

1940



From time immemorial books have never lacked numerous aids to publicity. Nor is the idea to make use of the poster in advertising books an entirely new one; for such posters rank among the earliest achievements in the sphere of publicity thanks to Johannes Gutenberg's ingenious invention that made possible the unrestricted spread of literary treasures. Thus it would appear all the more curious that although posters have been produced in superabundance since the rise of modern poster art in Germany relatively few good book posters exist. For this reason we welcome the fact that for some years



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