

H. W I L L S

Franz H. Wills belongs to the group of young commercial artists who intended from the very beginning of their studies to become commercial artists. He was a pupil of Prof. Ernst Schneidler and Prof. Rudolf Koch. He is now working in the studio of a great Berlin newspaper publishing company and in his practical work we recognize the good training he received at the hands of these two excellent teachers. The important point is that it is only the quality of the work which leads one to suspect the identity of his teachers, not the manner of his invention or his technique. His inborn talent has undergone a healthy course of development until it has become capable of independent achievement. His construction is always clear and simple. Very often original effects are achieved by means of clever brush-work or the use of colored papers and other materials. But these decorative factors never disturb the impression as a whole. It is a good portent for the future of advertising art that in spite of the hardships of the present day, a great many young advertising artists are at work with such seriousness and unerring artistic feeling.

Trans. by E. T. Scheffauer.

Edenke von Kraft
FRAULEIN NUMMER



Weinlese im Breisgau



Antinit



Weiß denn der Chef Bescheid?
ROMAN VON VERA BERN



Headlines, Trade Marks
and Signets

C1 minus 3