

H. K. F R E N Z E L

# FOLDERS

1. The prospectus differs fundamentally from the poster and the advertisement, not only in form and method of distribution but above all in its content.
2. The poster is the colorful précis of a matter. The advertisement is the persuasive offer. The prospectus is explanation, enlightenment.



ERRELL, BERLIN

Großbroschüre für Badeanzüge. Sehr eindrucksvoll durch die drucktechnische Ausführung

Large prospectus for bathing-suits

