

Alfred Bauer in the front rank of our best-known poster artists. In collaboration with the advertising manager of the Ufa, he succeeded in introducing new vitality into film advertising. The posters for "Pour le mérite", „Mann für Mann" or other similar designs reveal a lucid and convincing power of appeal. The artist, thanks to his strong will to keep to his own decorative form, and to his thorough practical training in cinema theatres, is able to master any technical difficulty that may present itself. The value of his work as a medium of vigorous and convincing appeal is further enhanced by the artistic harmony existing between form, colour and suitable captions. Alfred Bauer's colour effects fasciate the

