



H. DILLO

Ausstellung von Damen-Artikeln (1926) / Exhibition of Women's Wear (1926)



VERSTEYENEN

Messeplakat (1925) / Fair Poster (1925)



Plakattafeln in Amsterdam / Billboards in Amsterdam



posters, probably because there is so little opportunity for it. A Dutch businessman cannot think of including posters in his advertising campaigns. The finest poster is rendered useless by bad distribution.

The poster in the Netherlands has nothing of

the bizarre or the unfamiliar about it and is still as substantial, precise, and stylized as it was years ago. Holland, to a certain extent, represents the balance between the heavy and striking German posters and the refined, more naturalistic English and American ones.