

The Foreign Market in the United States

Sell to All Americans

Americanization Is an Invention

The idea is as old as the Constitution;
 The birthday of its national recognition was July 4, 1915, when Independence Day was made Americanization Day for all America.
 It is the welding of many peoples in one land into a nation.
 At the present time it is as perfect as Fulton's steamboat compared to the Aquitania.
 In America alone can the invention be perfected. Thousands of workers of all races are working it out.
 America will succeed, and the success will be the success of the world, as it will show how the different races of the world can live together under one government.
 This invention applies to the foreign language press in America.
 This press is the power that fuses nationalisms and Americanism; that interprets America to the immigrant and gives to America the riches from other lands and other races.
 The foreign language press is a great American gateway; through it flows the information that forms opinion and determines action. In it are discussed the vital industrial questions of the day.
 It means the adoption by foreign language publishers and editors of American business principles, and loyalty to American ideals.
 It means the message of America in the newspaper and all products of America in the home of all who have not yet learned our language.

National Advertising Is the Great Americanizer

It tells the story of American business, pluck, enterprise and achievement in discovering and mining the treasures of the earth, in manufacturing, in trade, in literature, in science and invention and in art.
 American ideals and institutions, law, order and prosperity have not yet been sold to all our immigrants.
 American products and standards of living have not yet been bought by the foreign-born in America. How can they buy them when they know nothing about them?
 Good Americanism is good business, and business that tries to reach 100 per cent of the people living in America instead of but 67 per cent, which omits our immigrant families, is good Americanism.
 Several national American advertisers have found it profitable to use the American foreign language press for over twenty years.
 If Americans want to combine business and patriotism they should advertise product, industry and American institutions in the American foreign language press.

WHY IT PAYS BUSINESS MEN TO USE THE AMERICAN FOREIGN LANGUAGE PRESS

The Buyers

There are 16,000,000 foreign-born people and about 20,000,000 more of immediate foreign extraction in America.
 A large part of these people are more interested in imports than in domestic manufactures because the story of American goods has not reached them.
 When each adult immigrant spends \$5 a week on American made goods, the total is several billions of dollars a year.
 There are proportionately twice as many adults among the foreign-born as among the native-born.
 Some of the largest foreign cities in the world are in America. There are more of the Irish race in Boston than in Cork, more of the Jewish race in New York than in Jerusalem, more of the Polish race in Chicago than in Warsaw, more of the Italian race in New York than in Rome.
 The percentage of foreign-born farmers is greater than those of native birth in the States of Vermont, Connecticut, New York, New Jersey, Pennsylvania, Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, North Dakota, Missouri, South Dakota, Nebraska, Kansas, Delaware, Maryland, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Arkansas, Oklahoma, Texas, Montana, Idaho, Wyoming, Nevada, Washington and Oregon.
 In the large cities of the East, around New York and Philadelphia, the foreign-born buyers outnumber the native five to one.
 In the urban centers of New England, three buyers out of every five are foreign-born.
 In the large industrial centers between Syracuse, Pittsburgh and Cleveland, one buyer in every three is foreign-born.
 In the industrial communities of the Middle Western zone, every other one of the buyers is foreign-born.
 In the chief centers of the great Northwestern States, one-half of the buyers are foreign-born.
 In a recent publication issued by one of the U. S. Government departments the following statement is quoted from a well-known business man of Petersburg, Va., which is typical of races resident here:

"I have sold many thousands of dollars' worth of goods to Bohemians and never have lost a dollar on a single purchase."

The Manufacturers

The American Standard of Living is developed through the use of American products, such as Tooth-brushes, Graphophones, Soaps, Tools, Sewing Machines, Paints, Seed, Harness, Furniture, Musical Instruments, Books, Athletic Goods, Agricultural Implements, American-made Foods and Clothes, Boots, Automobiles, Art Objects, Accident and General Insurance, Banking, Trade Supplies, Cash Registers, Children's Goods, Candy, Jewelry, Medical and Surgical Supplies, Leather and Rubber Goods, Toilet Articles and Tobacco.
 The American Point of View is taught, maintained and developed through reading American history, biographies of leaders and the literature which enshrines our ideals.—How many American publishers bear their share of Americanization through advertising American books in the foreign language press?
 Home-Stroke in This Land gives men a permanent interest in America.—How many responsible real estate companies and builders, etc., have tried to interest the immigrant in American homes and American farms?
 A Bank Account and American Investments make responsible citizenship.—How many American savings banks bother to protect, direct and invest the millions of savings accumulated by the foreign-born?
 Children Well Cared for make a strong nation.—How many manufacturers of children's goods—clothes, foods, games and toys—have tried to reach the ten million children in the immigrant homes of America?
 A Steady Job, Good Wages and Working Conditions reduce labor turnover and kill the appeal of the anti-American agitator.—How many plants have ever told the story of their good will to the millions of workers who read the foreign language press?
 Decent Living Conditions, Recreation and Happiness are essential to a country's prosperity.—How many Americans are selling these things to the 16,000,000 foreign-born in this country?
 Ask Your Advertising Manager and Your Advertising Agency what they know about the American foreign language press as a medium and what they are doing to sell American products to the foreign market in America.

