

are so many fine things one could do, but people are mere shadows, they have not the pluck to be the tree itself!"

After him I looked up Hans Fretz, the manager of the firm Gebr. Fretz A.G. He has just celebrated his 25th anniversary in his profession. Everyone who is anyone in Swiss art or letters has contributed a drawing or a few words in its honour. They now fill a bulky portfolio. How splendid there are still places in the world where so many hearts can be won by a deft use of printer's ink. Here too is the sphere of action of the graphic artist, Cyliax, with whose beautiful book decorations we are all familiar.

There followed a few minutes with von Gunten, the inventive publicity director of the firm P. K. Z. He and his colleague of the decoration department had just hit on an amusing idea, which was displayed in the firm's show windows in Basle in connection with the Swiss Federal Festival of Song.

I then paid a flying visit to Hans Behrmann. Many of the diverting short advertisements which enliven the advertisement pages of the Swiss dailies come from his agency. "Do you really think them good?" he asks modestly. And I do.

The good Davos publicity originates under the direction of Kern, the traffic manager, who has written much that is interesting on Swiss art and artists.

"The Sun of St. Moritz" propaganda is in the hands of the well-known protagonist of winter sports, Dr. Amstutz (the inventor of the Amstutz-ski spring). His new posters display a happy combination of photography and drawing and have rapidly made a name. His latest prospectuses, too, are very interesting both as to graphic and advertising technique.



Plakat von Poster by
EDWIN GROSSHARDT

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