

M A X R I E S E B R O D T :

THIS YEAR'S WORLD ADVERTISING CONGRESS,

the 25th General Meeting of the International Advertising Association, is the most important meeting of economists and political economists from all over the world which has ever taken place in Germany. As I see it, the actual significance of the World Advertising Congress may be summarised in three points:

Firstly, the demand for mutual understanding and economic relations between the peoples who are represented at the Congress by professional publicists. Secondly in the impulse given to advertising in Germany by the congress, a movement already discernible in connection with the session held at Wembley in 1924: lastly in the fact that for the first time in Germany it has been possible to gain recognition for publicity as an uncommonly valuable economic factor, from Government officials up to the very highest. Germany sets great expectations upon results of the Congress, may the unselfish labour which has been rendered in the service of German commerce be rewarded with a full and lasting success!

ZUR ERÖFFNUNG DER REKLAMESCHAU 1929, BERLIN

Die Reklameschau 1929 in Berlin

soll »allen« dienen, denn ich glaube, Reklame geht heute »alle« an.

Werbeschau und Künstler sollen »sehen und hören«, welche Möglichkeiten zur Ausführung ihrer Ideen und geistigen Arbeit bestehen, Kaufleute und Industrielle sollen hier die besten Mittel und Wege zur Gestaltung ihrer Werbung feststellen können, und allen übrigen Besuchern soll die Überzeugung übermittelt werden, daß ernste, wahre Reklame eine freundliche angenehme Erscheinung ist, die eine Ware nicht verteuert, sondern verbilligt.

In diesem Sinne der Reklameschau ein herzliches »Glück auf.«



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Acting Chairman of the National Association
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The Advertising Exhibition, Berlin 1929,

wants to be of service to "Everyman", for I believe advertising concerns "Everyman" to-day.

Advertising expert and artist must "see and hear" what possibilities there are for carrying out their ideas and their intellectual work, merchants and manufacturers will find the best ways and means of giving shape and form to their publicity and all other visitors must feel the conviction that serious, honest advertising is a pleasant and friendly phenomenon, which does not make goods dearer but rather cheapens them.

Bearing all this in mind, we cry: "Good Luck to the Reklameschau."