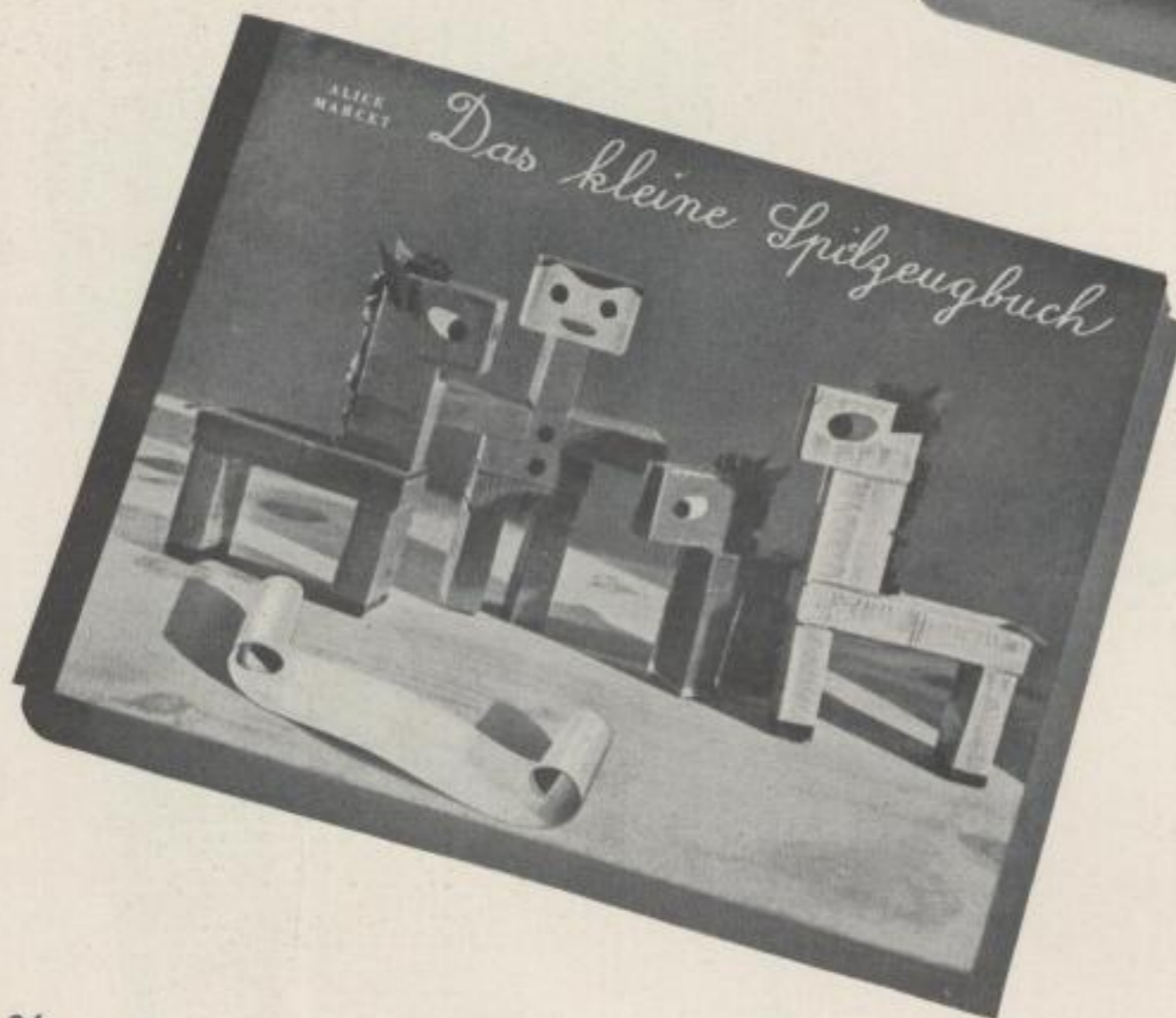
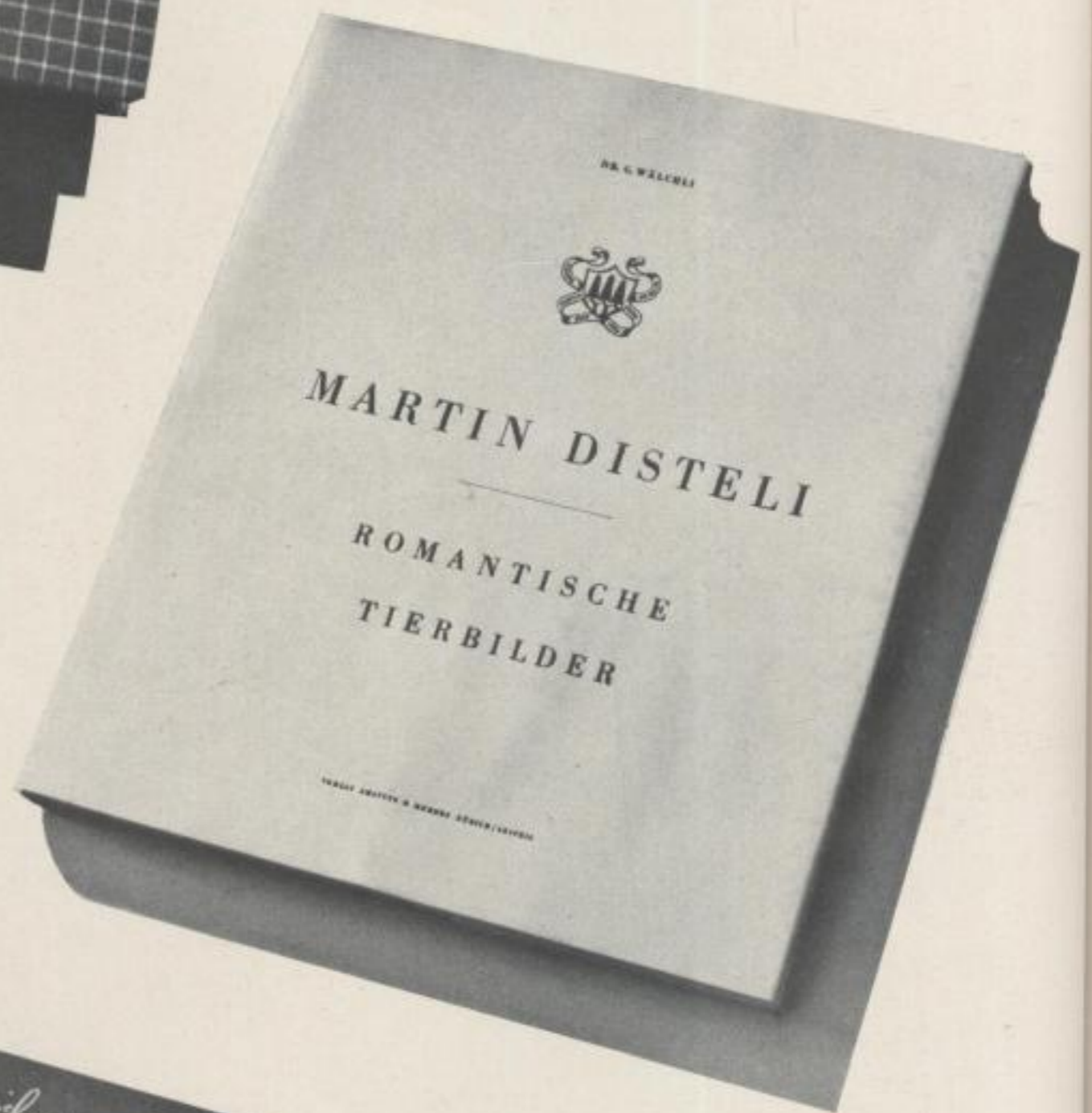




Dr. Walter Amstutz, publicity expert, and Walter Herdeg, a graphic artist of standing, are not unknown to our readers. In 1938 the publicity campaign for the famous international health resort, St. Moritz, was discussed and duly appreciated in Vol. 15, Number 2 of this periodical. Dr. Walter Amstutz and

AMSTUTZ & HERDEG
ZÜRICH



Walter Herdeg were the conjurers who made thousands of potential travellers decide to spend their holidays at St. Moritz. The publicity expert and the graphic artist joined forces in ideal co-operation, and with unabated energy created a prototype for travel publicity which was particularly suited to and de-