



ILUSTROWANY KALENDARZ „ŁĄCZNIKA PÓCZTOWEGO” NA ROK 1936

Umschlag für einen Postkalender

Cover for a postal calendar

H I M

W A R S A W

Good ideas ought not to be valued too highly; at the best they are merely the prerequisites for success and are not of real value until they have provided definite proof of the practical possibility of their realization. That applies to advertising, as to everything else, and particularly to advertising art, of which the effect and value are, after all, merely a question of form. What confers special advertising value on the small graphic work of the Levitt Him studio in Warsaw, of which two very effective posters were already reproduced in the May number of "Gebrauchsgraphik", is not so much the manifest and certainly astonishing wealth of original and witty ideas as the sure touch and fortunate way in which these spirited ideas have been expressed in visible and easily comprehensible pictorial form. They captivate and convince the beholder owing to the apparently obvious and unconstrained graphic form of the whole, and no one notices that in reality they are certainly the very carefully considered result of a very thorough and systematic train of thought. Yet, the advertising domain covered by these pamphlets and leaflets, which are also very charming in colour, is a very delicate one, for they serve to advertise remedies, and the unavoidable references and allusions to numerous physical infirmities and ailments require the greatest tact and reserve on the part of the graphic artist. It is all the more admirable how in this case the healing effects of the various preparations are represented pictorially for the beholder with such simple and amiably discreet means. For in no case are the limits of what is admissible overstepped, and a delicate and popular sense of humour, in the best sense, removes all the painful side of these always optimistic leaflets, and is even capable of dealing with such delicate tasks as the advertisements for remedies for delirium tremens or haemorrhoids in a form which cannot offend anyone's feelings. The advertisements intended to produce a very condensed black and white effect or the more poster-like protective wrappings also give evidence of the same ability to translate every thought into a highly impressive graphic form which at once interests and convinces the beholder.

Transl. by W. L. Campbell.