

# THE COMMERCIAL ARTIST CYLIAX AND GEBR. FRETZ A.G. ZURICH

It cannot always be said that the printer as manufacturer of advertising matter is really helpful to the development of publicity. To be sure all printing houses try to deliver work of as good quality as possible. In their pictorial work, however, acting very naturally on strict business principles, they incline to produce work that will be personally pleasing to the client,

ARBEITEN ZUVERLÄSSIG FÜR  
SIE UND WOLLEN ZUR BELE  
BUNG IHRES GESCHÄFTES  
BEITRAGEN

WIR HABEN NÜTZLICHE IDEEN  
SCHAFFEN IHNEN WIRKSAME  
TEXTE UND GUTE ENTWÜRFE  
FÜR DIE DRUCKSACHEN DIE  
IHNEN VERKAUFEN HELFEN

WIR PFLEGEN DEN SCHRIFT  
SATZ MIT SCHÖNEN LETTERN  
WIR REPRODUZIEREN IN BUCH  
STEIN OFFSET UND TIEFDRUCK

HANDEL UND INDUSTRIE  
WERDEN DURCH UN  
SERE ERZEUGNISSE  
WÜRDIG VERTRETEN



**GEBR. FRETZ AG**

## MITDENKENDE FACHLEUTE



without regard to its publicity value. Since many clients are not sufficiently schooled in publicity work to give efficient instructions, this accounts for the many excellently printed advertising banalities.

It therefore affords us particular pleasure to show our readers a number of examples of recent work of the printing house of Fretz Bros. of Zurich, from designs by their own artist Cyliax. Every expert must regard such work with real pleasure. Whether it be considered from a typographical, a purely technical or a publicity point of view, there is scarcely any detail which one would wish to alter. Every piece of work issuing from the printing house of Fretz seems to confirm the firm's motto: "Rapids Machines and Experts who Use their Brains".

Translated by E.T. Scheffauer