

drew especial attention to the difficulties of handicraft in opposition to industrial production and recommended that craftsmen and artisans should close their ranks and do their advertising in common.

On Sunday, March 20, a great wireless demonstration was inaugurated by a speech by Dr. Sahn, Oberbürgermeister of Berlin. Among other things he said:

"The call to advertise can only have the intention of reminding the sorely tried and troubled German people that a turn for the better out of the bad times can only be possible if we do not waver in our belief in better times to come in spite of all disappointments. Never did any task succeed, whether small or great, unless those undertaking it were possessed by an indomitable belief in its success. That proverbial bit of wisdom: "Lose courage, lose all" holds good for us as it has for all nations in all ages in their struggle for existence. We believe in the justice of our cause and that we shall succeed."

The former Ober-präsident His Excellency von Batocki spoke on advertising and the state. Advertising in a narrow sense as a means of stimulating purchasing power and increasing sales is only indirectly connected with the tasks of the state, but it has all the more to do with propaganda in its wider significance, comprising at home the encouragement of the feeling of belonging to a state, understanding for its necessities and development of willingness to co-operate in its work. Abroad propaganda is concerned with awakening understanding and interests in the outside world for German ways, German art and science and German political necessities. The necessary preliminaries for success are a correct estimate of the forces at work at home and unity in the propaganda done abroad for German manufactures as well as for German intellectual values. The fundament for effective action as a whole as well as of the individual, however, is the existence of state consciousness in the entire body of the people, capable of rising above all differences of opinion, such as the Englishman feels when he says: "Right or wrong, my country." To strengthen and encourage such consciousness in Germany by all means proper to state propaganda must always be the focal point of all ideas and plans when Germans meet to debate upon the problem of "Advertising and the State".

Otto Ernst Sutter, Chairman of the German Advertising League, spoke of advertising and "Weltanschauung". The gist of his speech was contained in the following words:

"To be able to advertise is to be able to put oneself in the place of the man whom one wishes to win, to convince or to persuade into buying something. Is it not plain as day that this art of putting-yourself-in-his-place can always be exercised, not only over the counter, not only at a popular meeting, but everywhere in life? One can transplant oneself into the soul and being of conditions, of circumstances. Propaganda means the proper distribution and ordering of the power to attract! This means acknowledging commonsense, acknowledging one's belief in the Good, in short nothing less than courage to rejoice and to hope. It is a true saying that hope is the best inheritance of the living. But we are the living. The coming age must spring from our hands. But a new age will never come unless we believe in its coming."

Prelate Prof. D. Dr. Schreiber, M. d. R., spoke on Propaganda and Prominence in the world. At the close of his speech he summed up as follows: "When we accommodate ourselves to the mentality of other peoples, subtly yet with dignity and without sacrificing anything of our own individuality, then we invest confidence capital which is all to the good of Germany and its commerce. To be sure, cultural propaganda cannot be put up as ready-made good in Cook's offices or stored in a clearing-house, but represents German intellect and German feeling for culture at its highest tension, conscious of its inward alliance with German economics and technique."

Prof. Dr. Freiherr von Freytag-Loringhoven, M. d. R., spoke of Propaganda and Politics. Politics we recognize as the art of leading the state and the people. Advertising however points to business and the fusion of politics and business is one of the most unpleasing features of late years. But we must lay stress upon the fact that this mode of thought does not do justice to the real nature of the matter. Let us set aside the supplementary significance so readily attached to the phrase "Advertising and business" precisely in the circles of those who have no connection with commercial life and seek to make it clear to ourselves that advertising, propaganda, is nothing more than the exercise of organised psychological influence. Such, however, is a preliminary to all political leadership, in a wider sense indeed it is in itself a form of leadership. And leadership is the soul of politics."

Maria Jecker, M. d. RWR., Aachen, spoke on Advertising and the Consumer: "Even from the consumer's point of view, the economic effect of a good advertisement is of great importance for the development of the nation's household. The economics of advertising, the science of advertising and the art of advertising are all so wedded to the service of German commercial life as a whole that no means of facilitating sales can be dispensed with. Every possibility of increasing the home market must be made use of at the moment, for a strong and healthy German home trade is insolubly connected with the renaissance of the German nation and it is here that the final and greatest value of advertising lies."

Dr. Hackelberger took Advertising and Economics as his subject. We give the following extract from his speech: "We are aware to-day that advertising can only pay for itself and bring results when the goods offered give satisfaction to the customer and when they are inexpensive. Given these preliminaries, commonsense advertising is useful both to consumer and commerce in general. Purposeful advertising discovers new customers, new places to sell and new possibilities of application and thus increases returns. Increased returns make greater profits possible and enable the manufacturer to give the customer better value for his money."

To-day we are all under the influence of political and economic conditions which have the dangerous effect of paralysing our energies and crippling our urge to work. A state of mind arising from the train of thought "It's all no good" is becoming appallingly prevalent in Germany and tends to nip in the bud many incipient independent attempts to climb back into the light. The man who folds his arms and waits for better times need not be surprised to find the wheel of history rolling over him."

In the course of friendly gatherings during the Deutschen Reklametag, speeches were also made by the former traffic minister Dr. Rudolf Krohne and Dr. Krumbhaar of Liegnitz, president of the league of German newspaper publishers.

On account of the wireless relay, the first German Advertising Session had a very wide echo and there is hope of following it up at intervals with similar meetings which will serve to keep interest in our work alive.

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