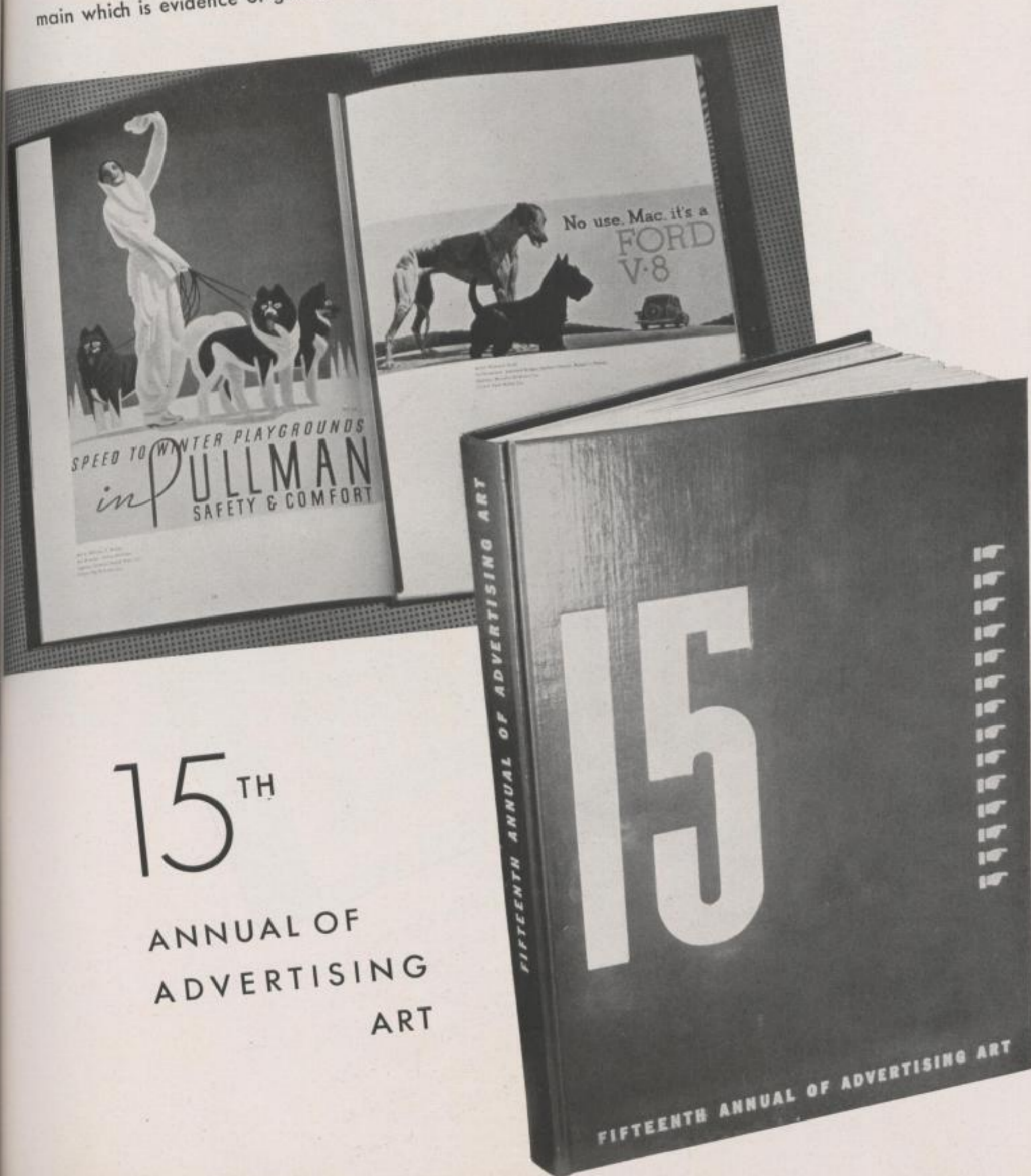


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Every new Annual of Advertising Art is awaited with a certain amount of pleasurable anticipation. We Europeans allow our fancy to range to unattainable heights as regards matters of art, and are always ready with a qualifying remark, even in the case of the finest American achievements, but at present there is not the slightest reason for raising a warning finger in the domain of advertising art. For example, if we compare one of the first Annual with the contents of that which has just been published, we are confronted by a development which is unparalleled almost anywhere on the Continent. It is not so much the individual achievements which convey this impression, but the unusually high average of all the work in every domain which is evidence of great receptiveness with regard to artistic matters.



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