Calvin Coolidge Says:

NORTHAMPTON, Mass., Dec. 6.—When I was a boy in the hills of Vermont twelve miles from the railroad the only merchandise I saw was in the country store. But my horizon was widened by certain publications containing pictures and descriptions of things that appealed to youth. I read and bought. The man who supplied them became rich and died a great philanthropist. He advertised.

It is essential in the first instance to make good merchandise. But that is not enough. It is just as essential to create a desire for it. That is advertising.

The person or association of persons who can produce that combination of excellence and demand is performing a real public service. They enlarge the mental horizon and provide new forms of utility and beauty. The material benefits pass over into spiritual benefits. Culture and charity are the by-products.

A country that is spending two billion dollars annually in the production and application of beauty lotions has resources with which to make large purchases of what it concludes it wants. The only way for the people to become acquainted with what they want is through judicious advertising. Goods not worth advertising are not worth selling.

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NORTHAMPTON, Mass., Dec. 6.—By observing developments in Europe we can see certain advantages of stability and security which we enjoy from a fixed tenure of office. The French Premier has been forced from office after serving a few months. The British Premier has an uncertain tenure and the German Chancellor has just escaped defeat. In those countries the continuation of a party in power may rest on what kind of a speech some one can make in a parliamentary body at 2 o'clock in the morning. That explains some of the European dictatorships. It became impossible to live under so much uncertainty of constant elections and shifting policies. No one could plan for the future. Even in England at this minute some are advocating a form of dictatorship.

We often have Governors, and occasionally a President, without a legislative majority of their party. But even that is better for us than constant uncertainty and perpetual turmoil of elections. We know fairly well what to expect from government for the next two years. Our system may not be so responsive but it is safe. If we do not get what we want we probably get more of what we ought to have.

Calvin Coolidge