



*Eigene
neuzeitliche Forschungsinstitute*

inmitten ausgedehnter Werkanlagen sorgen in steter verantwortungsbewußter Arbeit für die wissenschaftliche Unterbauung und die Weiterentwicklung der Produktion.

CHEMISCHE FABRIK
E. MERCK
DARMSTADT

TRADITION
A CHEMICAL FACTORY'S
ADVERTISEMENTS

E. Merck, the founder of the famous Chemical Works in Darmstadt was a scientist whose valuable research work greatly influenced the direction in which Germany's chemico-pharmaceutical industry developed. This idea is embodied in a typical series of the Firm's advertisements reproduced in the current issue. A few of the most important stages in the Work's history are depicted here and are useful in demonstrating to the reader how the world reputation of German chemicals and medicaments is based on serious scientific research. Heinrich Schroeder was responsible for the entire typographical work of the advertisements which were executed in the M. Du Schauberg Studio in Cologne. Some good scraper board work by the graphic artist Weisshaar is seen in the distinctive portraits. The other advertisements were designed by Ulrich Hallerstedte a graphic artist whose work is chiefly in the Firm's own studio. Trl. by Fl. Salmond-Volkmann