



Trade-marks

WILHELM WINTERSCHLADE

nyone will admit that it is always stimulating to follow the course taken by young talented artists and to see how they carry out the directions of their teachers.

Winterschlade began his studies with the excellent script graphic artist Professor Hans Schreiber in Barmen. He then became assistant to Professor Wilhelm Deffke at the Magdeburg School of Applied Art. Deffke, a master of trade-mark designing and perfect simple forms, exercised a decisive effect on Winterschlade's style. Starting with the basic components of form, dots and lines, he endeavours to solve all tasks with the minimum addition of further components. This endeavour to produce a clear impression in the simplest way results in trade-marks and advertising illustrations that are most impressive and appropriate.

Transl. by W. L. Campbell.