



Dear "International Advertising Art":
 You are perfectly right; a great many changes have come about in the course of the last ten years. Prosperity, which seemed to be mounting to the heavens with the skyscrapers, has fallen to the bottom of the deepest cellar, and we are feeling the bruises of this tumble as if it had been our own. Fortunately, however, it is plainly to be seen on every side that the tragic gesture in artistic creation is falling more and more into the background. In fact the mentality of to-day might well be characterised in some such motto as this: we are all far too badly off to indulge in the luxury of lamenting about it. It is much better to laugh at everything. Everyone seeks distraction and makes the most of every little humorous touch and in text and picture the tragic is more and more supplanted by the humorous. Everyone who aids in this transformation—whether in cinema, theatre or in the pages of a book—may be sure of a grateful public. Humor is what we all need, and, recognising this, I set my eyes roaming over the world to find it—and finally landed in Scotland. That was the beginning of my newly-published book: "Tip and Tap, the two Scotsmen." Trans. by E. T. S.

