

PLAKAT EINES WARENHAUSES  
IN PRAG

a decently high artistic standard in his compositions. All the same, to be really good a poster should be conceived on generous lines and be given large-scale form. Thus it will command the attention of the possible consumer without giving him a riddle to solve. These colourful posters of the above-mentioned Stores have real publicity value and are well calculated to attract attention. Their bold, impressive designs devoid of superfluous detail "tell", produced as they are with an eye to mass effect combined with a popular note but without in the good sense of the word. Translated by Flora Salmond-Volkman

Begrüßt den Frühling im Warenhaus  
„Weißer Schwan“

Meet springtime in the "Weißer Schwan"

Entwurf F. P R I B Y L Design

