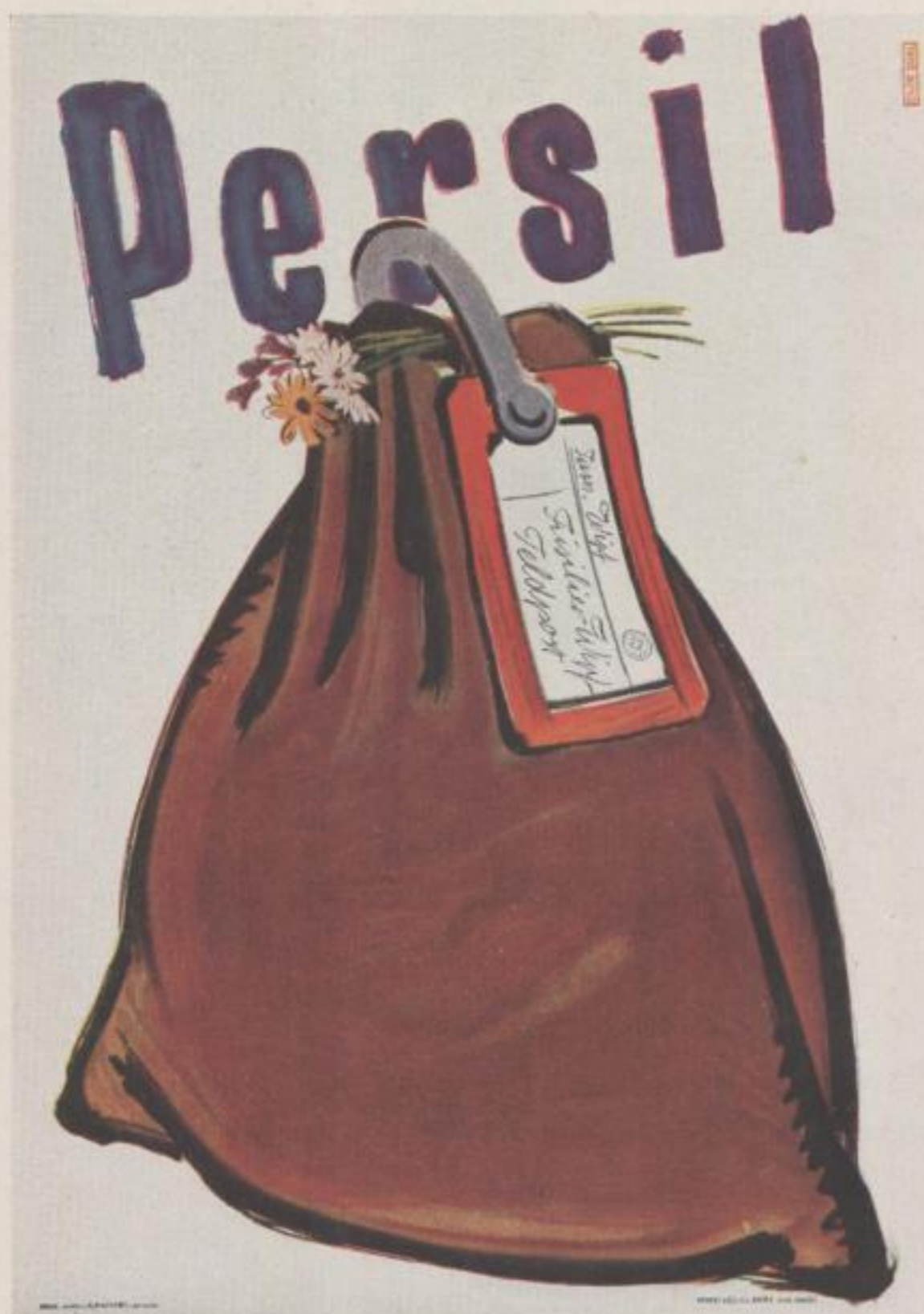


Posters from Switzerland are pleasant contributions. You always know beforehand that they will be good examples of a highly developed advertising art. But even with this knowledge in mind a pleasing surprise is always forthcoming, thanks to the constant stream of competitions participated in by talented graphic artists, munificent clients and thoroughly capable printers. It must be admitted of course that "travel publicity" with its international appeal has always set the

