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WE begin the sixth annual issue of "International Advertising Art" in the hope that in the future we may succeed still better than in the past in all our undertakings. For everything we do can only be a development, we cannot achieve perfection. Great tasks lie before us. — We are moved by a mighty battle for new forms of expression. Let us concentrate all our energies upon the strengthening of the feeling of responsibility towards all cultural and economic tasks which we have already recognized to be right and proper. For in the realm of art there is also nothing absolutely new, there are only developments and everything that is intrinsically good will always retain its value and significance. The New Year in Germany sees us confronted with the task of bringing about the twenty-fifth. Annual meeting of the International Advertising Association. At the same time the continental-European leagues will hold their great annual meeting in Berlin, and on this account the German advertising industry as well as all other advertising organisations will institute a great Advertising Exhibition in Berlin, in order to display what they have accomplished before the assembled experts of the world. The "Reichsverband", the National League for the German Advertising Fair, which counts the ten most important leagues of the German advertising and printing industry among its members, and which has the entire arrangements for the Advertising Exhibition in hand, appointed the "International Advertising Art" as its official organ, beginning with the new year. Its news items, which from now on will be published in every number, will keep all interested informed as to the progress of the "Advertising Exhibition, Berlin, 1929" as well as upon all questions relating to the Fair and the Exhibition. The greatest willingness to help and to work together distinguishes the opening year. Our chief task is to further these efforts. We greet all those active in the preparation and in the field of advertising and wish them goodspeed and a Happy New Year.

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