

Entwurf
WILKE
Design



indeed many posters impress one with the boldness of their coloring and an almost provocative coquetry, yet one never sees posters in Switzerland which are an offence to artistic taste and all fine feeling and are only concerned to achieve the broadest effects in an absolutely inartistic manner. Think of Germany's election posters, often most primitive, affecting us like the cheapest kind of catch-words! Even when an energetic appeal is made to the conscience of the prosperous and unmistakable attention called to the far too little known fact that even in Switzerland bitter want exists and the high tension of political opposites—even then the purposeful posters are full of an artistic intensity which must grip the attention even of an opponent, inasmuch as he regards them objectively.

Another advantage of their effectiveness is that such advertising pillars as those called in Germany after their inventor, the long-defunct Litfass, which have but questionable publicity value, are almost