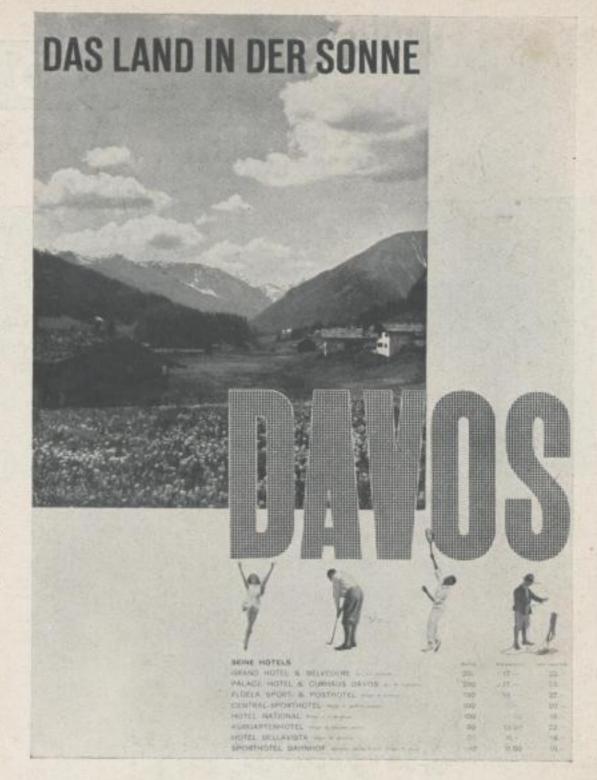
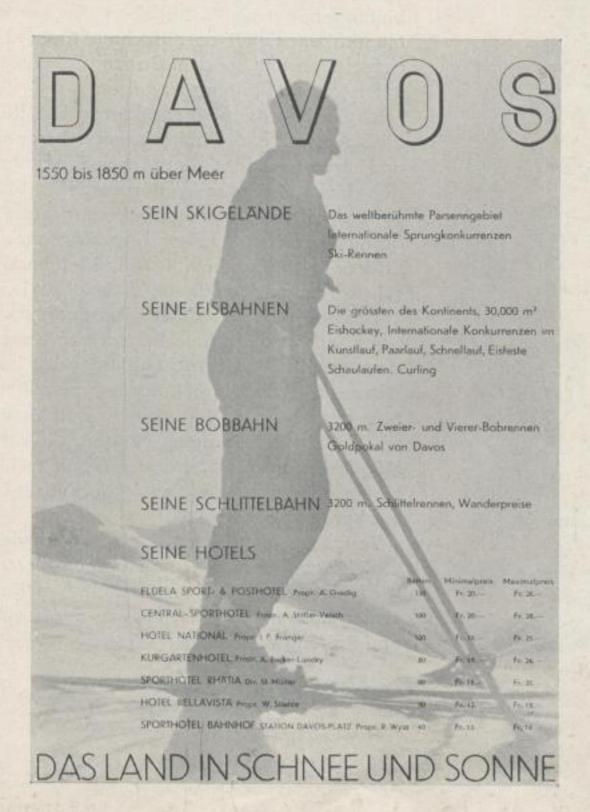
thoughts and feelings. One must endeavor to strike a happy average and this is none too easy.

It is unjust and betrays a lack of understanding of the situation, to lay the whole burden of such a compromise, however artistically unsatisfactory, upon the shoulders of the responsble propagandist. It is a deplorable fact that colored pictures of Swiss landscapes are still the most popular form of poster abroad and more abstract and original designs cannot hold their own again them.

Within these prescribed limits St. Moritz and Davos have achieved results worthy of all praise: various publications are particularly pleasing in composition, and even when there is abundance of detail, the whole effect of the first glance is one of admirable simplicity. It is not easy to continually achieve new effects when one is forced to make use of a motif which has been used and misused thousands of times. Although the new productions of St. Moritz and Davos are not altogether novel and for reasons now clear to us, cannot possibly be altogether novel, yet they always attract attention by reason of the care expended upon them, the honesty of





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