



Miesmachers Ende

*Miesmacher und Pessimisten lassen sich schnell mit dem Inhalt einer Flasche Sekt kurieren; einer guten, versteht sich, einer Deinhard Kabinett. Andernfalls bediene man sich der Flasche selbst.*

# Deinhard Kabinett

Entwurf FRANZISKA BILEK Design

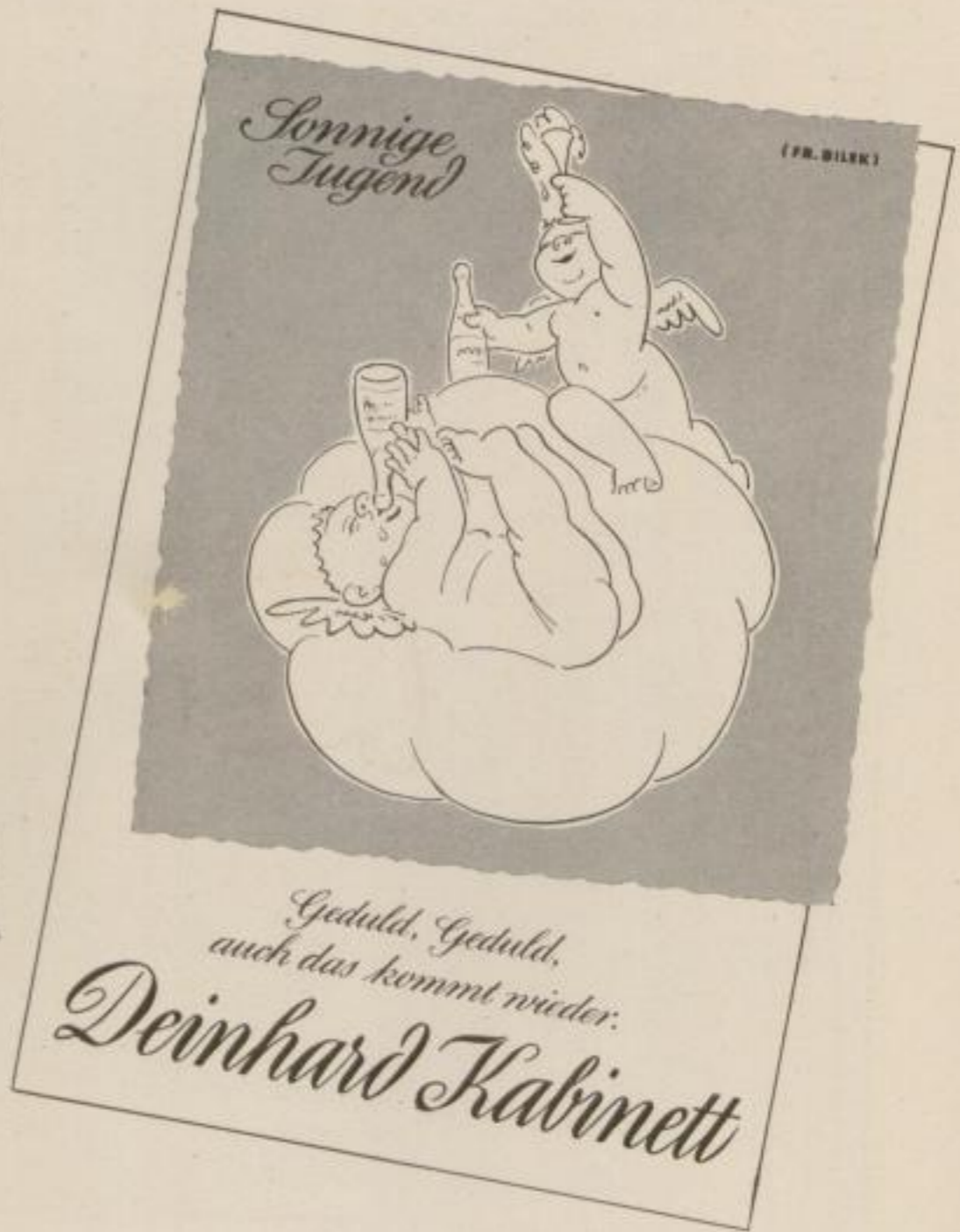
Champagne cellarages have chosen as their career the philanthropic task of creating good humour and jollity. Since, however, the demand in wartime has become greater than the supply of bottles it is perfectly reasonable to expect humour to be decanted in advertisements. True, publicity experts are not as yet unanimous as to the place of humour in advertising but they will assuredly raise no objections when it is presented in so charming a manner as that adopted by Franziska Bilek, a Munich graphic artist, in her publicity work for the Deinhardt Firm. These advertisements contain all sorts of veiled allusions and subtle, playful touches of malice which will surely delight the hearts of all true connoisseurs.

Translated by Flora Salmond-Volkman



*Nachahmung verboten, denn Deinhard-Kabinett ist nur beschränkt lieferbar.*

# Deinhard Kabinett



*Geduld, Geduld, auch das kommt wieder.*

# Deinhard Kabinett