



Z É R O
(HANS SCHLEGER)

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is once more highly interesting for the artistic development of American advertising.

Realism is being driven more and more into the background. A new, peculiar and inspiring advertising art is in course of development, far better calculated to set an example to the world than the former American realism.

Just like its predecessors, the eighth Annual is a document of artistic development in America.

Translated E. T. Scheffauer