



Z I N G E R

There is no doubt that Zinger is one of the most talented of the young generation of Berlin artists. It is not his fault, but due to the short-sightedness of his clients, that most of his poster designs have not been carried out. His colour and composition are always "posterish". What pitiful picturelets the Berlin Zoo, for example, is accustomed to stick on our advertising pillars. It is certainly a sign of incredible amateurishness in advertising to have set aside such a poster design as that reproduced here.

Of late Zinger has become house designer for the firm of Esders and Dyckhoff, a clothing firm. What he has accomplished here in a short time speaks so convincingly in his favour that it seems to us to justify our once more calling attention to his gifts.

Trans. by E. T. Scheffauer.