Brokers in Americanism

The Advertising Agency

It has the responsibility of opening the door to Americanism.
 It has the opportunity to close it.
 It is easier and more immediately profitable to place advertising in magazines and daily papers.
 America has ahead of it competition with the most disciplined and frugalized nations of Europe.
 Capture the confidence and buying power of these races in America and we make hundreds of thousands of trade friends for American products.
 Interest the foreign-born to stay and spend their earnings in America and we hold untold millions of wealth for our development.
 Every American product introduced into the home and shop of the foreign-born is talked about, examined, passed on and advertised by natural born salesmen.
 The advertising agency that opens the door is giving adequate service to its clients.
 The advertising agency that closes the door places its clients at a disadvantage in the market.
 The advertising agency that closes the door through contempt is against the spirit of America which welcomes all peoples to this land.

The Special Representative

The Special Representative is the necessary assistant to the advertising agency and to the advertiser.
 He analyzes a market made up of 42 races with various customs, traditions and habits and tells the advertiser what is a good market and what is not. All races do not use the same things, and their interests vary.
 He translates and re-writes copy suitable for various publications—literal translations of English copy do not sell goods.
 He merchandises the goods advertised by securing the co-operation of publishers to influence racial shopkeepers to sell American goods.
 He gets a square deal for the advertiser by getting business methods and truth telling into such matters as rates, circulations and commissions.
 He gets the good will of publishers for America, helps them get the American point of view, and brings American and foreign-born business men together.

