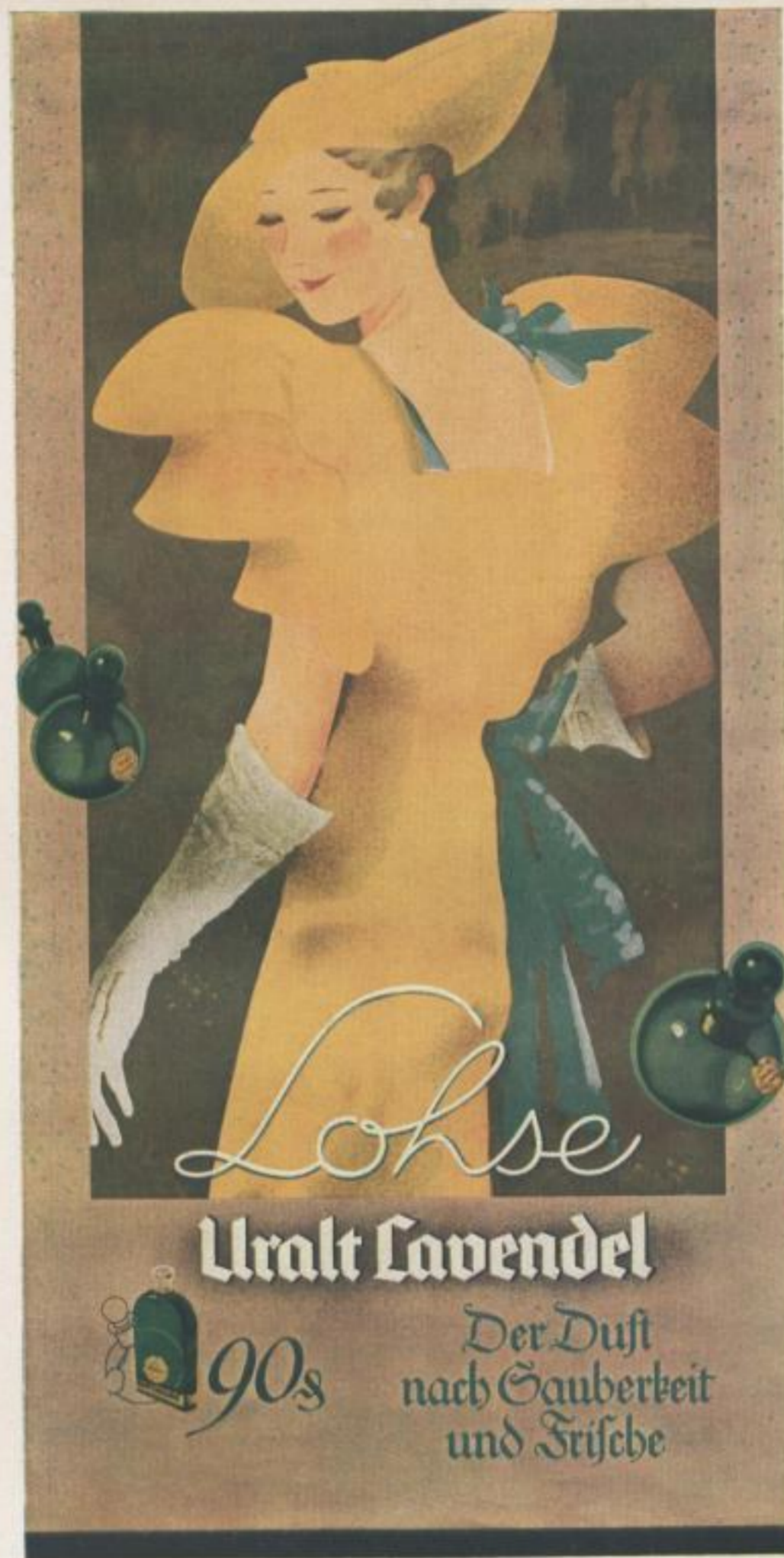


Plakate

PROF. PAUL SCHEURICH

Posters



attractive aesthetic form that correspondends to the contents. The whole of Lohse's publicity: posters, advertisements, window displays, stands and vitrines is based on the firm's signature, the shape of the bottle and the perhaps not too happily worded but none the less effective slogan "the scent of cleanliness and freshness". Thus unity of style has been guaranteed, though the work was carried out by several artists. The graphic peak achievements of Lohse's publicity which are eloquent of cleanliness and freshness, care of the person and the joy in it, are the work of Herbert Thannhaeuser and of Professor Paul Scheurich.

Transl. by E. L. W-Williams.

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