



Poster
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circulation figures is not customary in this country, many of the publications are willing to submit their circulation records for check-up.

There appears to be no reason why art and layout cannot be standardized, allowing of course for the Spanish love of art and colour, their temperament, sensibilities, etc. It may be noted, however, that there is little advertising done in Spain by the Spanish themselves. They are not, generally, prone to exploiting their products, preferring to be sought out rather than seeking.

SWEDEN

Newspapers and periodicals in Sweden are, in the main, providing advertisers with statements of circulation. Most papers have their figures checked by a Notary Public, some for the whole printed edition and others for the sub-

scribers' edition only. An advertiser can himself, or through the Advertisers Association, have the figures verified at the respective newspaper offices. It appears that the tendency is more and more to provide the advertisers with dependable records.

If the art and layout of an advertisement are of an international nature, appreciable everywhere irrespective of nationality and local conditions, it can certainly be used also in Sweden.

SWITZERLAND

Newspapers and other periodicals in Switzerland having a wide circulation provide advertisers with statement of exact circulation. They submit their circulation records to the "Schweizer Reklameverband" (Swiss Advertising Association). This association acts as a neutral agency and verifies the statements submitted by the various newspaper editors.

The standardization of advertising may also be difficult on account of the fact that sizes of newspapers and column spaces very much differ.