



## SUTNAR, PRAG

If a piece of work is to be a success it must be done as conscientiously as possible and one must take pleasure in doing it. Translated into the sphere of advertising work, this means that the designer must understand how to render good service. This is possible only when he not only bears in mind the good properties of the object, the goods, properties which he is doing his best to set in a good light by artistic means—not only when he adapts the outward form of his work to the classes of buyers to which he knows he must appeal—but also when he remembers that it is his task to make art popular—to bring art to the people.

Never were such masses of printed paper produced as is the case to-day, never did the artist have so many possibilities of collaboration with the printer. The designer of advertising must be in touch with everyday life. His work forms an important factor in the esthetic education of the broadest masses. This is a beautiful aspect of his profession and at the same time it invests him with a great responsibility.

Trans. by E. T. S.

