



Rotella-Margarine

O P P E N H E I M

aries for the creation of striking and well-conceived trade-marks are fulfilled in an unusual measure in the case of this artist. He carries out his ideas in such a manner that one of his trade-marks invariably becomes the true mark of the trade in the article in question. Lo remains within the boundaries set him, even when in a graphically technical-artistic sense there is little content within these boundaries and he finds himself confronted with unusually dry material to work upon. His humor goes deeper than the usual surface merriment, he is more sparing of means than the precious decorators who must surround every idea with superfluous ornament. Oppenheim goes straight to the root of the matter instead of prowling in roundabout ways. Do not let us forget those striking and excellent designs of his which rightly received prizes in the competition for designs to make propaganda for drinking more milk and eating bread made of rye. Everyone has seen and admired these designs on some German railway-station or other. Compared with younger talents whose exponents often wander along false tracks and have been frequently subjected to criticism from other pens in these pages, we must say that Oppenheim's work, taken as a whole, fulfils exactly the conditions which must be exacted from a commercial artist. In order to appreciate just what this means and how much it implies, it is necessary to subject the conception "commercial artist" to a more thorough consideration.

Translated by E. T. Schieffauer



Kistenbrand „Westpreußen“



Chemische Fabrik „Steinbock“
Chemical Works „Steinbock“

