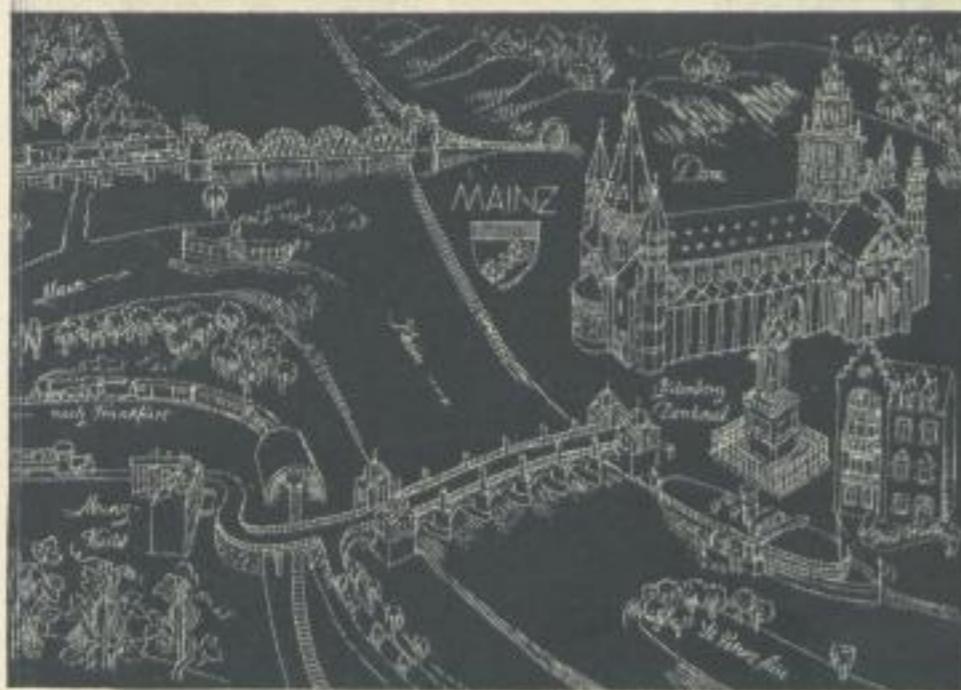


## Wallau-Schrift



### Cunard Line New York

BROADWAY

The food on a Cunarder, Sir, is quite what one hopes to find in the best restaurants ashore. Not only absolutely fresh, Sir, it is the finest that can be procured. Our markets sound like an epicure's idea of geography. Perfectly cooked. Our chefs de cuisine all studied under the great Escoffier, they see that the suggestions he recently made especially for Cunard cuisine are expertly carried out.

We have been working on it for two years, Sir, until now every detail of our cuisine is perfect. You may order your favorite Paris, London or New York and Hamburg dish on any of our ships and be delighted with it. Quite cosmopolitan, Sir. Of course that is essential on a Cunarder in order to keep our service up to the standards of our passengers.

By the way, have you seen the new suites on the Aquitania? They're really large, and beautifully furnished. Rather like charming rooms in country houses. In fact a few of the suites have Sun Room. The ultimate touch! The Cunard has always been just a little ahead, Sir. You would be delighted with your trip. The best people do prefer traveling Cunard. They particularly like our service, English standards; and they are best you know.

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GEBR. KLINGSPOR  
SCHRIFTGIESSEREI, OFFENBACH a. MAIN

### WALLAU-SCHRIFT

Diese halbgotische Schrift, von Rudolf Koch gezeichnet, ist ein wunderbar gelungener Versuch, die deutsche Schrift den Bedürfnissen der Gegenwart anzupassen. Sie ist von außerordentlicher Klarheit und Ausgeglichenheit. Der Rhythmus der Wortbilder ist kaum zu übertreffen. Das Besondere an dieser Schrift ist, daß die deutsche Type in dieser Form international lesbar wird, ohne daß ihr Grundcharakter verloren geht.

### Das Haus Neuerburg



muß es Ihnen noch einmal erzählen: Neuerburg-Zigaretten haben echt macedonische Mischung. Nicht als ob sie hundert Prozent macedonischen Tabak enthielten, denn alle Zigarettenmischungen bestehen wie eine Speise aus Grundstoff und aus Zutaten. Aber hier ist der Grundstoff mit fünfundsechzig Prozent das, was der Tabakfachmann als echt macedonisch bezeichnet, das heißt: Tabake aus Ost-Makedonien und aus West-Thracien, dem edelsten Pflanz-Gebiete des Orients.

KLINGSPOR BROTHERS TYPE-FOUNDRY,  
OFFENBACH ON THE MAIN

### WALLAU TYPE

This semi-Gothic script designed by Rudolf Koch is a wonderfully successful attempt to adapt the typical German to present-day requirements. It is extraordinarily clear and well-balanced. The rhythm and harmony of a page of Wallau type could hardly be excelled. The remarkable feature of this lettering is that it preserves the fundamental characteristics of German black letter in a form which renders it perfectly legible to an international public.