



Plakat für die Pariser
Weltausstellung
Erste Fassung
Poster for the Paris
World's Fair
First Conception

Tadeusz Gronowski has the merit of being the first in Poland to raise pictorial advertising to the status of art. Hence the reason that for a long time all Polish posters claiming to be taken seriously and with an international reputation were practically without exception, Gronowski's work. Gronowski was indeed the one and only great prototype for the rising generation of advertising artists, in so far as they did not belong to the school of architects, or, like the youngest of them, had been trained in the Academy of Art which much later was to become important to advertising art. Gronowski never denied that he had received his training in Paris where he still spends half the year. Distinctly Parisian are his charming, richly imaginative ideas; Parisian too his light decorative hand. His artist's life in France, however, does not prevent him from giving