



Plakat

Poster

a very special charm by a touch of what might be termed elegance. Love of subject develops into expert knowledge and this achieves success as to composition and colour whereby effects are obtained which could hardly be surpassed with regard to style. Just look for a moment at his suggestions for a shop-window arrangement for "Melitta". Each idea here is directed to what is essential but this practical outlook is linked with an all-determining instinct for what is pleasing to the eye. The whole impression formed is that of something which is at times amusing and always charming. A small "Book of Things Worth Noticing" is well arranged and produces excellent photographs of advertising gifts at their best. These tastefully got up publications about and against