



*Feminine Readers  
and CHICAGO TRIBUNE  
First Place!*

STYL is the quality they bring to a new world for the modern woman. When a woman comes to look at a dress, she is not only looking for a dress, she is looking for a personality. This personality is expressed in the lines, the color, the texture, the fabric, the trim, the detail, the finish, the quality of the workmanship, the quality of the materials, the quality of the design.

A dress is not a mere covering, it is an art, it is a personality, it is a statement of the woman's individuality, it is a reflection of her inner life, it is a statement of her taste, her culture, her education, her refinement, her quality of mind, her quality of soul.

Such a dress is not only a statement of the woman's individuality, it is also a statement of the designer's individuality, it is a statement of his taste, his culture, his education, his refinement, his quality of mind, his quality of soul.

**Chicago Tribune**

STYL FOR THE MODERN WOMAN, THE CHICAGO TRIBUNE CAPTURES FEMININE FAVOR

*Chicago  
Tribune  
STYLE  
Captures  
Feminine  
Favor*



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THE WORLD'S GREATEST NEWSPAPER

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Advertisements

where I not only did advertising art but also painted a large fresco for his flat. I did not return to the university, but remained in the advertising game—a year later I struck out for myself, having received brilliant recommendations to various advertising agencies and particularly to the Chicago Tribune from “old Bill Both”. I worked as a free-lance artist and also attended the Chicago Art Institute where I must say I did not learn anything. I learnt everything I know from practical work, especially at my drawing-board when it stood next that of Bill Both.

I was in the United States at a time when little regard was paid to originality and imitators were directly encouraged. The good aspect of this was that I had so many orders to fulfil that I never had time to be idle and could collect experience in all branches in a short time. In 1930/31 I returned to my home in Oldenburg and then went to Cologne and finally with Hans Duis to the Düren Industrie where we keep the “Düren Advertising Office” going together. Well, that’s that.”

Trans. by E. T. Scheffauer.



WOLFGANG GÖTZE