Plakat für einen Spendentag

Poster for a charity-day

that readers on turning over its pages found the somewhat monotonous contents suddenly charming, and moreover, discovered that the factory buildings placed by Gronowski in a snow-clad landscape awakened pleasant visions. All the same Gronowski is much too much a cultured man of the world and too fully aware of the aims and purpose of his technical work as to lose himself in trivialities. New and vigorous talents may develop their powers in soil other than that which inspired the creator of Polish advertising art which ranks so high today. Gronowski, however, the Polish Cassandre, remains withal a master whose striking coloured work is eagerly awaited and highly appreciated beyond the frontiers of his native land.

Translated by Flora Salmond-Volkmann

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