



was simply the wish to replace the endless repetition of socks and jumpers by an entirely different motive. Since dogs are general favourites in most households, they are well suited to attract universal attention and amuse people with their droll visages. This is particularly the case when they are depicted by a clever artist like Fritz Schönplugg and wonderfully reproduced in offset by the Cyliax Printers in Vienna. Incidentally this method of appeal is by no means new

## SELFIX-POSTERS

The Vienna Firm of Altmann whose woollen goods have won a name of high repute even beyond the frontiers of the Ostmark, recently displayed a series of extraordinarily striking posters with the arresting device of dogs' heads of various breeds. One might well ask what dogs' heads have to do with woollens? Of course nothing at all! The sole reason for selecting this device

