



over, such pictures arouse thought and compel the reader to form an opinion. The desired effect is achieved, that is, the reader begins to take a mental interest in the thing advertised.

The smaller the picture, the more concentrated must be the synthesis. An experimental comparison shows us that the smaller an abstract picture, the more effective, until it finds a final concentration in the trade-mark. Thus we reach the logical conclusion that an advertiser with small space at command must choose an abstract picture, since it is best adapted to attract attention, and since its surroundings can never detract from its effectiveness in the same measure as in the case of a realistic picture.

Translated by E. T. Sch.

2. THE ABSTRACT FORM

In contrast to realism we have abstraction, that is, an attempt is made to suggest form and intellectual content by means of an illustration. The result is a synthesis. Only as much of the object and the idea behind it are presented as is absolutely necessary to proclaim them clearly. The unusual form, departing from the realistic, arouses the beholder's curiosity. The design catches the eye. Whether the pictorial representation correctly suggests the advertising motive or not, depends upon the intellectual power of the synthesis. If it succeeds in this, it is pretty sure to be remembered. This is a very essential element in advertising. More-

