THE PUBLICITY OF THE CITY OF LUBECK

The propaganda of the City of Lübeck has long been noticeably attractive. This was due to the special way in which the propaganda emphasized the advantages and qualities peculiar to this city which has a decided character of its own. Lübeck is certainly a city for which a very individual type of advertising can easily be conceived. However, one must have an eye for essentials, and hit upon the right ideas, in order to make the advertising impressive and attractive enough to do justice to the true appearance of the city. In 1936 and 1937, the Lübeck Asso-

Illustrations

OLAF GULBRANSSON

Pamphlets

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