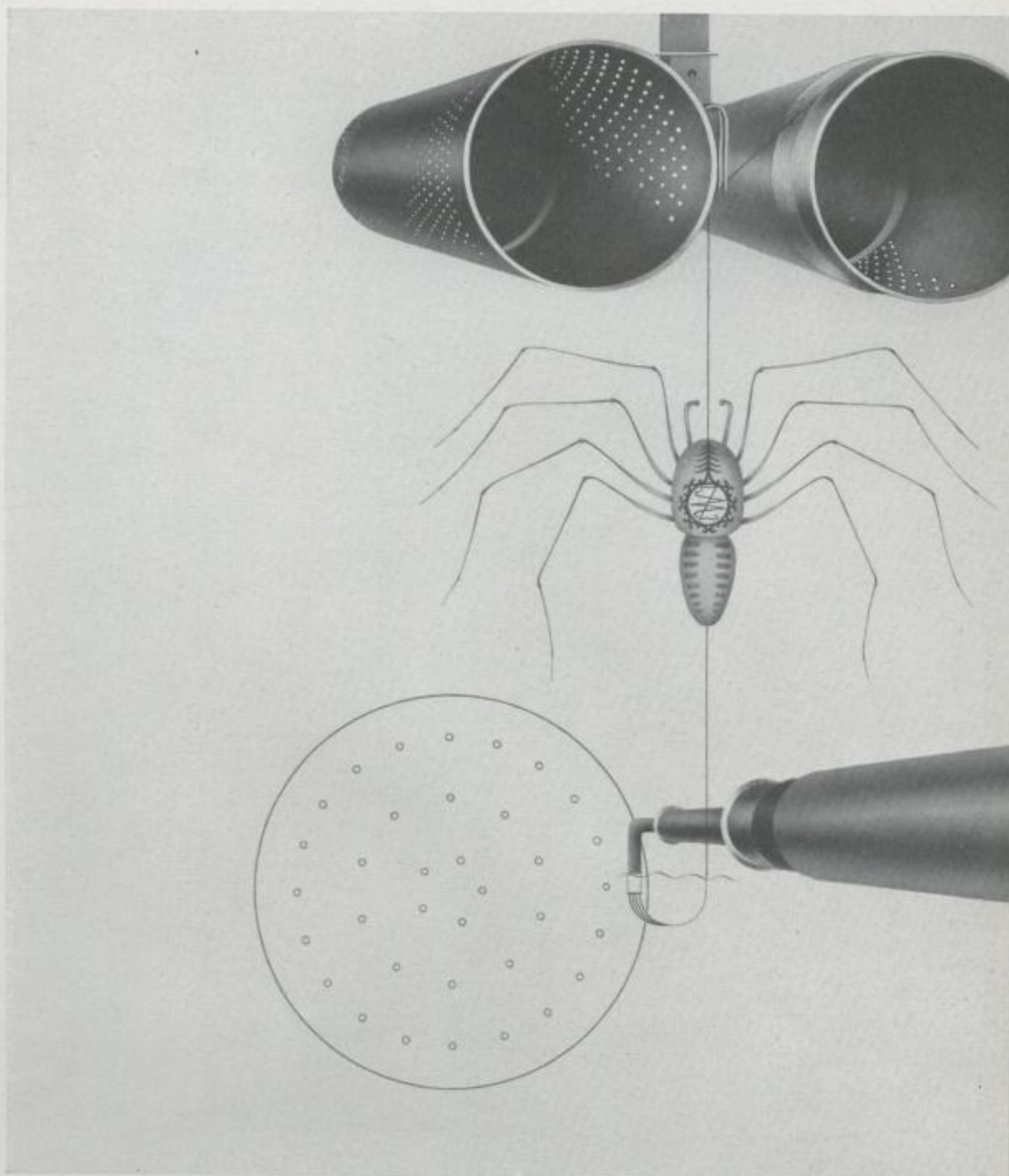


Illustrations from the jubilee booklet  
for the  
Zellstofffabrik Waldhof-Mannheim

Prof. OTTO  
ARPKE



For many years Otto Arpke has been a much sought-after artist in Germany. The illustrations here shown represent but a small portion of the work of this prolific artist and are limited to the reproduction of drawings of industrial plants and processes from the jubilee booklet Arpke got up last year for the Zellstofffabrik Waldhof-Mannheim. This large-sized booklet is quite one of the most pleasing examples of advertising matter to be published of late; the whole production is a model of graphic form and distinguished representative publicity. It shows well-planned and carefully thought-out work throughout the materials, are all, and rightly so, from the firm's workshops, the brief, tersely-worded explanatory text is of an agreeably judicious restraint. In short, the whole production for which Arpke is responsible, evinces an artistic distinction very rarely met with now. This impression is in a great measure due to the numerous whole-page and smaller pictures in the text which, without all too insistent stress on their advertising message, have a marked illustrative character, are indeed definitely book illustrations and a