

G E S U N D H E I T

S I E H A B E N I H R E

I N D E R H A N D



M E H R S T E I R I S C H E

**MILCH**

& M I L C H P R O D U K T E

Milchplakat  
Poster advertising  
Dairy Products

## REICHENFELSER

To be art director of a department store is no easy task. From a priceticket to a big advertising display by way of catalogue, advertisement and poster, he must command the whole keyboard of possibilities of expression in commercial art, from a simple bit of lettering to a big set with dummies and in spite of this versatility which inhibits all specialising, it is always the same client for whom one is working and the same old tasks that recur again and again. Punctually they come around, the Bargain Sale and the White Week, the Tourist Season and the Bathing Season and above all, propaganda must always be made for the store itself. Such a sphere of action makes a special call upon the artist to throw himself afresh into each new task and continually to surpass himself in the invention of new ideas. When we remember the rate of action continually demanded of a department store artist, then we realize that a strong will is necessary to maintain the artistic level of the work done against all the various influences which tend to diminish the standard of quality.