

ing genius in whose creations are harmoniously blended all that is best in the various purely national forms of art.

Thus at the beginning of the century, when the working lithographer, hitherto practically the sole designer of advertisements, had perforce to relinquish the work more and more to the artist, there was no lack in Austria of suitable talents perfectly equal to undertaking the task. A few artists in particular, achieved marked distinction at the time in the sphere of commercial art. Some of them were members of the then newly founded "Secession House", others belonged to the circle of creative geniuses closely associated with the "Wiener Werkstätte" (Viennese Studios), perhaps the choicest embodiment of all that was best in Austrian applied art. All these artists, however, did not confine their talents to the advertising sphere only, the majority of them, notwithstanding the excellence of their work, either preferred to follow the bent of their own creative genius, or else devote themselves to industrial art. There were, with few exceptions, no advertising artists in the present sense of the word, in the Austria of those days.



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