

Z E P F

B R Ü C K E N

Political posters all the world over have a peculiar but rarely beautiful physiognomy of their own. Almost all politicians are great propagandists as far as rhetoric goes, but their judgment has not seldom been at fault when they have had to decide on other forms of propaganda. Most political posters have been and are illustrated by motifs either of the sentimentally literary kind or the aggressive and caricatured. They are almost invariably lacking in that imaginative and graphic power which fires and impresses. Under these circumstances the plebiscite posters designed by the Saarbrücken artist, Toni Zepf, rank very high. His talent has rid the political poster of all the defects mentioned before.

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