



Plakat für eine Zeitung  
Poster for a Daily Newspaper

Entwurf  
A. M. CASSANDRE  
Design

Foto: Studio Sun, London

The "Punch" stand was modern and concentrated, like almost all propaganda for this conservative magazine, whose advertising is in the hands of Miß Marion Jean Lyon.

Sky Publicity Ltd. exhibited a cannon which shoots out 5000 million candle power into the night as if that were nothing. Formerly courageous airmen had to project every letter separately onto the clouds by a kind of witchcraft. Now one just switches on this cannon and behold: hurrying clouds become sky sandwich-men.

Dominating everything was the great figure of a workman with a hammer: 503,000 more employed.

It is a peculiarity of certain people that they will only believe what they actually see: "They have to be shown."

Rotary presses, coloured films, wireless, prospectuses, posters and innumerable other devices seek to combat this unromantic frame of mind. But much still remains to be done. This fact makes this exhibition necessary and ensures its success.

The exhibition is the mother of advertisement. One day this well grown and talented child will leave go of its mother's skirts. The day is not far off.

And the "Times" says: "It is much more than an exhibition of advertisements: it is a declaration of a new conception of the power and the purpose of advertising."

Translated by E. T. Scheffauer.

Katalog der Abteilung Gebrauchsgraphik  
Catalogue of the Commercial Art Section

