



A U S T R I A N A D V E R T I S I N G A R T

In the current issue of "Gebrauchsgraphik" the series of special articles, started some time ago, on the advertising art of various countries is continued, and a leading place given to a general review of present-day advertising art in Austria. In this country cultural and economic conditions made it possible for this branch of commercial art to develop in the early years of the century from exceedingly modest