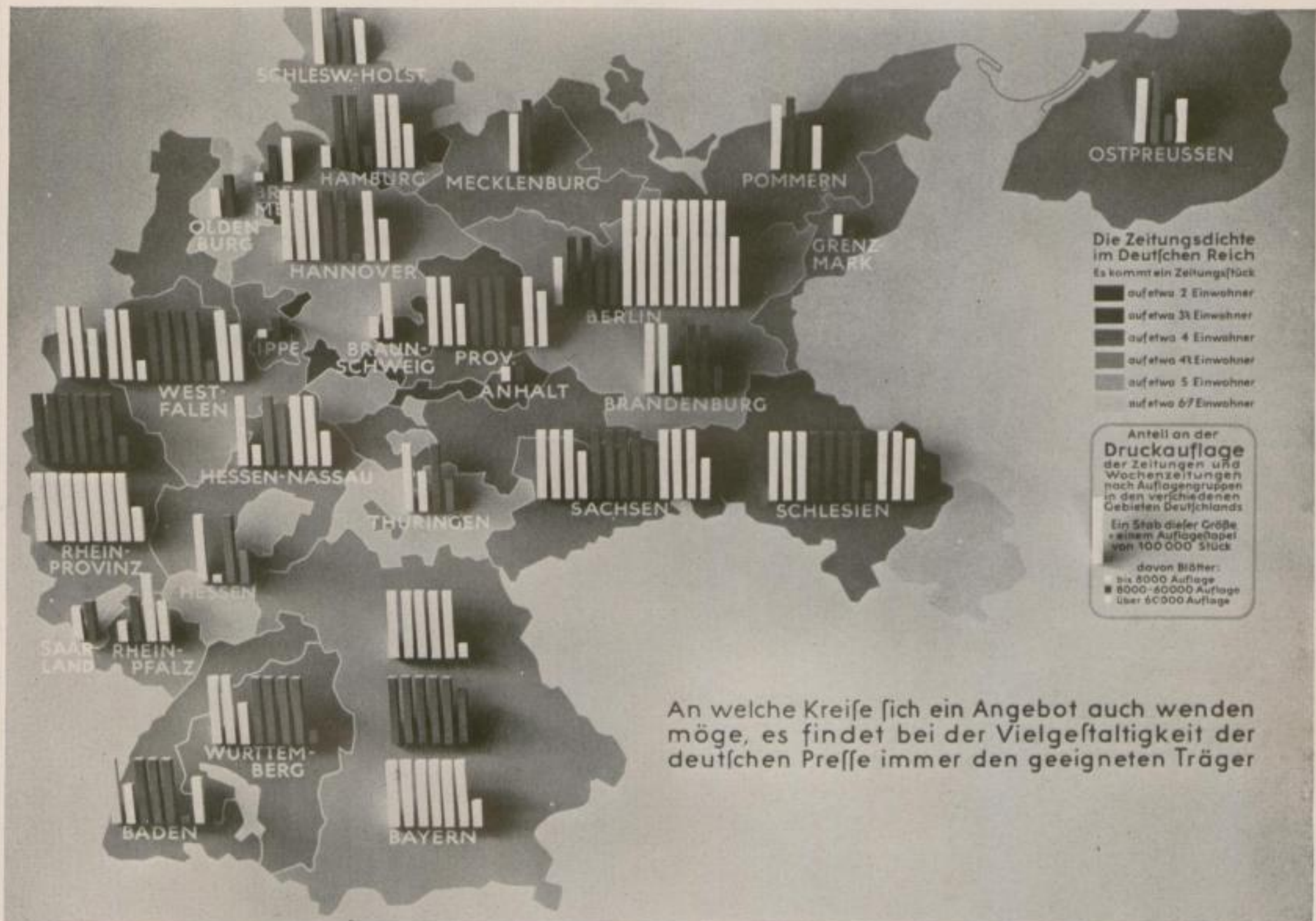


the press, and their national economic functions, after which comes the first section which is devoted to a detailed representation of the process of the evolution of an advertisement, from the first idea, the arrangement of the text and form, to the stage when it is ready for reproduction in print. The second section provides a very instructive illustration of the points of view from which the systematic course of an advertising campaign must be conducted, while the third section is exclusively devoted to the important subject of the supervision of success. The by no means easy task of making an effective exhibition of the facts dealt with, most of which are scientifically theoretical, was

Statistische Darstellung des Verbreitungsgebiets der deutschen Presse



Statistical representation of the sphere of dissemination of the German press

brilliantly solved by E. Juda, the advertising expert entrusted with the organization and technical arrangement of this show, thanks to his ample, practical, professional experience. In close co-operation with him, the copy-writer A. E. Pariselle wrote the cleverly worded texts and explanations, while the graphic artist W. Riemer, who was in charge of the arrangement of the rooms and the graphic side of the exhibition, was most successful in producing a representation in a pictorially animated form of processes of which the actual conception cannot be visualized.

Translated by W. L. Campbell