

WE HAVE MOVED



MARKS THE SPOT WHERE AMERICA'S FINEST PHOTO-ENGRAVING PLANT IS TO BE FOUND ♦ ♦ HIGH UP IN THE HEART OF ADVERTISING'S DOMAIN, THIS MODERN SHOP, BUILT FOR THE NEW NEEDS OF A MAMMOTH BUSINESS, IS OPEN AND IN FULL SWING. MODERN IN EQUIPMENT AND LAYOUT—MATURED IN METHODS AND MEN—ABOVE ALL, KEYED FOR THE EXACTMENTS OF EXPERIENCED PLATE-BUYERS. JUSTLY, AMERICA'S FINEST PHOTO-ENGRAVING PLANT. ♦ ♦ **COLLINS & INGLIS, INCORPORATED** ♦ ♦ SIXTY-FIVE EAST SOUTH WATER STREET, CHICAGO

DESIGNED BY REVINE METZ

A  
Z  
Z  
O  
Z  
C  
E  
M  
E  
N  
T

art is pervaded by the new romanticism. This lies in the very nature of the task set before the artist, for he has to "recommend" the goods, that is, he must call especial attention to their good points, and try to surround them with a certain romantic atmosphere.

Metzl's designs are born of this tendency to commercial romanticism. His black-and-white advertisements, strongly influenced by the Russian wood-cut artist Favorski, are so easy-going and entertaining that it seems as if every corner had its own story to tell. There is also a certain solemn romanticism in his treatment of color. He is fond of an indefinite bluish-green and warm, broken tones of brown which remove real objects into regions of romance and the blue-grey twilight hour. Metzl's pictures are among those which delight us precisely because they run so contrary to all laws of the new objectivity, and on this account they are excellent publicity. Translated by E. T. Scheffauer