



# FRÄNZISKANER BRÄU · MÜNCHEN

## NEW POSTERS

BY Dr. EBERHARD HÖLSCHER

The poster—whatever the personal views of experts regarding its importance as a means of advertising may be—has always been and is still, for every unprejudiced observer, the most impressive and finest pictorial means of advertising, of which the very name already suggests to him a lively idea of an artistic achievement. It is no mere accident that the expression "poster art" was coined, and that the epithet "artistic" was accorded solely to this creative domain of advertising art, for in no other means of expression now at our disposal for advertising purposes is such a vast amount of artistic energy incorporated, and hardly any other field of activity in the domain of applied graphic art has made such a strong appeal from the start to the imagination and creative power of the artists. In this connection it is not always necessary only to think of the beginnings of European

Plakat Beer poster

Entwurf Design

Prof. LUDWIG  
HOHLWEIN

Drucker Printer  
CHROMOLITHOGRAPHISCHE  
KUNSTANSTALT A. G., München