



Prospektseiten

a masterly and keenly sensitive touch. Since the texts, also, were written in a correspondingly unliterary manner, and with a truly refreshing gaiety, this propaganda material gives the impression of a carefully considered, harmonious labour of love. The text of one of the propaganda pamphlets was written by the poet Leip who is well acquainted with the old seaport. The photographs included in the two propaganda pamphlets give such an inviting, plastic picture of the historic romance and contemporary life of the art-loving city, that even a reader who is not easily impressed must feel a longing to visit it. Lübeck's publicity work is of the highest quality.

Translated by James Caswell

Pages from a folder

ciation for Traffic and Economic Propaganda succeeded in this to an exceptional degree, when they published their excellently compiled advertising series, and their splendid propaganda pamphlets. These have the charm of direct appeal and lasting effectiveness. The services of the distinguished artist, Olaf Gulbransson, were obtained for the advertising series of 1937 and for a very informative propaganda pamphlet. He solved this task, which was probably a novel one for him, in a characteristic and highly effective manner. The drawings of Olaf Gulbransson illustrate the excellent publicity slogan: "You must experience Lübeck!" with

