



In Ticino, Lugano, Bellinzona, Locarno, Ascona, it is everywhere the same — outdoor advertising is a model of organisation. We are familiar with the good posters of the Federated Railways. Malicious tongues will have it that the manager prefers a good poster to a new engine. In Ascona the painter, Edwin Grosshardt, had plenty of amusing things to say about Swiss painting and graphic art. He is both chief and publicity manager of his restaurant "Casa Borromeo" in Ascona. In winter he is a ski instructor.

But ultimately the bonnet of our car pointed northwards again ... the frontier ... "Anything to declare?" But thank Heaven there was nothing to pay on our budget of delectable impressions. Trans. by E. L. W. Williams



Plakat von Poster by  
EDWIN GROSSHARDT