



Advertisements

## W. H O L Z

Textile advertising has undergone a very radical and also very necessary transformation in the course of the last few years. It is not so very long ago since a gentleman in a silk hat with a cane in his hand constituted the sole attribute of publicity for the entire gentleman's tailoring industry, and the other branches of ladies tailoring and ready-made clothing were in possession of equally threadbare clichés. Recently, however, under the direction of the great trade fashion papers, a change has come over the face of things and the textile industries have developed an entirely new style in advertising. The designs by Walter W. Holz, reproduced in these pages are typical examples of the new trend. They are as amusing as they are effective. Especially original and striking are those designs which are built up of a patchwork of cloth patterns. Trans. by E. T. S.

