

Glückliche Reise — für den Sommer stattet
Sie aus der „Weiße Schwan“

A safe journey—the “Weißer Schwan” will
supply your summer outfit

Entwurf CUBR & POKORNÝ Design

employed to advertise a product. This fact, however, is often overlooked and the poster frequently fails of its purpose as regards formal design. Indeed of recent years it is not at all unusual to come across posters which, to put it plainly, are all wrong. Their designers had apparently wished to give them permanency; and they frequently show signs of laboured attempts at overdone originality and artistic endeavour. Be it far from us, however, and especially in the pages of this journal, to say anything against the advertising artist's urge to attain

