

endure careful examination without becoming wearisome. What is merely indicated has the same value as if it were detailed and the suggestive effect is so strong that the layman never notices the difference. The slogan: "Holland—where seaside means so much more" is good and fits the illustrations. Landscape stretching away behind tulips, people in the dunes, white sails on the horizon, possibilities of international sport with a national flavour: these are all depicted in the medium of an inviting art which regards the pleasant as the normal and accentuates it with charm. Everyone who knows Holland will agree that Gaillard, whose originality lies not so much in his choice of means as in the use he makes of them, has succeeded in making astonishingly much of his motives. He really has made the most of them. But they convey the impression of reality. If this be the reality, however, it is well worth a visit. When the observer feels like this, the commercial artist has achieved his purpose in the service of tourist propaganda. E. T. Sch.



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