



Examples of
German Beer-bottle Decoration

considering the propaganda point of view. In the wine production, too there is a growing tendency to advertise the products according to brand. For example, O. H. W. Hadank's beautiful wine-labels for the firm of Langenbach are all dictated by one propagandistic principle, carried out in the form, the choice of color and the ingenious use of the firm's trade-mark.

In contrast to the high grade of taste achieved by the wine-label, beer labels are usually overladen, muddled and decorated with banal emblems. The good work of Otto Hupp, for instance, who was early in the field with his excellent labels for Bavarian