

arrive with empty hands when some member of the family is waiting for the last few additions to an "almost complete" series.

Everyone knows that every advertising novelty has its day. If the propaganda idea is really good then it may lead to a veritable epidemic—and this would imply a certain success for the new brand of cigarettes. Everyone who was in Germany last year saw something of the victorious progress of the Snip oracle; it was absolutely a dictate of the day to know the meaning of one's colour. The superstitious and the lovesick were known to buy one packet after another until at last the Snip tiddly-wink of happiness fell into one's lap

Things that delight the heart of man—and what have advertisers not yet devised to offer him? All advertising experts have to set themselves this question if they are to cleave a way to popularity for a new brand of cigarette. It was an excellent idea of House Neuerburg to utilize the public delight in everything connected with soldiering by getting up the series of "uniforms of the old army"—an entirely original reconstruction of great historical interest. Supervised by the most capable experts, these little pictures constitute really valuable material for later research work. A similar sphere of interest is touched upon in the beautiful and instructive collection of crests issued by Garbaty, covering the long period from Frederick the Great to Hindenburg.

The most valuable album of pictures—and also the one which has attained the greatest popularity—is issued by the firm of

Alte Volkstrachten.
Haus Neuerburg Zigarettenfabrik, Köln.
Graphische Gestaltung: PROF. O. H. W. HADANK

Old National Dresses.
House Neuerburg, Köln.
Graphic composition: PROF. O. H. W. HADANK

