

of its presentation to a master. The originality of the conception—which incidentally is not to be accepted without qualification—is at first sight overshadowed by the startling effect produced by the manner of its execution ("Silvikrin" poster). However, this kind of thing encourages experiments, a method perhaps that may cause the less enterprising among publicity artists



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to shake their heads. "Nothing venture, nothing have," however, is applicable here; for the art of poster-making cannot possibly develop satisfactorily without experiments of this kind.

Translated by Flora Salmond-Volkman