



Swiss Poster  
Design Pierre Kramer

Much has been done within the past two years to bring European standards somewhere in line with America's. France has established its "O.J.T."—Office de Justification de Tirages—what corresponds to our Audit Bureau of Circulation. Britain promises to have its A.B.C. bureau functioning by January, 1931. Germany, with its possibly greatest number of trade publications in the world, produces beautiful press-work.

The foreign advertiser must be alert to conditions. In France, there is a trade custom that an advertiser who switches his advertising agency must pay the original agency all commissions for one year from the date of the change. Countries where there is no return copy arrangement with dealers — even the publishers of most papers, do not know their own circulations. Some publications refuse to let anyone know their circulation figures, for the reason that the advertising agent may make a better financial arrangement with some other publisher and thereby shift his account. In still other instances, we find that one agency may control all the advertising space in a publication.

We have been asked so many times about policies to pursue in foreign advertising that we set down here, for what they are worth, results of observation and experience for guidance, in the hopes that they will prove of some benefit to firms about to advertise in markets abroad.

#### Art

There are colours to use and colours not to use. White is the colour of mourning in China and Japan. Green is secular in India. Swiss like striking colour contrast, and so on. If an American advertiser makes his own illustrations they must be of universal interest and true to type. The drawing of an American telephone in a French scene would provoke a laugh. Generally speaking, art work would be better left to the interpretation of the foreign artist.

#### Type

While heavy, black type is most used, it has been proven that plenty of white space with plain, readable type face produces good results. Again to speak in generalities, space in the vernacular type should be from 25 percent to 50 percent greater than space in English.

#### Copy

Many advertisers simply outline the points covered in their advertisements and ask the foreign copy man to make his own interpretation. It is here that knowledge of the psychology of the people weight heavily. Some Nationals cannot talk in the simple, direct tongue of their foreign readers. Some copy writers are too brusque. Too forceful. Too back-slapping.