



Kalender der Kunstdruckerei Künstlerbund Karlsruhe A. G.
Entwurf L E O F A L L E R Design

Brönners Druckerei, Frankfurt a. Main
Fritz Bruns GmbH, Berlin
Buchgewerbehaus A.-G., Saarbrücken
Buch- und Tiefdruckgesellschaft mbH.,
Berlin SW 68
Deutsche Großeinkaufsgesellschaft mbH.,
Hamburg
Deutsche Lufthansa, Berlin
Eschebach & Schaefer, Leipzig
Farbenfabriken Escher, Naumann & Co.,
Ilmenau i. Th.
Etzold & Kießling A.-G., Crimmitschau
Willy F. P. Fehling, Hannover

CALENDARS 1938

The same large number of calendars which were once again sent to us this year clearly demonstrates that this important method of advertising is still used as extensively as ever in industry and commerce and particularly in the graphic trade. It was unfortunate that the number of calendar backs entrusted to graphic artists was quite small. On the other hand, natural colour photography was strikingly abundant. We are showing a number of good examples of this type of work and we extend our thanks to all those who sent us copies of their almanacs.

Translated by James Caswell

Kalender der Firma Paul Hartung, Hamburg
Entwurf WILLI HARWERTH Design

