



The German "realistic" or "object" poster bids fair to come into its own again. Before the Great War, it accompanied our trade in its rise to prosperity but after our industrial collapse, it was dejectedly set aside and to all intents and purposes fell into oblivion. Now, however, with the return of our power of initiative and energy to act, it has once again been called upon to be the symbol of our world-reputation and the reveille of our new will to live.

Looking at Julius Moldenhauer's work we can see what "object" posters must be like to be



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