

DYCKHOFF

The clear and logical style of advertising adopted by the clothing firm of Esders + Dyckhoff is a source of pleasure in Berlin and in Germany as a whole. It is obvious that the graphic possibilities of publicity by means of advertisements, posters, and folders are the subject of eager attention and thorough trial; the general impression is that the efforts made are equally carefully thought out from the business and the graphic points of view. Esders + Dyckhoff have a well-tried advertising manager in the person of Erwin Göke who, among other things, has succeeded in securing the services of such an unusually talented collaborator as Oleg Zinger, a comparatively young commercial artist who is also no stranger to those interested in the text and illustrations of "Advertising Art". While Erwin Göke takes care to see that the advertising is as suitable as possible and that the sound lines once adopted are permanently followed, Oleg Zinger's work is a guarantee that the direction taken is not only correctly adhered to, but is also well confirmed by constantly more pleasing and more perfect details. It is a form of advertising that is most presentable and principally intended to attract the attention of the classes of purchasers in question. Zinger, who has devoted his manifold talents to the subject in an extremely practical way, has also displayed his artistic talent in other fields as an animalist and a creator of impressionist landscapes. It is therefore no wonder that he has already received commissions from abroad. The effect of his advertisements for the London Zoo is really excellent. For Esders + Dyckhoff Zinger has prepared folders and catalogues with very informative and impressive sketches of days long past; gentlemen of the early nineteenth century are seen out walking in their clothes made to measure and using the gestures characteristic of the period; another series of advertisements consists of a whole gallery of eloquent present-day heads. Zinger's method of drawing and displaying such things is excellent. He is therefore also a suitable book illustrator.

Translated by W. L. Campbell



Plakat

Poster

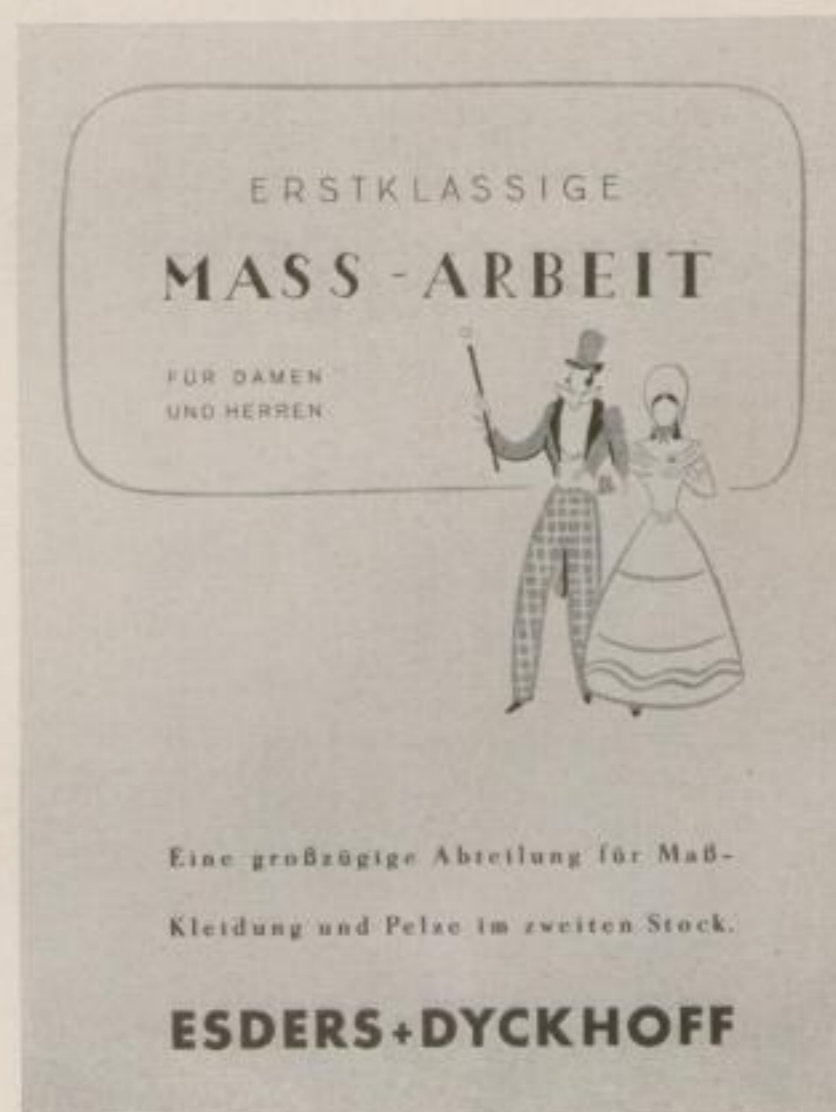
Entwurf

O L E G Z I N G E R

Design

Anzeige

Advertisement



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