

which is supposed to make amendments for all other artistic crimes.

It might easily be imagined that the commercial artist had become an extinct species in Frankfurt, were it not that any amount of good work for commerce, trade and amusements exists to prove the contrary. The department stores seem to be satisfied that the only possible way to achieve an „original“ advertisement is by the use of the „broomstick type“ which has gradually become a special perquisite of these institutions.

The most interesting of the new publications in commercial art is an advertisement of the commercial artists themselves which appears as an inducement to use good commercial art in a special number of the "Frankfurter Zeitung".

It is certainly to be hoped that this attempt at individual advertising, something which the graphic artist has hardly attempted as yet, may achieve results in checking the alarming inroads of trash and bad taste into all paths of commercial art.

Trans. by E. T. S.



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Plakat Poster



WILLY MEYER
Frankfurt a. Main

Kandelaber-Reklame
des Frankfurter Zoo

Street-Lamps
Advertising of the
Frankfurt Zoo

ILSE KUHN
Frankfurt a. M.

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