

# B I N D E R

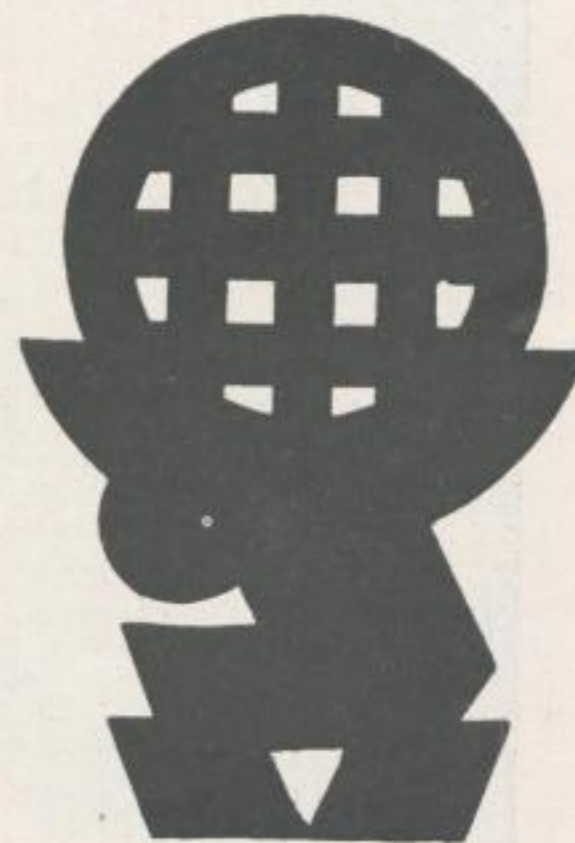
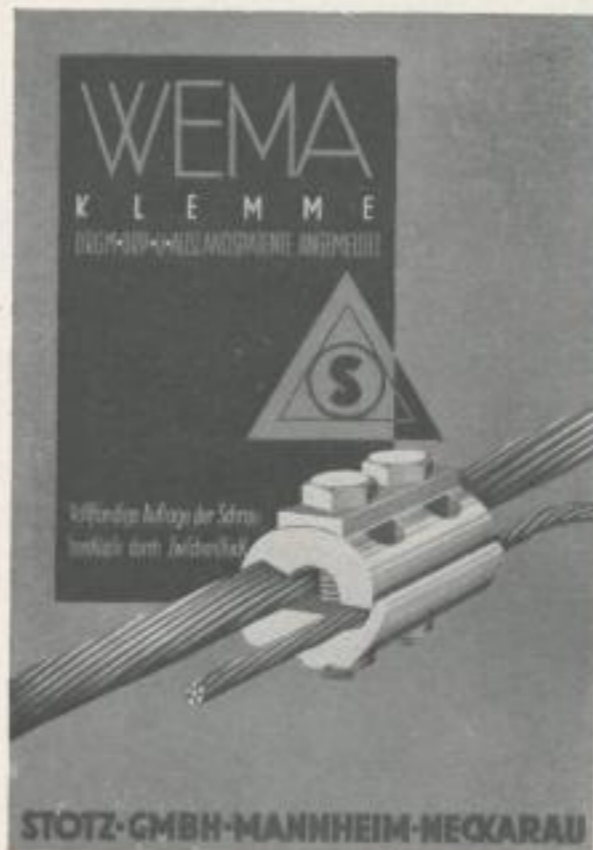
A similarity in artist's names often means inconvenience and annoyance for the parties concerned. In order to distinguish himself from his Viennese colleague, Joseph Binder, Friedrich has added to his signature the appendix, "Germany".

He is decidedly a commercial artist, just like his colleague, and his field of work is not confined within any special limits. His clients are sometimes iron and steel magnates and sometimes representatives of the other end of the advertising scale, manufacturers of cosmetics. Binder has designed for all the stages between and can show successful work for cigarettes, provisions, jewelry, motor-cars.

His composition is clear and well proportioned, his drawings full of phantasy, but to the point. Translated by E. T. S.



Drei Industrie-Plakate  
Three Posters for Industry



Warenzeichen  
Trade-Mark