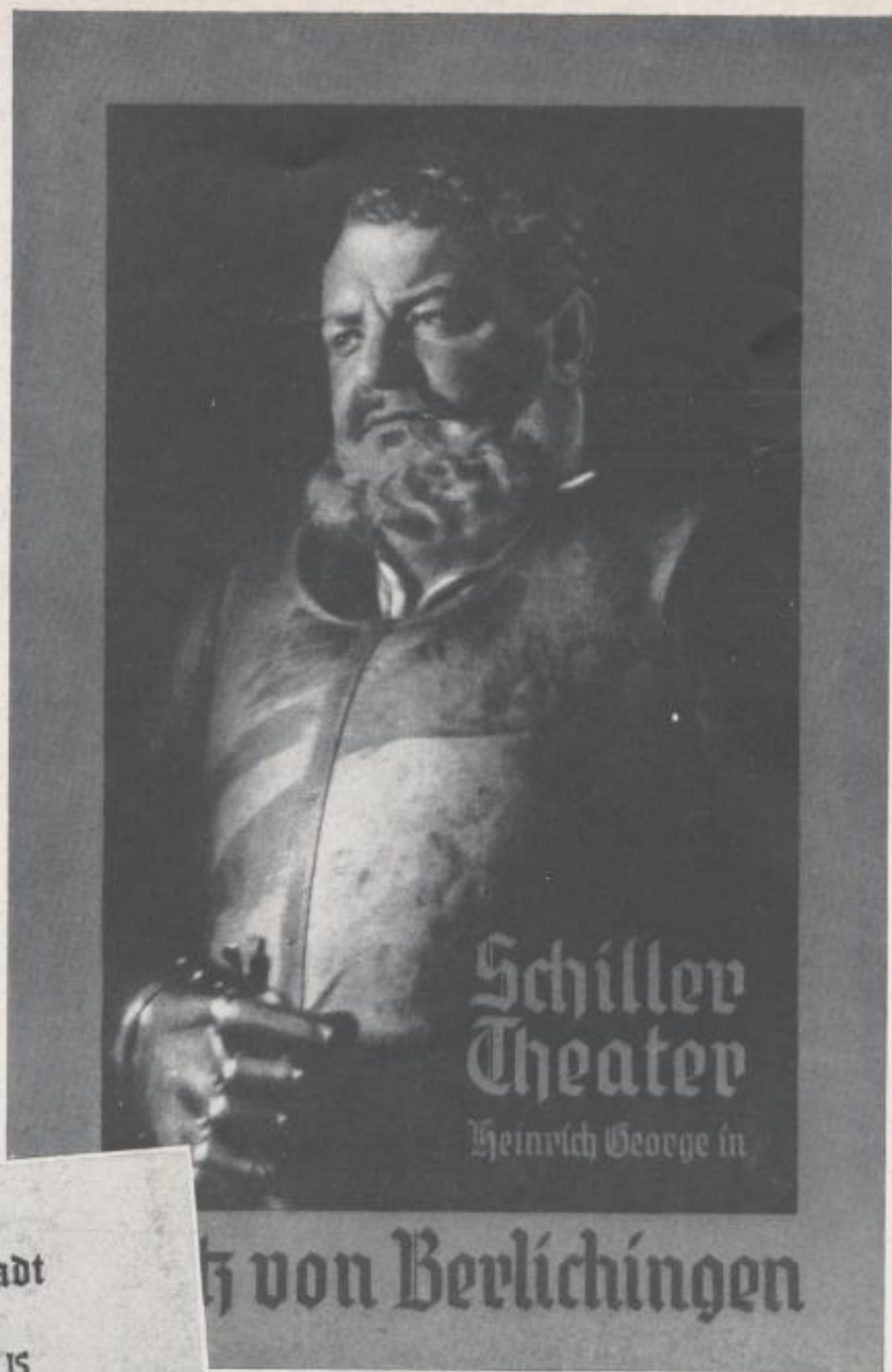


HOW THE SCHILLER
THEATRE IN GERMANY'S
CAPITAL MAKES ITS
APPEAL TO THE PUBLIC
STAGE-MANAGER,
HEINRICH GEORGE

Plakat zum „Götz von Berlichingen“
Entwurf OTFRIED SENGER

Poster for "Götz von Berlichingen"
Design OTFRIED SENGER



Schiller-Theater der Reichshauptstadt
Intendant: Heinrich George



Hitherto the Schiller Theatre has been the only one of its kind to realize so clearly and to employ so systematically all the possibilities of advertising art in theatre publicity. The programmes of the Schiller Theatre are no longer bound to the stereotyped style usually adopted by such publications. They are adapted in technique, type and shape to the

Programm zu „Götz von Berlichingen“
Titelholzschnitt von HANS BURGKMAIR

Programme for "Götz von Berlichingen"
Frontispiece: Wood cut by HANS BURGKMAIR