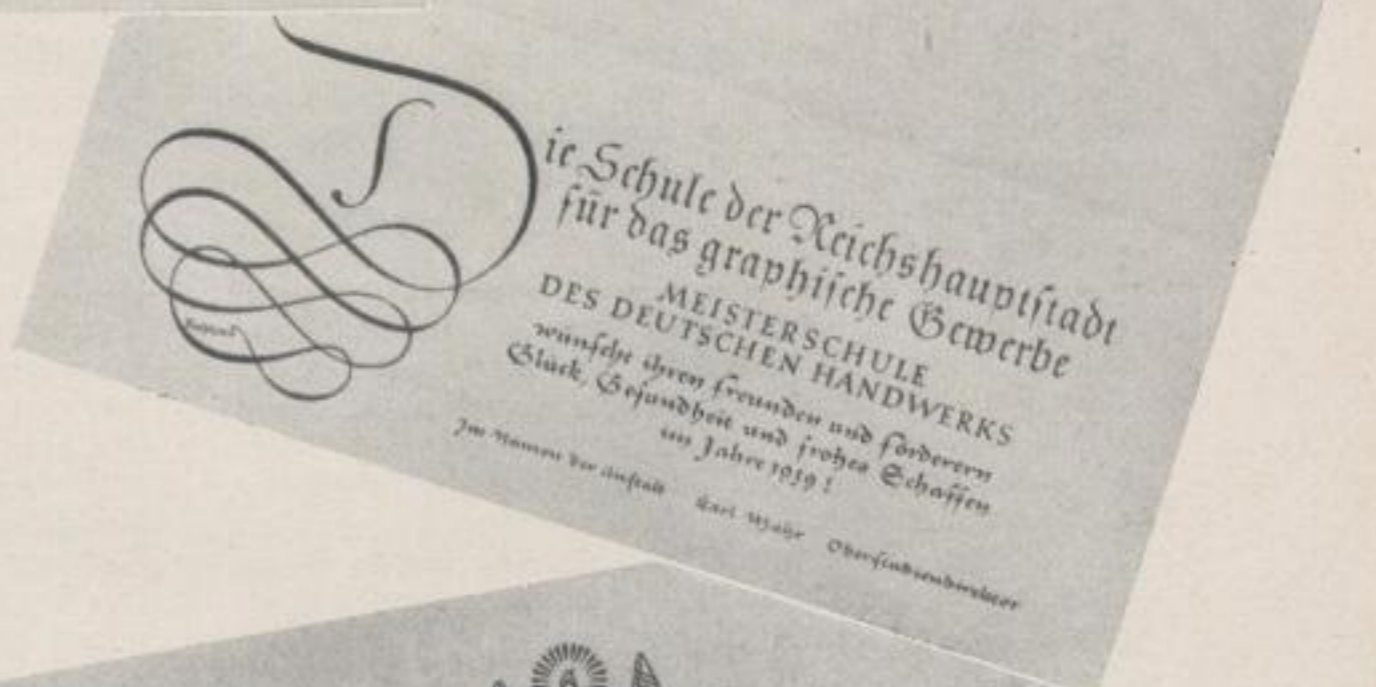




## Firmen-Glückwunschkarten



Glückwunschkarte einer Druckerei  
Seasonable Greetings of a Printing House



Karte einer Schriftgießerei  
Card of a Type-Foundry

inaugurated by the German Society of Goldsmiths, and the text of which is printed at the end of this article. We hope in this way to encourage as many artists as possible to enter for the competition and in addition, to rouse commercial and industrial circles to take more interest in this fascinating branch of advertising art whose manifold possibilities have not as yet been universally appreciated or fully utilized.

Translated by Flora Salmond-Volkman