



Plakat

Entwurf

F I S C H

Design

Poster

Druck

GEBR. FRETZ A. G., ZÜRICH

Printing

S W I S S P O S T E R S

The language and way of thinking of all Swiss tourist traffic posters is so direct that it does not require a trained intellect to grasp what they express. They always provide the inquirer with a clear and concise answer. The abundance of individuality that comes from such a small country is still astonishing.

The tourist posters are also the starting-point for the style of the industrial posters. The beautiful is always the bridge between the advertiser and the public.

Translated by W. L. Campbell