


Entwurf Design
WILHELM REULING



MURATTI
ARISTON

DEUTSCHLANDS VORNEHMSTE,
ANERKANNT BESTE CIGARETTE



WILKE

The advertisement for Muratti Ariston cigarettes is enclosed in a rectangular border. At the top and bottom are decorative horizontal flourishes. In the center is a circular illustration of a cigarette pack with the brand name 'MURATTI ARISTON'. Below this, the brand name is written in a serif font, with 'ARISTON' in a larger, elegant script. A line of text below the brand name reads 'DEUTSCHLANDS VORNEHMSTE, ANERKANNT BESTE CIGARETTE'. At the bottom center is a circular logo containing the letters 'OPK'. Below the logo is the name 'WILKE'.

Zigaretteninserat

Advertisement for cigarettes

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Das
Straßburger
Münster

Wenigen ward es gegeben, einen Sobelgedanken in der Seele zu zeugen, ganz, gewiß
und bis in den kleinsten Teil notwendig schön, wie Bäume Gottes, weniger, auf tau-
send bietende Hände zu treffen, Felsengrund zu graben, steile Höhen drauf zu zaubern
und dann stehend ihren Söhnen zu sagen: Ich bleibe bei euch in den Werken
meines Geistes, vollendet des Begonnenen in die Wolken + Goethe/

M A R T I N
W I L K E

The right page features a detailed architectural drawing of the Strasbourg Cathedral, showing its intricate Gothic facade and tall spire. To the right of the drawing, the title 'Das Straßburger Münster' is written in a decorative font. Below the drawing is a block of German text, a quote from Johann Wolfgang von Goethe's 'Faust', which describes the cathedral as a work of divine inspiration. At the bottom right of the page, the publisher's name 'MARTIN WILKE' is printed in a spaced-out, all-caps font.