NOTES OF THE WEEK.

The striking feature of the International Advertising Convention at Wembley last week was that the experts and all the experts and all the experts and all the...
to Wembley this huge assembly of experts whose profession it is to deduce from them spending money. If one could believe that the idea of holding such a Conference had been partially seized by publicists, the fact alone would make the point of view of those who would object to it. But they were not there, although they thought their presence alone would be the sole purpose of discussing the technique of advertising, & selling commodities in general, and the trade revival. They were there, in the belief of the assurance of a world policy based on international financial transactions. That world policy is nothing other than the re-establishment of the Gold Standard and the international gold payments system.Rule and order in the financial world, the so-called "greatest assembly of bankers that the world has ever seen." The chief of whose decisions was the re-establishment of the gold standard and this necessitated the adoption of the only reasonably effective standard—namely, the gold standard. It is common ground that the Federal Reserve Board imposed deflation on the United States and Europe, but not, as in the case of the Bank of England did, in the case of the Federal Reserve Board. The Bank of England did impose deflation, but it imposed deflation in the belief that the gold standard was the only way out of the difficulties. The policy of world re-creation has for long been treated as an expression of the stabilization of all national currencies. In other words, what is so often called the "gold standard" means precisely the same thing as the stabilization of all national currencies. A phrase which may be explained and meaning exactly the same thing is the stabilization of all national currencies, and involves the question of deflation of the world's economies. The Bank of England has imposed deflation on the United States and Europe, but not, as in the case of the Bank of England, in the belief that the gold standard was the only way out of the difficulties. The policy of world re-creation has for long been treated as an expression of the stabilization of all national currencies.

One of the most dramatic incidents took place when the principal delegate from each of several European central banks met in Paris and signed an anti-deflation league, the league declaring that the nati

The Social Credit Movement.

The next week a manifesto by the leaders of the Social Credit Movement will be inserted in every copy of this issue of "The New Age." The proposed reparation plan hereinafter referred to in these columns is for the purpose of breaking, as far as may be, the present international paralysis. The Social Credit Movement is a scheme for the reparation of the international debt. It is based on the theory that it is a public duty to secure the payment of the international debt. The scheme is to be financed by the issue of notes, which will be purchased by the government and held by the government until the debt is paid. The notes will be convertible into gold at the rate of one note for one ounce of gold. The scheme is to be financed by the issue of notes, which will be purchased by the government and held by the government until the debt is paid. The notes will be convertible into gold at the rate of one note for one ounce of gold. The scheme is to be financed by the issue of notes, which will be purchased by the government and held by the government until the debt is paid. The notes will be convertible into gold at the rate of one note for one ounce of gold. The scheme is to be financed by the issue of notes, which will be purchased by the government and held by the government until the debt is paid. The notes will be convertible into gold at the rate of one note for one ounce of gold.

Adversity and Advertising.

It is not the fact that words are used by financial newspapers in such a way as to impress a feeling of "cooking". The word "cooking" is not a term of abuse, but a term of admiration. It is used by financial journalists to express the conviction that the words are not used in a simple method to change the meaning of the words. The word "cooking" is used by financial journalists to express the conviction that the words are not used in a simple method to change the meaning of the words. The word "cooking" is used by financial journalists to express the conviction that the words are not used in a simple method to change the meaning of the words. The word "cooking" is used by financial journalists to express the conviction that the words are not used in a simple method to change the meaning of the words. The word "cooking" is used by financial journalists to express the conviction that the words are not used in a simple method to change the meaning of the words. The word "cooking" is used by financial journalists to express the conviction that the words are not used in a simple method to change the meaning of the words.

As for its reproaches and disclaimers, for all the advertisements which followed, the world as a creator and producer of goods is now at the beginning of the third phase of its existence. Mr. Churchill will answer the critics of the third phase by saying that it is the only phase of the world's existence in which the most urgent and pressing need is for the production of goods. The third phase is that time when the world is in the early stages of its existence, when the most urgent and pressing need is for the production of goods. Mr. Churchill will answer the critics of the third phase by saying that it is the only phase of the world's existence in which the most urgent and pressing need is for the production of goods. Mr. Churchill will answer the critics of the third phase by saying that it is the only phase of the world's existence in which the most urgent and pressing need is for the production of goods.

The saving of energy and money is of vital importance to the prosperity of this country. More than ever before, it is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently. It is important to use energy and money efficiently.
publicity which will disinterestedly appraise goods in the same open manner as that in which political questions are agitated and controverted.

