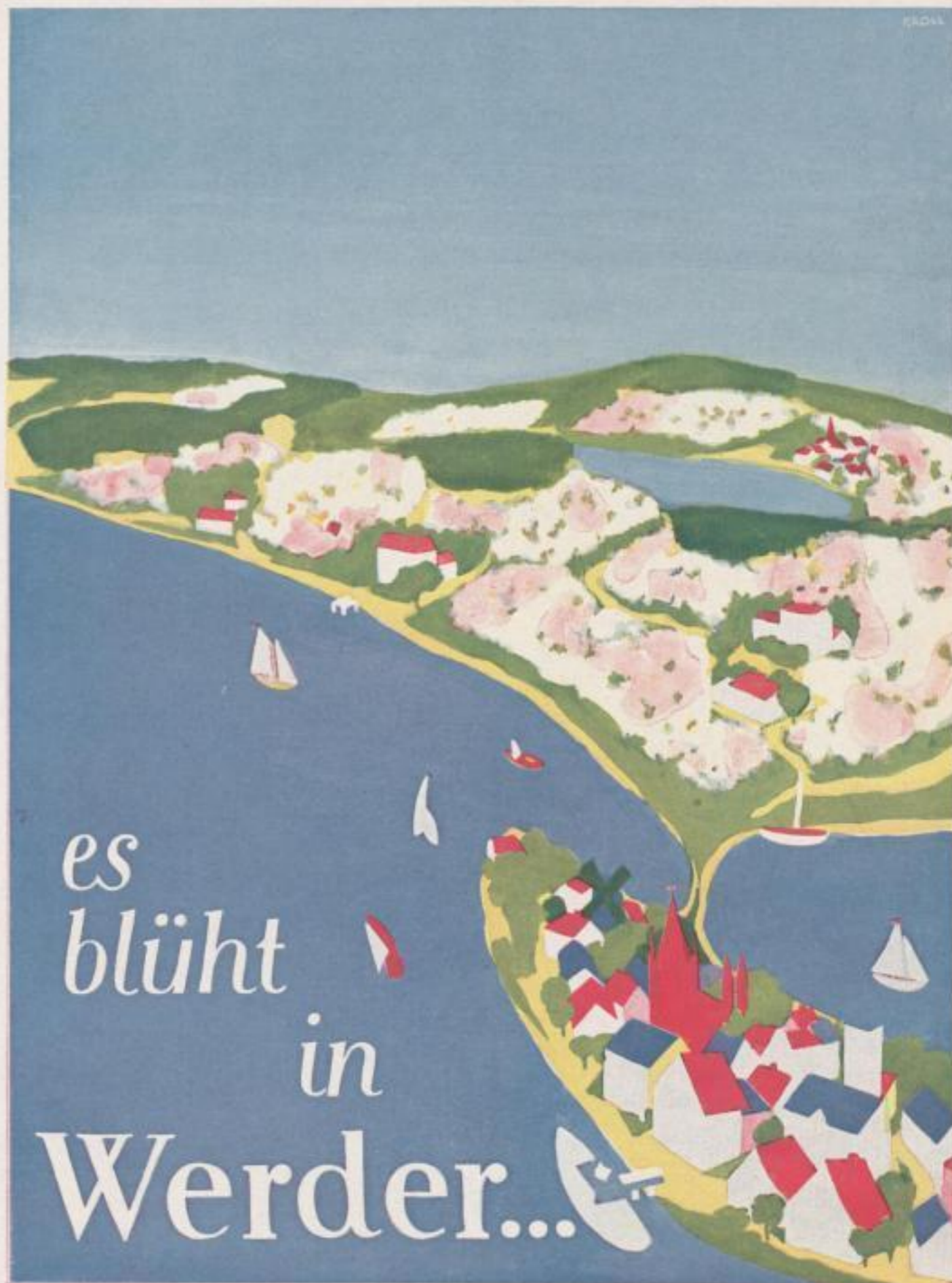


ERNST KROLL

Prof. Böhm's Class at the
„Vereinigte Staatsschulen
für Freie und
Angewandte Kunst“,
Berlin



Böhm, one of our best advertising artists. The wording of the theme is therefore extremely clear and fitting considered from the advertiser's point of view; it is built up on the traditional popularity of the whole procedure of the cherry-blossom season in Werder, and the posters were to bear as text only the catch-phrase: „Blossom-Time in Werder.“ Every inhabitant of Berlin knows at once that besides the romantic beauty of the blossoming trees, all the popular accompanying amusements will also have set in.

The results of this work were shown in public for the first time last November at the Traffic Advertising Exhibition and two designs received the Exhibition Award of Honor. Unfortunately we are unable to reproduce one of the best posters, since the city fathers of Werder are still undecided as to whether they shall not have this poster carried out for next year after all.

This competition also goes to prove that among young artists under proper direction there is a great deal of talent, from which we may expect to see advertising work of the highest class.

Translated by E. T. Scheffauer