



A. M.  
CASSANDRE

Plakat für die  
Davis-Cup

Poster for the  
Davis Cup

something by descending far below their intellectual level. A paradox piece of nonsense! In just such times as ours no one is inclined to sink deeper than he must. Even the most discouraged of the unemployed is possessed by the longing for better times and a higher standard of living. The only explanation I can find for the confusion of mind is that in such times as these, when the prices of all goods must drop to an almost unheard-of extent in order to find a purchaser at all, most advertisers think their advertising must also appear impoverished and cheap. Perhaps

