

In this diploma thesis *Prague Advertisement in the Interwar Period* its author Ondřej Štěpánek deals with a so far almost neglected topic - advertisement in Prague in years 1918 –1939. After outlining the development of advertisement in these two decades in the whole newly constituted state, the author focuses on regional specifics in the capital city that were set by local regulations. He mainly addressed the legality of individual advertising means, especially those in public spaces, and he also described producers of advertisement in Prague. The author concludes that advertisement made a large progress in the respective period, particularly during the late 1920s and the first half of the 1930s. Advertising companies had to deal with many restrictions and prohibitions brought by the new legislation. This diploma thesis provides new insight in the research of the advertisement history, especially in the area of the development of advertising agencies.