

Anglo-Saxon countries have long known that advertising creates sales, increases the turnover, and leads to mass-production and thus to a lowering of prices.

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The press has been termed the youngest great power, and at the banquet held on the occasion of the Heidelberg congress of the German Newspaper Publishers Association Professor Heinsheimer, the rector of the Heidelberg University, whose untimely death is mourned, called the press the sixth faculty. Following out the line of thought, one can assuredly speak of advertising as the newest world power. Its growth and present universal dominion are due to the fact that life has become so tremendously complicated. The steady flux of the development of modern civilisation, the great forward strides and even leaps of technology, are changing the face of the world from day to day. It is no longer possible for the psychic power of the individual to keep pace with all this. In the manifoldness of these aspects and in the heaping up of impressions and reactions, he loses touch with the so varied and labyrinthine currents, with the new developments of life. Advertising steps to the front in this tangle as a function restoring order. Through the suggestive influence which it exercises on the individual it at the same time indicates to him how the fullness of new experiences, and especially of technical development, can be mastered physically and mentally. Through the fact that advertising in a manner of speaking constantly keeps before our eyes a picture of the changing world, it has become an utterly indispensable cultural function of our life. Its great force lies in its subjectivity and the finality with which it presents that subjectivity. And thus advertising, with its definite individual note and its emphasizing of its self-interest, is in very truth the most striking embodiment of present-day spirit. But one thing above all: Truthfulness in advertising!

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Our conditions, it is declared, have become more and more "Americanized." This feeling is nothing else but the realization that the methods of expression of our economic life have been strongly fructified and influenced by America, and not least in the most striking and popular form of advertising — newspaper advertising. The manner in which propaganda is made in the American newspaper for this or that kind of goods, for this or that proprietary article, has not been without a strong influence on the mentality of European advertisers and on the advertising sections of the European press. In the United States the lion's share of all money spent for advertising goes to the newspapers. This is logically self-understandable in view of the clear business sense of the American, for whom the superiority of newspaper advertising is plain beyond any doubt.

Whoever attains to an understanding of the psychology of the people who are to be influenced by advertisements knows that any advertisement will fail that reaches the public at the wrong time or in the wrong place. It can even produce exactly the opposite of the effect intended, and this will be the more certain to happen the more the advertisement conflicts with the reader's customs, comfort and pleasures. He who wants to read his newspaper in peace in a café, or to enjoy his dinner in a hotel, will be annoyed at hearing a loudspeaker announce that X. Y. is the best shoe polish. He who, with a head full of plans, hastens to or from his place of

business and must make his way through the press of traffic in the city, has no appreciation of illuminated signs on the house tops. He who travels through the country by train or auto and is enjoying the landscape does not want to be bothered by shrieking announcements on cliffs and the gables of houses. But advertisements in the newspapers disturb nobody. On the contrary, they are read gladly and are expected, for the reader is ready for them when he takes up his paper. He knows that he will find in the advertising section of his newspaper many varieties of announcements, he is receptive for them when he opens his paper, and that makes them effective. We see here the decisive psychological moment that determines the superiority of the newspaper advertisement as propaganda. The zealous politician, the reader of special articles, the seeker after news — all these, too, are today so occupied in making a living that they simply can not disregard the advertising section. Much stronger still is the effect of the advertisements on the women, who, as experience has shown, like to read the advertising section first of all.

One other factor increases very greatly the value and effect of the newspaper advertisement. The vast majority of the German newspaper readers are regular subscribers to their paper, and have often been faithful to it for many years. This means that a strong bond exists between reader and paper. He swears by "his paper," which is his prized friend and trusted adviser. A glance at the department of any widely read paper given over to letters to the editor will show that the reader appeals to it for advice in most important matters. Where such a friendly relationship exists it goes without saying that the advertising section becomes an adviser for the reader.

Our economic life, tied down by the Treaty of Versailles and by the unhappy post-war conditions, needs powerful stimulation. The German people's business and working energy, held down artificially as it is, and their cultural and technical productive ability, must again develop to the fullest extent if the ordered progress of world economy is not to be hampered by the protracted infirmity of a nation of sixty millions in the heart of Europe, and if the convalescing process of a still war-sick continent is not to be slowed up. The ties severed by the war should be united anew, and everything that serves to further economic adjustment and exchange deserves encouragement. These aims are served by the International Advertising Congress and the International Advertising Exhibition which we are now welcoming in Germany's capital. It is significant that this year's International Advertising Congress should take place in Germany, for it is to be expected that the result will be a general furthering of the standing of advertising and that a realization of its importance and necessity will find its way into Germany also, especially as Germany's economic situation is likely to be so poor yet for many years to come that advertising will be more necessary than ever as a means of rejuvenating German economic life.

Therefore, we welcome the convention and its visitors; we are very glad that the capital of the German people, who are fighting patiently and bravely against adversity, has been chosen as the seat of the convention. It is our hope that the latter will not only have a valuable effect on Germany's relations with the other great civilised nations, but will also be a means of infusing German business with new life.