

inland waterway and railway material, and with a temporary reduction in airplane building), and as a result German giant liners are today again taking up the race for the "blue ribbon", Germany plays an important part in the production of high-grade motor cars, and has the most highly developed airway system in Europe. It owns the only passenger airship built to date, and, beside continually improving its network of roads, it is working on the completion of important long distance air lines over the Atlantic Ocean as well as over the broad stretches of land of the biggest continent. Ground traffic as well can point to excellent achievements; the "FD" trains of the German Railroad Company class with the fastest trains in the world, and the "Rheingold", the *d e l u x e* train running along the river Rhine, is favored by all tourists who are on their way to Switzerland. And indeed, it is on the Rhine that the German traffic system reaches its highest perfection, with its wonderful fleet of passenger steamers, which has been brought up to date by the building of many new ships, and with the regular operation of fast trains on each side of the river. However, Germany's unity is also expressed by a common endeavor to perfect the manner of treatment of the tourists. In all parts of the Reich hotels and means of transportation are improving steadily, whether it be along the wide coast of the North Sea and the Baltic, with their luxurious and fast coast steamers, among the verdant hills of Central

Germany and Silesia, or at the foot of the Alps on the shores of the glittering Lake of Constance.

The advertising expert must above all else try to make new friends for whatever it is he has taken on. The German Reich has also realized the great importance of advertising in the field of tourist traffic. The result was the "Reichszentrale für deutsche Verkehrswerbung" (Central Office for German Travel Propaganda) founded after the war by the Traffic Ministry in conjunction with those Reich and state ministries directly concerned and a number of private associations and enterprises. Since the German Railroad Company has become the independent head of the entire railway system of the Reich, the "Reichszentrale" is subordinated to this company as the "Reichsbahnzentrale für deutsche Verkehrswerbung." However, it still conducts general travel propaganda, and it does this in exemplary fashion with the cooperation of the German travel associations. The illustrated folders and travel pamphlets it issues find their way to distant countries and give information on the sights and travel facilities to be found in Germany. We hope that during their stay in Berlin and the Reich, our foreign guests will convince themselves that Germany has the mission and is in a position to be a home to a great number of guests from all parts of the world while they are here, no matter what their requirements may be, and to see to it that they shall also gain rich inner values from their trip.

The German postal Service

By Dr. Schätzel, Minister of Posts.

The German Postoffice Departement, the "Reichspost", is an independent economic undertaking conducted by the Reich. Its functions, work and aims are an integral part of the national and world economy. As a public organ for transportation and communication, with more than 50,000 offices, it engages in the transmission of all kinds of communications, the transporting on an extended scale of small articles of merchandise, the transporting of passengers on lines not served by the railroad, and the circulation of newspapers. It also plays a highly important part in the German financial system, especially through its postal check department, which was established more than 20 years ago. The amount of money and credits handled by the department runs high into the billions of marks yearly.

Because of this intimate connection with Germany's economic life, the Reichspost bends all its energies to meet the present-day demands of business and traffic, and endeavors, as far as its limited financial resources of these last years permit, to maintain with all means at its command its entire service, especially in technical matters, on such a high level that every proper requirement of economic life both ad home and in international traffic can be satisfactorily met. Special economic departments in both the central and the many local offices have as their duty the keeping in close touch with the general economic situation, and obóve all with the press as well.

Every modern means of transport and communication is taken advantage of. Motor vehicles in particular are coming rapidly to the front in the German postal service. Its motorized postal system now covers a total stretch of 37,000 kilometers (almost 23,000 miles). The airplane postal service is experiencing a similar development. In 1928 more than 385 long tons of mail matter were trans-

ported, of which newspapers alone made up 247 tons. About 50 per cent. of all main telephone connections have now been automatized. The long-distance cable system has a length of roundly 8,000 kilometers (5,970 miles). The number of radio subscribers has reached roundly 2,800,000.

It goes without saying that the German Reichspost, which is compelled to finance itself and must operate on strictly sound business lines, is constantly striving to reduce its operating expenses by extensive reforms in its administrative, operating and technical departments. Rationalizing, mechanizing, normalizing and standardizing are making notable advances in every phase of its activities.

And very special attention is being paid to securing patrons and giving them the best of service. The German Reichspost works on the principle that the best propaganda it can make consists in the modernizing and improving of traffic and communications and in a correct and courteous service of those who patronize it. In addition to this, it also carries on a lively advertising campaign through informative articles in the newspapers, the free distribution of great quantities of printed matter, lectures by radio and at meetings and congresses of economic organizations and other associations; patrons of the post are shown through its various departments, films dealing with the postal service are exhibited, Reichspost calendars and postcards are issued, officials of the department cooperate with companies and organizations interested in transportation and the tourist traffic, and the Reichspost takes part in public expositions.

The German Reichspost will in the future as in the past bend all its efforts to make itself a helpful support and promoter of the people's welfare, of economic life and of traffic.