

14TH ANNUAL OF ADVERTISING ART

It has been known for some time in professional circles that this year's exhibition of the Art Directors Club in New York was the most interesting that has ever been held. All the works shown at the exhibition are reproduced in the 14th Annual of Advertising Art which is now available. Dr. A g h a, the well-known Director of the Condé-Nast Press, wrote the preface to the Annual from which we reproduce an extract:

The Art Directors Show is a barometer which registers the pressure of Business on Art, and predicts the æsthetic weather for the next year. It is, however, a very finely adjusted instrument and records only the sounder and broader tendencies and trends.

The Show is organized in such a way that the outstanding examples of Advertising Art of the year are selected by a group of men, who not only are active in the field of Advertising Art, but who, themselves, have considerably influenced the trends of the year. The illustrations to be exhibited are selected first by the Art Directors who were responsible for their creation. After that they are sifted by the Exhibition Committee, largely composed of the Art Directors - members of the club. Both the exhibitors and the committee are free to enforce their point of view, without any compromises or any concessions to the necessities of Business.

This selective mechanism gives the people who are creatively active in the field of Advertising Art



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