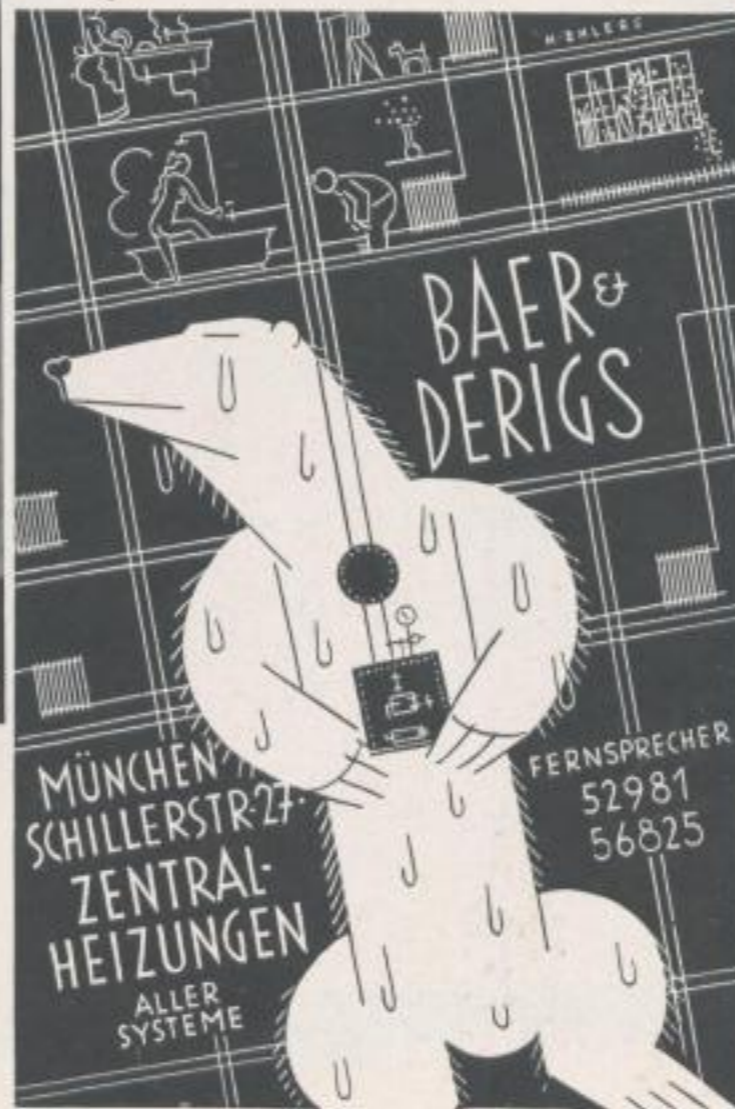
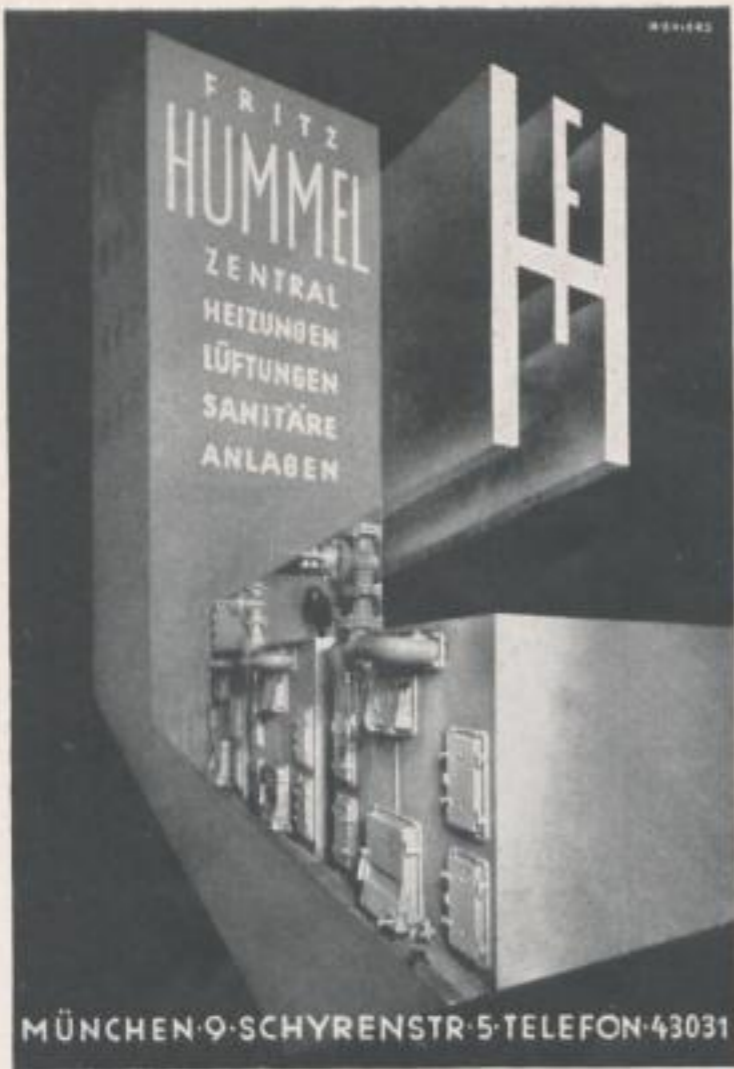


Advertisements for Building Material



Every reader of the great daily newspapers of South and West Germany during the last few years must have been struck again and again by the excellence and originality of the advertisements of Bamberger & Hertz, manufacturers of gentlemen's ready-to-wear suits. The creator of these very original and striking advertisements is Henry Ehlers, co-operating with E. Haller, the advertising manager of the firm. These advertisements strike a new note in propaganda for men's tailoring in that the usual appeal to the public in the form of illustrations of the goods on offer is always avoided. It is nearly always a question of especial bargain opportunities which are brought to the public notice by means of posters, advertisements and prospectuses. Each of these occasions is signalled by some particular design, which is strictly adhered to in all the various forms the propaganda may take and which both in form and in content is always calculated to arrest the eye and cause the design to be long remembered. The design catches the eye and the text of the offer itself is always presented with great clarity and distinctness. The original ideas upon which the propaganda is based are carried out in the most irreproachable graphic form. In contrast to most retail advertisers in the German daily press, Ehlers does not lay so much stress upon black surfaces as upon white surfaces, thus considerably heightening the esthetic effect of

