

PLAKATE



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Design

It says much for the BALLY PROPAGANDA which the A. G. O. R. recently organised in Zurich that the older posters are just as attractive to-day as when they were first produced. Conspicuous too is the fact that this appeal coming as it does from an elevated point of view is addressed to consumers of all types. A personal note is given to this appeal which is in good taste, and is intended to attract the attention of industrial workers, peasants and mountaineers. An atmosphere of actuality is given to the pictorial side of this propaganda. The figures represented here are depicted as they are in reality, and not as creations of a graphic artist's fantasy. They fill the mind with a desire to have the proper boots and shoes for ordinary wear and sports' purposes. Neither is the humorous side lacking. The poster with the