Humour is considerably rarer in Swiss commercial advertising than didacticism or pseudo-science. It is all the more gratifying to see that a Swiss firm of men’s outfitters has recently dared to launch a series of light-hearted advertisements. The decision to do this was no doubt made easier by the fact that the firm’s trademark — the letters PKZ — has in Switzerland long stood for quality both in goods and in advertising, the latter done under the clear-sighted direction of E. von Gunten. This firm arranged a competition in which it invited the members of two Swiss art associations (Verband Schweizerischer Graphiker and Club re-