

MONTHLY NEWS  
of the  
**Conservative Women's Reform  
ASSOCIATION.**  
NEW ISSUE.

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"FOLLOW LIGHT—DO THE RIGHT."

**Advertising as a Career for Women.**

By MR. CHARLES F. HIGHAM, M.P.

Advertising is undoubtedly a career peculiarly suited to women, and at the present day it is one to which women are turning, and with very great success.

A few years before the war the advertizing woman was a business rarity, and a woman copy-writer or advertising manager was regarded with mingled amusement and distrust by the business world generally. But the war gave women their opportunity. *Someone* had to carry on the advertizing of the country's business whilst the men were otherwise engaged, and when women came forward to fill advertising posts, the business world, as a war-time emergency, gave them a chance to show what they could do. Then it was that the business world discovered woman's peculiar temperamental suitability for advertising work, and since then some of the most successful copy-writers and advertising managers in the country are of the fair sex.

The reason for this is not far to seek. In the first place *women are the purchasers* in any community; they therefore know what the purchasing community wants, and they know, moreover, what form of persuasion is most effective, and what line of argument most convinces.

In the second place woman knows *the art of appeal*, which is the whole art of advertising. She herself is essentially persuasive—as mere man well knows! She knows how to persuade her husband to buy her a new hat, and she is therefore able to persuade the public generally to buy new hats.

Finally, there are innumerable products advertised every day which women so thoroughly understand that they are peculiarly suited for advertising such products. No one, for instance, could write more convincing or understanding copy about baby foods than a woman; no one better understands the right appeal to make to different classes of people, because an intelligent woman is essentially understanding of human nature; no one better knows the line of appeal which will

make other women buy gowns or breakfast foods, or subscribe to charities.

Because woman knows what line of argument and appeal most convinces *her* when she goes shopping she is able to conduct successful advertising appeals to the public generally.

But at the present day women are not only successfully advertising women's goods; they are writing forceful copy about motor-cars and boilers and engineering subjects generally. Here again their quick perception and instinctive art of appeal wins them success, for whatever is being sold, whether it is a Paris hat or a rubber tyre, the art of appeal enters in. You cannot sell anything to anyone else unless you first know how to present facts convincingly and how to make the right appeal to the right people.

In the modern advertising world there are always openings for the right women,—women, that is, who are quick to grasp facts, who know how to make statements briefly, concisely, and lucidly, and who have sufficient understanding of human nature to know how to make the right appeal to the right people, but they must have the *flair* for it. The great advantage of advertising as a career for women is that it is a profitable profession for which special training and a university education is not required.

I do not mean that any woman can obtain a post in the advertising world and make a success of it. The essentials are:—a quick-thinking mind, originality, adaptability, quick perception, and an ability to state facts simply, convincingly, and lucidly, combined with an average all-round education and an ability to express ideas on paper. The woman who also has some knowledge of drawing is particularly well qualified. There are numerous copy-writers who cannot draw, and artists who cannot write copy, in the advertising world, but there are by no means enough copy-writing artists and copy-writers who can also draw.

The best copy-writers are always those who have at least some slight knowledge of drawing and a sense of the artistic, for in planning an advertisement drawing naturally enters. Every



copy-writer should be able to "lay-out"—that is to say, draw and letter—as well as write the copy, and drawing is of course needed for the expression of original ideas and "stunts." Every copy-writer should also be able to "letter" or should at least have some knowledge of lettering. If the prospective candidate for an advertising post has also, or can acquire, a knowledge of type and the technical side of advertising generally, so much the better.

The qualifications, it will be seen, are simple, for the rest the points I have outlined, a sense of the artistic, a knowledge of human nature, an ability to express thoughts lucidly, concisely and convincingly on paper, plus a quick imagination and an ability to grasp salient facts at once, are all that is required—unless I might add a willingness to learn.

For in the advertising world one is always learning, always getting new outlooks, fresh ideas. And advertising is not child's play. It is business, and very serious business at that. It is no profession for the man or woman, afraid of hard work, or with hard and fast ideas about life. For in advertising one has to keep pace with the times; as public moods and circumstances change, so must the note of the advertiser's appeal. In advertising one is best to be, if anything, a little ahead of the times; certainly it is essential to anticipate every want and whim of the great buying public.

For the rest, advertising is a profession to which in the future women will turn still more, for as no other profession does to the same degrees, it affords scope for imaginations, ideas, and self-expression, and in all of these things the feminine mind excels. For the woman of average education anxious for an interesting and lucrative profession advertising offers scope for a successful and remunerative career.

The advertising woman of the near future will play an important part in the history of the business world.

