

Can you pronounce this?

„Holland heeft Geld”

WERE sure you can't. Which isn't so bad at all as long as you know what the little sentence *means*.

Here is the translation: Holland has money. There is an old myth that every Dutchman is a millionaire. Which (we are sorry to say so) is not true. But it's a solid fact that the average Hollander can buy whatever he wants, and that there's quite a range of articles which are not

made by the Dutch industry. Is it clear now, that Holland and her immense colonies should be on the sales schedule of any exporting manufacturer? Let us suggest that you proceed like this: You write us a letter, informing us about your products, your prices and problems, - whereupon we shall let you have an extensive and honest report, dealing with any possibility there is for you in Holland.

Who we are? Well, we are that advertising and marketing business whose work is displayed and commented upon in this very issue of the „Gebrauchsgraphik”!

DE LA MAR - REMACO

Advertising and Marketing

AMSTERDAM - ROTTERDAM - THE HAGUE - BATAVIA

„INTERNATIONAL”

is the catch-word of 'Gebrauchsgraphik', which shows the best examples of advertising art from all countries, to the leading advertising, printing, and allied trades' experts all over the world. 'Gebrauchsgraphik' is independent and subsidised by nobody. It knows only one law: that of good taste. Thus it gives not only an abundant survey of what is outstanding in commercial art to-day, but, at the same time, provides everybody with new ideas. Its advertisement pages are the guide to the foremost firms and individuals who really can offer exceptional value. Are you still missing in these advertisement pages? Are you thus missing numerous potential clients? Get into touch with

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