



NORWEGEN

DIE HEIMAT DES SKISPORTES

Norwegisches Verkehrsplakat

Norwegian tourist traffic poster



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style of the advertisements. It may be asked how a better way of doing things could be found.

Wherever these remarks are taken seriously, a personal question must arise, for whenever anyone has done something the wrong way for years, he naturally thinks he is an expert whose opinion is unshakable. We would all consider it is a paradox if anyone was to think of having a concert by a philharmonic orchestra conducted by the business manager. In this case everybody knows that the ability to distinguish between good and bad music is not enough to enable the individual to be a conductor. In advertising too it is not sufficient to employ good soloists, for the art director must be just as capable in his own sphere as the conductor of an orchestra. He must know the instruments in his orchestra, he must be able to correct every soloist and show him what to do, and he ought to develop a style of his own—in short, he ought to be a conductor. But these functions can never be exercised by anyone who is not able to give formal expression to an advertising idea with his own hand.

Translated by W. L. Campbell