

tisement should be an open book for all to read. We can best achieve this when we continually support one another.

We shall soon come to an understanding and shall be the bearers of a new universal idea, for traffic and the general exchange of goods stride over all national barriers to universal humanity. We regard it as our most urgent task to find the way to universal understanding."

The great idea of the union of all the world's advertising men and women arose in America. This year is only the second occasion on which the congress takes place on other than American soil. Its task above all others will be to establish a really permanent and fruitful connection between advertising men all over the world. It is to be hoped that they will inspire one another still more widely and deeply than has already been the case.

In the year 1926, when, following upon the Congress in Philadelphia I spoke with some Americans in New York for the first time about the possibility of holding a congress in Germany, we were fully conscious of the fact that the union of Germany with the Association would be one of the last great links in the chain of reconstruction. We knew that herewith we should really begin to make positive international use of the working powers assembled here. For it is only when a purely humanitarian and happy world, living its life in a better way, has been created by means of advertisement, that we can speak of our work as having been crowned by success.

We all hope most sincerely that this 25th annual meeting may bring us a step further on our way, and it is our firm belief that this will be so. In this spirit let us settle down to work.

Translated by E. T. Scheffauer