

form of art has its place in advertising, if it only represent a certain degree of perfection and be in proper harmony with the publicity policy of the client. The essential point which must be established in connection with them all is that even the great mass of the public has a very sure instinct for able and finished work. Again and again, with a certain surprise, we must constitute the fact that feeble and inefficient designs fail of their effect. If one asks the opinion of some unprejudiced outsider, whom one cannot assume to possess any particular understanding of art or advertising, one always finds that it is the really good pictures, both from an artistic and a publicity point of view, that have remained imbedded in his memory. Our mercantile advertising classes pay far too little attention to this phenomenon. Precisely in times of economic stress, a false policy of saving and scraping leads to attempts to achieve effects by inferior means, although it is apparent from the outset that what is offered can have but little effect.

Regarded from this point of view, we must extend a hearty welcome to the new league of Munich poster artists. This league aims at becoming a joint stock company for the effective and artistically valuable poster as an invaluable aid in the combat for custom. H. K. Fenzel

Trans. by E. T. Scheffauer.



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