

THE BLACK BACKGROUND OF THE ADVERTISEMENT

YES, a most peculiar fate has overtaken me: In No. 4 of this periodical I took up a certain attitude in the matter of black surfaces in the daily press. Up to the present we had considered these as a typical German contingency, but now we also observe in the American press an increasing tendency to use black backgrounds—limited, to be sure, only to periodicals printed on good paper. Our magazine also presents certain specimens demonstrating how these black surfaces are treated in the daily press, by converting them into a gray by means of a coarse grain or screen so that they may be printed with the proper effect upon the poor paper used by newspapers. As far as America is concerned the coming into vogue of these black backgrounds is a natural



**"the winds are the
warning," says Marie Earle
specialist in faces.**



if you had fifty faces

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Advertiser: Marie Earle, Beauty Shop

reaction against the white backgrounds which have hitherto been in use, but quite apart from this: there is no other law of expediency in advertising art than this: an advertisement must look well, achieve a good effect and make its appeal. We must therefore uphold to the fullest the point of view expressed in No. 4: the black background is an impossibility in the daily newspaper. On the other hand, periodicals with more careful printing and better paper may often use the black surface with considerable effect.

TRANSLATED BY H. G. S.