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Plakat für das  
Nordseebad Helgoland  
Eins der besten deutschen  
Verkehrsplakate des letz-  
ten Jahres

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Poster for Heligoland, the  
North Sea bathing resort  
One of the best German  
tourist traffic posters of  
last year



## TOURIST TRAFFIC POSTERS OF 1936

Let us candidly admit that in this respect we had a bad harvest in Europe last year. Quantitatively the yield was probably not less than in previous years, but it was mostly "empty ears". To stick to the metaphor, it might be said that on every field the same thing was sown and the same thing reaped. It was only in rare cases that someone had the courage to plant something that suited the soil. It was especially in countries where tourist traffic advertising is still in its infancy that the most mistakes were made again and again. Only in very few cases were experts entrusted with the new tasks. Instead of that, amateurs with their usual happy-go-lucky spirit decided what means of advertising were to be produced. Although they very soon provided themselves with a strange medley of technical expressions, nearly all of them have a general dislike of everything