

## A MANUFACTURER OF RAW MATERIALS MAKES PROPAGANDA FOR FINISHED GOODS

The I.G. Farben A.G. sect. artificial silk manufactures the raw material, that is to say, the threads for Agfa-Travis artificial silk. This company delivers this thread to weavers and cloth-makers.

The interesting point about the Agfa publicity campaign is that no attempt is made to increase sales by making propaganda for the company's raw products; the company reaches out over the heads of weavers and cloth-makers and makes publicity for the finished product.

A demonstration on a large scale in the Karstadt department store in Berlin gives us an opportunity of passing such a publicity campaign in review:



Das Publikum folgte allen diesen Vorführungen mit größtem Interesse 4

The public followed all these demonstrations with the greatest interest



Sämtliche Möglichkeiten der Verwendung der Agfa-Travis wurden erläutert 5

Every possible method of using these fabrics was demonstrated



An großen Hängedekorationen demonstrierte man die Vorzüge des Stoffes im Faltenwurf 6

Hanging draperies on a large scale were used to show the possibilities of the silk when allowed to fall in folds

