

Carl Preiser, art director of the "Vereinigte Verkehrs Reklame" (United Transportation Advertising Studio) might be said to owe to some extent the obviously excellent qualities of his work to the manifold tasks awaiting him in this particularly attractive field of activity. To make publicity appeal for certain purposes as arresting and convincing as possible, suggestions of a high standard are necessary which make exacting demands of the artist entrusted with the execution of the appeal. Carl Preiser is equal to such demands and fulfils them in his own way. In addition to designs on a liberal scale and of distinctive character he



Man spricht darüber:

Ganz mein  
Typ!

Sowas müßte man  
auch nochmal sehen!

Das Kleid muß  
ich mir merken!

Du! - - - Du  
müßest mir hin!

Donnerwetter!  
Donnerwetter!

Warum spricht man darüber?

Weil die Plakate auf der U-Bahn hervorragend zu sehen sind!

**U-Bahn-Plakatanschlag – er lohnt sich!**

VEREINIGTE VERKEHRS-REKLAME · BERLIN

Inserat      Advertisement

SO LANG IDEALE NOCH GLUEHN

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to