

# ERNST HEIG

BY TRAU GOTT S CHALCHER

HIS real name is Ernst Heigenmoser. But in the era of the New Objectivity, the name became three syllables too long. So Heig evolved. We showed some of his earlier work in the Munich number of the third annual volume of "International Advertising Art". Heig comes from Munich, but his art is only to a certain degree distinctively Munich in character, as is, for instance, the work of F. P. Glass. These designs show too much restraint to be hailed as typically South German. To be sure, a burlesque sense of humor sometimes breaks the bounds of strict advertising etiquette, as in the really splendid sketch in which the Christmas angel is having her hair curled. But how does it happen that precisely this design reminds us so strongly of Berlin humor? The trade-mark for M. & Co., shows us Heig's humor at its most winning moment. The two mannikins formed of gentian roots, acting as it were as the standard-bearers of their own glass of toddy, are a delightful and whimsical notion. The commercial artist usually takes orders for trade-marks with deadly seriousness. It gives one double pleasure to find someone with courage enough to tackle such a serious affair from a humorous point of view.

Translated by E. T. S.



Tabakpackung, Schutzmarke, Bucheinbände  
Wrapping for tobacco, Trade-mark, Book-covers