

advertising art, a good general attitude, above the average in quality, must be an aim worth striving for, the exhibition provided a sectional view of all spheres of advertising art.

The basis of the archives is formed by about 3,000 works from all spheres, systematically arranged according to technical spheres. The members of the vocational estate are obliged by an order to send to the archives after the conclusion of each business year the three best specimens of their work during that period. In this way systematic constructive work will make it possible to provide the public with access to archives where the material makes it possible to obtain a complete survey of the activities of the German advertising artists at any time. All employers, whether the State, municipal authorities or industrial firms, can examine the records and obtain an exact idea of the method of work of the individual artists.

Small exhibitions dealing with special spheres of German advertising art can be arranged in the shortest time on request and placed at the disposal of interested associations.

The fulfilment of a wish long entertained in all advertising circles has thus been brought nearer in Germany in the domain of advertising.

Transl. by W. L. Campbell.

AN EXHIBITION AS THE BASIS OF ARTIST'S ARCHIVES



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