



BOOK POSTERS

Dr. LEOPOLD SCHREIBER:

L. Staackmann Edition, Leipzig

Entwurf Design
EGON PRUGGMAYER

It is always a risk to exhibit books trusting that the brightly and attractively bound covers alone may attract customers. Scarcely any "goods" are as dependent on their contents as just books; and yet trade must always be prepared to reckon with the propaganda effect produced by the loose book jackets, unless the author's name itself should be sufficient to work a miracle, and how seldom is this the case, with the distrustful public; if the appointed critics try to smooth the way for the new production.

However it is only in few instances that the success of a book is finally determined by the Press; what supernatural power caps the "best-seller" will always remain a mystery even to those chiefly concerned in the matter. The whole world becomes familiar as it were, with the title of a new book which "everyone must have read", and no one can get rid of this mysterious suggestive power.

Miracles like these occur far too rarely and as no one has time to wait for them, every publisher tries to distinguish his latest publications from the usual crowd of novelties by taking care to provide good print and proper binding, and for a long time now parties interested in these matters, have agreed that in the competitive book campaign, the cover illustration is of great importance and worthy of being discussed.

How often have we heard it said, that it is a positive delight to get hold of a book from this or that publisher, which further tends to demonstrate how much the joys of reading may be enhanced by the harmony and concord existing between form and contents. An original and artistically successful book jacket design alone, in the first instance, enables the bookseller to exhibit his "goods" as effectively as possible and make the necessary advertising for them.

Continued on page 23