


**ENJOY THE
 THRILL OF SPEED IN**



OWN A CHRYSLER

SAFETY & COMFORT!

North, South, East, West—these Chrysler 2-seaters are famous for their beauty and performance. In and out among the traffic they go—lightning-quick and easy to control. Through the heaviest rains, they keep you dry with the hood quickly raised. Steady and extraordinarily quiet over cobbles and pot-holes—even at the high speeds of which they are capable.

Safe down the steepest hills—with their hydraulic 4-wheel brakes. Chrysler 2-seaters have six-cylinder engines—with the crankshaft mounted on seven large bearings to kill vibration where it starts. Whether you ride in front, or in the big roomy dicky behind—Chrysler 2-seaters give you the thrills of fast motoring, in comfort and peace of mind!

SEND FOR THE CATALOGUE TODAY!

There are four magnificent ranges of open and closed Chryslers—to suit every pocket, and with top speeds up to 80 m.p.h. The low-priced four-cylinder 15/50 h.p. "50" from £285. The light six-cylinder 21/60 h.p. "40" from £380. The world-famed six-cylinder 23/75 h.p. "70" from £505. The big six-cylinder 29/95 h.p. "80" from £688. Chrysler numbers slightly spend in miles an hour. See these splendid cars in the dealer's showrooms. Write for one of the new catalogues to-day Chrysler Motors Ltd., Kee Gardens, Surrey

TWO SEATER!



Automobil-Inserate (W. S. Crawford Ltd.)

wurde auf die Anordnung und das äußere Bild der Druckseite verschwendet. Höchstens mit einigen kühn geschwungenen Anfangsbuchstaben wurden Wirkungen erstrebt.

Einen ersten Schritt vorwärts bedeutete es, als man entdeckte, welche Effekte durch geschickte Verwendung der Drucktypen zu erzielen sind, als man sah, daß sich die eine Type leicht und angenehm, die andere nur schwierig und widerwillig lesen läßt. Und dann: daß die verschiedenen Typen — unabhängig vom Text — ihren eignen bestimmten Klang und Ausdruck haben: die eine schreit laut und frech, die andere flüstert und schmeichelt, die eine murmelt die Worte nur vor sich hin, die andere hat eine kristallklare Sprache. Die eine redet plump und vulgär, die andere wieder zart und fein, fast weiblich in ihrer Überredungskunst. So daß man heut — wenn man dies Gebiet beherrscht und für jeden Zweck die richtige Type auszuwählen weiß — eine unbegrenzte Vielfältigkeit schon allein durch die Drucktypen erreichen kann. Das geht so weit, daß man von einem Typographen wie Stanley Morrison sagen kann: »Zeige mir seine Type und ich will dir seinen Text nennen«.

expression of their own, quite apart from the copy. Some shouting arrogantly, some whispering and cajoling, some slurring their words, some crystal clear in enunciation; some coarse and vulgar, and again some that are refined and gentle, almost feminine in their persuading.

So that nowadays, a master of his art, always selecting the type most appropriate for the work in hand, can produce infinite variety from his type alone. Until it can be said of a typographer like Mr. Stanley Morrison — "Show me his type and I will tell you his text!"

The immediate effect of this on English advertising was that the advertisements were sent to typesetting firms instead of being set by the papers. Only in this way could the necessary selection of types be obtained.

Following this intimate connection between advertising and printing firms, the aesthetic principles of printing began to be applied to advertisements. Layoutmen followed in the footsteps of the old printers. Exploiting the immense and fascinating opportunities which their types offered them, they made the advertisements more and more attractive and striking.