

## PAUL WINKLER-LEERS:

We German commercial artists welcome the "Reklameschau 1929" as the first exhibition instituted in common by the German publicity leagues and leading firms of the advertising world in as much as these are united in the National Association for the German Advertising Fair.

In agreement with the directors of the National Association, who have fulfilled their task so excellently and purposefully, we regard as the pre-eminent purpose of the Reklameschau that it should advertise German advertising, create closer relations between users and providers of advertisements, and bring them into contact with the special interests of individual groups, representing the combined creative forces of German publicity—whether of an artistic, scientific, organisatory or technical nature.

Within the limits of this common end in view, we commercial graphic artists and publicity artists wish to point out the economic necessity and cultural obligation to insist that due attention be paid to the artistic form of all aids to advertising.



PAUL WINKLER-LEERS

1. Vorsitzender des Bundes Deutscher  
Gebrauchsgraphiker

President of the Society  
German Commercial Artists

## CARL FÜRNEISEN:

Die wirtschaftliche Entwicklung und die Entwicklung der Reklame sind eins. Die Entwicklung der Reklame bedeutet aber nicht ihre Vermehrung, sondern vielmehr ein Nachdenken über die Richtigkeit ihrer Grundprinzipien und Methoden. Aus diesem Grunde hat die Reklameschau eine ganz besondere Bedeutung, denn sie soll Aufschluß darüber geben, welches die richtigen Wege zum Kunden sind. Daran mitzuhelfen ist Aufgabe aller, denn alle sind entweder Subjekt oder Objekt der Reklame.

Economic development and the development of advertising are one. The development of advertising, however, does not mean a quantitative increase, but reflective consideration as to the correctness of its fundamental principles and methods. This gives the Advertising Exhibition its especial significance, for it is intended to show us the right way to the customer. We must all lend a helping hand in this, for we are all either subject or object of advertisement.



CARL FÜRNEISEN

Geschäftsführendes Vorstandsmitglied des  
Reichsverbandes Deutsche Reklamemesse

Acting Member of the Managing Committee,  
State Association for the German Advertising Fair