



Zeichnung . Design
H. A. SEABRIGHT

Mit Erlaubnis der: Courtesy to:
Harding & Giles Artists' Agents and Consultants, London

FOUR BRITISH ADVERTISEMENT DRAUGHTSMEN

We show here four typical representatives of British advertisement designs. The striking point in all four cases is the command of the technique of reproduction. They display the skill of virtuosi in line drawing which gives an appearance of rich variety of tone to designs reproduced even on the coarsest paper. What is also common to them all is the realistic representation of the surroundings and of a type of humanity with which the average member of the public is familiar and in sympathy. The attractive attitudes of the figures and the certain touch in the presentation of the commodity advertised makes the advertisements especially impressive.