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A L B E R T H E I M

cards for personal advertising purposes and supplied them to restaurants and hotels. Although the advertising character of the cards was thus insisted upon to a far greater degree than formerly, this development proved an advance even in a formally aesthetic respect through a fortunate use of well-chosen artists.

The reproductions accompanying these remarks show us a number of good examples dating from recent years. They show us that it is very possible to find possibilities of expression which shall be characteristic for the personality of the most various undertakings, without in any way neglecting the advertising moment. The bourgeois, comfortable middle-class atmosphere of a "Rats-Wein-Stube", that is a County-councillors' wine-room or a beer-cellar can be expressed just as well as the more elegant and merrily-intimate note of a mondane restaurant.

Of late years, typography as a means of graphic expression, has been added to those already known of old, and has achieved particularly happy re-