



The Introduction to No. 1 of our Tenth annual volume has given rise to considerable difference of opinion. It is particularly agreeable to every publisher and editor of a magazine when his assertions arouse comment from his readers. It is not possible to devote space to each individual opinion and we therefore summarize them as follows:

Energetic youth, refuses to believe that humanity's relations have changed but little since men began to live in groups, whether as families, parishes or nations. The forms of organisation have changed; but their meaning has remained the same. Whether the Neanderthal man exchanged a leg of bear for a well-chipped flint or we buy a fur coat from Smith and Jones for good hard cash, the meaning of the proceedings is precisely the same; we exchange our own excess production for the excess production of someone else, for which we have a use. It may seem strange, in such a magazine as ours, suddenly to argue in a style suitable to convince little Tommy or make things clear to him. But this simplicity is just what is necessary. We must cast off everything extraneous, we must return to the most primitive form and from thence must seek the new path.

Other people are interested in what seems to them desirable. Only that is interesting which arouses interest. That which was once interesting cannot always remain so; and this brings us round once more to advertising. It may be quite interesting when an advertiser shows us the picture of a beautiful girl and declares that this lovely being is a fervent admirer of his products. It becomes uninteresting, however, when a thousand others offer us exactly the same argument, in spite of the fact that feminine beauty is the most attractive of all goods. We are always apt to forget that one tires of everything. We are perfectly well aware that we need six to eight hours' regular sleep, perhaps as much as ten hours, in order to keep fit.

This periodic weariness comes into play with regard to everything that has once claimed our attention. Therefore it is the first principle in advertising: Always be New. One must display the new-born, the just awakened, no used up forms which have already grown limp and tired. We are glad to hold a protecting hand over the artist's work, but to these, our protégées, we must also say: away from the frozen form; it is too convenient and too tempting to take a style which has become fashionable, alter it a little and work it to death.

As soon as thousands have assimilated the new and interesting, the interest begins to dissipate and the process of weariness sets in.

We, cannot seek the new way; our part is to register what is already there. But when it is ours to show, its activity is already half spent. These remarks are neither pleasant or encouraging, but they are necessary in order that imagination may spring to life once more.

What has all this to do with the Neanderthal man? He serves us as a proof of the fact that the pictured report is always the most interesting, shortest and quickest means of expression. Writing is a much later invention. It appeals to the intellect, rather than to the feelings. But we must first appeal to the feelings, afterwards permitting them to be controlled by the intellect.

Trans. by E. T. Scheffauer.