

"GERMAN ADVERTISING"

EXHIBITION IN ESSEN, FROM SEPT. 26TH TO OCT. 11TH, 1936

The exhibition "German Advertising" that has been organized in Essen, in Germany's largest industrial region, will be opened as a conclusion of the meeting in Berlin from September 21st to 27th of the delegates of the Continental Advertising Association, who will represent sixteen European countries. This exhibition will be of manifold interest especially for the European visitor. Here for the first time there will be an opportunity of observing the developments in advertising resulting from the new legislation in Germany. It is well known that in this country a new type of advertising has begun in all spheres, so that the European visitor may approach these new manifestations with all the more lively curiosity.

In the Essen Exhibition, in addition to the other branches of advertising, business advertising will be comprehensively represented. There will be a display of examples and achievements of the advertising profession and of the younger generation in it, in which the different departments will be shown at work (advertising department, advertising adviser's office, window-display construction room, advertising artist's studio, sign-painter's workshop, etc.). The display of means of advertising occupies an important place. In this connection mention may be made of the different forms, manufacture and distribution, the manufacturers and the marketing firms.

Since the press possesses in its advertising section one of the most important means of advertising, special attention will be paid to newspaper advertisements, posters, circulars, advertising signets and other means of this type. The function of the shop-window as an artistically effective means of advertising with the power of attracting the masses, will be demonstrated by from 20 to 30 fully decorated windows. This means of advertising is specially characteristic of the retail trade, handicraft and department stores. The manufacturers of shop-window fittings, shop-window decorators and displays of working materials complete the whole. A full-scale model shop from the advertising point of view will be constructed, as it should be arranged to be effective.

Advertising is done not only in the day-time, but also at night. For this purpose electric light advertising will occupy much space at the Essen Exhibition. On the grounds belonging to the exhibition, self-contained advertising structures and poster-pillars will be on view, and a comprehensive section will demonstrate the packing of goods and its importance for advertising. Advertisers can here judge the effect of the gratis coupon system.

But not only are the various means of advertising to be shown as independent branches: a sample show will illustrate the possibilities of advertising by individual firms and concerns, such as industries, trades, handicrafts, tourist organizations, towns, spas and health resorts. Since not only the individual advertising of a particular firm or undertaking is of importance for business, joint advertising will also occupy a prominent place. It is recognized that this form of advertising is prompted by the idea of giving a product publicity, quite apart from the question of who manufactured it.

In general it may be said that the Advertising Exhibition in Essen will prove a tremendous attraction for every European delegate of the Continental Advertising Association.

Transl. by W. L. Campbell.

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A NEW FORM OF GERMAN ADVERTISING