



F R I T Z L O E H R

Plakat

Poster

light colours. An example of this may be seen in the calendar leaves on pages 58 and 59. A splendid double effect is to be found in the film poster on page 57 where the lettering on the screen appears to be in front of the picture. Admirably thought out is the writing on the rounded piece of ceramic work on page 60, as are too the pictures of figures without lettering as instances of applied art, and which are either painted, scratched or carved (pp. 59, 61). In every instance art always ennobles the practical purpose. Transl. by Flora Salmond-Volkman

Keramik

Ceramic

