

# Shall New York City Advertise by Posters?

Moral Pointed in Experience of German and American Cities That Have Tried Plan



250th ANNIVERSARY CELEBRATION  
NEWARK NEW JERSEY  
MAY - OCTOBER - 1916

PRIZE POSTER TO COMMEMORATE TWO HUNDRED AND FIFTIETH ANNIVERSARY OF NEWARK, N. J.

NEWARK will in a short time celebrate her 250th anniversary as a municipality, and she is going to let the world know about it in a way almost wholly new to American cities. To tell about her advantages as a home and business centre and to call the attention of people generally to her coming celebration she has taken a lesson from the cities of modern Germany, which for a long time have spread knowledge of their resources and beauties by the shrewd and effective use of the graphic poster, one of the most powerful elements of twentieth century publicity.

To accomplish her purpose Newark instituted a competition in which the leading poster artists of the country were invited to take part. Two hundred and thirty designs were submitted. The first prize was \$1,000 and the second \$500 and there was a special prize of \$300. The awards were made last fall. There have been public exhibitions of the designs in Newark, New York, Boston and other cities. The ever vigilant municipalities of the West have shown special interest in the Newark posters.

And now we come to the moral in the story, as it bears upon the city of New York. It is pointed out by Arthur Wiener, who is an authority in regard to the use and development of the poster and was a member of the board of judges of Newark's competition.

"You ask me," said Mr. Wiener, "what Newark's fine and novel plan may teach other American municipalities. That is very easy to answer.

"First of all it proves that Newark has the desire to do a good thing in the right way which cannot be said of all American municipalities. It shows a remarkable enterprise highly worthy of imitation, and the result, which has awakened the interest of the entire country, will certainly warrant the effort.

"Although the interest may at present be primarily in the outcome of the poster contest, it inevitably causes the public at large to think

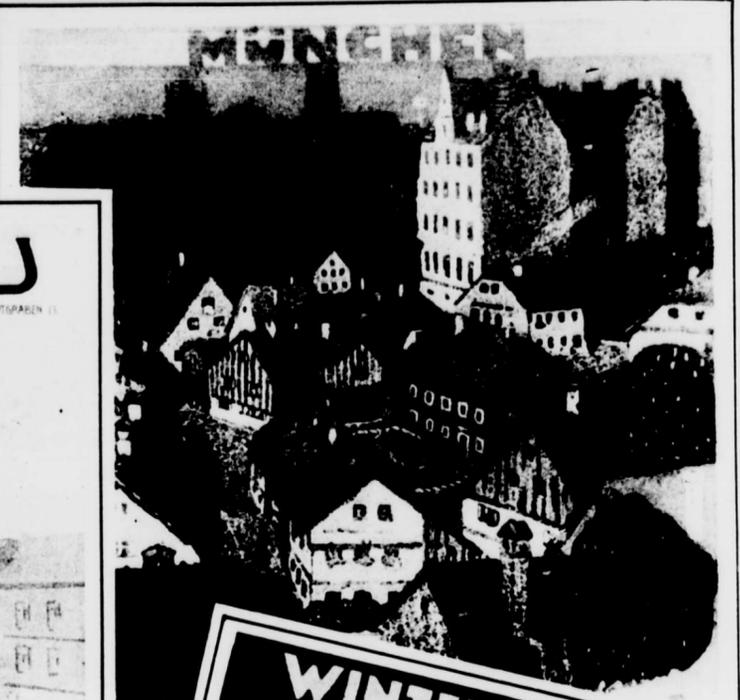
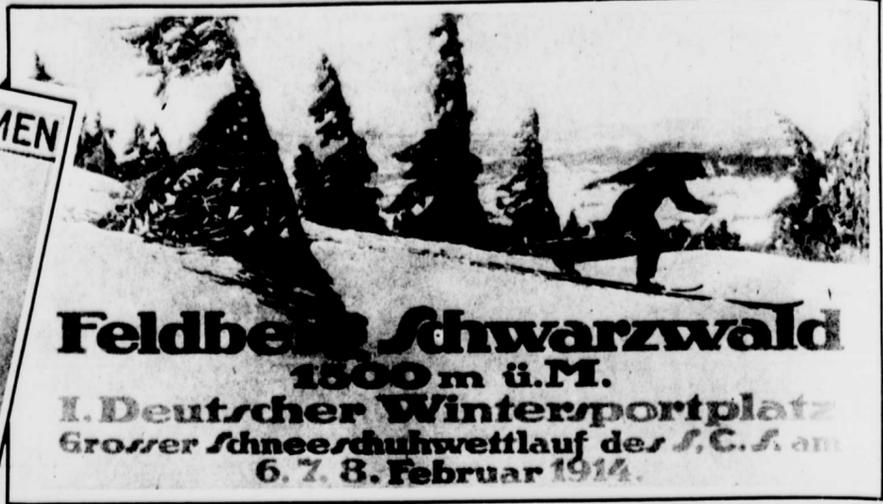
and speak of Newark. And if that is the case now what will not be the tremendous effect when Newark's campaign poster, chosen from among the work of the most highly qualified talent in the land, is set upon its travels from coast to coast to bring to the eye of the American people and to impress vividly upon their imagination the advantage of the city of Newark? Will not Newark, placed thus inescapably upon the billboards of the country, be put anew upon the map?

"Let us consider the city of New York. The papers have printed much about its enormous indebtedness. It seems to me that the administration of a municipality like New York has a wonderful opportunity to get all the money it needs and a very great deal more by making this metropolis, with its marvellous situation, the greatest summer and winter resort of the whole United States.

"Perhaps you will allow me as a European to say that Europe can here be the teacher even of resourceful New York. In what way? Have the city take hold of all the ocean front and lay it out so that it will be the beauty spot of New York. Let the city provide hotels which will be so comfortable and so attractive that they will be the talk of the country. Arrange here music festivals which no place in the world can bring about with more completeness, because no other city on the face of the globe has so much superb talent assembled together.

"Introduce, with the support of the railroads and other transportation arteries, the healthful winter sports, in the pursuit of which Europe and nearby Canada excel. Arrange all these things and a hundred others which could easily be pointed out and you will make New York what it should be, not only the greatest and most interesting resort in the world, but the richest as well.

"And this is where Newark teaches a lesson to New York. What a wonderful story it could tell to the length and breadth of America and to the nations of the earth as well by sending everywhere as messengers of the pleasures and benefits to be found within its borders graphic, gripping posters of the modern school, such as



POSTERS USED TO ADVERTISE ADVANTAGES AND ATTRACTIONS OF GERMAN CITIES.