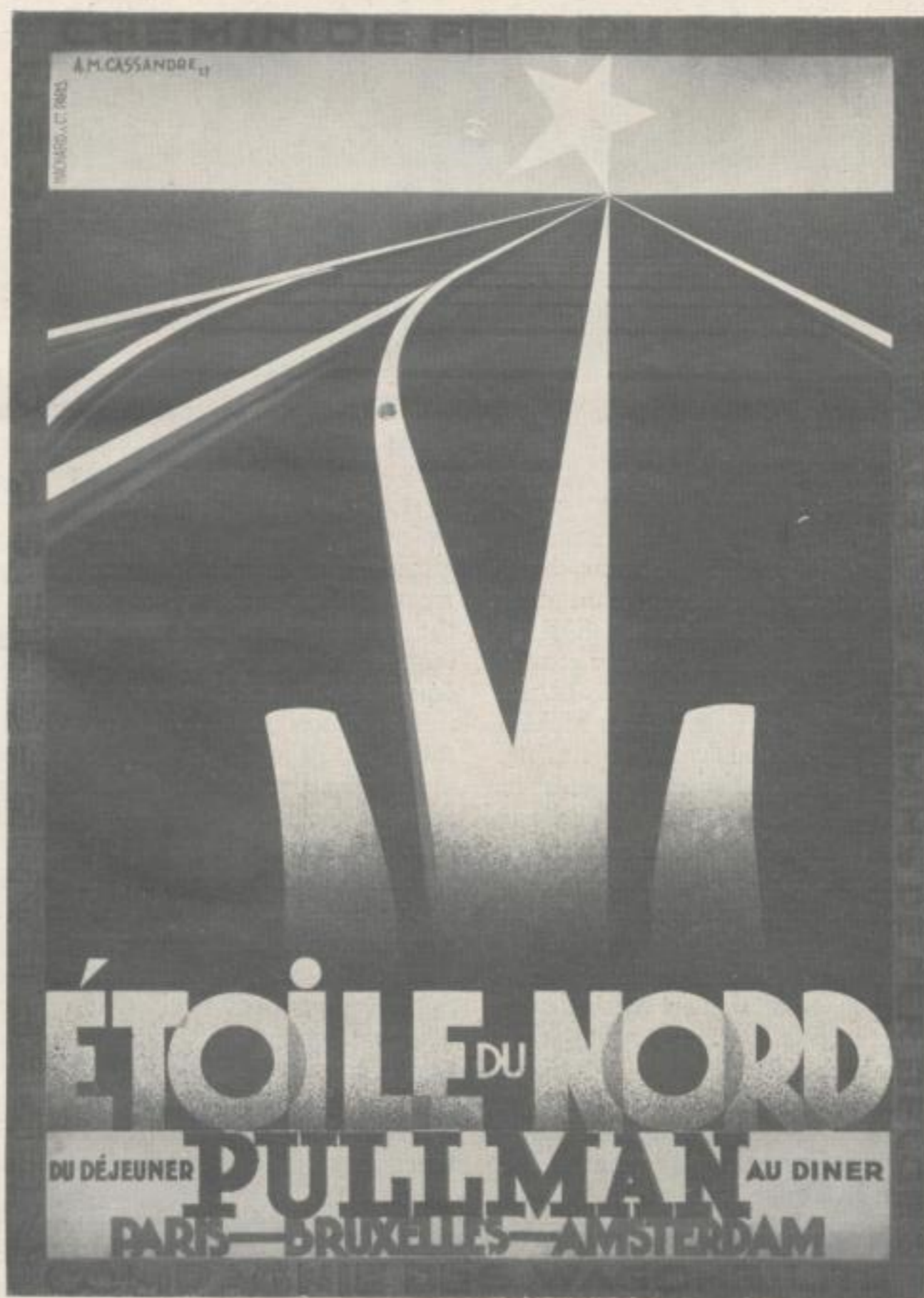


produced here. They produced an astounding effect, and Cassandre made good use of his victory. In quick order he produced the posters for Réglisse Florent, the Turmac Cigarette, the Grand Sport cap, and the Onoto Stylograph. He found support, to be sure, in the International Exhibition of Decorative Art. In this period his work is centered in the article to be sold, which he places in the foreground, using it as the leading figure in the poster. The name of the article is also given broad treatment in the poster, for he knows the importance of impressing this name on the mind of the passer-by. Further, Cassandre uses his script to the utmost for decorative purposes. Examples of this may be found in the two very effective posters for "Pivolo".

An exaggeration of this manner has led Cassandre to complicate some of his designs, as, for instance, the poster for "Chateau de la Roche Vasouy", which contains so much text, as to be quite a riddle to the observer.

I consider the poster made for the newspaper "L'Intrans" much finer, as it expresses the idea of the news bulletin in a pure and extraordinary powerful design. A single glance leaves an impression that is almost physical in its suggestive force. The consideration of this exceptional creation may form the close to my study of Cassandre's work. I am convinced that my readers will recognize this poster as a true masterpiece of advertising art.

S. L. S.



A. M. CASSANDRE