



du pont

FABRIKOID

For
BOOKBINDING
and KINDRED LINES

- COLLEGE AND SCHOOL TEXT-BOOKS
- SUBSCRIPTION SETS
- FICTION
- BIOGRAPHY
- COLLEGE ANNUALS
- CATALOGUES
- LOOSE LEAF RING BOOKS
- POST BINDERS
- CHECK-BOOKS
- PASS-BOOKS
- LIBRARY BOOKS
- BIBLES AND TESTAMENTS
- ALBUMS
- DIARIES
- MAGAZINE COVERS
- TELEPHONE BOOK COVERS

NEW YORK

• Advertisement for
Draperies etc.

laying open entirely new possibilities for the use of Neon lighting. In this connection we must not fail to show a few examples of recent and older American work; we still see far too much "Americanism" in advertising which is not American at all.

I would like to use this appeal as a big brake upon the downward curve, so that we may at last come to a standstill and very soon find a way leading upward once more. Translated by E.T. Scheffauer