

Advertising in Europe



President of the
H. K. McCann Com-
pany, Chairman of the
Board of the American
Association of Adver-
tising Agencies, Di-
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Commerce

H. K. McCann

AMERICA owes its leadership in the use and application of advertising to the advertising agency. It is natural therefore, that large companies operating abroad should desire American standards of agency service in foreign countries. For this reason the H. K. McCann Company has already established 3 foreign offices in London, Paris and Frankfurt a. M. Each of these offices is a complete and independent advertising agency unit producing and placing advertising suited to the manufacturers' problems abroad and suited to the countries in which the advertising is placed. Each H. K. McCann office is a combination of American advertising brains and experience and the best European advertising talent. This combination means American initiative, originality and supervision plus the European adaptation of American ideas. We are convinced that our foreign offices are operating on the soundest possible basis abroad and we are prepared to undertake advertising for our clients with the assurance that such foreign advertising will be handled in an effective and intelligent manner.