



Photo: Dr. Paul Wolff

## CREATIVE PROPAGANDA IN MINIATURE BY OTTO ERNST SUTTER

About a year ago, the Bauer type foundry, whose products, whether bibliophile or intended for practical advertising, always command the attention both of the business world and the connoisseurs of excellent printing, began to produce and distribute a series of advertising folders to its customers under the generic title of "Propaganda in Miniature". Sixteen of these charming and really noteworthy brochures have been issued up to the present. Fresh and vital, up-to-date in the best sense of the word, taking as their starting-point an arresting illustration or a slogan which arouses curiosity, they call attention, briefly and pregnantly, to types old and new which this well-known Frankfurt firm have already issued. The motto which recurs on every one of these prospectuses reads: "Collect this miniature propaganda, it will give you valuable ideas!" Without making any fuss about it, the object is plainly gradually to create a kind of reference card-index for printers and advertising men. As a matter of fact, we feel much inclined to store up these creative specimens of miniature propaganda and when a new one arrives, are always tempted to while over those which have already appeared.