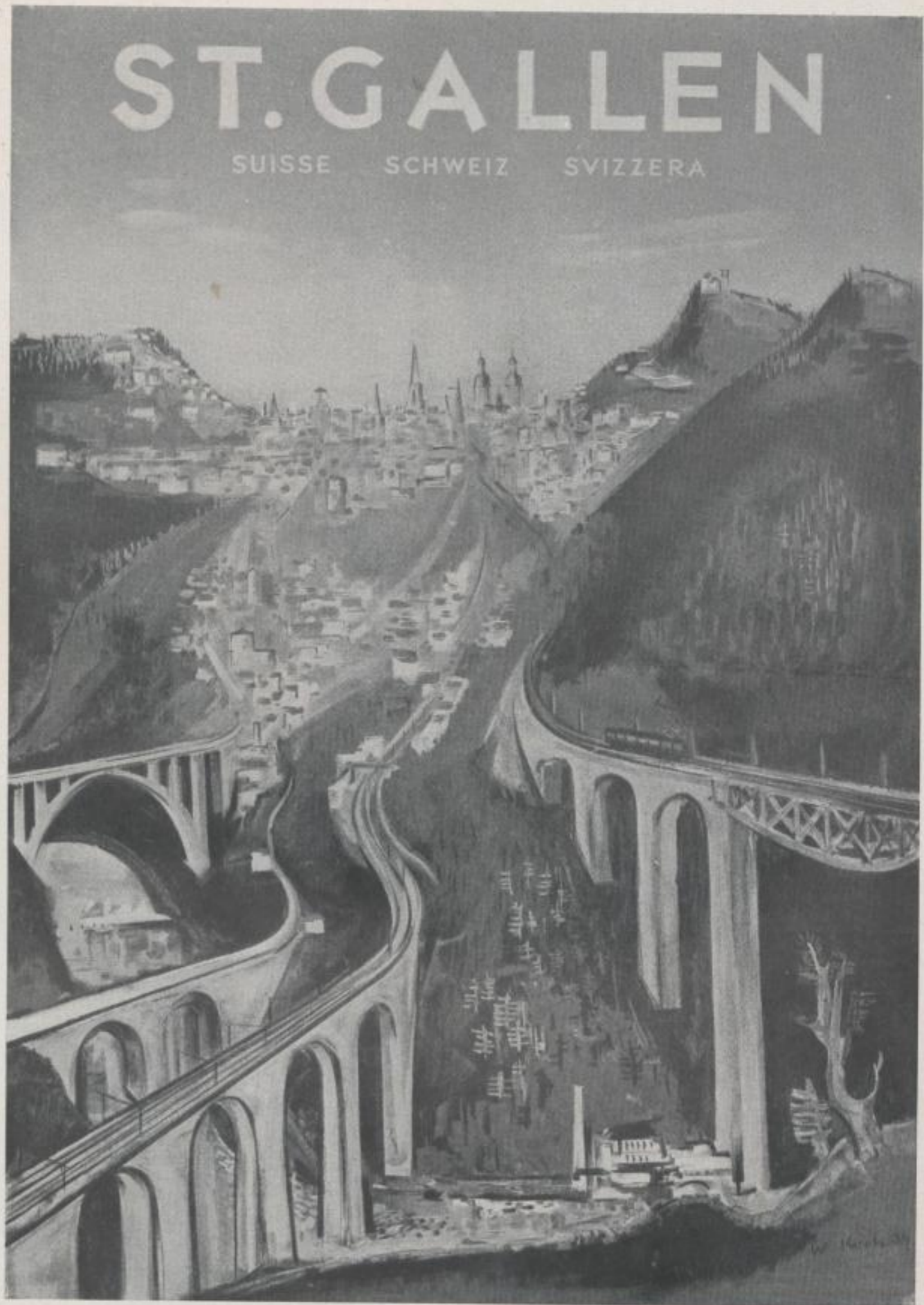


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nary" composition. (True, it is difficult to gauge the home commercial profits accruing from poster advertisements in a land where normally speaking the countless scores of visitors who come to it are customers also.) These selected reproductions give a clear idea of the excellent and manifold aspects of Swiss poster design as a whole. This selection proves, moreover, that the striking and ingenious photo-montages of Messrs. Matter and Herdegg in Germany are by no means the most typical conception of Swiss posters—what is sometimes asserted in Switzer-