



MAXIMILIEN VOX
FRENCH ELECTION POSTERS

IF you should ever meet a man in the street who has small, broad feet, and is "dressed" if one may be permitted such an expression—in a pair of gaiters, a pointed hat, a fat cigar and a heavy watch-chain stretched across a white waist-coat—then knock him down like a dog. Everything is this man's fault. All the various political parties raise the same cry, and the "sacred Union" (l'union sacrée) is cited as scapegoat and the cause of all troubles, from Castelnau to Blum and from Herriot to Cachin. Owing to the unanimity displayed by all our statesmen upon this point, I know the fellow in every detail of his being—the notorious financier, the international plutocrat, in short, the enemy of mankind. I should recognize his conspicuous cuffs a hundred yards off, the rings on his fleshy hands, the tie and the inevitable cigar, his lonesome monocle, his low grin and his premature baldness, proof of the evil ways of living for which he has expended appalling sums. A score of different artists have taught me to

recognize that the wearing of a pair of white spats, is a sure indication that a fellow is a scoundred.

At the same time however, they have caused me to recognize that in the region of election propaganda we are far from having discovered perfect means of expression. In reality, not one of the parties has invented anything of its own; they only

shine when they can get a man like Sennep to turn his back on journalism and borrow from "Illustration" a fairly realistic style of representing symbolic scenes. Caricature is the great favourite at the moment: the art of creating new types, animalistic creatures, more natural than nature, whose likenesses we at once recognize and of whose actual existence we are never for a moment in doubt, for the simple reason that everyone knows that it is a question of pure advertisement, which depends in the first place upon its drawing power and upon attracting notice.

Let us imagine an election campaign in which capitalism is represented by its opponents as a grin-

