The new typography has done much to give new life to the advertising prospectus. In most cases an attempt is made to achieve a certain pictorial effect by means of constructive typesetting, and when this pictorial effect does not suffice to create the desired atmosphere, recourse is had to photography, and attempts are made to create a new and surprising effect by means of unusual angles of vision A characteristic example of a typographic picture poster is the poster for the singer Edith Wolf.

Imprimeurs de métier Pour vos travaux où la photographie doit s'harmoniser avec le texte moderne n'employez que la Berthold-Grotesque caractère simple entièrement "Publicité" esthétique Ondulaleur Moderne Ringe HARMONIE MAISON Amor Skin H. Berthold S. A. Berlin Minas del Sur PARFUMReprésentants généraux BODEGA Nove Edouard Edler & Cie. Schutzbrille REIGEN Avgenève de Montbrillan Hamburgo América del Norte SEMBRADOR Strahlen Clinica Medica FRANCA 35 FHAUS 2345 erco de Columbia NIVERSIDAD Femina Cours de Beauté NDUSTRIES

Prospekt Prospectus

HERBERT BAYER

Plakat Poster



