



Programmhefte für die Richard-Wagner-Festspiele Bayreuth 1940  
 Programmes for the Richard-Wagner-Festivals held at Bayreuth in 1940

nised scheme for giving the soldier cultural interests. The announcement of such functions, be it on posters or on programmes, is generally simple and clear. Their purpose above all is merely to inform the soldiers of the arrangements made for their entertainment in more or less typographical form. Martin Freyer, however, the advertising artist, who does the designing has shown great skill in relieving and enlivening the somewhat plain typographical appearance of the posters and programmes by inserting delightful drawings in the shape of guilloches. And so entertainments for the German Defence Forces got their own posters and programmes which in the care that has been expended on their design and execution can well stand comparison with similar posters and publications at home.

Translated by Flora Salmond-Volkman