

Design D. BRUN



unknown in Switzerland. The posters, all of a certain, definite, excellent size, make their appeal from fences and walls especially erected to receive them, and they are often doubly effective in that the same poster occurs again and again in a certain order.

It is a striking fact that one sees scarcely any copies of the American style, especially the "sweet girl" is lacking. In her stead we find most original and witty ideas, sometimes touched by French or Italian influences and extremely bold in coloring. There are super-realistic posters and such as arrest the attention of every openeyed observer by their uncommon logic and the way a picturesque idea has been carried out to the smallest detail. There are but few posters, indeed, that do not catch the eye of the blasé European, and even that of the exacting globetrotter, but many posters are justly admired again and again on account of their extraordinary brilliance and the compelling harmony of their composition.

Translated by E. T. Scheffauer