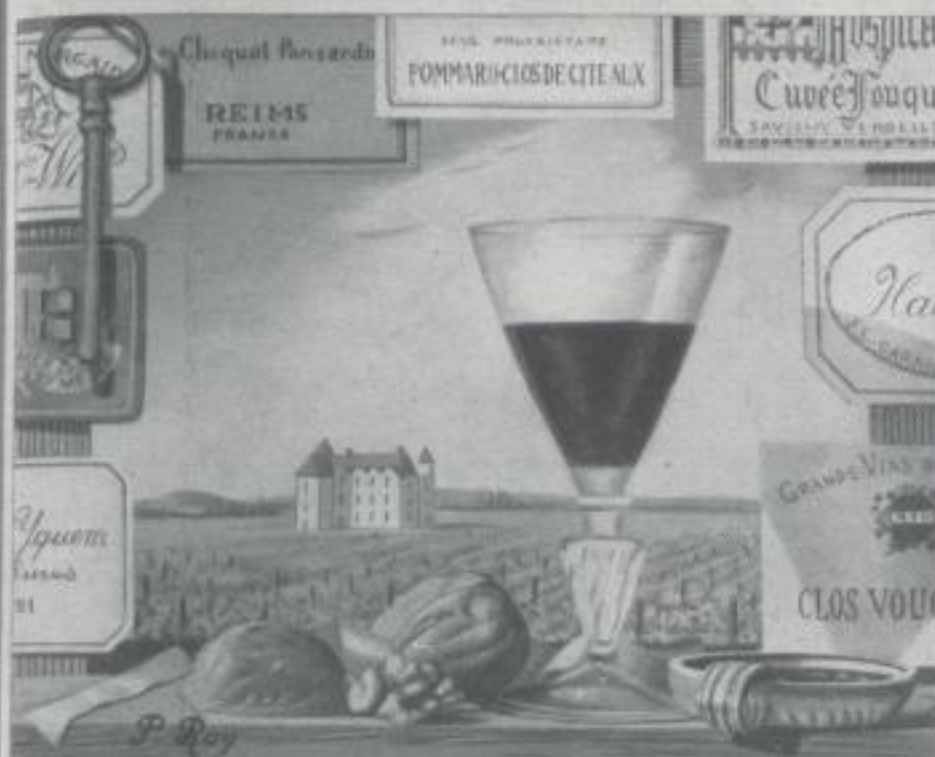




REIMS - Champagne
E. A. Jones & Co. (New York City)



JOHN F. WELCH - Glass
The Glass Co. (New York City)



REIMS - Champagne
E. A. Jones & Co. (New York City)

Sample pages from the XIIIth Annual of Advertising Art

XIIITH ANNUAL OF AMERICAN ADVERTISING ART

The new American Year Book shows that American commercial art is making headway in spite of the crisis. There is much that is novel and surprising. Modern European style is still the point of departure but American advertising work is very often superior to the European as regards aesthetic form and precision of drawing. This modern form of graphic art has even taken the lead in the advertising field in place of black and white photography. Colour photography alone is gaining more and more in extent and quality. The same high artistic level evident in the Year Book is also attained by the special advertisements of the various agencies and artists included some examples of which we also reproduce.

Trans. by E. L. W. Williams