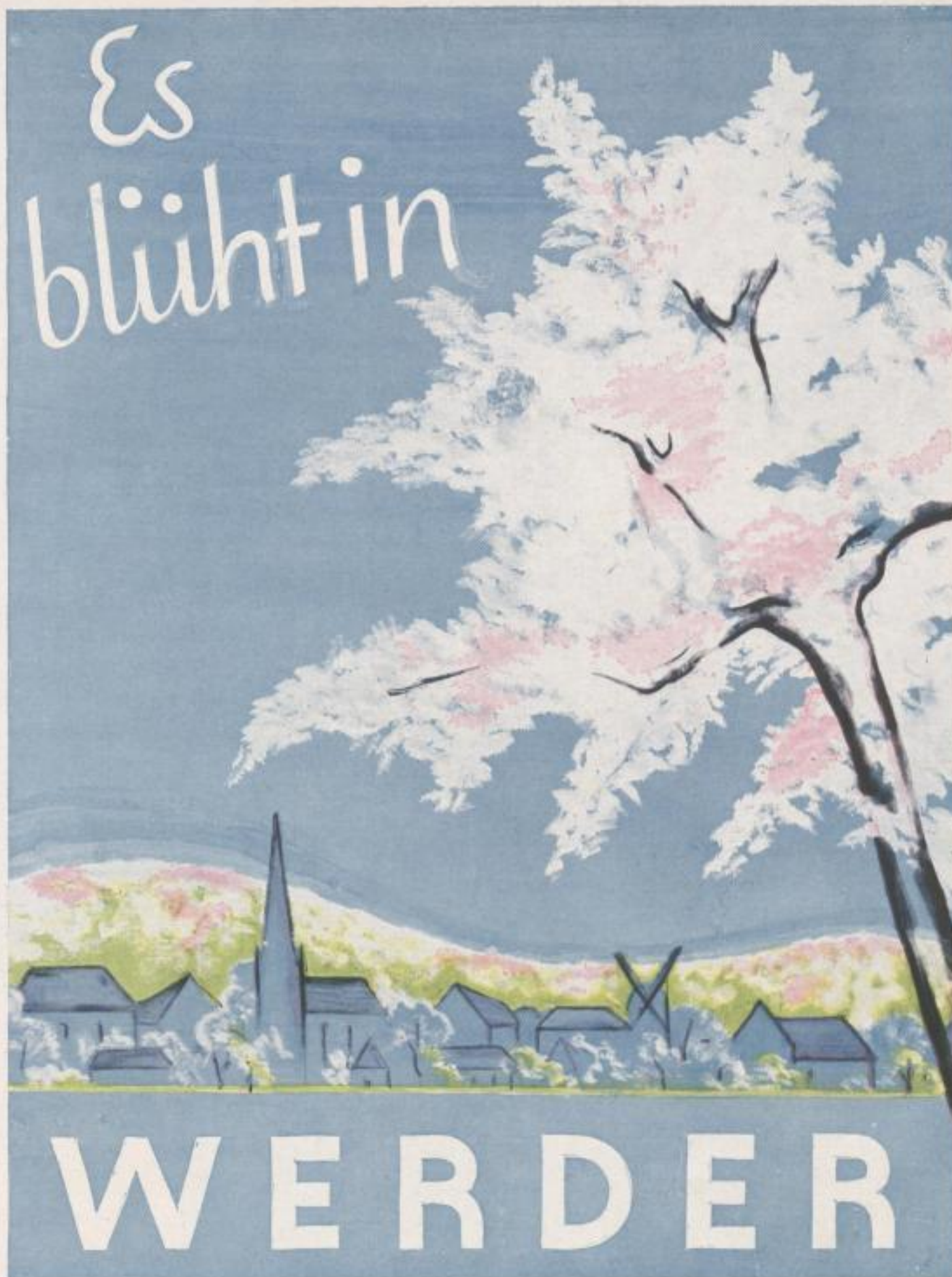


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Berlin



BLOSSOM - TIME IN WERDER

We show here some results of an interesting experiment in propaganda made by the United National Schools for Fine and Applied Arts in Berlin. Blossom-time in Werder is the signal to every man, woman and child in Berlin that spring has begun outside the grey walls of the great city and the city-dwellers migrate in their hundred thousands to behold this wonder of nature. Naturally, as always in such cases, the amusement industry has done its best to divert this stream of traffic in its own interests. But, as is the case with all events which have ancient traditions behind them, advertising is bad and neglected. The traffic companies and proprietors of inns and coffee-houses who profit from the stream of traffic are content with what usage and tradition bring to their nets. The possibility that advertising might attract still greater numbers is hardly considered. This makes the experiment all the more interesting of setting the pupils of a class in commercial art to take such advertising in hand. The director of this problem was Professor Ernst