



SHELL-RIVER MAPS

There seems to be a revival of the art of map-drawing in Germany of late. In by-gone centuries the cultivation of artistically designed maps of a high standard of draughtsmanship and execution brought cartography to a pitch of aesthetic excellence that has been lost in later decades. But with the latter-day interest in scenery comes a quickening of interest in this fascinating branch of applied art. It has also been turned to account in advertising — particularly for holiday and health-resorts but also by some firms for publicity purposes. The Shell Works, for instance, have brought out a series of maps of a very high standard. They were designed by Professor Werner Peiner, a painter in the new romantic style, who is specially fitted for this task. He has achieved in design, colouring and idea a romantic type of map that reflects the romance of the country-side and the newly-discovered romance of the road. The result is a most practical, combined advertisement for both country-side and firm, seeing the latter deals in a commodity used for transport. Kasimir Edschmid is responsible for the text describing each stretch of country, its towns and motor-roads. This series, comprising 15 maps of rivers and mountains, is a work of equally high artistic and advertising merit, and as such a masterpiece of commercial art.

Transl. by E. L. W-Williams.