



Zeichnung aus der „Koralle“

Drawing from the "Koralle"

„Lauter Kragenknöpfe — und keine einzige Rasierklinge!“

“This time nothing but studs and no razor!”

happy point (i. e. the appeal of the advertisement!). Brevity is its feature. There is no such thing as a long-winded joke, the situation only is shown. An amusing situation of course!

German publicity appeal has undoubtedly begun to develop more and more a humorous vein. This is assuredly no swiftly passing phase, for the high reputation of German products has long since been universally acknowledged, and it is frequently a case of keeping them in the public eye. To do so with humour and originality is always a guarantee of success. Furthermore it is a sign of courtesy since the reader is never bored!

L. v. Malachowski's work originating as it did in this way, is extraordinarily illuminating. Its highly successful effect lies in the vigour and life displayed in his drawings. Sometimes they reveal an idea which might be termed far-fetched at first or even exacting. What does it matter? Just let the one or the other spend some little time in contemplating it (the epitome of success in an advertisement), the reader will inevitably grasp the idea—and laugh!

L. v. Malachowski has won the day! A foregone conclusion since his humour emanates from real human observation which he raises to the grotesque. Precisely because he uses this grain of knowledge to give a piquant flavour to his ideas, he is able to make these delightfully palatable and pithy. The conscientious observer may add that the artist exchanging as he frequently does the pencil, chalk and charcoal for the pen, makes one involuntarily think of M. Gustave Dorée. There is a something both in his graphic work and in the vivid phantasy creating his ideas which justifies such reminiscences.

Transl. by Fl. Salmond-Volkman



Der Junggeselle

The bachelor