

# ALBERT SCHILLER, NEW YORK UND SEINE TYPOGRAPHISCHEN BILDER AND HIS TYPOGRAPHIC PICTURES

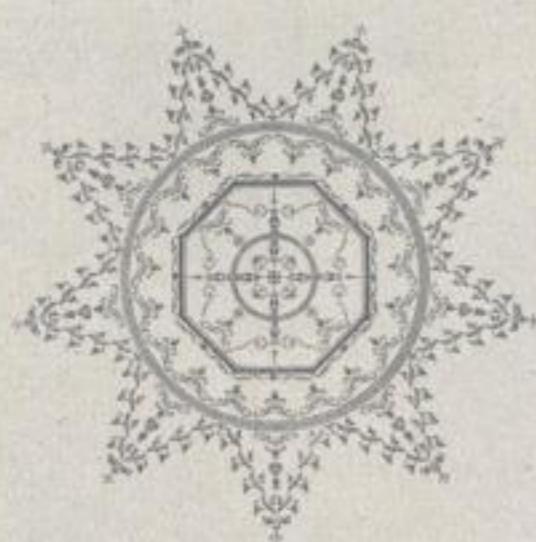
ICH glaube, der Versuch, aus dem Typenmaterial des Setzkastens nicht nur Schriftsätze zu formen, sondern auch richtige Bilder zu gestalten, ist ebenso alt wie die bewegliche Type selbst. An sich ist es wohl eine Stilwidrigkeit, aber die Exaktheit und Ausgeglichenheit der typographischen Einzelformen lässt doch immer wieder Bilder entstehen, die zwar in der Zeichnung nicht voll befriedigen können, weil die Linien zu unbeweglich sind, die aber im ganzen recht amüsante Kunststückchen darstellen. In ganz Mitteleuropa hat die »neue Sachlichkeit« viel Anregung zur Formung von typographischen Bildern gegeben, die aber in der Hauptsache streng stilisiert und abstrakt sind.

Wir zeigen hier einige Arbeiten des New Yorker Typographen Albert Schiller, der den Versuch macht, impressionistische Bilder zu setzen. Es sind Glückwünsche der Advertising Agency Service Co., New York, einer Firma, die sich ausschließlich mit dem Satz von Reklamedrucksachen und Inseraten beschäftigt. Die Firma will durch die Versendung solcher Glückwünsche dokumentieren, was für geschickte Mitarbeiter sie hat, und insofern kann man diese amüsanten Spielereien auch vom Reklamestandpunkt aus gutheißen.

Haka.

I believe the attempt to make real pictures as well as sentences of letterpress out of the printer's type is just as old as movable type itself. In itself it is no doubt tasteless, but the exactitude and balance of the individual forms of type still gives rise to pictures which, to be sure, cannot give full satisfaction as far as the drawing is concerned, since the lines are too immovable. Nevertheless on the whole they give rise to many an amusing trick drawing. The movement known as the "neue Sachlichkeit", the "New Objectivity", has given much inspiration all over Central Europe to the formation of typographic pictures, which however, are in the main strictly conventionalized and abstract.

We show here some of the work of the New York typographic artist Albert Schiller, who attempts to print impressionistic pictures. They are congratulatory cards used by the Advertising Agency Service Co., New York, a firm which is occupied exclusively with the setting of advertisement printing and advertisements. In sending out such greeting cards the firm expects to emphasize the cleverness of its members and from this point of view one can say that these amusing trifles also have their value as a means of advertising.



Versatility is THE PRINTER'S GOLDEN EGG OF FORTUNE; IT KEEPS PENCE IN HIS pockets, and pride in his heart. That craftsmanship with which we devise a daringly original arrangement of type ornaments & the workmanship with which we compose your specified copy are joined in the one word: Versatility. When we set up your serious message of plain type and illustration we do it better BECAUSE of the very fact that we can do the decorative trifles so well. When inspiration & practicality go hand in hand, there is true versatility.  
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