

recognizes the necessity of seeking really new solutions even if they are fundamentally revolutionary, and this conviction again is lacking because we do not believe in the essential goodness of man. Revelations more necessary to us than our daily bread are not revealed to us because we grope in darkness, lacking the all-persuasive belief in the unconditional ascendancy of the good in this world, although we prate of optimism on all possible occasions in and out of season.

Why does not humanity believe in the power of the good and its daring to move mountains? For everyone connected with advertising it is painful to have to acknowledge the real reason: it is because no persuasive scheme to advertise the Good exists, informed with intellect, conscious of its goal and pursuing it regardless of consequences—making propaganda for the Good, eternal concepts of which gleam before our path like stars and are familiar to us as the stars in the sky. We know how to appraise industrial wares and the products of handicraft and agriculture, we have a science of advertising which is on a high level and yet practical, and we understand how to make use of it, we know that we could not do without it—but we have done nothing to further what the English call "goodwill" and we continue to do nothing!

"Even if we did do something, it would'nt do any good!" I seem to hear many a reader exclaim. But this does not shake my convictions. Did not commercial advertising attempt to overcome the most crushing mass of prejudice, does not the advertiser win the interest of millions every day for the most various articles imaginable? In any case, are we not wretched enough for it to be worth while to try propaganda for goodwill in European countries?

A year of terror draws to its end over millions of embittered souls. In the New Year to come, the world will remember two of its greatest men of genius: it will be the second centenary of Washington's birth, the first centenary of Goethe's death. Do not these two names remind us what can be done in the name of faith, genuine faith!

Above all, Goethe! Is he not the very concept of the persuasive personality, the master who commands alike the great and the little things of life! Everyone who makes propaganda, if he acknowledge Goethe's power at all, if he feel the appeal of his spiritual atmosphere, of his fulfilment of the idea of humanity, should remember above all that all advertising for whatsoever goods is in the end worthless unless it succeed in appealing to and arousing the Good in humanity, reason, healthy common-sense, the feeling of comradeship. A people cannot get along without goodwill and the peoples cannot get along without it. We may and we must expand our best efforts, endurance, imagination, courage and faith on the task of awakening and preserving goodwill in our own land and between the various countries. What could attract an advertising expert more forcibly, what could move his interest more deeply! Or is it still necessary to prove the axiom that the seeds of commercial propaganda bear better fruit when planted in the well-tilled soil of goodwill than when cast on the stony waste of insane mutual provocation and hatred.

Trans. by E. T. Scheffauer.