

Beautiful high quality fabrics designed above all to fascinate the eyes of every woman, demand as a matter of course an appeal that in its gay attractiveness fittingly emphasizes the excellence of the goods displayed. This method of appeal as employed by the A. G. B.-Stoffe may well serve as a prototype for all advertisements. The Firm has been established in Berlin for 10 years and in addition to the store deals extensively with letter orders. Besides the coloured advertisements in fashion periodicals appeal is made for the Firm's large shop in one of Berlin's busy streets by attractive window-dressing. Herbert Schmutzger is the artist responsible for this and mention has already been made of his windows in a former issue of this journal. He shows great skill in attracting the eye of the passer-by by the wealth of charming and original ideas of astonishing variety at his command. The impression created is always one of exclusiveness and distinction. A highly unique medium of appeal is used in the Firm's letter-order department, namely, the so-called "Golden Book" which is sent to all interested on application by letter. This book not only contains patterns of materials but also gives a



Entwurf

HERBERT BAYER

Design

