



Entwurf

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Design

Photo  
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ideas has been turned to account in the narrow field of traffic advertising—so important for their country.

What an amusing and attractive idea to entrust the gay crowd on skis in that paradise of winter sports, St Moritz, to the arm of the law, the traffic policeman in the foreground. The light-hearted atmosphere of a winter resort has seldom been so aptly illustrated as by the girl's bright face, half of which is hidden by the gaily-patterned knitted glove: "Engelberg!" And what fitter advertisement for "Kandersteg" than the captivating exuberance of these artists' work, so full of laughing, alluring splendour? ... Masterly balanced composition and striking colour effects are a feature of all these