



THE foundations upon which modern advertising rests are: artist and merchant, for, in the same measure as the artist, the business firms deserve credit for the way in which they advertise which is guided by the cultural necessities and the spirit of the times. Business development has produced a commercial style of aesthetic art which reflects the artistic and cultural aspect of our times better than any other artistic display.

The firm Neuerburg and its advertising methods hold a leading position in Germany. The traditions of the firm and its development to its high position to-day is best characterized by the expressive: "Commercial Art". Production, business organisation and propaganda form a homogeneous unity. These methods all indicate a leader of strong personality. Greatest perfection and lucidity in style and propaganda was attained when in addition to the clear-sighted management an equally clear-sighted and artistic personality was added. Professor Hadank first made the unexcelled wrappings for the firm Neuerburg and also decided the style of the whole advertising. Neuerburg and Hadank are for us to-day synonymous. In contrast to this purely commercial personality is John Kissner whose artistic work and extraordinarily lifelike drawings have done much to raise advertising to a higher plane. Both are helped by the really excellent propaganda texts which certainly belong to the best that have ever been written for German advertisements. For this reason

I feel it necessary to advise all friends of "Commercial Art"
to take a comprehensive glance at the propaganda
work of the firm Neuerburg.

H. K. FRENZEL, EDITOR