

Design W. RONCHL



WERNER SUHR

SWISS POSTERS

RHEINBAD BREITE



Design C. WEHRLI

The influences of riches and the climate makes themselves felt. The almost unexampled atmosphere of prosperous citizenship is apparent in a thousand small signs. It is possible to operate on a perfectly safe basis and thanks to this fact experiments are permissible which at present and above all, in such numbers, are scarcely conceivable anywhere else.

Money plays a decisive part. It is so plentiful, that even relatively small firms can allow themselves an astonishingly grandiose use of posters. They employ the services of an artist who for his part makes demands which in Germany, for example, must remain unfulfilled for want of contact, time and insight.

People take the trouble to comply with such requests as an artist may make from purely idealistic considerations and principles.

In scarcely any other country is the fundamental necessity of guarding creative poster ideas and principles so recognized and understood as here.