

M A L C H O W

Window Placards

most effective fashion. The two great Berlin publishers Ullstein and Scherl provide him with most of his commissions. Malchow's individual art style has proved particularly effective in the launching of new periodicals. His publishers' prospectuses and newspaper advertisement designs are imbued with the same clarity of composition and strikingly effective quality which distinguishes his posters.

Trans. by E. T. Scheffauer.

