



Entwurf
OLDERICH
PAZDERA
Design

work of these artists gives proof of pleasing and successful efforts to do justice to the principles of poster design which are often disregarded although they are necessary, demanding as they do a monumental pictorial effect on liberal lines. This is well exemplified in the various and striking posters shown here which have been executed for the Bata Firm. These posters are distinguished by their unique colouring