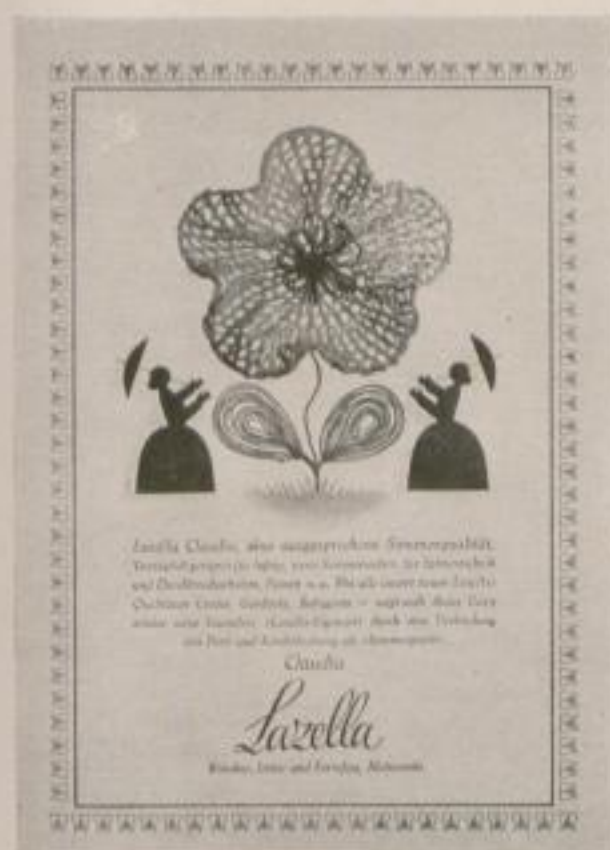




Neujahrsglückwunsch  
New-Year's card



Inserate  
Advertisements



Prospekt-Titel

Catalogue title

work of an advertising artist, but frequently it is just the obvious that demands the greatest skill. Delightful are the small coloured marginal drawings in some of the prospectuses; a real childlike charm is their main feature which, however, is never deliberately childish. Certain it is that these perfectly charming improvisations will make a strong appeal to the feminine world for which they are primarily intended. Some of these art productions, on the other hand, are peculiarly effective in having practically no drawings at all, but show nevertheless the skilful hand of the lay-out artist and attract by the clever proportioning of lettering, picture, and colour, whereby the appeal of the advertisement and artistic taste are evenly balanced.

Transl. by Flora Salmond-Volkmann