



The window of a book shop will always prove a great attraction for the public; there can therefore be no doubt that a striking book poster (for the book jacket is in reality nothing else) can never be unsuccessful. The book shown must awaken curiosity, its enticing cover should fascinate the careless glance so strongly that the shop gazer has a great desire to learn what is contained within its interesting cover. If the book jacket emanates the poetical atmosphere of the book itself, everyone knows what kind of work confronts him in the window, and that is the chief matter. Involuntarily whilst studying the effective design, the title of the new book imprints itself on the memory, and if, moreover, the whole is effectively framed in enthusiastic words by harmonising authors, then indeed we may say, the advertising appeal of the displayed novelty is complete. The abundance of attractive tasks which the multiform book market provides for the graphic artist, gives him an almost inexhaustible field of activity for the utilization of his talent and phantasy. The great publishing houses who have done everything which lies in their power to further the development of artistic book posters, are always ready to show a great receptivity for novel and good designs. About a decade and a half ago, Diederichs-Jena was the first to pay any particular attention to the graphic title page, and we are indebted to the enterprise and advanced views of this publisher, for the fact that the entire world of culture shows such a very great appreciation of the highly artistic binding of the German book.

Book jackets  
of the Studio of the  
Dietrich Reimer Edition, Berlin

Entwurf für „Die Elbe“ von  
WALTER BERGMANN

Design for the „Elbe“ by  
WALTER BERGMANN