

It was only in the early post-War years that artistic methods of advertising were once again given new impulses by the apparent revival of economic conditions in Austria. Commercial artists of repute, many of world-fame, returned home to new Austria; eager young talent found remunerative work given it by a newly awakened industry, by a steadily developing commerce, and first and foremost, by an extensive and outstanding advertisement organization for promoting travel in Austria. A greater

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