

# K E I M E L

Posters

client. It is a peculiar phenomenon of the critical times that proprietors are very apt to blame economic failures on the advertising, particularly on advertising art as it has been up to the present. People expect something incredibly new, a kind of miracle, and ignore the fact that the feelings and habits of



customers have not altered, but only their outward circumstances. The results of years of co-operation between industry and art cannot be anything merely fortuitous or forced. On the contrary, since the results of this co-operation have influenced the mass of the people to the widest extent, their form and language has become part and parcel of everyday life. In giving so overwhelming a preference to the realistic picture, the proprietor of to-day in most cases ignores a very important element of propaganda—the element of surprise. This condition of things cannot be of long duration. Enlightenment is bound to come, and that will be the day of artists so full of original ideas as Hermann Keimel.

Translated by E.T. Scheffauer

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