

HERBERT
LEUPIN



Reiseplakat

Tourist Traffic Poster

vance of their age. This development, however, is based rather upon offset and intaglio, forms of printing which were new at the time, than upon change of style. Lithography today commands the poster, and as for style one may speak in terms of a practical poster with a slightly romantic note. Herbert Leupin is one of the leading poster artists among many. His obvious efforts to achieve harmonious and impressive effects combined with a sense of psychologically correct publicity have allowed him to solve successfully some of the most difficult and most interesting problems in the spheres of industry and travel publicity. A few