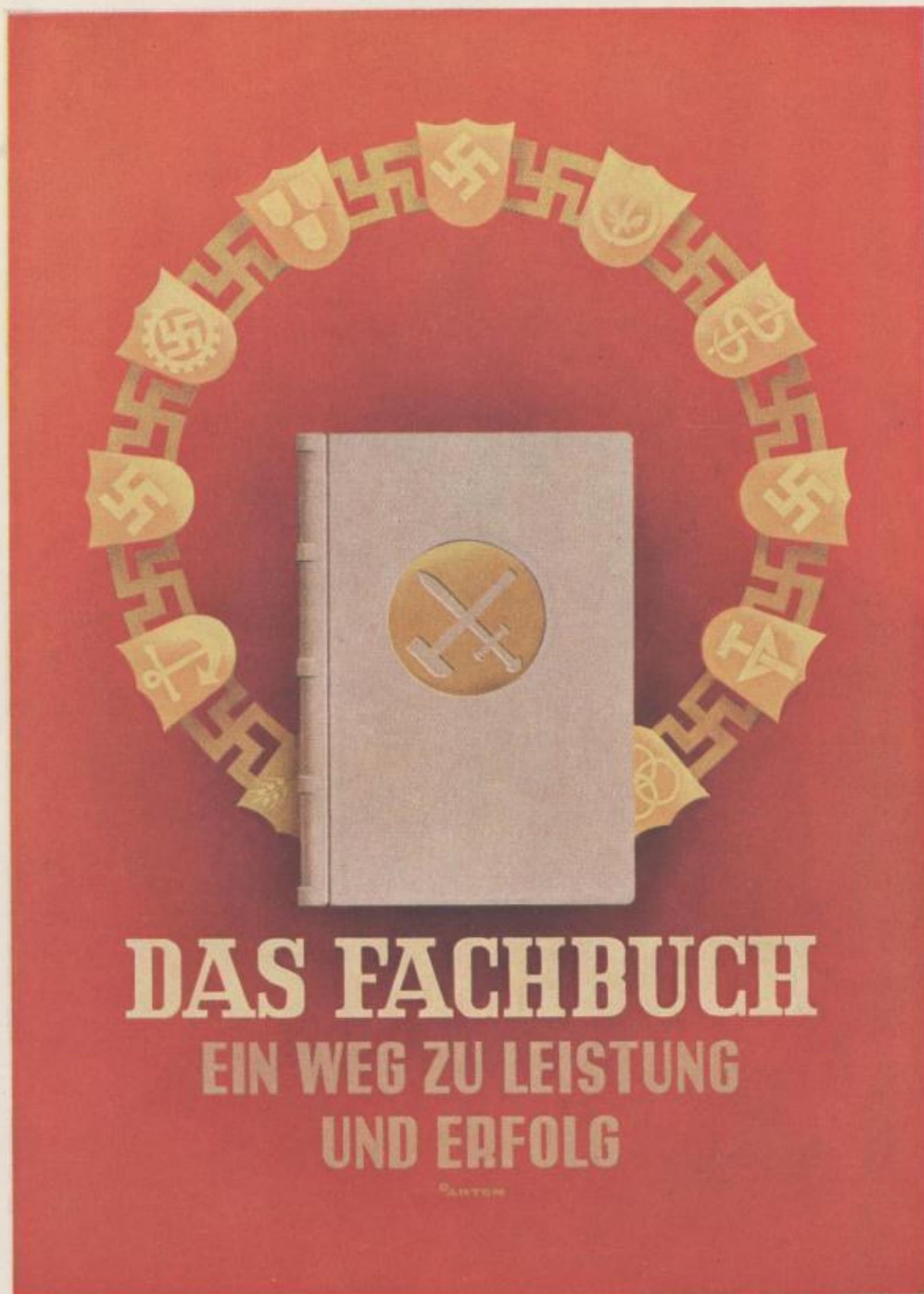


DESIGNS

ANTON



1941

past the poster has once again come into use as a medium for advertising books. This is above all due to the initiative of the Publicity and Advisory Bureau in the Reich Ministry for Popular Enlightenment and Propaganda which commissioned Prof. Ottomar Anton to design a series of posters as advertisements for books. Of this highly excellent work we reproduce eight particularly striking compositions. These posters which with few exceptions are variations of the same theme pursue a uniform artistic line. The form is arresting with its generous surfaces and is intended to produce a monumental effect. There is nothing problematic about these posters, rather do they demonstrate clearly and strikingly the purpose for which they have been designed.

Translated by Flora Salmand-Volkman

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