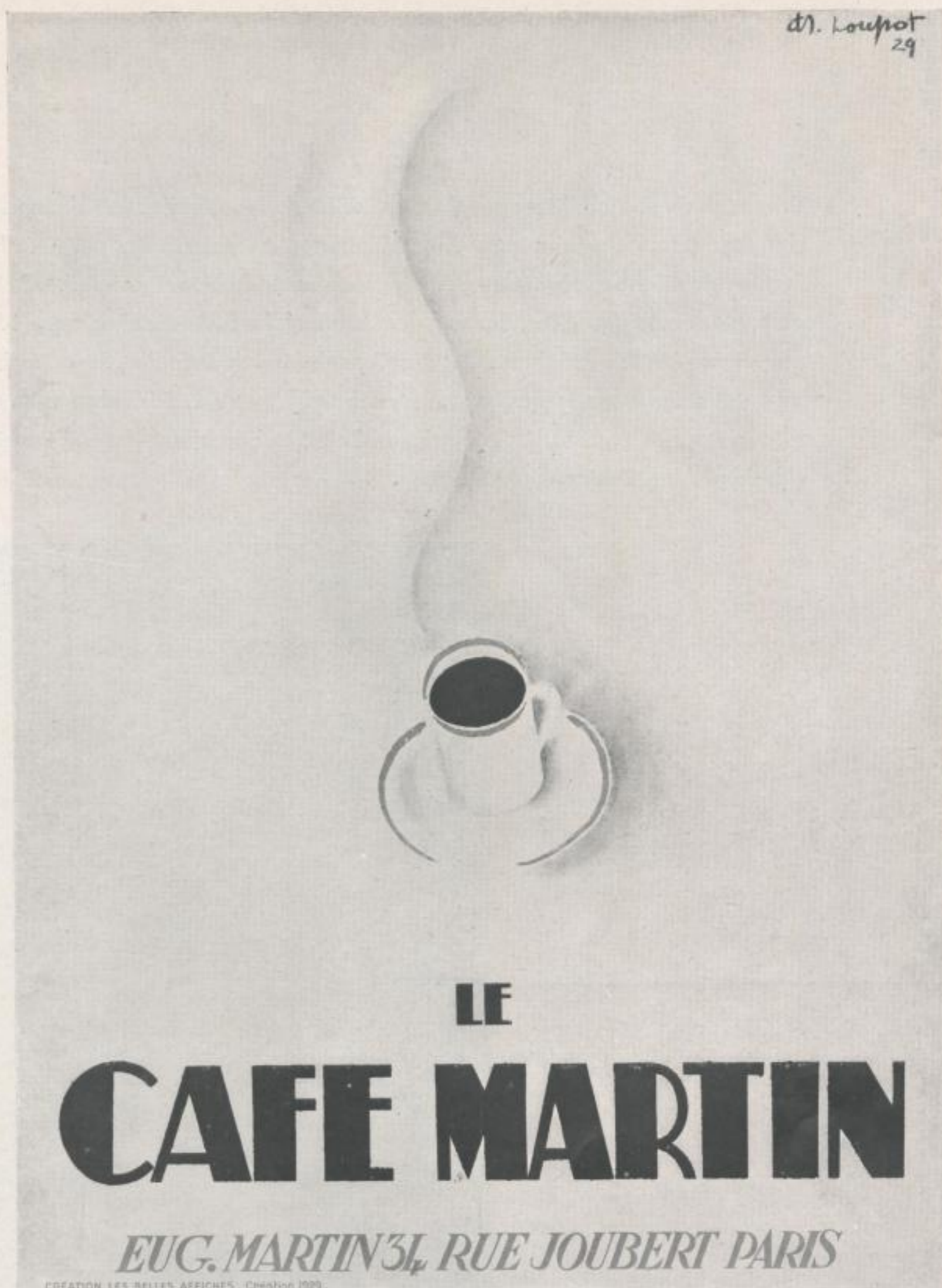


A.
L O U P O T

Plakat
Poster



confirm what we have just said to a very high degree. They are extremely interesting in composition and in the idea underlying the picture, and precisely on this account they are extraordinarily inspiring for advertising as a whole, since at the moment there is danger of advertising art in general becoming mechanical schematic and therefore uninteresting.

Translated by E. T. Scheffauer