

# DIT-HJEM

ARRANGERET AF JOURNALISTFORBUNDET  
OG KØBENHAVNS HUSMODERFORENING



# FORUM

## KVINDEN IDAG

29 SEPTEMBER-8 OKTOBER

AABEN DAGLIG - 10-10

T H O R  
B Ö G E L U N D

But in spite of all extraneous influences, the artists of every country—the poster artists too, of course—have a note of their own, a particular stamp which is distinctly national, and necessary to make the poster a popular success. This is also the case with us. Bögelund and Sven Henriksen could only be Danish. Ernst Hansen's Polar bear and Knud Nellemose's storming footballers are undoubtedly moving on Danish soil; and Arne Ungermann's grotesque humour expressed in most of his decorative and excellent posters, is neither French, German, Russian nor Swedish—but Danish. Everyone speaks his own language. Danes understand Danish best—even when it is a poster speaking. Advertising—to speak rather pompously—is applied psychology!

As we have said, the artists mentioned here give the "Poster of to-day" in Denmark its especial character—the post-war poster, the physiognomy

T H O R B Ö G E L U N D



# FOLKE SKOLENS IDRÆTTSSTÆVNE

KØBENHAVN  
28-JUNI-TIL  
1-JULI-1928