Abb. 7 Franz Stuck 1905

even the most complete layman an idea of the scope and significance of our highly developed science of publicity.

The year 1896 represents the actual birthday of the German poster, for its modest beginnings had remained undeveloped up to this date. From this time on, however, began a period of stormy progress, the most important stages of which up to the present day shall be illuminated here in a few words.

Paris, the eternally unrestful city, always seething with new ideas and therefore eternally setting the fashions, was also the original home of the modern poster. In the year 1866 the lithographer Jules Chéret in Paris opened the small Chaix printing-office in order to print his designs for theatre notices. These sheets represented some scene from the play in the narrative style of the time, overladen with details. Chéret's novel art-works found favor. Merchants made use of his talents, but the narrow limits of his ability caused hundreds of his posters to bear the closest family resemblance. It was always the same smart young woman, in the same costume and the same position, who recommended cough lozenges, books, toys and petroleum. None the less, it was a new idea to use sex-appeal, already popular even in those days, in order to attract the beholder's eye to some kind of merchandise. Chéret's successors took over a good deal of his technique. But they were men of quite another type. The critical-social poster came into being, as in the masterly work of Toulouse-Lautrec and Steinlen. The poetic picture poster also appeared and had its hour of triumph in the work of Léandre, Muchs and Grasset. Jossot was the intermediary to the poster style of to-day, since he was the first to work conciously with as little text as possible and with large, unrelieved spaces which could be seen from a distance.

In those days it took longer than it does to-day for a fashion to make its way from France to Germany. Here the old pre-

Abb. 8 E. M. Lilien 1901

Abb. 9 Ludw. v. Zumbusch 1900

SLUB Wir führen Wissen. http://digital.slub-dresden.de/id387892187-19300120/63 gefördert von der Deutschen Forschungsgemeinschaft DFG UNIVERSITÄT ERFURT