



HEINZ  
REICHENFELSER

Frühjahr-Sommer-Katalog  
Spring-Summer Catalogue

number of tasks confronting the staff of artists is extraordinarily large. But Reichenfelter always succeeds in finding optical formulas which are not only striking but make a lasting impression and are at once understood. They appeal simultaneously and instantaneously to eye and mind and therefore make an impression in a fraction of a second upon

Heinz Reichenfelter proves in all his work that he possesses such strength of will. No task is too slight to be worth his endeavour to think it out and carry it through optically as perfectly as possible. Thus it comes about that the Kastner & Oehler department store in Graz — the largest in the Alpine lands and at the same time doing the largest mail order business in Austria — whose art director he is, has actually been able to increase its staff threefold in the course of barely ten years that he has been with them. Since all designs are carried out in their own studio, the

Placards for Window Display

