





Industrieplakate Industry posters

native power. They show too how he can reduce the special features of a country to one common denominator and so awaken in the beholder the slumbering association of ideas and imaginative faculty thereby compelling him to active collaboration. Incidentally Guy Depière is still a young advertising artist despite his many successes and is only at the beginning of his artist's career. His first course of study was at a polytechnical institute, and he did not embark on his career as an artist and on the study of advertising art in particular, until 1933. Since then he has won himself a name by executing some

