



Argentine Poster

Design Amaldi

Studio: „PUM.. EN EL OJO“

perhaps the best-known of those whose circulation figures might be called "officially controlled."

It is rather unwise for an advertiser to attempt standardization of his art, layout and copy in this country. Publicity is a matter of psychology — of customers, conceptions of business, etc. An advertisement might appear excellent to an advertiser but it stands chances of falling flat when translated. There are, however, many manufacturers successfully using folders and posters in this country. Direct mail has been little used in Europe, and because of that fact, it offers a splendid medium of publicity.

#### ENGLAND

Advertising rates in England are based on net certified sales. Journals and periodicals

publish their circulation figures and these are endorsed by a Chartered Accountant's certificate. English publishers have made rapid strides in this connection.

As to the use of standardized advertising—one of your largest American advertising agencies which now has several European officers definitely states that their experience dictates that it is unwise and un-

profitable. They cite many examples. One is that of the well-known low-priced American motor car. It was expected that the American drawings and layouts would meet with ready favour, but it was found necessary to face the problem afresh and to develop art and layout suitable to the English audiences. As another example, one of your largest makers of office appliances circulates no literature other than English produced. Mentality, humor, topical events and catch phrases vary in each locality — and without knowledge of those, no American advertiser should venture his money.

#### FRANCE

We are provided with exact circulations of our principal newspapers. We have our "O.J.T.", and, if we desire, we can obtain a certificate