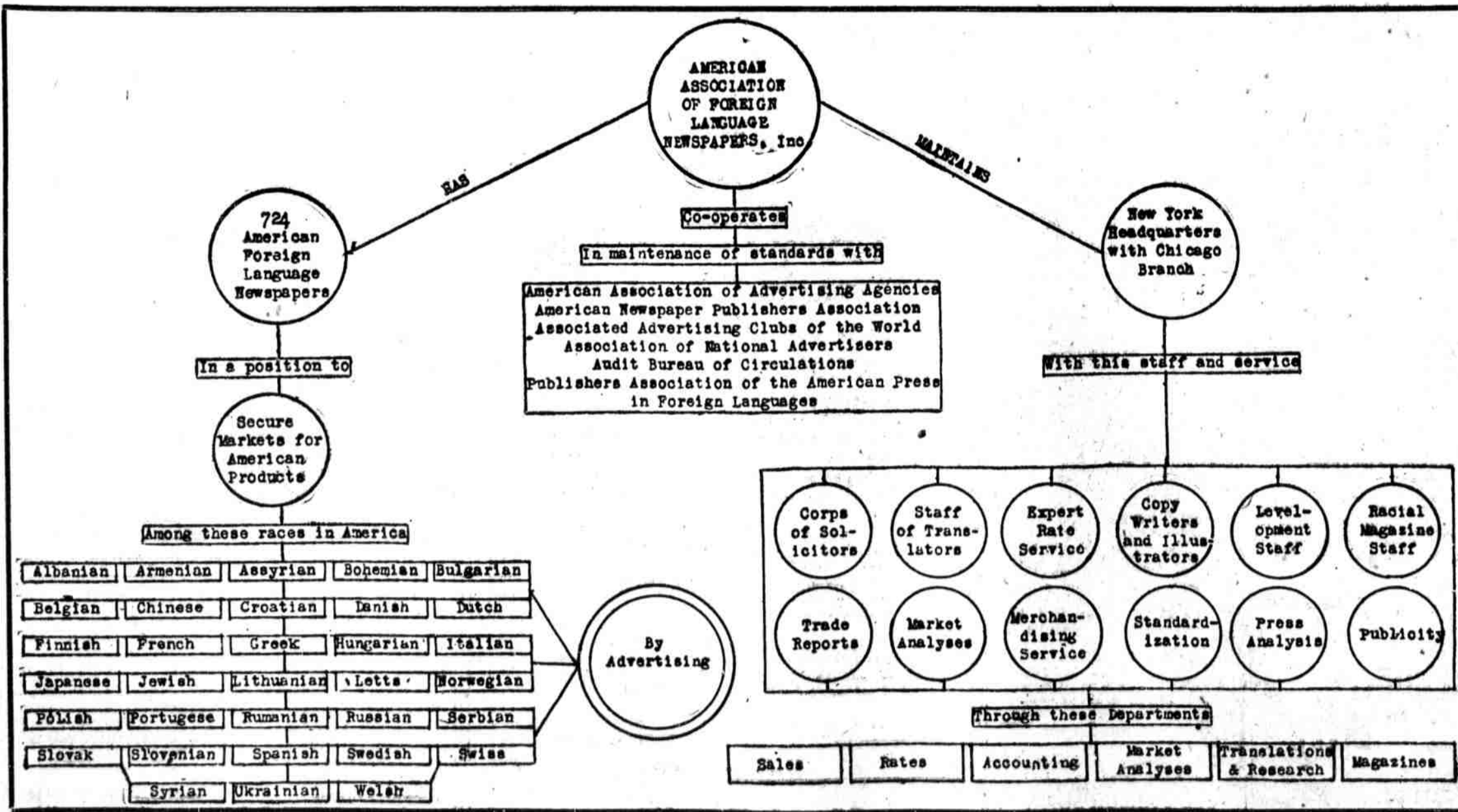
This Means Service

AMERICAN ASSOCIATION OF FOREIGN LANGUAGE NEWSPAPERS, INC.

This Association is the special representative of the American Press in Foreign Languages.
 It is a business organization, run on American business principles and by business methods.
 It renders service to national advertisers and develops the foreign market here.
 The surplus from its earnings goes into advertising American institutions, American opportunities, American ideals and achievements in both the English language and the foreign language press.
 It is organized to sell Americanism, through advertising American products and to cement the goodwill of both business and labor.
 Send for our market analyses and trade reports. Let us tell you what races will best buy your product, where they are and how to reach them. Special data on products by request.

OFFICERS AND DIRECTORS

FRANCIS A. KELLOR
 President
 HERBERT D. MASON
 Vice-Pres. and General Counsel
 DON S. MOSELAND
 Vice-Pres. and Sales Manager
 FRANK D. GARDNER
 Vice-Pres. and Chicago Manager
 S. F. GOLDMAN
 Vice-President
 HOWARD F. INGELS
 Secretary
 A. J. HEMPHILL
 Treasurer
 FRANCIS H. SIBSON
 Chairman
 JOSEPH H. APPEL
 COLEMAN DU PONT
 WILLIAM R. THOMPSON
 WES. CABOT WARD



Here are some of the men of the Inter-Racial Council who are backing Americanism to win:

- Coleman du Pont, Chairman of the Board of the Inter-Racial Council.
- Earl D. Bant, President, American Sugar Refining Co., New York.
- William H. Barry, President, National Foundry Association, Buffalo.
- A. C. Bedford, Chairman of the Board, Standard Oil Company of New Jersey.
- William Rutledge, President, Deere & Company, Moline.
- Howard Conner, Vice-President, U. S. Shipping Board.
- Philip T. Dodge, President, International Paper Company, New York.
- Pierre S. du Pont, President, E. I. du Pont de Nemours & Company.
- Lindley M. Garrison, Harbinger, Miller, Garrison & Potter, New York.
- E. G. Grace, President, Bethlehem Steel Company, South Bethlehem.
- A. R. Hamilton, President, A. R. Hamilton & Company, Pittsburgh.
- A. J. Hemphill, Chairman of the Board, Guaranty Trust Company.
- Thomas W. Lamont, J. F. Moran & Company, New York.
- F. W. Leland, Aves, N. W. Aves & Son, Ernest R. Behrend, President, Hamerill Paper Company, Erie.
- W. L. Clause, Chairman of the Board, Pittsburgh Plate Glass Company.
- Cleveland H. Dodge, Vice-President, Phelps Dodge Corp., New York.
- William H. Dooner, President, Donner Steel Company, Philadelphia.
- Isaac W. Frank, President, United Engineering & Foundry Co., Pittsburgh.
- Clarence H. Howard, President, Commonwealth Steel Company, St. Louis.
- William Loeb, Jr., Managing Director, American Smelting & Refining Co.
- John Mitchell, N. Y. State Industrial Commission.
- Julius Rosenwald, President, Sears, Roebuck & Company, Chicago.
- Herman Schneider, Dean, College of Engineering, University of Cincinnati.
- John F. Smuck, President, Chicago & Northern Trust & Savings Bank, Chicago.
- Felix M. Warburg, Kuhn, Loeb & Company, New York.
- Daniel Willard, President, Baltimore & Ohio Railroad Co., Baltimore.
- William H. Woodin, President, American Car & Foundry Company, New York.
- A. W. Mellon, Mellon National Bank, Pittsburgh.
- Louis F. Swift, President, Swift & Company, Chicago.
- James (Cardinal) Gibbons, Baltimore.
- Chas. Evans Huerbe, New York.
- Cyrus McCormick, International Harvester Co., Chicago.
- Guy E. Trippe, Chairman, Westinghouse Electric & Mfg. Co.
- Alexander Petrunkevitch, New Haven, Conn.
- Rodman Wanamaker, New York.

Americanism Is the Answer to Bolshevism

AMERICAN ASSOCIATION OF FOREIGN LANGUAGE NEWSPAPERS, INC.
 Woolworth Building, New York