



her artists' ideas, tastes and adaptability to the world around, making Austrian art in many respects different to that of other Germanic nations. Hence extreme tendencies in art and their employment in designing advertisements could never be universally popular or predominate in any way, for the Austrian is always inclined to compromise. This very characteristic, however, has led to the creation of artistically charming and most effective advertisements in which only the purely technical and merely rational have been avoided, and even the most modern among Austrian advertising artists always display skill and wisdom in combining what otherwise might be considered too bald a form of expression with a certain emotional charm. And again, just because Austrian advertising artists do not dictate or merely give the signal to sell, but are determined in all their warm-heartedness to be convincing; because their work vibrates with a feeling that appeals to all, they have been able to extend their activity far beyond Austria's frontiers as welcome collaborators all over the world. As for the young generation of Austrian advertising artists they display talents which must first unfold and develop, but already they give sure proof that in the future Austria will not lag behind other nations in her achievements on the plane of commercial art, but clothing her century-old culture in modern garb she will take her place in the foremost rank.

The pictures shown in this issue, the selection and arrangement of which have been made in close collaboration with the Austrian Advertising Association, attempt to give a comprehensive survey of the development sketched above, and to draw attention to the special features of present-day advertising art in the great diversity of uses to which it is put. It is to be hoped that this issue will be useful in giving intending participants in the International Advertising Convention to be held in Vienna at the beginning of June, a foretaste of what they will see for themselves in the Austrian system of advertising art.



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