

are lacking in enterprise to start the poster upon new and successful paths; it is the business man who is not willing to infuse new life into the poster.

We shall have to leave the question open, as to whether a poster is a work of art or merely an accessory of the business man. But what has already been said suffices to prove that the entire artistic tradition of Germany has mirrored itself in her poster art. Artistic problems and the battle of different schools in Germany are not merely a matter for quarreling experts. The settlement of these problems interests the great masses to an astonishing degree and they are always forced to take sides in these controversies. No business man who expects to make propaganda in Germany by means of the poster, can afford to ignore this fact. It is a preliminary factor in all successful publicity. It is this fact which ordains that the artistic problem of a poster in this country shall be not only a cultural, but also in a very large degree a mercantile contingency.



C. Rabus



C. Gadan



PROF. ADOLF MENZER

Plakat 1907 / Poster 1907