

Advertisements  
for Cigars



## K Ü K E N T H A L

In his art, Fritz Kükenthal does the merchant real and honest service. The commercial moment is always to the fore, he builds his pictures about this fore, and builds them extremely well. He understands something about salesmanship and therefore hits the tone which is apt to arouse the wish to buy. His packings for cigars have an atmosphere of tobacco, smoking, pleasurable comfort. His other work, done for all manner of commercial ends, is also distinguished by the same merits. One might well say of him that he was a born commercial artist.



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