

POSTERS

# BERGSPORT *in de Deutsche Alpen*



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to give every encouragement to travellers to visit the Ostmark. Whereas the various tourist associations adopted their usual methods of publishing pamphlets and brochures not to speak of generally excellent posters, extolling the advantages of their own particular districts, thus representing only local interests, the German Railways took advantage of the vast resources at their command in making a wide, disinterested appeal for the whole of the Ostmark. Mention need only be made of the vast amount of printed matter published in German and foreign languages. A selection of particularly successful publications and posters issued by the tourist