

share the advantages accruing from a facilitated exchange of goods and to minimize the costs of this exchange. Once this end is attained, all unnecessary expenses cease and as a logical consequence we shall have a fall in prices and less unemployment. If these efforts are crowned with success, they will have taken no small part in the solution of some of the most important economic and social problems with which the world to-day is confronted."

These remarks present a clear and precise outline of the great and important tasks that confront the advertiser. Precisely at the present day, when it is a vital question for all industries, no matter what their home country may be, to acquire, new and larger markets, the conference of international advertisers must necessarily be of great programmatic significance.

Up to now the International Advertising Association was practically an American organisation. Precisely this year here in Berlin, the union with the Continent is to prove the final link in the great organisation, and the program for international co-operation will be discussed.

It is the only path to progress and I should like to repeat here the words which I used on the occasion of the 23rd World Congress in Philadelphia: "In spite of all national forms in advertising, there are certain fundamental principles which are the same for everyone. Among all civilized peoples of the earth there are certain deep-lying qualities and sympathies which connect one with another, and these are precisely feelings of the deepest humanity. The innermost core of these cannot be affected by any national peculiarities and the essential point is that we should further develop these fundamentals, and that we all help to discover a universal language of advertisement. We all want to do our best toward the end that the face of adver-