The aim of this work is to describe and analyze the history and production of Topič’s publishing company, book series, authors who he published and how he influenced the market until 1936, when he sold the company sold to another publisher František Borový. The publisher used his business skills and an interest in Czech literature, making him one of the founders of modern publishing tradition. Succeeded with low-cost editions of J. Neruda, S. Čech and other national authors, literature and thus made available to readers not so well off and worked with leading Czech artists and illustrators. By accessing promoted the book on the artwork. The Topič’s publishing company inherently includes an exhibition hall called Topičův salon.

This has become one of Prague's cultural centers, major artists exhibited here and cultural figures met. I am describing the operation art shops, exhibition program and its artists, as well as how editorial and creative activities interacted. Another part of the publishing house is the small scene theatre called Divadélko Pro 99, which I also describe.