



the work, the fully fulfilled desire to display the purely practical in a graceful and pleasing form. These qualities distinguish them from the usual. The possibility is still open to the artists to attract attention by subtlety in details, and they take full advantage of it, thus imparting rhythm and a progressive tendency to the whole design.

I would like to call attention to the small illustrated prospectus "Do You Know Davos in Winter?" with its excellent and excellently-reproduced photos and the wired prospectus for the winter 1930-1931 issued by St. Moritz, bearing the already famous picture of a white hare on the cover. Orell Füssli made an excellent off-set reproduction of the St. Moritz label "Ace of trumps in your travelling pack". A very fascinating advertisement is the winter poster for Davos with the figure of the man on snowshoes as dominating and yet anything but obtrusive silhouette. Very pleasing are the composite photos of Davos with small figures drawn in to call attention to all possible varieties of sport prevailing here with the name of Davos strikingly impending upon or looming over them.

These are successful experiments with an always difficult subject, even the critical expert familiar with the material will find something worthy of attention and inspection, in spite of all inevitable concessions. Trans. by E. T. Schoffauer.

