

the year a wide variety of striking, large-scale posters are displayed to advertise sales. These posters are produced in offset or in linoleum print if fewer colours are required. The "Weisser Schwan" Stores deliberately make an extensive and highly successful use of this form of publicity, whereby, let it be said, they are the only establishment of this kind within the Protectorate of Bohemia and Moravia that does so. Leaving the question of the function of the poster as part of the business organisation alone, let us consider these posters from the purely formal angle. A glance shows they can only be spoken of in terms of purely transient productions. Both in their composition and graphic work these posters definitely show they are intended to do their job quickly, which is to advertise sales. This is a perfectly correct view of the function of the poster; for apart from a few insignificant exceptions, the poster is not to be included among those media of publicity constantly



In die Schule — aber zuerst zu uns
Starting for school—but come to us first

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