



Schaufensterplakate
Shop Window Posters



Herbert Stern whom we introduce to our readers in the current issue represents Slovak advertising art. He was trained for his career in Prague and afterwards made prolonged stays in Germany and France for purposes of study. He then worked in the publicity departments of various large stores. At present he is the director of a publicity studio in Pressburg and has won himself a name chiefly for the remarkably striking work he does for Slovak travel publicity. In addition he designs the Slovak pavilion for Industrial Fairs held in other countries. Another speciality of his is shop-window decoration for which he shows a great partiality. Herbert Stern is still a young man and once his artistic talents are fully developed he is certain to do well in his career.

Translated by Flora Salmond-Volkman



Schaufensterblickfang
Shop-Window Eye-Catcher