



Inserat

Advertisement

Entwurf FRED WAGNER Design

Hellas cigarette factory, which is new to the market, has tried to find a new method of illustration. Here, in the pages of a magazine, the motifs used do not seem so very startling, but they were a surprise, for the very reason that they were in a style never yet employed in the German cigarette industry. The advertising campaign was got up and carried out by the well-known advertising agent, H. F. J. Kropff.



Plakat

Poster

Entwurf

HANS SCHLEGER-ZERO

Design

Zigarettenpackung

Cigarette Box

Entwurf

WILHELM METZIG

Design