

## NOT LUXURY, BUT CULTURE!

Commerce is but one of life's tasks, undertaken in order to achieve time and prosperity to be devoted to the raising of the standard of life. Commerce and political economy thus have their justification only when they increase the universal standard of culture, not when they only serve to endow certain individuals with undeserved riches and the soulless luxury which is the enemy and destroyer of all true culture.

The luxury of the rich seldom serves the culture of the poor. When it is bought at the price of the people's little comforts, it undermines culture.

An impoverished people can only endure and support the industries that serve luxury as long as this can be done without endangering the industries vitally necessary for the nation.

It is easy enough to demand sacrifices from others which one would not be willing to offer oneself. Everything one does oneself is necessary, of course, but it is no less a matter of course that the others should be modest and unassuming.

Man cannot be good, that is a worthy and useful member of society and an economic factor unless his existence minimum is assured. But it must not be forgotten that for the development of culture something more is necessary.

Culture can only be developed and maintained on surplus income over the existence minimum.

The culture of every people reposes on the basis of its general prosperity.

Every man who helps to build up the economic system has a right to enjoy its blessings.

Translated by E. T. Scheffauer

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## FIRST INVESTIGATE IF YOU WOULD SELL AND ADVERTISE ABROAD

INTERCHANGE OF IDEAS COMPILED BY

JOHN A. ZELLERS

VICE PRESIDENT AND GENERAL FOREIGN DIRECTOR,  
REMINGTON RAND, INC., NEW YORK

C. KING WOODBRIDGE

CHAIRMAN COUNCIL, INTERNATIONAL ADVERTISING  
ASSOCIATION, NEW YORK

In the days of International problems in which all Nationals find a common interest, Manufacturers faced with a lower sales volume, have given serious thought to the disposal of their products in foreign markets.

It is unfortunate that some looked upon this problem as an equation to be solved with standard formulae. We say "unfortunate", because

selling abroad is predicated on basic facts oft-times not known, or overlooked. Territorial areas, population census, and so on, mean little if one does not know intimately the characters and customs of the people he proposes to sell. Each nation has arrived at its present position through geneology, climate, history and environment wholly differently. And these have played their