

Elbert Hubbard's philosophy of advertising was positive and clearly crystallized.

"Advertising," he once wrote, is simply announcing to the world in an effective way where you are, who you are and what you have to offer in the way of human service or commodity. All live men are advertisers, and the only man who should not advertise is the man who has nothing to offer the world in the way of human service, and such a man is a dead one, whether he knows it or not.

"Advertising is a legitimate and ethical proposition. Life is too short for you to hide yourself away, mantled in your own modesty, and let the world hunt you out. Even the dead are advertisers, for on visiting a beautiful cemetery I noticed that on nearly every marble slab was given a list of the virtues, talents and beautiful qualities which the dead man was supposed to have carried in stock. This is what you call non-productive advertising from an emotional standpoint.

"Personally, I do not endorse it. Advertise while you are alive and send flowers to the man when he can appreciate them."