

The poster artist's task becomes more and more difficult since artists of the most various types have begun, with more or less success, to turn their attention to this sphere of art. Its nature and conditions undergo scarcely any alteration and one is often astonished at the inexhaustible fertility of the human imagination, which continually contrives to create something new in the same old category of design.

The true artist is never lacking in the gift of invention, the play of form and color suffices to inspire him to new combinations and to the creation of something original out of the most threadbare theme. And these outward effects are not his only refuge, the object itself and the decorative motifs afford sufficient inspiration. Therefore the path to poster art by way of painting and decorative art is by no means indirect.

Léon Gischia studied painting and drawing at the Académie Julien and is a pupil of that excellent painter Fernand Léger. They founded a course of lessons on advertising art together at the Académie Moderne, which is frequented by large numbers of French and foreign students. In obedience to Fernand Léger's counsel, Gischia turned his attention to advertising art, about the time

