

R A D E M A C H E R • K Ö L N

The cover of this number was designed by Adolf Rademacher, an advertising artist who may well be used as a standard by others who are uncertain how to place their talents at the service of industry. Obviously the best way is not to be over-anxious to keep to a personal note but to venture boldly forth and adapt one's personal note to the work in hand. This, moreover, is of advantage in developing one's abilities with respect to style. Rademacher's range of activity as an advertising artist is wide. His graphic work is marked by clarity and shows the artist's good sense of structure in the completeness of his large and small scale compositions. It is indeed an art to make an appeal for axles, parts of wheels and bolts in a manner that is both attractive and informative; or to make



Briefmarke

Stamp



Verkehrsprospekt
Tourist traffic folder