Calvin Coolidge Says:

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NORTHAMPTON, Mass., June 13.—The current national convention of advertising men indicates what a great business in itself scientific publicity has become. A few years ago advertising was a mere incident of merchandising which was given little thought; now it is one of the cornerstones of commerce.

Advertising has gained its important and permanent place by establishing the principle that it must tell the truth.

Formerly regarded as irresponsible trade talk intended mostly to challenge the attention, it has become a responsible guarantee designed to convince the understanding. Unless advertising meets that requirement it is now considered a costly failure. In the efforts made to eliminate waste in our commercial life none has been more important than the elimination of the waste of misrepresentation in advertising. With honest merchandise, conscientiously produced, truthfully advertised, and efficiently marketed the future of our country will be secure. We have the productive capacity, the raw materials, and the capital necessary for profitable business. Only the demand is lacking. It is the function of advertising to create the demand. More emphasis is required on that essential fact. The economic benefit of balanced consumption within the means of the purchaser is not yet fully understood. Better publicity is the answer.

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NORTHAMPTON, Mass., June 15.—One of the most interesting and encouraging developments of the past fifteen years has been the Citizen's Military Training Camps. At the outset they were not considered any too favorably by the government. Now they have become an institution.

While a considerable value attaches to them as centers of military instruction their scope is much broader. They are really schools of good citizenship. The chief weakness of military life is that it tends to become purely professional and detached. The remedy is the citizen soldier. When he appears the misunderstanding and suspicion between civil and military authority diminishes. Instead of being something to be distrusted and feared the soldier becomes a neighbor and friend. The uniform is considered a badge of protection.

Although but 37,500 can be taken into camp this year, over 76,000 already have applied for admission. The great significance of this is that our people are not looking to mercenaries for protection but are determined to protect themselves. In disciplining the body and mind, in teaching practical patriotism the camps fill an important place. They demonstrate the power of the people, with or without the approbation of government, to act in emergency and manage their own affairs.

Calvin Coolidge