

O P P E N H E I M

In the new epoch of art and life succeeding the war, we have experienced the absolute disappearance of artist's names which in pre-war days seemed full of promise and the possibility of further development. It speaks for itself and for him that Oppenheim, "Lo" has survived the changing era and the buffets of fortune and remained as effective as ever and even increasingly so. Work of his which appeared before the war can still be regarded with pleasure to-day and that for its own sake, for the individual development revealed, apart from general historical interest. The prevailing characteristics are a most agreeable clarity and a powerful stroke so simple in execution that it never becomes irritating even to those whose own artistic principles are diametrically opposed. The once popular "Moslem" cigarette exists no longer, but we have not forgotten Oppenheim's poster with the three elegant Turks. Neither do we forget his often imitated propaganda for Osram's "brilliant white light". Both poster series afford us an opportunity of studying lettering which is impressive at first sight. On the whole the purely purposeful has the upper hand: Almost every individual design is determined by this element, which is most favorable to Oppenheim's particular gift. There may be those inclined to cavil at this or that design, such as the propaganda for "Lustige Blätter" or the man with his ear inclined to listen to the great murmur of the world's ear, but no one can deny that these designs were strikingly original at the time of their inception, carried out with a carefulness at times trending almost to the pedantic and instant in their effectiveness and power to catch the eye. This effectiveness alone would practically suffice to justify the existence of every poster. Even in these early days Lo had begun to exercise his particular brand of humor which he calculates upon to put a sparkle into future work even in the most dismal days. All prelimin-



Persil — „Familie Schneeweiß“
The Persil "Snow-White Family"



Bendix Holzindustrie mit der „X-Marke“
Bendix Wood Industry with
"X" Trade-Mark



Groterjan-Brauerei
Groterjan Brewery (Big Jan)