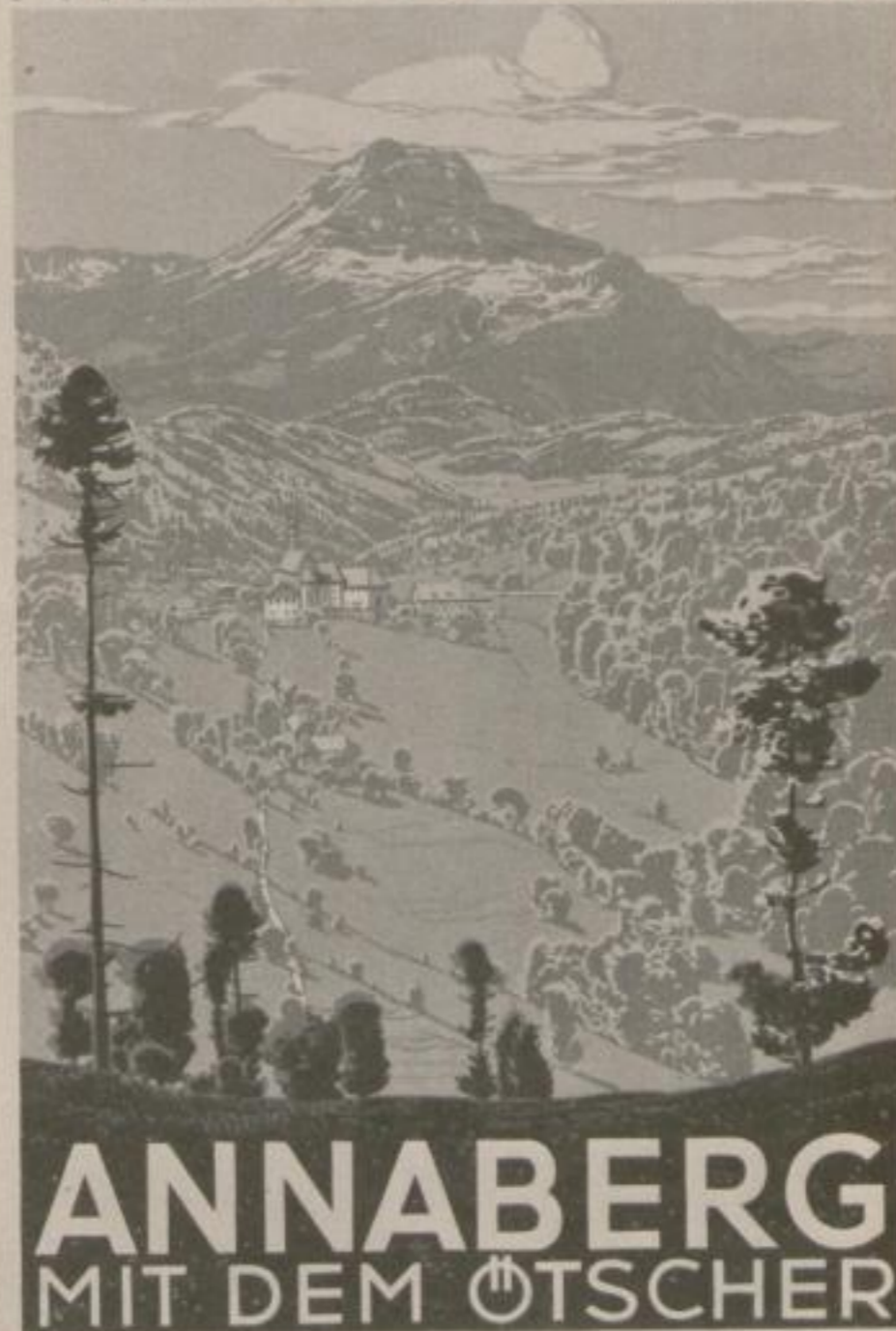


associations and the German Railways, and which are suited to the character of our periodical will serve to document the common aims of the two separate publicity campaigns. For the slogan "encourage travel in the Ostmark" is made more vigorous, more vivid, when accompanied by striking and stimulating pictures of the

Plakate



NIEDERDONAU



Posters

country's natural beauties, which completely put in the shade all other arguments of appeal. It has been found time and again that the strongest, most convincing appeal is made by pictures of glorious Austrian scenery with the soaring peaks of its mighty mountains clad in the changing garb of the seasons as they come and go, and offering enticing possibilities to lovers of sports. Then again in such publicity good use can be made of folk-customs, or of the flora of the alpine