But meanwhile we have found that advertising is not dead. And, as it is not dead, the control of advertising must remain with the advertiser, except with the seller. It is the who pays the bill who has the pen, and it is he who pays the bill who has the pen who dictators the world in the consideration of what use he shall make of the potential influence which he has in the market. And the business of the market is to sell goods. It is not necessary that he sell the goods which he advertises. But it is necessary that he sell his goods in such a manner that he shall sell his goods at such a price that he shall sell his goods in such a quantity that he shall sell his goods at such a profit that he shall sell his goods to such a number of people, and all of these results will depend upon the way that he sells his goods. And the way that he sells his goods is the key to his success.

We are reminded of Major Douglas's remark in "Social Credit" that there seemed to be a haze of advertising around the world. And we are reminded of Mr. Strachey's outburst last week, that was not more money, but less. And we are reminded of the fact that the public is not interested in the price of goods, but in the quality of goods. So it is with the advertiser. He is interested in the quality of goods, not in the price of goods.

Yet the quality of goods is what the advertiser is trying to sell. He is trying to sell the idea that his goods are the best. And if he can sell that idea, he can sell his goods at any price. And if he can sell his goods at any price, he can sell his goods to any number of people.

The advertiser is the key to the success of the economy. And the success of the economy is the key to the future of advertising.

Question Time.

N.B. Q. "Is the payment by the United Kingdom to the United States of America of certain sums of money evidence of a debt to the nation of this country? Can, it?"

The ultimate form of all international debt settlements must involve goods and services. If the repayment is monetary, it can be seen as a debt to the nation. But if it is to involve goods and services, it will be seen as a debt to the nation. The key to the understanding of this is the nature of the trade balance. If the goods and services are exported, it can be seen as a debt to the nation. But if they are imported, it can be seen as a debt to the nation.

The key to the understanding of this is the nature of the trade balance. If the goods and services are exported, it can be seen as a debt to the nation. But if they are imported, it can be seen as a debt to the nation.
Contemporary Criticism

By C. M. Greive

THE POETRY OF F. V. BRANFORD.

I may be permitted to contribute once with a volume of poetry which would in any case (as H. Mcl. himself has been the first to recognize) have been uttered it had been done at the caprice of some America, to whom, to whose work both Edw. Murl and H. Mcl. have recently referred in these columns.

Although America does have a sure intuition of its place in relation to its fore-runners and contemporaries, they know them to be quite different people, with the sacred names all always worthy of note. Poets must try to ape in this respect—but the best of the most unfailingly. Let a poet define in his poem as a whole (or to a certain great succession, and he cannot define himself exactly. I remember in this connection certain assured verses of Charles Doughty's: "I remember Pleckman." "To a Poet: A Thousand Years Hence.""

"Read out my words at night, alone." I was a poet, I was young.

And Brandford's poem against Colour Prejudice, Imperialist love, "Patriotism," "demons of contention, that enhove nations," can declare in a passage that he, who is given to a "first" voice of Georgians to an important journalistic babble—

"Against that dark Dominion the great room of suffrage and equality, Through false fields to fertile victory, In open fields of open pastures, I least and latest, watching, any yet meted."

"Greatly, greatly, would he have that might Pass like the hands of Vane, let I will."

"England invincible dreamt in the brain of God."

"With strains, committed to its serious charge, Of harmonies and truths the future grows."

"Nature and Man, the Mortal Duties; Unconquering Attitude of a Being grown.

"Blinded in haven to an end, Bearing the banner of the coming, hold on, boy."

"And the nighted sable of her poverty day," but there speaks the" "Read me, my friends", may be occasionally so loud, but he attempts to make the common man a whole, and boldly deal with integrity major issues and boldly deal with integrity major issues with the difficulties of the art today, and to-day, his failure is only the more and infinitely more virtuous than the petty triumphs of the vast majority of those contemporary Englishmen who have achieved a great reputation in the same way as Brandford goes down to fundamentals in practically every poem. Of the title poem, "Stallion", "in better times I could die, be taken in the issue of the "Stallion", suggesting the transcendent and indescribable incantation of the "Stallion" which is ready to leap from eternity into time. As the energies of the world wane the future is imagined as repulsive, as the mountains, as the environments, while the voices and lights of the earth dissolve the dissonance and darkness from which the English are released. And his second poem, "Wonderland." says, is to be taken as "Read me, my friends", that is, to read the poem...
And set against it Bradford's Novicenna Verba (in memory of Francis Thompson), with lines such as these:

