

the opportunity to exercise the supreme right of an artist — the right of weeding out the less successful creations and proudly exhibiting only those which he judges to be on a par with his standards. Therefore the Show presents the advertising illustration in a way which would be possible as a continuous performance only in an ideal and happier world, a world without stubborn clients and depressions.

This is where the usefulness of the exhibition lies for an interested spectator. He can be an art student, or an artist investigating the art market, or a business man in search of a new style for his promotion, or an art director seeking the confirmations of his own conclusions as to the right visual trend of the moment, or even an improbable future historian of our advertising civilization. But the moment the Show is dismantled, the opportunity of viewing the chaos of the Advertising Art as an orderly and organized unity is lost for the student of trends.

This is why the Art Directors Club sponsors the publishing of the Annual of Advertising Art. The Annual contains the reproductions of all the exhibits of the Show, and we hope, embody in a permanent document the invaluable first impression which we received when visiting the exhibition itself.

SOLE AGENTS FOR EUROPE:
"GEBRAUCHSGRAPHIK"
DRUCK UND VERLAG GMBH, BERLIN.



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