

Polish posters prevent accidents

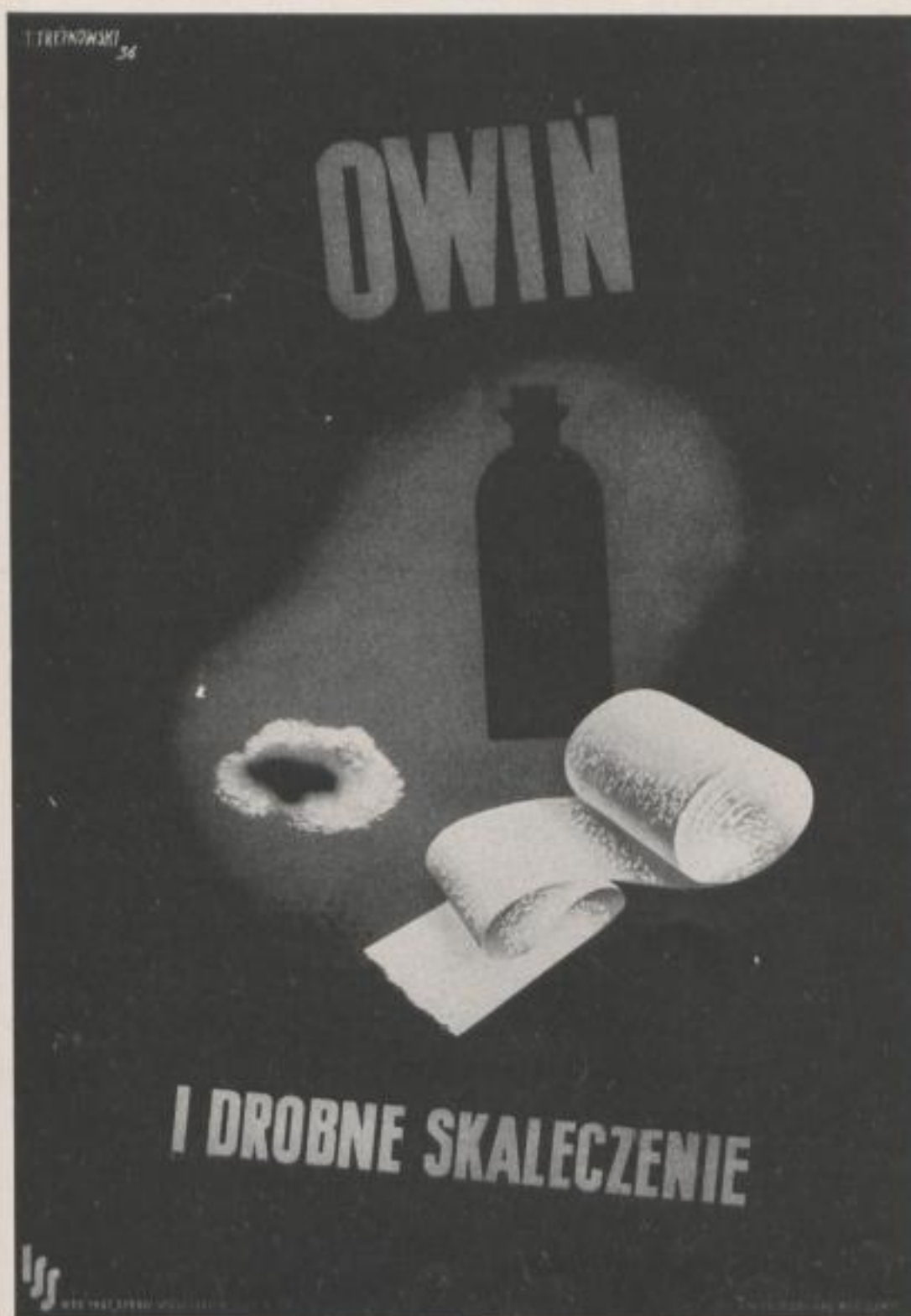
Constantly surrounded by dangers as we are, we have long since become accustomed to their nearness to ourselves, and have ceased to believe in the accident that might at any time befall us. This applies to accidents in the general sense of the word, and to traffic and vocational accidents in particular. The great social task of awakening the sense of danger may be admirably accomplished with the help of a good poster.

The warning posters reproduced here representing the work of various Polish advertising artists and which have been collected and published by the Institute for Social Problems at Warsaw, are in our opinion worthy to be used as prototypes. Discarding all unnecessary illustrations, they concentrate on the danger to be avoided and its inevitable consequences.

To depict only what is essential, to be vivid, striking and real is what is required. These signals are meant to arrest the attention of the passer-by and remain in his memory. The artistic value of these posters does but enhance their striking effectiveness. For only the happy formula is convincing, only the perfect impression leaves its mark and is suited to attract anew



B. BOCIANOWSKI



T. TREPKOWSKI



C. WIELHORSKI