

Advance Agents of Prosperity

By G. Bie Ravndal, American Consul General, Berlin.

I have chosen the above title because it fits the case as proved by the record of the International Advertising Association. On its 25th birthday the advertising men are warmly to be congratulated upon their achievement in enhancing the welfare of the world. Serving both capital and labor their activities primarily tend to stimulate business, which is both remarkably expanded and rendered more attractive, but they also bear directly upon social, political and moral conditions.

They appeal to the enterprise of the business man by stirring his imagination, by creating fresh wants and demands upon the part of the public, by blazing new trails for marketing. Mass production can only exist where there is a mass demand built upon advertising. Hand in hand with mass production go lower production costs and higher wages. Thus, in truth, publicity is the key to prosperity — not of a few but of all.

In a social sense the effects of the campaigns of the advertising agents are twofold: They not only raise the requirements of the rank and file of society but also bring luxuries, both material and spiritual, within the reach of what used to be called the common people. Into the bargain, because they possess the "feu sacré", they introduce beauty and sprightliness into a world which at times threatens to become drab.

World Travel

By Minister Dr. h. c. Stegerwald, Berlin.

As long as there has been such a thing as world travel, Germany has been one of its most important destinations. German spas, such as Aix-la-Chapelle, Wiesbaden, Ems, Baden-Baden, Oeynhausen, Gastein — to mention only the foremost — have been visited by the great men of all centuries as far back as history reaches. In the 19th century Germany's centers of culture, Munich, Dresden, Berlin-Potsdam and its sister capital Vienna, but above all the beautiful river Rhine with Cologne and Mainz, looked upon a great stream of foreign travelers, among whom, beside the inhabitants of our neighbor states, the English-speaking contingent was the largest.

The peculiar culture of these places; their important architectural achievements, their art collections, the latter often representing veritable treasure troves — these are the things that first attracted attention to such a degree that it gradually became a more and more necessary part of the general education of the well-to-do citizen of the United States and of England to have seen Germany's art centers as well as the capitals of western and southern Europe. Nineteenth century development of an excellent railway net and of German transoceanic shipping, whose ships more than once captured the "blue ribbon of the ocean" and in the matter of comfortable luxury and the art of serving the passenger represent peaks of achievement, has in growing degree made the German Hansa towns of Hamburg and Bremen the main ports of entrance for this tourist traffic. These two world harbors have retained their position up to the present day. The following figures give the number of travelers entering Germany:

	via Hamburg:	via Bremen:
1926	41,466	34,976
1927	48,753	40,092
1928	55,034	46,511

The growing acquaintance with Germany and with the special kind of German culture that had developed in numerous small political and economic centers has brought about a spread of the tourist traffic over more and more cities and territories at the same time that it has increased in volume. Beside Hamburg and Bremen the magnificent buildings of the two other big Hansa towns, Lübeck and Danzig, have come to the front as attractions. Beside Augsburg, Nuremberg and Salzburg, the chief seats of old German civic culture, and beside Heidelberg, Freiburg, Marburg, Tübingen and Innsbruck, German centers of university life which can stand comparison as cities with Rothenburg and Dinkelsbühl, the former residential cities Munich, Dresden, Hanover, Cassel, Weimar, Darmstadt, Karlsruhe, Stuttgart and the dramatic centers Meiningen and Bayreuth have greeted a great number of foreign visitors. The number of bathing resorts (including those on the shores of the North Sea and the Baltic) having a steady foreign contingent among their guests has increased considerably.

It has always been the aim of those connected with the German traffic system to meet satisfactorily the requirements of this immense tourist traffic. Stubborn reconstruction work has set in after the severe setbacks caused by the war and the Treaty of Versailles (with the delivery of the entire German merchant fleet and of very much