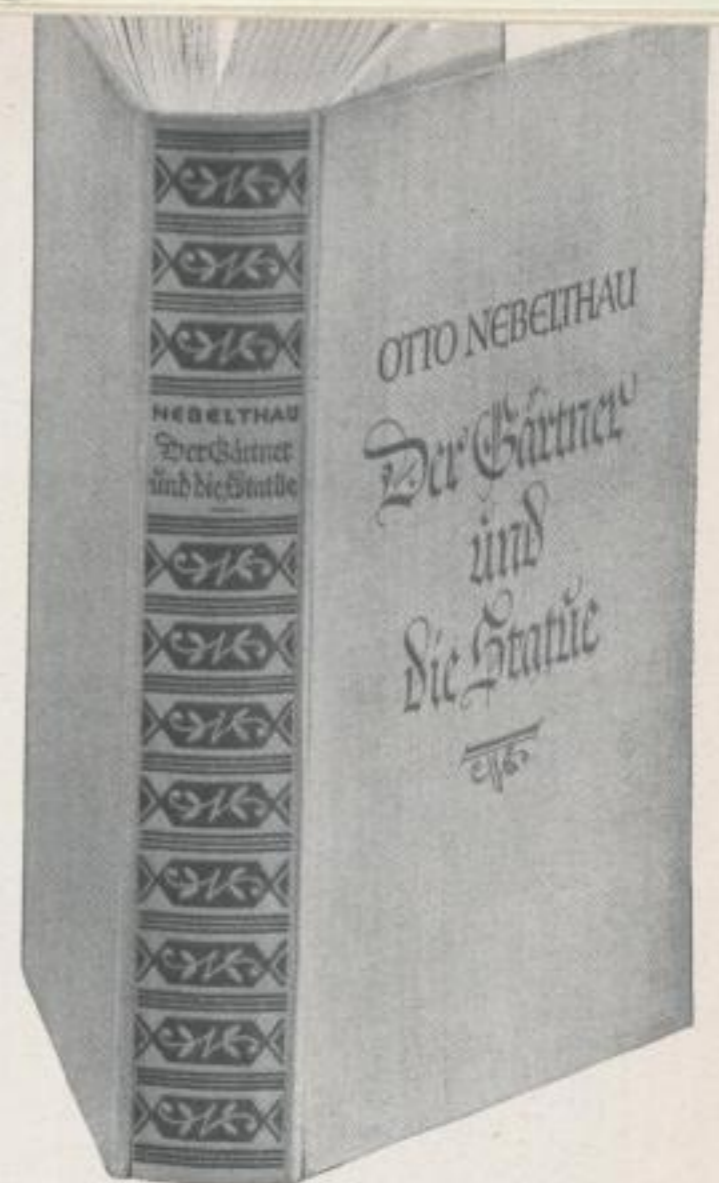
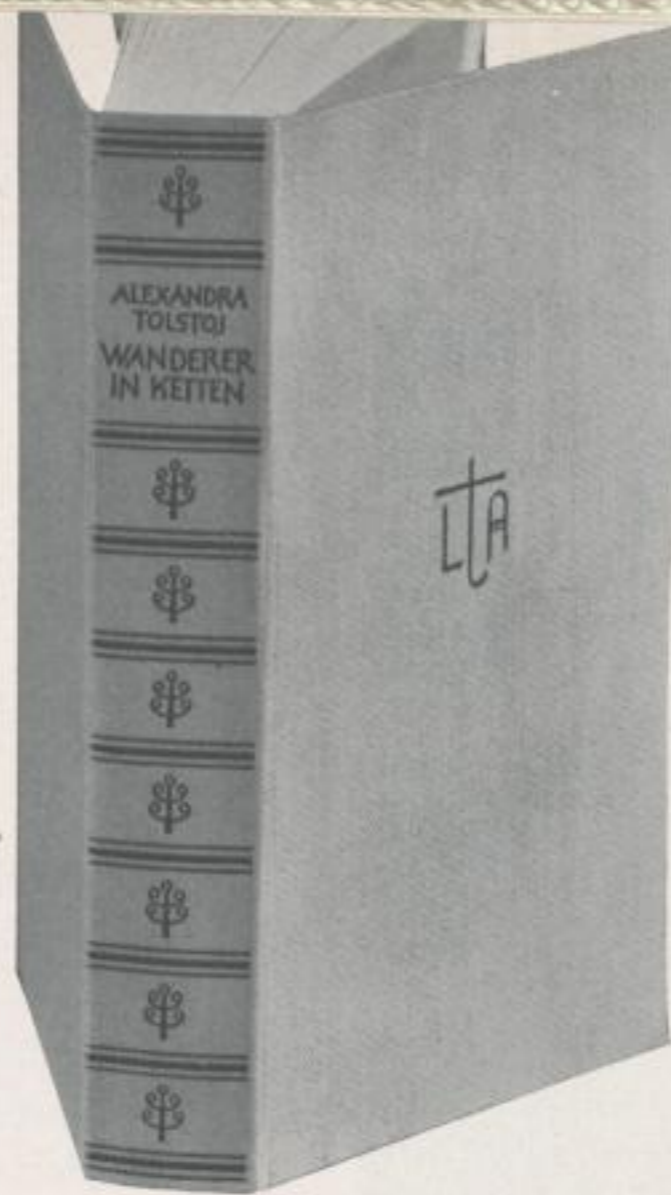


# MEYER

## OFFENBACH



Erich Meyer was born in 1898 at Offenbach on the Main, and the town has exercised a decisive influence on his work as a script-writer and advertising artist. After spending a short time at the Technical College in Darmstadt where we wished to study architecture, Erich Meyer joined Professor Ludwig Ender's technical class for advertising art at the Offenbach School of Industrial Art and developed his abilities as a draughtsman. In the sphere of script he received powerful stimuli from Rudolf Koch with whose set he is in close touch.

He was also influenced from another quarter. In 1925 he accepted Paul Renner's invitation to cooperate with him in giving instruction in script at the Frankfurt School of Industrial Art. After Renner left, Erich Meyer conducted the instruction in script at this school of art for five years.

After the conclusion of his activities as a teacher at Frankfurt, Erich Meyer became an independent advertising artist. He has busied himself above all with artistic booktype work. One of his most recent achievements is the „Tannenbergr" type produced by the D. Stempel Type Foundry Co. As a script-writer who has a mastery of the expressive forms of script and a power of creative ability,

