

FRANZ GRIESSLER, WIEN

The hoardings, the advertisements in the public traffic centres and the light signs in Vienna are run by the municipality. The town has a special department for publicity design with the aim of instilling into its clients a sense for technically effective and highly artistic advertising. Griessler is the head of this department. It is due to him that the general effect of the advertising display in Vienna is so amazingly good.

Griessler is chiefly responsible for the design of most of the official notices. Here alone is a field of varied activity, for the electricity works, gasworks, breweries and several large public baths all come under district administration. Publicity is constantly in demand for all these as well as several other public institutions, and Griessler's various publicity campaigns have contributed considerably to their popularity. In addition there are the numerous orders for posters which the Municipal Publicity Department executes for private customers.

It often happens that ineffective posters are replaced by others carrying more conviction.

On one occasion Griessler scored such a success with a poster for a lottery ticket agency that the other agencies requested the removal of the poster. Not being financially dependant on his clients Griessler is in a position to devote himself entirely to the question of advertising appeal, is not obliged when giving advice to fall in with the often wrong ideas of his client, but is able to put him in the way of actual success. The abundance of work and varied experience



*Hurra!
Wieder
Eis!*

GEWISSEN GRIESSLER

WIENER EISLAUFVEREIN