

Of all the applied arts, photography has undergone the most astonishing changes in the course of the last twenty-five years. If anyone in the year 1905 had an advertising commission to give out, he went in search of an "artist" — the expression "Commercial artist", "Advertising artist" or "poster designer" was quite unknown in those days. The goods to be advertised were drawn or painted as realistically as possible. This was the period when realistic "pretty painting" flourished. Photographers at this period were regarded more or less as beings belonging to a lower caste. They occupied themselves with taking groups and family portraits with decorative backgrounds and fulfilled orders according to the rules of honest trade. Looking at those old photos to-day, we often discover a certain beauty, but in those days nobody troubled to inquire whether a photograph had "artistic value" or not.

MARGIT  
von PLATO:

YVA  
FOTOS

