

was undertaken without sufficient knowledge of the German market, as repeatedly German firms have tried to bring out a liquid skin cream, which did not appeal to the public.

As for fine colour work and half-tone reproduction, you will not find these up to the best standards known to advertising. Newspaper printing is oftentimes disappointing. Advertisers, too, should not forget that space employed is usually smaller. That is an important point for those who would standardize their layouts for foreign advertising, especially when one considers that translation into the vernacular requires 25 per cent to 30 per cent more space.

HOLLAND

As a general rule the bulk of newspaper and periodical publishers are loath to submit

circulation records. Some give average estimates. Others, none. "De Telegraaf" with an audited circulation of 110 000 and the workers' paper "De Courant-Nieuws van den Dag" with 254 000 circulation, are principally the larger circulation controlled papers. Foreign art work has met with little success in Holland, having practically no "pull" or appeal to the Dutch mind. A tip, which I have learned by actual experience, is not to give a complete English text for translation, but rather give general ideas and points, so that the advertisement can be worked out by the Dutch advertising expert freely in his mother tongue.

ITALY

Our newspapers and periodicals, mostly do not provide advertisers with audited statements. While many claim to have a wide circulation "Corriere Della Sera" and the weekly "Domenica Del Corriere" may be accepted as among those reaching extended territories.

Art and layout may be standardized in Italy if allowance is made for the various newspaper sizes. Gillette, Palmolive, Chrysler, and others, employ electros of ads used in their foreign advertisements, I notice.

SPAIN

Although independent control of



Poster
Design Sepp Semar
Kaiserslautern

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