



Buchausgaben Deutsche Bilder

Books of German Art and German Technics

to other points of view and different attitudes exposes the advertiser to dangers which must not be under-estimated. In trying to give the Americans a taste for Germany by appealing to them in would-be American fashion, it may easily happen that they may disgustedly refuse to take any interest in such a Germany. The reason is that the advertiser had based his idea of the American point of view upon misleading platitudes, generalities and hasty impressions and by acting upon such premises he had distorted the vision of his own country until it became unrecognizable and even trivial. The American, like every foreign visitor to Germany, wants precisely something that is typically German and not a mere impression of the periphery, cut to his presumptive measure. The German Railroads C. O. usually avoids such pitfalls by calling in the aid of the modern photograph, which, as an international and relatively objective means of advertising, has the world at its feet. Thus particular value was set upon the accumulation of an extensive collection of pictorial material, from which the international press could be kept supplied as well as railroad depots, public buildings and so on. It would be very desirable, in this connection, to make use of the best work of modern masters of topical photography; for the recognition of the propagandistic value of the photo and its increased popularity has created an exacting public and rendered the over-indulged beholder impervious to all impressions which are not distinctly above the average.