

It is worthy of special notice that the German Railroads C. O. did effective advertising in the classic lands of sport with special folders on canoe trips, tennis, winter sports and so on, before the importance of sport as a factor in advertising had been generally recognised in Germany. A particularly effective form of propaganda was achieved by the specialisation of numerous polyglot prospectuses on the most various special themes (Native Costumes, Art Treasures, Intellectual Life, etc., etc.), these being illustrated by some well-known artist—such as Ludwig Hohlwein. The film has of course been pressed into service; of 85 pictures, 15 were talkies; nearly a quarter of a million performances have been given, 137 000 in American cinemas.

Then there are posters in many colors for hoarding display, posters as tasteful decoration for interior use in intaglio printing with suitable text material in fourteen languages for use as indirect press propagando—a repertoire which has the advantage of being put to use by a central organisation according to practical considerations. Other countries may have reached a higher level in particular branches of advertising applied to their individual uses, but one must not forget the great significance of tourist traffic to their national budget—but to develop this tourist traffic in the best sense into a factor of continually increasing importance for German economic life is the task attempted and so successfully carried out by Councillor Krauss, head of the German Railroads Central Organisation for German Tourist Traffic.

2 Plakate

WILLY DZUBAS

AXTER-HEUTLAS

2 Posters

