



Entwurf

HERBERT
MATTER

Design

Dr. LEOPOLD SCHREIBER:

NEW SWISS TRAFFIC POSTERS

What is it, on our hurried way through tourist agencies, hotel lounges or wherever Swiss winter resorts' posters are displayed, that makes us involuntarily turn to look with a glance that says: I wish I could go there, one day . . . ? What wrings this fervid sigh from the, at any rate at the outset, uninterested spectator when he comes across a Swiss traffic poster in some corner of the world? The amazing power of appeal of these posters, which we illustrate by a small selection, lies above all in their clear and simple style—a style devoid of flourishes and unencumbered by the superfluous ballast of too much intention. The younger generation of Switzerland, whose work they are, has here, with the most rigid artistic discipline found the simplest and therewith the most