

dark grey paint of the hoarding. Here orderliness becomes a thing of beauty. A beauty not due the predominance of any one poster. There is a difference in quality here as everywhere. But they are all parts of a whole and subservient to it. Should this be carried so far as to render any one poster ineffectual, that poster is repeated two or three times in succession and a totally new and rhythmic heightening of effect is obtained. The Swiss Poster Company has achieved the old dream of the art gallery in the street.

Wherever such a strong urge to the beautiful over and above the mere fulfilment of function is met with it is sure to originate in a strong personality. Here J. Wolfensberger is in the forefront; the spade-work is his. Not only have the best Swiss posters come from his press, but he inspired them. Every technical possibility was tested in constant collaboration with the artists until conception and execution were in complete accord. You have but to set foot in his house to know that the business spirit does not reign supreme here. Everything is touched with imagination. In his study amidst the hurly-burly and burden of the day's work the simplicity of this eminent man is disarming. Impossible to utter any of the compliments one had thought of. But he speaks from the fulness of his heart: "One day you should feature the rejected posters in your journal. It would probably be most instructive. My God, there



Das Restaurant „Borromeo“ des Malers Edwin Grosshardt
The restaurant "Borromeo" of the painter Edwin Grosshardt

Seine Spaghettis und Risottos haben beinahe noch mehr Verehrer als seine Bilder
His spaghetti and risotto have even more admirers than his pictures