

ERWIN HALM

ADVERTISING BY LIGHT

TECHNIQUE AND PRACTICE FOR THE CLIENT

It has already been proclaimed in all possible variations that illuminative advertising has become indispensable. There is no lack of examples, good and bad, from at home and abroad. But how many of those who put such an illuminative plant in commission—not excepting the advertising chiefs—are well up in the rudimentary practical and technical preliminaries for the setting-up of such a plant? Only the few exceptions that serve to prove the rule. When the first bill for current and bulbs came in, many must have had their eyes opened. In return the costly plant often closed its eyes of light “for the present” until it fell into decay. A great deal may be written about illuminative advertising: but very few practical hints are among this material.

On the big business frontages which serve a number of firms, light advertising sometimes presents itself which is so uniformly ineffective that we shall hardly find its like in feebleness in the advertisement pages of a second-class magazine.

We cannot leave everything to the contractors and engineers. The contractor merely arranges to have the thing done. He has no workshops of his own. He arranges for plumbers, painters,

Warenhaus
Tietz, Berlin
Alexanderplatz
Beleuchtung für
Weiße Woche
(Glühlampen)

Tietz store,
Berlin,
Alexanderplatz
Illumination for
“White Week”
(Electric bulbs)

