



Entwurf

HERDEG

Design

direct and convincing way of reaching the broad stream of visitors which yearly pours into this hospitable country.

Everyone is at once attracted by these posters with their lucid composition and joyous colouring for their meaning is conveyed concretely, stressing the essentials and with nothing left to guesswork: here a convincing power of expression and the unerring instinct of the painter has pressed the world-famed attractions of Switzerland—snow, sun, the exhilarating effect of her mountain air—into the service of the advertising message. The examples of their work reproduced here plainly show the versatility with which the vigorous creative talent of these artists with their inexhaustible flow of