

# Communication from the swiss Legation

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## EXHIBITION OF SWISS POSTERS.

Early this year a travelling exhibition called "THE SWISS POSTER" left Switzerland. It has now arrived in London after a successful run in Manchester, Birmingham and Cardiff.

The exhibition consists mainly of prize-winning posters. It is financed by the national institution "Pro Helvetia" and sponsored by the Swiss Office for the Development of Trade. The showing of it in London has been organised by the Advertising Creative Circle in conjunction with the Swiss Legation, where Dr. Lindt was in charge of arrangements. It is housed at 93, Park Lane, W.1, in the beautiful one-time residence of Disraeli.

The exhibition was opened on Thursday, 23rd March, at 12.15 p.m., by Sir Gerald Kelly, President of the Royal Academy. Mr. Jones, Vice-President of the Advertising Creative Circle, introduced him and the Swiss Minister, Monsieur Henry de Torrenté, to some eighty visitors who had been invited to the private view. There were representatives of the press, of the arts and crafts museums and arts and crafts schools. Members of advertising firms were present, photographers and painters of the advertising trade, and publishing firms. There was a sprinkling of diplomats, and the Foreign Office was represented, so were the British Council and the Arts Council of Great Britain. There were members of the Anglo-Swiss Society and the Swiss press and radio. The presidents of Swiss societies had received invitations but unfortunately hardly any had been able to accept.

After and introduction by Mr. Jones, the Minister, who was accompanied by Madame de Torrenté, gave an address. He said that the narrow frontiers of Switzerland could not stifle the diversity of Swiss culture, and in the Swiss posters one could find "... the impressionism of some of the French-speaking painters side by side with the sobriety and wit of the school of the lively Rhine-Town Basle, or the influence of colourful peasant art, and the symbolism and even surrealism of the Lucernois Erni. It is indeed not difficult to distinguish in those posters many of the tendencies influencing our modern painting, which, like all Swiss art, turns its back on narrow nationalism and prides itself on welcoming all European cultural influences. Variety, therefore, characterizes the Swiss posters." The Minister went on to say how in Switzerland the dividing line between the applied art of the posters and real art was very thin. And that it had been found that the best posters from an advertising angle were also the best from the artistic point of view.

In his speech Sir Gerald Kelly called the exhibition one which all English artists should see. He felt there was a lot to be learnt from the Swiss posters, and he stressed what Monsieur de Torrenté had already pointed out, that the standard size of Swiss posters makes difficulties which stimulate the creative talents of the artist.

After the official opening the party adjourned to have some refreshments and to study the posters carefully. Over 120 posters are displayed and most of them are striking by their simplicity and effective use of colours. There are commercial and travel posters, posters of humanitarian causes like "Aid to Europe", posters advertising special events and institutions. In addition there are political advertisements like for and

against the women's vote and others. The names of well-known artists such as Niklaus Stöcklin, Herbert Leupin, Donald Brun appear again and again, and the effect of most of the posters makes one immediately interested in the advertised goods, places or ideas. The whole collection gives a very well-chosen cross-section of Swiss posters and is definitely well worth seeing. The exhibition will be open from 9.30 a.m. till 5 p.m. every day until 6th April.

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## COMMUNICATION FROM THE SWISS LEGATION Sale of Export Cars for Permanent Use in the United Kingdom.

The Swiss Legation have discussed with the British Authorities the question of the sale of export cars for permanent use in the United Kingdom to Swiss nationals. The British Authorities have now kindly agreed to enable Swiss nationals to purchase British export cars against payment in Swiss francs.

The British car industry will be required to take the same precautions in these sales as they do in the case of sales to United States nationals. This includes a covenant that the car will not be resold for at least two years, and a check on the method of payment, which in the case of Swiss nationals must be in the form of Swiss francs or payment from a Swiss sterling account in this country. The total payment for the car, including purchase tax, must be made by this approved method.

It should be added that export quota cars cannot be assigned as gifts to British nationals resident in the United Kingdom.



fragrant quick full flavour roaster fresh

\*\*\*\*\*  
makes the  
COFFEE for you!  
\*\*\*\*\*

one

two

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