

WIERTZ



The Central Council for International Tourist Traffic has awarded prizes for the last four years for the three best tourist traffic posters. The prizes were endowed by King Fuad I of Egypt. The first prize is a challenge gold cup worth Rm. 60,000. In the short time since it was presented it was won this year by Jupp Wiertz for the second time for Germany.

The romantic effect of Jupp Wiertz's colours always presents the poetry of the German landscape in a special light. All his posters have a well thought-out advertising tendency.

The Prize Committee met this year in Paris under the chairmanship of President Chaix of the Touring Club of France. The first prize was awarded for the Bad Elster poster, the second for the poster "Wunder des deutschen Waldes" (Wonders of the German Forest), both designed by Jupp Wiertz. The third prize was awarded for the poster "Ägypten, das Land der ewigen Sonne" (Egypt, the Land of Perpetual Sunshine).

Translated by W. L. Campbell