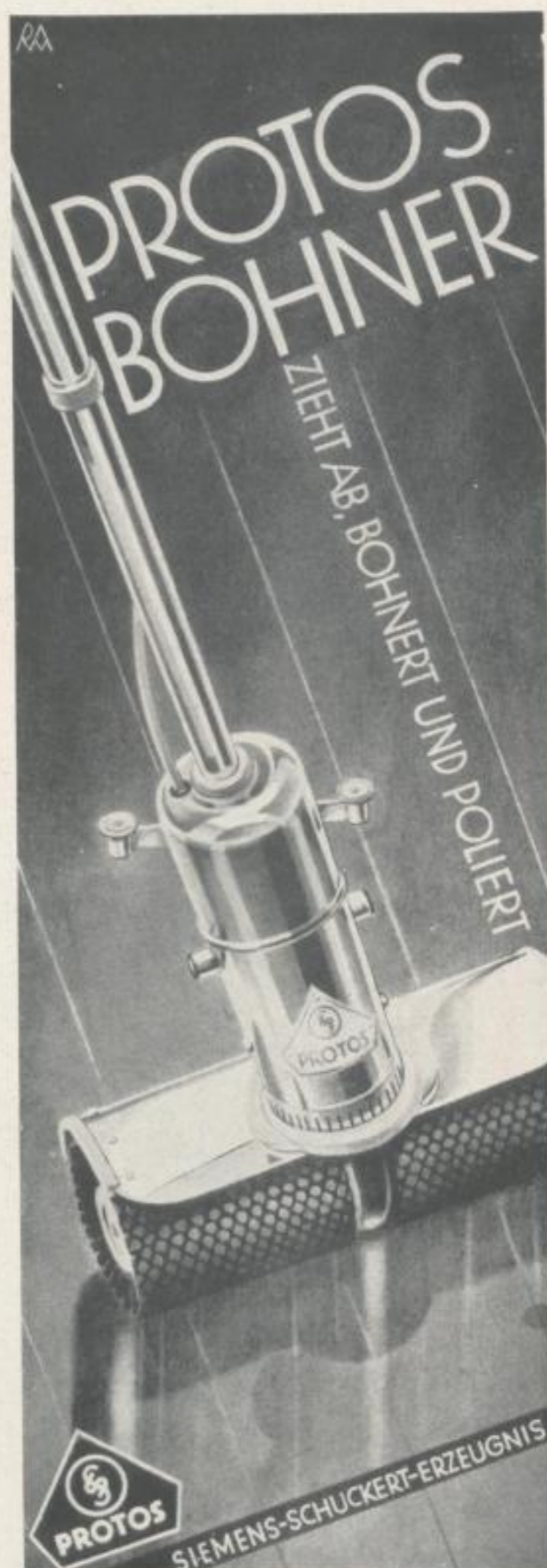


W A L T E R N E H M E R

The result was satisfactory only in the rarest cases. In most of the advertisements one never loses the feeling that they have been set up and carried out according to the ideas and wishes of directors, and with a view to meeting with their approval, since the arguments calculated to stimulate and encourage a market for the goods are almost entirely lacking.

Here we reproduce a selection of the most various advertising matter got up by the firm of Siemens-Schuckert, in which all the demands of modern advertising have duly been taken into account. In spite of all objectivity, especial stress has been laid upon things which appeal directly to the public and create an atmosphere favorable to reception.

The principal credit for this successful advertising is due to Chief Engineer Heinzenberg and Ernst Semmler, director of the studios. Trans. E. T. Scheffauer.



R U D O L F A L L N E R