

The seventeenth century poet, Samuel Butler, once said that 'All countries are a wise man's home', and, if the truth of these words were only better appreciated, the world of to-day would be a happier place.

Misunderstanding between peoples and nations is caused generally by ignorance—ignorance of the other man's point of view—and this lack can only be eradicated, first, by goodwill, and secondly, by the spread of knowledge. This happy state can be achieved only by contact, for the more people see of each other the less likely they are to disagree. Contact can only be gained by communication in some form or other, and so it is essential that the methods of communication should be continuously improved throughout the world, because the easier and the quicker people can see and correspond with each other, the less likelihood there is of misunderstanding.

Since the War we have seen
great progress in the
methods



of communication—in improved newspapers, road, rail and sea transport, in cables, radio telegraphy and telephony and broadcasting, and in the birth and rise of air transport. All these systems are complementary to each other. They do not conflict, but help each other.

After the War, far-sighted people realised that in the aeroplane, men had a means of transport which, because of its speed and its ability to cross over relatively inaccessible lands, would prove of immense benefit to the world. Alas, this vision has become increasingly clouded, and men now have to regard the aeroplane with fear and loathing rather than with respect and admiration.

A heavy burden, therefore, falls upon those of us whose duty it is to advertise air transport, in that we must make every possible effort to enlarge upon the value of aircraft as an immense civilising power, and must resolutely turn our back upon any suggestion of its military application.



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