

# WE EXTEND A HEARTY WELCOME

to all delegates to the 25<sup>th</sup> annual meeting of the International Advertising Association, meeting this year in Berlin.

They all proclaim the gospel of "Truthfulness in Advertising."

Truth is the only advertising basis which pays in the long run. The advertising experts of the world are the pioneers who created the great national and international centres of export trade and it is only through their work that these focal points could be kept alive and fruitful. Advertisement is the great educator of the public, for it is only by means of advertisement that the public is continually urged forward to wider horizons and encouraged to hygiene and cleanliness.

International advertising has taught us more about the habits and customs of other nations than any newspaper reports or scientific treatises were previously able to do. Advertisement is the great conciliatory mediator between the peoples. It explains, and explanation leads to understanding, and understanding to mutual agreement.

When the Prince of Wales opened the 21<sup>st</sup> World Congress in London in 1924, he uttered the following words:

"Little as I understand of the science and art of advertising—and it is both a science and an art—yet I honor and recognize its inherent purpose: to let the world