



Stand des Daily Review  
Stall of the Daily, Review

The day after to-morrow all these quiet, light-coloured forms will be attacked by batteries of quivering neon tubes. They will be filled with many-coloured pictures, sculpture, photographs, pamphlets, talking films and printing machines.

We wander along the passages. Everywhere devoted hands are at work putting finishing touches, like the night before a Christmas party. Here a colour scheme is being altered. There an old carpenter is enthusiastically obeying the commands of a very young girl—a platform—experiments with searchlights—everything on the go.

Lord Derby has kissed the Sleeping Beauty awake. It seems to amuse him, as it did the knight of old. He is in a good temper and says many clever and interesting things. But he also talks of the four white feet of his horse "Hyperion", victorious this year in the race to which his master's ancestors gave the name.

Major Astor, the President of the Advertising Association, said in his speech of welcome that it was a good omen for the exhibition to be opened by a man "who has led so many winners." Being seriously interested in a matter does not prevent these men from having fun over it. What a good thing that this should be so!

On following days the King will visit the Exhibition as well as the Queen, the Prince of Wales and his brother. These will not be dry, official visits. The Royal Family come to see advertising used as a weapon against depression. Their visit is of great significance to everyone. It is at once a confirmation and an inspiration. It points out the importance of advertising to the Empire.

"Study success" is the legend on McKnight Kauffer's poster. This impressive and mysterious key-



Die H. K. McKann Co. hatte alles auf ihre große Oelkampagne eingestellt. Ungebeiztes Holz als umrahmendes Material für ein Modell. Interessant und instruktiv gemacht

The H. K. McKann Co. had concentrated on their great Oil Campaign and exhibited a model framed by untreated woods. Interesting and instructive

Foto:  
Photograph. Advertising Ltd., London