, which was a record year.

"Manufacturers knew that advertising was essential to the maintenance of their trade in bad times as well as good; they would not continue it if it had not paid them.

The worst depression of trade occurred in the biggest and wealthiest industries, which were "much too dignified to advertise".

Manufacturers who were advertisers maintained, and in many cases increased, their appropriations last year with marked success.

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296. "South African Advertising", April, 1931

297. President of the Institute of Incorporated Practitioners in Advertising, 1931, at the annual dinner held at the Cafe Royal, London.

"It would not be fair to claim what they did claim for the wonderful benefits of advertising without a tribute to the Press of this country, as a worker in the cause of promoting and restoring British trade, not through its editorial columns alone, but by the opportunities which it afforded to well-conceived advertising".