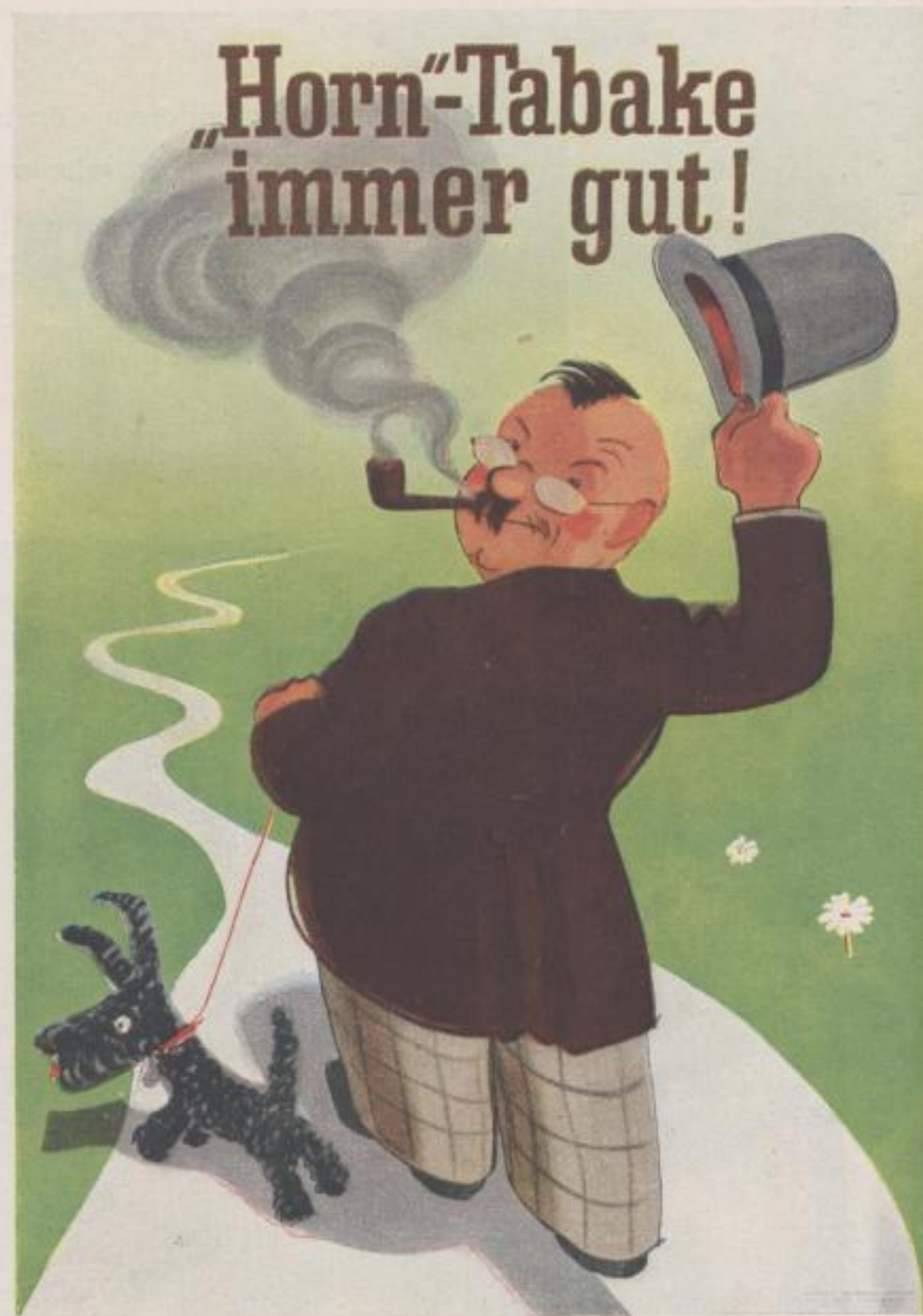
Entwurf

FRITZ BÜHLER

Design



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Entwurf

HUGO LAUBI

Design

pace most admirably for Swiss posters. What, however, could be adapted to the taste of an exacting, cosmopolitan public might be considered a somewhat risky means of attracting home customers. Practice, however, has proved that even home customers of conservative tastes are surprisingly interested in this attractive advertising art with its original ideas and somewhat startling manner of execution, which might indeed at times be spoken of in terms of "revolutio-