



Plakate für die Londoner Untergrundbahn

E. M c K N I G H T
K A U F F E R
L O N D O N

might not have been created and photographic montage would still be an isolated peculiarity. Such features continue through "Gebrauchsgraphik" to make new paths for advertising art. Looking back through this vista of years the result has been an active, progressive and constructive contribution to the whole problem of advertising design. It must be admitted that poster art in England is still behind compared with our two neighbours, Germany and France except for an occasional few. Our contributions to the problems of newspaper advertising have however been important and in many ways this is a more difficult problem. During the years 1890 to 1900 France and England gave to poster art a distinguished tradition. From 1922 to 1932 Germany first and France later have contributed generously to the poster as a living force in our modern world.

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On this anniversary of ten years I offer thanks and congratulations to Professor Frenzel and to the poster designers of Germany.

