



Illustrationen

Illustrations

L É O N
B É N I G N I
P A R I S

Advertising, which ten years ago was still despised, is to-day the undisputed queen of modern business life. With all the impatience of youth, it breaks itself a path and takes revenge for all the intrigues, prejudices and idle fears which have so long retarded its development. It is not only useful, it has become indispensable.

Many are horrified by this growth, this wide-spread development. I do not share these fears. To reassure myself, I need only glance through the volumes of "International Advertising Art", which for nearly ten years have represented the most perfect and critical collection of international productiveness in the realms of graphic art.

Regarded from the standpoint of art, it is again and again astounding what a wealth of imagination, invention, ability and good taste are expended by artists in the service of advertising. In its newer developments it has become an important ingredient of modern art-life and its importance is likely to increase in years to come.

