

C A P I T O L



Capitol,  
Kino in Breslau  
(Neon-Licht)

Capitol,  
Cinema  
in Breslau  
(Neon-light)

Here it is rather the originality of the idea that counts, a series effect, the effective use of changing and alternating lights and so on. Permanent advertising demands the rhythm of light, temporary advertising its effectiveness. The "Poster in Light", that is the ideal

The color note is essential to the effectiveness of all illuminative advertising. Rhythm, discretion, should be a matter of course. A great blaze of one color may be more effective than a mixed palette.

Translated by E. T. Scheffauer