



HEINZ
REICHENFELSER

Schaufensterplakat

Placard for Window Display

much as appealing or unaffected and light-hearted decorations and he can express the rigid impressiveness of a monumental figure just as well as the poising of two lovely elfin children in mid-air. His choice of designs reveals a certain good-humored Austrian touch, which is also evident in his choice of forms and of colors at once refined and gay.

There is no doubt that Reichenfelser must be reckoned in the front rank of Austria's commercial artists. Trans. by E. T. Scheffauer.

brains which are occupied with entirely different matters. He builds up his designs with clarity of brain and sureness of hand, text and design are well connected to that each supports the effect of the other. He is strict and economical in his choice of means and precisely this betrays the fact that he has worked for years at moulding ceramics, which schools the eye for larger unity of form. Reichenfelser goes with the times without giving way to every whim of passing fashion, he does sterling work, careful and conscientious. Great representative effects are his to command, just as

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