

PLAN DER STADT DÜSSELDORF



ADRESSBUCH DER STADT DÜSSELDORF
VERLAG L. SCHWANN, DÜSSELDORF

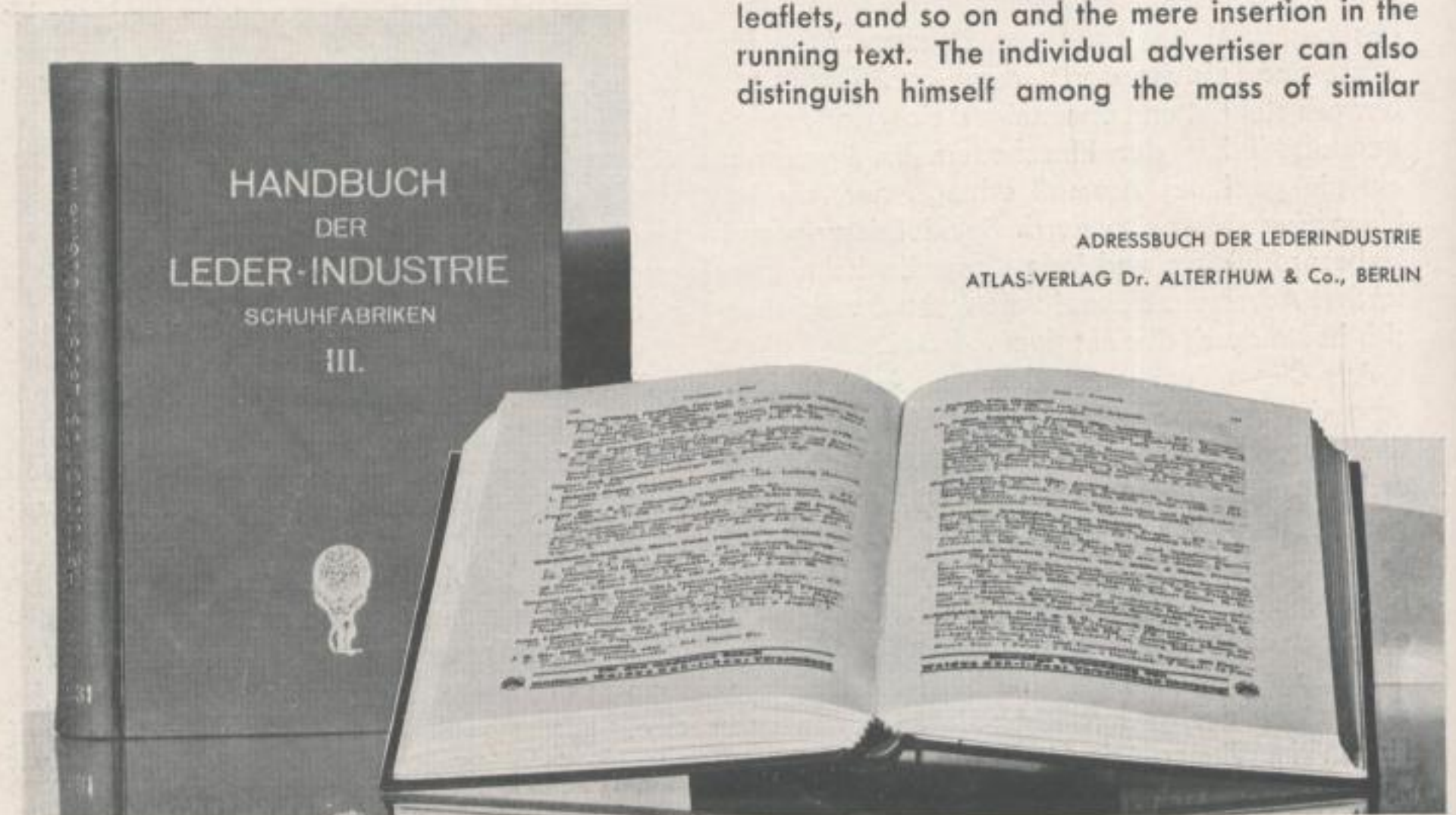
Verwendbarkeit steigert sich, je feiner die Gliederung und je weitgehender die Einzelangaben sind. Moderne Fachadressbücher oder die sogenannten firmenkundlichen Adressbücher bieten nicht nur jede wünschenswerte Auskunft über Struktur und Aufbau der Unternehmen. Durch Angaben über die Produktionskapazität und die maschinelle Ausrüstung der Einzelbetriebe sind sie sogar beachtliche Hilfsmittel für marktanalytische Vorarbeiten geworden.

in the branch directory in which each firm is gathered into the specialised group to which it belongs. The finer the distinctions are drawn, the more comprehensive the individual details given, the more useful the directory will prove. Modern trade directories or the so-called informatory branch directories not only provide every possible information as to the structure and building-up of the enterprise in question, since they also offer information as to the capacity of production and the technical apparatus possessed by the individual firms, they have even become valuable auxiliaries for preliminary work in market analyses.

Thus it cannot be doubted that a good directory is a valuable instrument for the advertiser and at the same time it must be clear that it must also be an excellent medium for certain forms of advertising. The preliminary factor of its being an object in frequent use is fulfilled and at the same time it is equally obvious that an advertisement in the directory cannot fail to attract the desired notice. Directories get bought, and the man who has once paid down the purchase money also means to make use of the book.

Now comes the question: to what extent can the directory serve as an advertising medium?

Objectively, a distinction must be made between the purely publicistic advertisement which consists of setting the firm name in particularly good positions, on covers, end-pages, enclosed leaflets, and so on and the mere insertion in the running text. The individual advertiser can also distinguish himself among the mass of similar



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