



Where shall America turn?
**“THERE’S NO PLACE
 LIKE HOME”**

by

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Men look at the weakened structure of business in “our poor little rich country” and wonder what industry can supply the stimulus for recovery.

Perhaps, if we turn our eyes away from brooding factories, stores and office buildings to the 30,000,000 homes of the nation, we shall find the answer to some of our problems “right in our own backyards.” For America has travelled a curious circle away from home and back again during a single generation.

Not so long ago, when we said “There’s no place like home,” we spoke and thought of the beauty, comfort and family ties of that dearest place on earth. Then came “prosperity”—and with it a gradual “flight from home.”

Father, when he didn’t “stay at the club,” found himself returning more and more frequently to a household from which other members had flown. Almost imperceptibly the old familiar saying took on a new meaning. It became literally true—There was *no* place like home. The deeper significance of that word disappeared from the consciousness of tens of thousands of families.

Then came depression. And now the circle of our wanderings is completed.

Somewhat reluctantly at first—but with a growing feeling of relief, tranquillity and enjoyment—the American family has come back home. Once more they are saying, “There’s no place like home,” and genuinely meaning it. *But—are they going to stay?*

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It is up to individual fathers and mothers on the one hand—and the great forces of the building industry on the other—to make American homes more livable—to realize that the home of 1900 will no longer suffice for the family of 1932—to *modernize the home* by installing some of the wonderful comforts of this new day. For our American homes are by no means as modern as we like to think.

Less than 22% of rural and village homes, for example, have bathtubs—and, surprising as it may seem, only 68% of city homes can boast this common necessity.

Approximately 85% of homes in most communities are urgently in need of painting, decorating, repairing or alterations.

Less than 20% of the wired homes of the United States enjoy the comfort and utility of iceless refrigeration.

The number of oil burners in use is even smaller, for less than 4% of American homes are equipped with this modern type of heating.

As for that vital new development, Air Conditioning, scientifically-cooled homes in sweltering summer months are virtually unknown.

And yet, some say “Our American job is finished!” Who can doubt the almost universal desire for these improvements—or overlook the significance, from an economic standpoint, of the situation confronting us? In the hearts of our people the greatest revival of home interest in a generation! The most wonderful home comforts and luxuries of all time! And thirty million American homes waiting for them!

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Here is opportunity—a direct challenge to the finest brains of industry—and a market holding rich rewards for those with the will and skill to supply the need.

The die-hard depressionists will ask, “Yes, but what are people going to use for money?” The answer is, America is facing depression—but America is not beggared. We have lost much—but we have not lost per capita wealth far beyond any other nation on earth—nor a payroll greater even today than all Europe combined—nor skilled man-power and industrial equipment unequalled anywhere in the world.

The real question is: Have we lost courage—initiative—ingenuity? And that is a question, not for the public, but for *builders* in every line. And salesmen. And advertising men, perhaps, most of all.

For the big task of the building industry today, and of all other industries seeking buyers, is to overcome Apathy with Advertising. Advertising is equal to the task. It will improve the present and make great the future for those businesses which employ it wisely. But it must be *good* Advertising—burrowing deep into the consciousness of the people—soundly planned, ably prepared, well directed.

The words, “Let’s get busy!” must supplant “What’s the use?” as a national slogan—a policy of *do something* must replace a policy of *do nothing*—at least among those who hope to hold leadership tomorrow.

America is coming back! What industry can lead the way? Where shall America turn for stimulus to recovery? Here is one suggestion: *There’s no place like home!*