



Titelseite und Innenseite aus einem Prospekt für die Werbeausstellung in London 1933

Title page and inner pages of a prospectus for the Advertising and Marketing Exhibition in London 1933



## A S H L E Y H A V I N D E N , L O N D O N

When I first started in advertising some twelve years ago, an advertising man said to me "Why do you devote all your energies to the problems of layout? You will never make any progress that way. If you want to get on you should aim to become either a copywriter or a business executive."

I think the most significant thing which has happened in advertising during this period is that the work of the artist has become as important as the work of the writer.

At one time the advertising artist was expected merely to illustrate what had already been written. To-day it is recognised that propaganda is a synthesis of pictures and words, each playing a different but complementary part in the expression of the idea.

This growth of graphic expression has brought about a new development in advertising. A new adventurous spirit is abroad. Artists who formerly would have had no interest in advertising, are now devoting their energies to the solution of its problems. Their greater knowledge of the laws of composition in form and colour has brought fresh inspiration into the press advertisement and the poster.

Industry, in truth, has become the patron of the arts.

In this new and progressive work, a valuable part has been played by "Gebrauchsgraphik" in collecting and publishing the work of the best graphic artists in the world.

This is not only a great encouragement to the artists, who are stimulated by each other's efforts, but is a guide for manufacturers to the immense international talent which is available for their purposes.