



KÄRNTNER U. OSTTIROLER SKIVERBAND  
**ÖSTERREICHISCHE  
 SKIMEISTERSCHAFT**  
 MALLNITZ, 2.-4. FEBRUAR 1934

Sport posters

HANN S  
 WAGULA

of advertisement, which naturally confines his sphere of work to a strictly limited groove. It may be doubted if Graz is really the right place for a force of such aspiring strength, and it would be a meritorious and certainly remunerative undertaking for one of our shipping companies to offer Wagula the opportunity to widen his outlook and enrich his world of experience by voyages that will stir his imagination. The result would doubtless be a series of valuable posters. Wagula is, however, no one-sided landscape specialist. The sharply-outlined sports placards here reproduced show that he is also a master of the

figure. But he is not so in a naturalistic sense, for here also he produces his results in accordance with laws, proved to be right, of a strict placard style spatially pictorial, which, free from all hard, false realism, has always a powerful monumental effect and at the same time does not dispense with strong atmospheric charm. For Wagula knows very well how motives acting on the tenderer moods are capable of arousing the beholder's sympathy, and even his smaller productions, such as his delicately ornamental steel-engraved wine-labels, gladden the eye by their dignity and the quiet charm of their pleasant forms.

Transl. by W. L. Campbell.