

ADVERTISING PHOTOGRAPHS

A distinction may be made between two kinds of advertising photographs. One kind are taken by clever camera men merely as a speculation, marketed by pushing press agencies or similar undertakings, and only used for advertising purposes later on, according to the degree of suitability of the subject. The other kind are real advertising photographs which are taken from the start for certain advertising purposes. It is apparently impossible to do without either of these two kinds at present, but the second category are indubitably more valuable, for they represent a photographic achievement consciously intended for advertising. Gert Pfankuch represents this type of consciously creative advertising photographer, and if his photographs reproduced in earlier issues of "Advertising Art" are compared with his recent work, it will be seen that his progress has been very satisfactory. In addition to a natural gift for seeing the most important point, he has a reliable ability for appreciating the peculiarities of the task of the moment and, above all, very cultivated taste which finds expression in all his photographs, and which, in addition to fulfilling its actual purpose, always provides the beholder with aesthetically satisfactory and artistic impressions. That is strikingly illustrated by the photographs from a recent publication by the Standard Oil Company, reproduced in this issue, which are accompanied by suitable titles by K. W. K. Linke and cleverly worded texts by Wigo Weigand. Without wishing to disparage the work of his two excellent collaborators in any way, it is principally the photographs taken by Pfankuch that give this most effective publication its specially impressive and striking character. His photographs of work in factories and ports give the effect of space and monumentality, and even the processes which are always less attractive to the lay observer have been grasped and represented in such lively fashion that they fascinate and interest the beholder. Moreover, this excellent publication by the Standard Oil Company is also a model of its kind as regards the technique of printing.

Dr. Eberhard Hölscher.

