



Design
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CIGARETTE POSTERS

Of recent years there has been an ever-increasing tendency on the part of German advertising artists to hark back to the forms of earlier epochs and to make use of such good old designs as they deem suitable for adaptation to the needs of up-to-date publicity appeal. True, on the one hand, certain misgivings may arise as to the advisability of this, what might be termed "historicistic" development, which if allowed to go too far might well prove a definite obstacle to new creative effort. But on the other hand, it cannot be denied that such attempts to make use of this old German cultural heritage, if rightly applied in the proper place, can produce decidedly happy results. One typical instance of these efforts is the series of posters for cigarettes issued by the Polo Cigarette Factory at Merzig in the former Saar district. In addition to portraying a few Erzgebirge figures

these posters display a whole series of those old pictorial designs which a hundred years ago were to be found on tobacco packages. The adaptation of these pictures and old symbols to up-to-date appeal for cigarettes although they were primarily intended to advertise tobacco only, was perfectly justified; for here it was a case of advertising a cheap brand of cigarette made of a mixture of oversea and home-grown tobacco. All the

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