

# Third Anniversary Of Millington Limited Is Celebrated In Dinner

## Head Of Successful Advertising Organization Delivers Inspiring Speech Of His Early Struggle Against Hardships

The third anniversary of the founding of the advertising firm of Millington, Limited, was celebrated last Saturday evening, when the third annual staff dinner was held at Eddie's Cafe, attended by about eighty members of the foreign and Chinese staff, including a few members of the staff of the Willow Pattern Press, which is closely allied with the advertising firm. Mr. Francis C. Millington being the head of both concerns. The occasion was a very happy one and a number of highly interesting speeches were delivered and congratulations were showered upon Mr. Millington.

The principal address of the evening was naturally that of Mr. Millington, who spoke in a very confidential manner with his staff, so that the atmosphere of the gathering took on more of the color of a family reunion than of a business meeting of employer and employees. As one sat and listened to this humble and highly efficient man pour out his heart, telling of the early financial stringency through which he and his good wife passed during the early days of their married life, due to the fact that Mr. Millington was at that time employed in the army and receiving a salary of only \$178 per month as a sub-lieutenant, while his "better-half" was earning about double that amount as a teacher; as he told how he then went to Hongkong University and secured additional income by tuition to young men in Hongkong; how he came to Shanghai and served as a teacher in the S.M.C. schools; how they saved by economy and invested in real estate; how he got his first cartoon published in a local daily after much effort and then gradually got into the advertising business, after getting a number of firms to entrust him with the drawing up of their advertisements; how he began his present business in a little office "not much larger than the table standing over against the wall with bottles and glasses on it," later removing two or three times to larger, though humble and inadequate quarters; and as he told of the increase in the annual income from \$58,000 the first year to \$200,000 the second year, then to \$300,000 during the past year; one could not but feel that the real secret of the remarkable development of this unique business lay in the intense personality of the founder.

Mr. Millington announced that a good start had been made for the year 1930, as more business has been booked during the first month of this year than was booked during the entire first year of the firm's existence, namely \$60,000 for January as compared with \$38,000 for the year 1927.

In answering the question, "How have we accomplished so much?" Mr. Millington said, "Hard work and all pulling together is the real secret. It is not, as some think, that I have just been lucky. The first principle of success is: Look Ahead. When one sees a professional billiard player, it looks very easy and it may seem that he has good luck, but his success is due to the fact that he is always watching the shot ahead. The reason you cannot play as he does is because you cannot visualize the future in the game as he does. Every day and every minute of every day I have been looking ahead, thinking what will happen if we do this or that? The second principle of success is: Save as much as possible for investment. Always live within your income and save something. I bought land in Shanghai which has greatly increased in value, just as I felt sure it would do, and that should not be called luck; it was just plain common sense and belief in the future of Shanghai. The third thing is: Hard Work. My day's work usually begins a couple of hours before breakfast and continues for fourteen or fifteen hours each day, and I enjoy every hour of it; one of my most difficult tasks is to plan work for the different members of the staff and direct them so as to get results. The fourth principle is: Determination to Win. I have cut the word 'can't' out of my vocabulary long ago, and my aim is to get all our salesmen to do the same. There is really nothing impossible to the man who means to get there. Now come the fifth principle: Loyal Supporters. Any firm will go on all right if it has a good number of

loyal men in it, men who think first of the interests of the firm and then of their own, men who are loyal to the core and cannot be tempted in any way. Our greatest need at present is more of such men who have ability as salesmen and who could earn \$1,000 or \$2,000 a month. I wish we could secure half a dozen such men today; then I would be able to take things a little easier, for they would assure the success of the future. Fortunately Mr. Strother has come along and joined us and his phenomenal success in securing over \$15,250 of contracts for 'Hongs & Homes' during the past ten days indicates that he is one of the type of salesman that we have been longing for, and I wish to announce that I am recommending to the Board of Directors that Mr. Strother be appointed Manager of our Hongkong Office, in the hope that he may soon be able to develop our work in Hongkong and make a record with the Hongkong Telephone Directory and Rosenstock's Directory and our other lines of advertising there."

In concluding his address, Mr. Millington launched out boldly into prophecy, speaking of his vision of the future for this great country of China and of possibility of helping to educate and uplift the poverty-stricken but noble people of this land by means of the right kind of advertising. He visualized "a business for Millington, Limited, of \$2,000,000, housed in a substantial headquarters, with a greatly augmented staff devoting their energies to the betterment of this most populous country in the world."

Mr. J. Heyman, who is in charge of the Sales Department, was called upon by Mr. Millington to reply to the question: "How he managed to keep his own sales about double the amount of any other salesman on the staff?" In characteristic witty style, Mr. Heyman replied that "when he was thrown out of the front door, he just went around and came in by the back door!"

Mr. N. S. Jacobs, in charge of the general office, was asked tell: "How he managed to keep an unruffled temper with about a hundred and one things to do in the midst of many distractions?" His reply was to the effect that "Perhaps it was largely due to Boy Scout training and the Boy Scout Motto, 'Smile and whistle under all circumstances.'"

Mr. L. H. W. Jones, Secretary and Accountant, was asked to explain: "How he managed to keep red ink out of the ledger?" Mr. Jones stated his conviction that the remarkable loyalty and hard work of the members of the staff, and their hearty cooperation with him, were responsible for the very satisfactory financial status of the firm.

Finally, Mr. Edgar E. Strother, as the most recent addition to the firm, was constrained by Mr. Millington to tell something of: "How he managed to bring in \$4,500 in new contracts for The City Directory, after all the firms in the city had already been visited and the other salesmen had reported that no more advertisements could be secured for this issue?" Mr. Strother, after saying that he would prefer to say nothing, inasmuch as it would seem that he was failing to observe the admonition of Solomon, "Let another praise thee, and not thine own mouth," went on to tell something of his experiences in past years, when he was successful in securing advertisements for the C.E. Topic Books, by means of which for many years he supported in large measure the China Christian Endeavour Union, of which he was General Secretary for over twenty years; he then amused and interested the members of the staff, speaking at considerable length, of some of his unusual experiences in getting names on dotted lines after being told most emphatically that they would never be written there!

In bringing the program to a close at a late hour, Mr. Millington thanked all present on behalf of the Board of Directors, and Mr. Hindle made a gracious reference to the ladies present, especially Mrs. Millington, and then a group photo was taken, which will help to preserve the record of this third milestone in the history of the firm of Messrs. Millington, Limited.