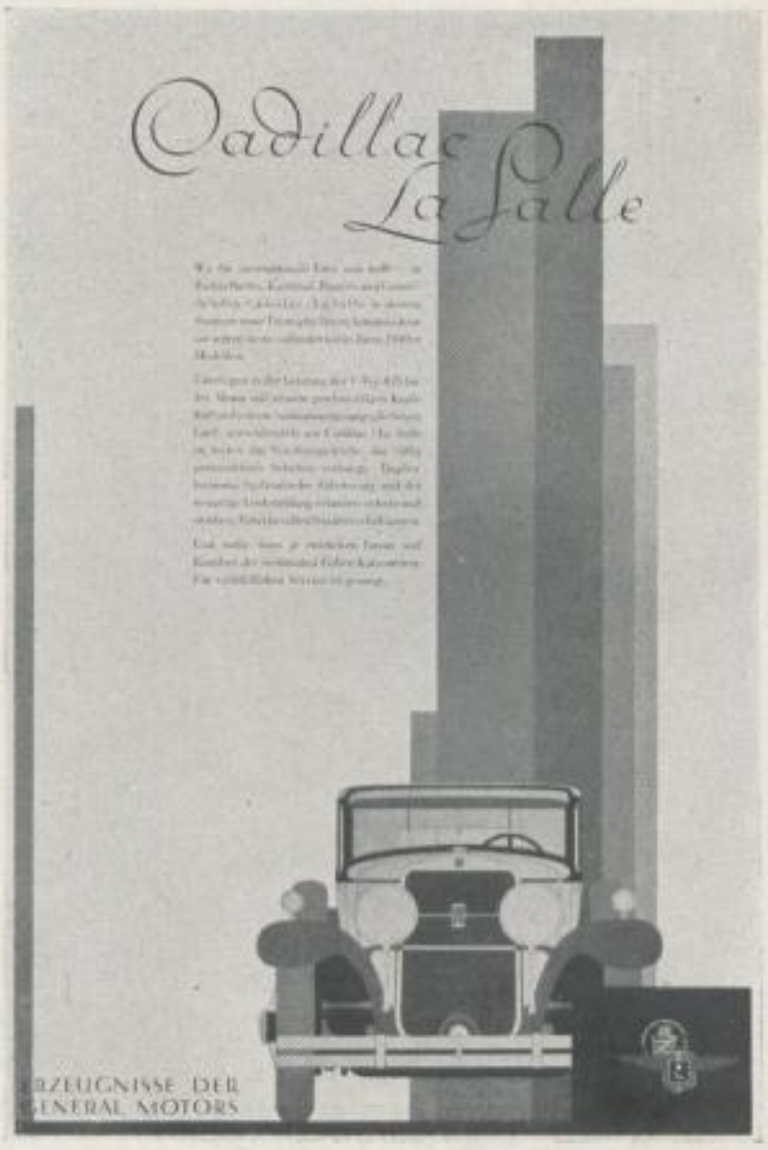
Four more examples of the Thompson style of advertising. The graphic form is again particularly interesting. Advertising text in Germany, however, are a point which, speaking generally always, leaves something to be desired. They are too persuasive, the appeal to the buyer somewhat too high-flown. But this will improve in time.

Design
GEORGE BUTLER
Drawn by Reynaldo Luza, Paris

Design
GEORGE BUTLER
J. Walter Thompson Company



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