

Thus at the very outset the Government called in the services of one of the ablest Advertising Experts that the country possessed - a man named Hedley Le Bas, the head of a large publishing house in London. To him was entrusted the task of educating the nation to the needs of the hour.

It is curious to note, by the way, that his selection came quite by accident. In the fall of 1913, the Secretary of State for War was Colonel Seely. On the golf links one day Colonel Seely mentioned the recruiting difficulty to Mr. Le Bas, who was a political associate and an old army man like himself. Mr. Le Bas told the Secretary for War that the way to get recruits was to advertise for them, but to advertise on modern lines.

The outcome was that Mr. Le Bas was asked by the War Office to show them what Modern Advertising meant. He immediately drew up a series of posters and other advertisements that made the permanent officials of the staid old War Office gasp.

From time immemorial the War Office had made use of posters, but these posters merely contained some announcement couched in legal language, and printed in dead-looking type surmounted by the Royal Arms. The Government had also advertised in the newspapers, couching their announcements in long-winded legal persiflage, the style of which represented the legal accretions of ages.

Mr. Le Bas swept all this aside, and gave the War Office ideas for posters with a punch, a heart-throb, and a clutch at the throat.

As we have said, the permanent officials gasped, but Colonel Seely decided to try Modern Advertising, and the posters and advertisements suggested by Mr. Hedley Le Bas