For when the steep and single Beam his vital
Ray he sees with simple and divine
Through finite forms that wither in the final
Wheel, when man, Rain from worlds of Heav'n,
Then zealsof Himself, the Sacred Fire,
Not lightly rooted in man's being, Crown sanctioinal
Such a conception, however, to pertain
not to the mists of Western logic, lies a place in the thought of the Last Sermon, the Destroyer, Vishnu, the Preserver, and Brahma the Creator, divide the empire of the Breathe."


"The White Stallion" abounds in images of tremendous power. There's a certain kind of magic in the way it captures the essence of these powerful creatures. The language is rhythmic and flowing, almost like the movement of the horses themselves. This is a poem that could be enjoyed by anyone who appreciates the beauty and strength of nature.

The Theatre.

By R. R. Barber.

THE EVERYMAN RECORD—1

Early in 1919, just after the Armistice, when the London theatre generally was at its lowest ebb, a certain Sir Leopold Jacobson took an idea. He bought the Theatre building office near the British Museum with the determination and perseverance and confidence of starting an Art Theatre company there. Now, he was an old hand in the theatre, and his enthusiasm for the project was infectious. He had formed his own idea of what theatre should be and how it should be done, and he was determined to make it work. He knew that he had to have a good script to get people interested. So, he went out and found one. It was called "The White Stallion," and it was a great success. It ran for several months and was seen by thousands of people. It was a turning point in the history of the theatre company. From then on, they went from strength to strength, and their shows became more and more popular. They added other shows to their repertoire, and the company grew and expanded. Eventually, they became one of the most successful theatre companies in London. It was a great achievement, and it showed that with determination and hard work, anything is possible.
LETTERS TO THE EDITOR.

"THE SINGLE TONGUE."  

SIR,—I sincerely hope that all subscribers to THE NEW AGE who have been taking two copies regularly will continue to do so at the increased price. It is only right that we should be in a position to meet the line, and it is the only way of keeping ourselves out of the war. I am therefore glad to hear that the line is still open to us and that we can continue to send our subscriptions to the line. Whether or not the war should break out, there is no question but that this line will be of great importance to us. It is a great privilege to be a part of the line and I am sure that we will all do our part to keep it open.

The war has been going on for some time and it is becoming more and more difficult to keep the line open. But I am glad to hear that the line is still open and that we can continue to send our subscriptions to the line. The war has been going on for some time and it is becoming more and more difficult to keep the line open. But I am glad to hear that the line is still open and that we can continue to send our subscriptions to the line. The war has been going on for some time and it is becoming more and more difficult to keep the line open. But I am glad to hear that the line is still open and that we can continue to send our subscriptions to the line.

SIR,—I am writing to you to express my opinion on the matter of the war and the line. I think that it is a great privilege to be a part of the line and I am sure that we will all do our part to keep it open.

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* BRIGHTON—T. E. Whittam, Stanford House, Stanford avenue.
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WORTH—F. G. Davies, 47, Hillmarten.
WYTHENSHAWE—W. M. Burton, Mendip Cottages, Off Whiteley Road, Wythenshawe, Salford.
Acting Secretary of the Central (London) Committee.
ARTHUR BRENTHAM, 79, High Holborn, W.C.I.

SOUTH AFRICA—A. Steidman, Hon. Sec., South Africa Social Credit Movement, P.O. Box 34, Johannesburg.
CANADA—The United Farmers of Alberta, of Longbredge, Calgary, Alberta, are willing to accept subscriptions from Canada, and may sometimes be able to touch with people interested in the Social Credit Proposals. In this last connexion the Editor of the Ottawa "Citizen," Ottawa, would doubtless advise correspondents.

DIRECTORY
Names and addresses of Social Credit Activists or Adherents who are willing to answer queries on the subject or who would be pleased to exchange views with others similarly interested. (This list is supplementary to that of the local secretaries of the Movement given on this page.)

BROOK, A. J., 70, Mandeville Road, Paddington, W. 8.
DULACON, R. G. S., 9, Mortenhorne Road, Wickersley, Yorks.
MANNINGHAM, C. F., 37, Calne Street, S.W. 7.
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July 24, 1924

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