



Wool-Packungen
Wool packages

HANS ERNST RIETZSCHEL

Rietzschel is the advertising artist closely associated with the famous worsted spinning mills of Merkel & Kienlin Co. (Esslingen a. N.). For an advertising artist it is certainly a highly responsible and oftentimes a thankless task and one demanding a certain amount of self-sacrifice to devote himself exclusively to the service of a firm. It is, however, precisely in such a service that his capacity as an advertising artist is put to the test. Here he has to show whether he is able to do something really good, or if he merely makes skilful use of the plums of the usual everyday fare dished up for the public. Rietzschel's talent is extraordinarily adaptable in the best sense of the word. With wonderful facility in his execution of the task of the moment, he masters things of every day life without the least sign of pretentious display. With what fine artistic understanding, for instance, does he assign the firm's trade-mark to its most suitable and effective place! This is a matter generally taken for granted in the