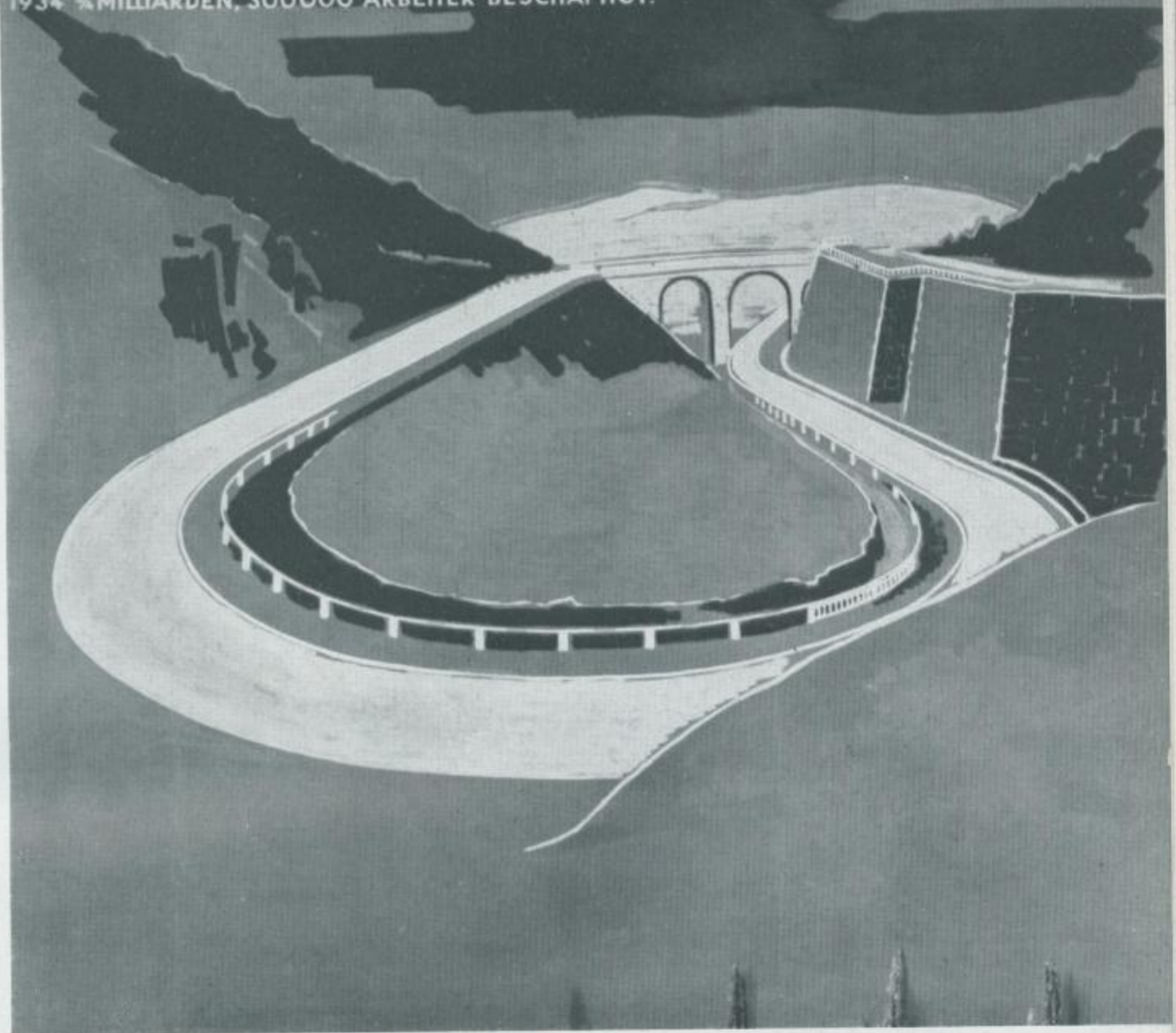


Decorative  
Mural-Painting for  
an exhibition

# Straßenbau

DEUTSCHES STRASSENNETZ 220000 km. AUFWENDUNG IM JAHR 500 MILLIONEN  
REICHAUTOBAHNEN, GEPLANT UND IM BAU 7000 km. (2 MILLIARDEN)  
1934 ¼ MILLIARDEN, 300000 ARBEITER BESCHÄFTIGT.



## J A C O B

In the endeavour to make a picture as striking and attractive as possible there is also implicit the endeavour to achieve a clean piece of work, as true to style as possible. Even in details, Felix Jacob remains faithful to the purpose which the work he is momentarily engaged upon is destined to serve. He is a man fertile in ideas and their core is always this unquestioned fidelity to purpose. If the aim of an exhibition stand is to show the uses of concrete, Felix Jacob understands how to demonstrate the concrete so that it not only has a decorative effect but is an impressive representation of the stuff itself. In Jacob's own words, it must positively smell of concrete, even if the actual substance does not once come into play.

On such stands at technical exhibitions models are made so comprehensible to the visitor and even demonstrated in detail, that it arouses the curiosity of the expert. The course of development is always interesting, but it is not always easy to demonstrate it so that it shall be at once correct and attractive. Jacob tries to do without the usual requisites, all to the benefit of the exhibit, relying