#### Political.

Since the last appearance of "Monthly Notes," many Bills in which our Society has interested itself, have given promise of a successful career. On May 6th the Bill for the Maintenance and Custody of Infants (better known perhaps under its old name of the Guardianship of Infants Bill) passed its second reading without a division, as did also the Bastardy Bill on May 13th. A new Bill, but one to which women's societies in general give hearty support is the Plumage Bill presented by Mr. Trevelyan Thompson, which also passed its second reading, not without a division, but we are pleased to say by a large majority. While this Bill was undergoing its last ordeal by the standing Committee authorised to deal with it, an agreement was reached which, it is hoped, will enable it to pass its 3rd reading

without further opposition. It will be remembered that some weeks ago Mr. Chamberlain promised that the Government would endeavour to facilitate at the end of the session the passage of the Bishop of London's Criminal Law Amendment Bill, provided the Bill is treated as a non-controversial measure. To further this end a meeting of members of Parliament and representative women's societies has been arranged by Major Farquharson, M.P. at the House of Commons on June 2nd.

The Matrimonial Causes Bill has passed the Lords. Upon the insertion of a Clause by Lord Buckmaster making desertion for three years a ground for divorce, both the Bishops and Lord Gorrell withdrew their support from it.

The Deceased Wife's Sister Amendment Bill has passed through the standing Committee and been reported to the House of Commons. This bill is to legalize the marriage of a widow to her deceased husband's brother. Lord Hugh Cecil's Clause to prevent such a marriage from being performed in any Anglican Church, or the parties to it from receiving Holy Communion, was ruled out of order.

#### Our Work.

The Fete organized by the C.W.R.A., which was held at Claridges in April was an unqualified success. Over £160 was cleared, which will give us more elbow room in our finances than we have known for a long time. Special thanks should be accorded to Lady Amherst, for not only was she the originator of the scheme, but she acted with great generosity by paying for the expenses of the rooms for both days. We do not know if this will ever meet the eye of Claridge's, but we should like to put on record in this paper the courtesy and interest with which we were treated by them, and the prompt and efficient way in which their side of the work was carried out.

The following meetings have been arranged—June 3rd, Mr. Hichens (Chairman of Cammell Laird) will speak on Trades Unionism at 29, Park Lane at 3 o'clock. July 6th, Commandant Allan will give an address on the Women Police Service.

Speakers Classes are being given by Miss Fogerty at the office at 5 p.m. on June 1st, 8th, 15th. The first three classes have been most helpful, and were well attended. The charge is 3s. a class.

#### Our Standard of Naval Power.

##### Some Observations on Post War Naval Policy.

By MR. HANNON, M.P.

The most profound change in the national policy of Great Britain, following upon the war, has been the deliberate departure on the part of

His Majesty's Government from the maintenance of the old British principle of Command of the Sea, on the basis of a definite marginal superiority over the combined Fleets of other Powers, and the adoption of what is now described as a One-Power Standard. The significance of the change has not, perhaps, very deeply impressed itself upon the mind of the British public, distracted by a multitude of complex problems involved in the re-arrangement of the peace of the world, but it is, nevertheless, in sober fact, the most momentous development in the Island story of the British race and the British Empire.

On March 17th, 1920, Viscount Long, who was then First Lord of the Admiralty, announced in the House of Commons the Naval Policy of the Government as a One-Power standard, and he explained that the interpretation of this formula was that the British Navy should not be inferior in strength to that of any other Power. This definition of our new Sea-Power standard was repeated and endorsed by Lord Lee of Fareham in his "Statement Explanatory of the Navy Estimates 1921-1922" issued on March 12th last. Lord Lee further explained that it was the duty of the Admiralty "to carry out that policy as economically as possible, giving full weight to the special geographical, international, and other considerations which have arisen since the war." Lord Lee added that the Admiralty were doing this "in no mechanical spirit, nor with insistence upon 'numerical equality'" and proceeded to state that this Policy was carried out with full recognition of the necessity of reducing expenditure "to the lowest limits compatible with National security," and that "the Admiralty have effected drastic economies and agreed to assume risks which in ordinary circumstances they would regard as difficult to reconcile with the full maintenance of the Government's declared Policy."

The far-reaching effects of the new Policy will be at once apparent to every one who is familiar with the outstanding facts of British Naval history. For a period of 109 years the greatest fact in British Naval progress and British Imperial prestige was the unchallenged Command of the Sea. Indeed it may be added that this proud possession of Great Britain operated during the same period as, under God's good providence, the most dominant human instrument for the spread of Civilization throughout the whole world. One may look forward with confidence to the judgment of history that the British Fleet, during that most wonderful period of human development, was not merely employed to serve British interests but acted as the friend of all Nations in promoting the growth of commercial and industrial enterprise in the unknown and unexploited regions of the Earth, and in safeguarding that almost continuous peace which enabled the older Nations of Europe to reach those heights of prosperity and culture which were everywhere manifest on the outbreak of the Great War.

