

Rookt Rijke STER TABAK



THEODORUS NIEMEIJER N.V.

Entwurf

JAN KRAAN

Design

departments. The drawing studio of this extensive building is occupied by the bearers of the most important names in the domain of Dutch advertising art at the present time. J. Doeve and F. van Bommel are Delamar's proudest "possessions". The bold and humorous series of advertisements designed by these artists are a unique and unmistakable acquisition for the Dutch press. Delamars also publish a periodical "Meer Baet" which is larger in size and more neutral than "A", but, on the whole, not unlike it in contents, typography and the combination of colours. The frequent articles on German, French and British advertising are further obvious evidence of the line adopted by present-day Dutch advertising art. Both firms occupy a decisively leading position in what is here called "advertising art in Holland", and

their work will certainly not fail to bear fruit in course of time, in spite of all outside restrictive conservative inertia. An institution like the Dutch State Railways has already abandoned its reserve, and now also advertises. Various large and impressive posters have already secured a place in the railway stations and on the advertising pillars, and an attempt is being made to gain the sympathy of the Dutch themselves. Mention must also be made of the advertising studio of H. Molenaar of Laren, in order not to omit some brilliantly coloured posters and pamphlets, masterly in their economy of material, which will probably also prove to be pioneer work in Holland.

All the firms mentioned are endeavouring to develop "advertising art in Holland" into "Dutch advertising art", and that is why we reproduce their work in this issue.

Entwurf

JOS. VAN WOERKOM

Design

