



essentials a fact which makes them valuable in practice. There are a great many things which cannot possibly be symbolised by the picture of a pretty girl and yet require publicity. Such compositions present far greater difficulties to the advertising artist than do more decorative designs. Niethammer devotes most of his attention to such "thankless" objects which wins for him the eternal gratitude of many an advertising manager. His wife's work is very charming; her tarsia designs are also in excellent taste. And even if the work does reveal a woman's hand, it displays character, firmness and charm.

Translated by Flora

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TARSIA DESIGNS