

tisement and every pamphlet is marked by serious, self-possessed and convincing good taste. One does not learn the names of the authors of the different kinds of work. In the van Alfen business the name and the reputation of the house take precedence before the individual. Herr van Alfen himself is the motive force. He provides the idea for the advertising campaign and guides the skill of his artists exactly along the lines which he wishes the advertising to follow. He values young artists, draftsmen, painters and commercial graphic artists, whom he trains in his own way and who subordinate themselves to the whole system. He indicates the future lines of Dutch advertising art in his own adver-

**NEDERLANDSCHE SPOORWEGEN**

**DOOR MOOI NEDERLAND**

**KANT EN KLAAR TOCHTJES VOOR GEZELSCHAPPEN VOLWASSENEN**

**STANDAARD REIZEN VOOR GEZELSCHAPPEN KINDEREN**  
 N.S. REGELEN ALLES VOORUIT: TREIN-BOOT-AUTOTOCHT-MAALTYD  
**EEN HEERLIJKE DAG SAMEN UIT ZONDER ZORGEN**  
 VRAAGT INLICHTINGEN AAN DE STATIONS

**8-DAAGSCHE ABONNEMENTEN**

**1<sup>e</sup> kl. f 28,50    II<sup>e</sup> kl. f 21,75    III<sup>e</sup> kl. f 15,-**  
 met rijwiel f 5,00 meer

Entwurf Design  
**FREJ DROST**

tising periodical "A". The logic of his energetic management goes so far that he supervises, accepts, rearranges or rejects every advertisement offered to the periodical. In this way the advertisements in "A" are models of pioneer advertising graphic art and advertising in general with intense vitality. The unobjectionably striking use of the second colour in each case, which is bewildering at first owing to the unconventional and almost revolutionary superposed and confused printing, is none the less fascinating to the eye, and, what is more, it secures the attention of the mind which is addressed in such a novel way. Great Dutch industries and undertakings which seek van Alfen's advice value his reliable, well-disciplined artistic instinct which is obviously accompanied by business success. Delamar-Remaco, Amsterdam's other great advertising undertaking is in the newspaper quarter on the Voorburgwal. Here advertising in the press, by pamphlets, posters, window-dressing, photographs and sound films are all dealt with in numerous well-organized