

ARISTONO

MARTIN WILKE

for the "Diskus", cast in D. Stempel's Works, it is marked by the disciplined reserve of an artist who regards careful execution as of primary importance in his work. The "Diskus" is a handsome type certain to attract by its purposefulness; the clear, prominent characters immediately impress the eye with their perfect harmony.—Martin Wilke's names of firms which may also be inscribed on shop-windows are promising hall-marks; the excellence of the lettering attaches to them as it were the label of good quality. Mention need only be made of Martin Wilke's labels and packages for the cigarette and chocolate industries. In no more attractive way could attention be directed to a very special brand or make of superfine quality. Martin Wilke's representative work gives evidence of a fastidious and cultured mind; it reflects a world which always shows itself from the best side.

Translated by Flora Salmond-Volkmann

