



HOHLWEIN, MÜNCHEN

To-day, art, as a cultural factor, is more than ever called upon to take a leading place in building up and conserving cultural values. It must take its place in the front ranks of the legion which Europa has gathered to preserve her individuality against the onslaughts from the East. Art is the best possible distributing agent for ideas and intellectual tendencies. Commercial Art is doubly effective in this sense, for it stands in the very forefront, giving form and expression to the daily panorama and forcibly dominating even those who would ordinarily remain impervious to artistic influences. May the best among us realise fully the significance of what is at stake and their own responsibility and may labor creatively and with conviction at the preservation of our cultural civilisation and its restoration to perfectly healthy conditions.

Trans. by E. T. Scheffauer.

