

shows a thoroughly sound reversal to native tradition which is based on a highly developed culture with respect to colour and to no less extent on a strongly emphasized skill in designing form. Thus it is not mere chance that in addition to the large posters, the smaller forms of graphic work in particular, reminiscent as they are to-day of the old coloured woodcut, give evidence of especially careful treatment, and demonstrate perhaps best of all the present achievements and aims of Japanese advertising art.

Translated by Flora Salmond-Volkmann



Plakat für ein kosmetisches Präparat
Poster for a beauty preparation