

ADVERTISING MAN BELIEVES EMPLOYERS WILL ORGANIZE TO PAY LIVING WAGE

Five employers and a professor of economics sat in the clubroom of the Karper building yesterday discussing the advisability of the adoption of a uniform wage before they are forced to do so by the compulsion of legislation.

They assembled in response to a modest advertisement in the Tribune, unaided by any news feature, placed there by Norbert Hackett, an advertising man, which advertisement read:

"Manufacturers and others interested in the minimum wage question are invited to attend an informal discussion of a self-supporting plan founded on business principles and backed by business men to obtain for every worker under 21 years of age a living wage.

"This plan is not intended to be radical, but will enable those manufacturers who do pay a living wage, and those in favor of it, to successfully compete with other manufacturers and competitors who are not so inclined."

Hackett says his plan was not inspired by any sentiment, but is a cold business proposition. As he is not an employer but an advertising man, his interest must be that of advertising, but the scheme is sufficiently novel to merit attention.

Hackett declares that a larger percentage of men than any one knows already pay their employes what is conceded to be a living wage. He claims that these men suffer through competition with employers who will not recognize the right of workers to a living wage in return for their services.

Hackett's plan includes only what he terms "unskilled" labor, labor which is unorganized, as organized labor is now securing more than the minimum of \$8, which is apparently the minimum Hackett believes would be uniformly adopted by the associa-

tion he proposes to organize.

He believes that public sentiment is with the employer who does pay a living minimum wage, and that this sentiment can be used in such a manner as to compel all employers of minors and workers under 21 years of age to pay the same minimum.

Hackett's plan is to form an organization of the employers who have adopted this minimum wage and then have the organization adopt a label or insignia which shall tell the public, on the goods of their manufacture, that they do pay unskilled labor a living wage.

It is also part of his plan that half a million dollars shall be spent in advertising goods manufactured by these employers and he believes that public sentiment will cause people to buy goods bearing this label or insignia, and by this indirect boycott employers who refuse to pay a living wage will be forced into the association.

In response to a question of whether this would not necessarily increase the cost of production, Hackett said:

"I do not believe it will. The one or two dollars extra that an employer pays may mean the difference between a starved worker and a well-fed worker, and every man knows that the well-fed worker will do considerably more work than the half-fed one, so that production should increase with wages."

Hackett is not adverse to admitting that he believes this plan is merely anticipating a condition that is inevitable. He believes that a recognition of this, and not sentiment, has caused such men as Ford and the Deering Harvester people to inaugurate the living wage scale.

He believes that by this method employers will get the cream of unskilled labor and the employers who will not pay a living wage will get the "leavings"—the physically handicap-