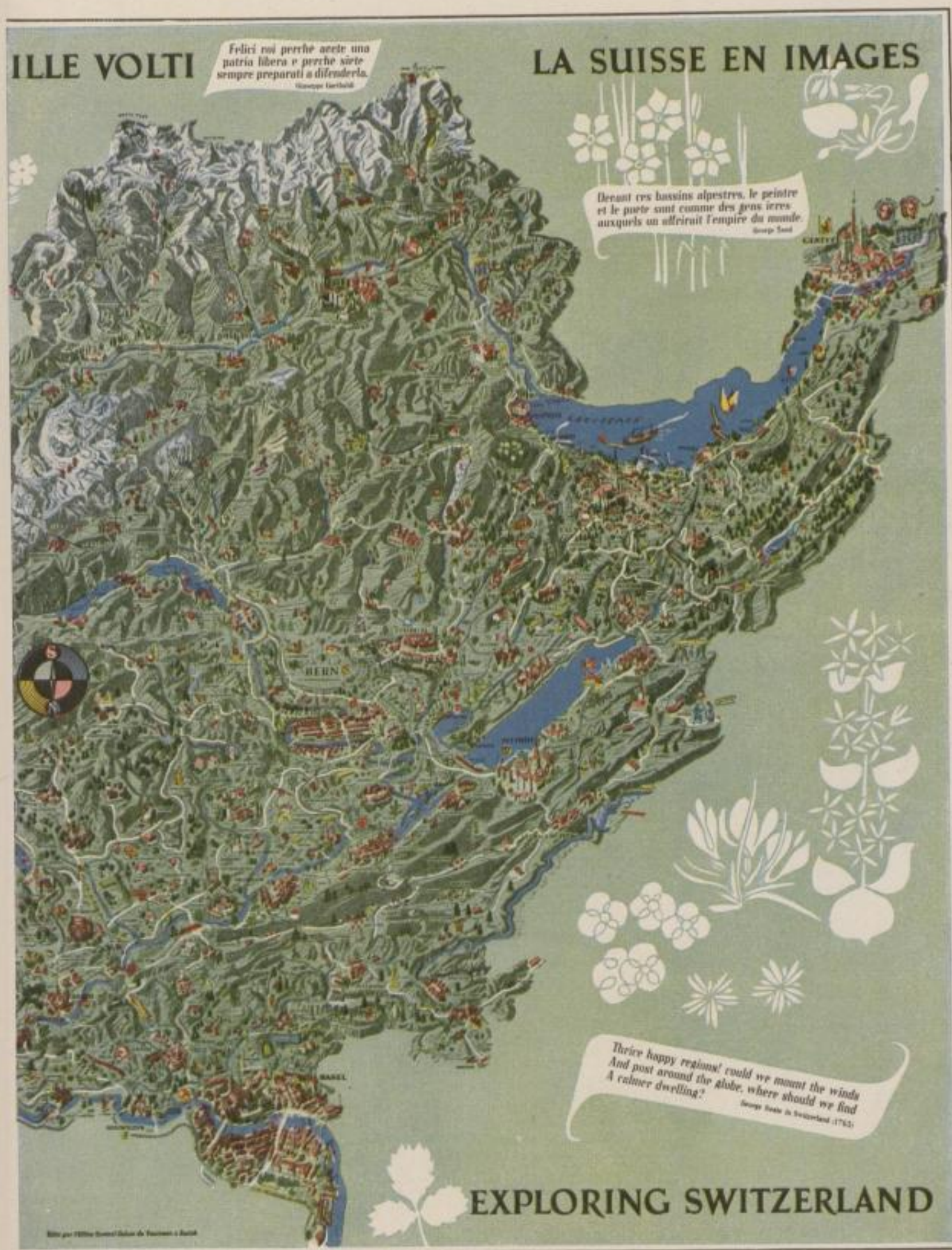


and they had no prototypes to fall back upon whereas cartographers today have access to an abundance of scientific material. Pictorial cartography in its turn draws upon experiences accumulated throughout the lapse of centuries if with entirely different aims; for its purpose is not to educate or instruct. Rather does it replace dry statistics and intricate lines with pictorial data, and by a skilful form of presentation

induces people to "read" the map again. The love of story-telling is common to all these maps but how different is Nettelhorst's map to that of Zimelli's, and there is little similarity between Swiss maps and French maps by Firca. The one attempts to arrest the eye by drawing details; others again strive after effect by a use of wide surfaces and vivid colouring. Admitted, comparison is difficult, for the manner in which these maps are executed can be as varied as the purposes for which they are intended. One map has to ap-



peal to man's desire to travel, another to induce him to buy a certain article, a third even takes the reader into Utopian realms. Are not these shipping maps more eloquent than

Swiss Tourist Traffic Folder

Design

OTTO M. MÜLLER