But the Great War itself has transformed

everything. The British Fleet, which has more than achieved the highest expectations of the most ardent pre-war protagonist of British Sea-Power, through the complete disappearance of the German and Austrian Fleets, must now be considered as a factor in the preservation of World Peace from an entirely new angle. The supreme responsibility of determining international relationships at Sea, which devolved upon the British Fleet previous to August 1914, must now be shared by other Nations, and the operations of Sea-Power in the future must be in accordance with some carefully conceived plan of co-operation between Allied and friendly Nations, rather than upon the ruinous and menacing rivalry of vast schemes of Naval preparation.

It would be mere self-deception on the part of the British people to gloss over the difficult situation which has been created by the Government of the United States, in its steadfast adherence to the continuance of the shipbuilding programme which that country adopted during the War. It is of course, inconceivable that a trial of strength at sea should ever take place between the United States and Great Britain, and it is the anxious and earnest desire of every British citizen that an ever-increasing closer relationship between the two Branches of the Anglo-Saxon race will ensure the elimination of warfare between Nations and guarantee the uninterrupted march of humanity. At the same time, it would be idle to deny that there have been searchings of heart on this side of the Atlantic when, in view of the change of British Naval Policy after the Armistice, America declared that her Naval construction must still proceed "full steam ahead." Notwithstanding President Wilson's ideal of a League of Nations, the United States Naval Department decided, in spite of the Armistice, that all the Naval construction then in hand should be completed, and that in the words of Mr. Josephus Daniels, the United States Secretary of the Navy, the American Fleet might be "second to none."

The action of the United States, while it unquestionably aroused acute interest in this country, need give no cause for special anxiety in Great Britain or in the British Empire. The steady tendency is towards harmonious Naval understanding between the two Nations, and Statesmen in both countries look towards the same objective, namely, that the joint Fleets will in the near future perform the functions of policing the waters of the world. It is true that America is proceeding with the completion of six battleships of 43,000 tons displacement, with a speed of 23 knots, and armaments of twelve 16in. guns as well as 4 battleships of 32,000 tons making 21 knots, and carrying eight 16in. guns, and also 2 battleships of the same displacement and speed as the preceding, but each carrying twelve 14in. guns. This gives a total of 12 battleships of the most modern type which will be placed in commission by 1924. In battle-cruisers, America is



completing six of the "Lexington" type with displacement of about 40,000, estimated speed of 35 knots, and each carrying eight 16in. guns. In contemplating these figures, those of us who love to think of British Sea-Power in the past as possessing the mastery of the Sea will sadly reflect that in 1924 Great Britain will in ships and gun-power be substantially below the United States. In fact, looking at the British programme and the elimination of British ships in commission which has taken place, the position of 1924 will be that America will have 16 first class capital ships of the most modern type against 13 in commission by Great Britain. It may be observed here that in 1924, neither France nor Italy will possess a single battleship of first-class modern type, and Japan only 2. There is the confident hope that in the next few years an arrangement will be arrived at entirely consistent with the national self-respect of all the great Nations which would completely modify the meaning which would otherwise attach to an examination of the foregoing figures.

As a student of Naval History and as one who devoted seven years of my life to the cause of British Supremacy upon the Sea, I am quite content to trust the Admiralty in safeguarding our national and imperial interests upon the great waters. I am confident that political considerations will never influence the Board of Admiralty in any action that may jeopardise national safety and national honour. My respectful word of advice to those who love the Navy is: "Keep watch and trust the Sea Lords."

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President: THE VISCOUNTESS ST. CYRES.

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All donations and Subscriptions should be sent to the Secretary, Miss Mildred Ransom, at the Registered Office of the League, 195-197, Edgware Road, W. 2.

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### WEEKLY LECTURES.

Wed., 1st June 8.15 p.m.	Musical Evening.	
Wed., 8th June 8.15 p.m.	"The Mother's Defence League." Chairman ... Mrs. CECIL CHESTERTON.	Miss NINA BOYLE.
Wed., 15th June 8.15 p.m.	"The Modern Novel." Chairman ... Miss OLGA HARTLEY.	Mr. ALEC WAUGH.
Wed., 22nd June 8.15 p.m.	"The Zionist Movement and Modern Palestine." Chairman ... Col. PATTERSON, D.S.O.	Mrs. BLOK, B.Sc.
Wed., 29th June 8.15 p.m.	"The Mystics of Islam." Chairman ... Mrs. T. DEXTER.	Mr. F. M. SAYAL, M.A.

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