

The famous champagne firm of Matheus Müller at Eltville on the Rhine arranged a competition last November for members of the trade group "Advertising Art" in the Reich Chamber of the Fine Arts in order to acquire suitable and striking posters for their products. It was by no means an easy task for the advertising artists to find suitable designs; for they were expected to retain as far as possible the well-known appeal in the shape of the M lines on the palm of the hand in a more original and pleasing form. The competition was a venture in itself, for most of our advertising artists are to-day serving in the Fighting Forces. The experiment, however, has proved an amazing success. Contributions poured in from all parts of the Reich and the pleasing fact was established that much of this work came from hitherto undiscovered talents so that the competition on the whole was highly satisfactory. The winning designs are reproduced here as are also the posters which have been purchased, and small selection of those which were awarded consolation prizes. These illustrations give us a very good idea of the results of this most interesting competition. We call attention to the fact that some

ZWEITER PREIS

Entwurf

HANNE BOTH



SECOND AWARD

Design

HANNE BOTH