



PRESS POSTERS

difficult branches of advertising art. The reason for this is that it demands of the artist not only the necessary expert knowledge but a certain firmness of character also. The latter is necessary in order to avoid the danger of banality in view of the popular note here required. Richard Blank thus deserves all the more credit for having retained his individuality as an artist and for his avoidance of cheap effects. He has the knack of giving a dash of humorous colour to his ingenious ideas and of skilfully reproducing Berlin's at-