
Why the Berlin Convention is important

By C. C. Younggreen, President of the International Advertising Association.

Several contributing conditions give to this convention of the International Advertising Association in Berlin Aug. 12—15 an importance and a significance which probably would not have been aroused in any other year.

This is a convention of and for business and international trade, although held by and in the name of advertising. It is being held in and by a country whose activities in world commerce have always been of great interest to America. There has recently been concluded a politico-financial agreement, in which international trade and our own profession of advertising are highly vital factors.

Our government, as well as advertising men, will find these new conditions of supreme importance and we have given serious thought to them. We American delegates are going to Berlin with the avowed intention of establishing contacts between the business people of the coun-

tries represented there to a degree of friendliness and of mutual benefit never before attempted either on such a scale or in such detail.

We go not only to give our experience, but to learn from Germany and others what they may teach us. We go to promulgate the gospel of world prosperity through economic peace. We go to lay broader plans for increasing the welfare of all peoples.

The agenda of our association this year carry a promise of a development in business, of ethics, of processes, of technical progress and of true universal betterment which will mark the beginning of a great era.

We who belong to organized advertising are pledged to so develop ourselves that we may become more valuable members of society and to so develop our profession that it will become an outstanding force in bettering the condition of our people.

What America Expects of the Berlin Convention

By James Wright Brown, Chairman of the Advertising Club of New York.

The Advertising Club of New York will have an influential part in the forthcoming twenty-fifth anniversary convention of the International Advertising Association in Berlin, Germany, in August.

Past president Gilbert T. Hodges, chairman of the Executive Committee of the New York Sun, will have charge of the official program presenting many novel and attractive as well as serviceable features.

Former president Harry H. Charles, head of the influential Charles Advertising Agency of New York, is the General Chairman.

The Advertising Club of New York will send a representative delegation prepared to give as well as to receive — to give information with respect to merchandising and marketing conditions in North America — to give intimate knowledge regarding new techniques in advertising, volume, production and placement — to give the right hand of fellowship to their German colleagues, who are making such ambitious plans for the comfort and convenience as well as the edification and enlightenment of

the hundreds of advertising men and women who will attend the meetings in Berlin and afterwards tour Germany.

Intercourse and education are the keystones of the arch of better international understanding. The leaders of the profession of advertising in America expect to visit the outstanding successful enterprises in the fields of finance, commerce, industry, publication and advertising as well as to advance their culture by visiting the ancient monuments and civic enterprises.

Of course, they will visit France and Switzerland and England enroute to or from the convention, but their chief aim, as I have been able to sense it, will be to have fellowship with their German colleagues and to learn more about marketing conditions in Germany.

I am deeply appreciative of the graciousness of the officials of the United Press Associations in transmitting this message to the Zeitungs Verlag and desire to take advantage of this opportunity to wish our colleagues of the German Publishers Association the best of health, success and happiness.