



red flag and the hangman's axe. The fact that the objects are not represented in full on the poster is a proof of experience in advertising technique. Since it is here a question of an estimate of the posters of the different parties as a whole—national advertising—we must establish the fact that on the whole no party made any especial efforts, and the Socialists were especially slack. It is painful to see, in the case of the Communists, how little a party makes use of the advantages which it enjoys in its secure and unchangeable position. No one can persuade us that Bolshevism has no other weapon than the defence of the taxpayers.

This party has fallen back into the worst of its old faults: that is to say, it brings out its written posters in an indistinct and absolutely unreadable typography. The boldest invitations to a complete upheaval and the most frightful threats are represented in quite a gentle manner and in a kind of universal style, they have the effect of invitations to a charity festival given by the Coun-

tess de Guermante. Such posters can scarcely be called revolutionary. The script on the other posters—with a few praiseworthy exceptions—is also very difficult to read and most disagreeably banal, the relation between the free space and the line is false and the attempt to fill up all the space at any price merely leads to illegibility and prevents a sharp distinction between one poster and another.

Most of all the voting campaign was lacking in character, in the personal note.

The ideas and their pictorial execution on the election posters were all simple in their way, they displayed very little variety and were much the same, to whichever party they belonged. Each declared of the others that they were treading a direct path towards the next war and would lead to the ruin of the franc. One may well draw the conclusion that we French are the most peaceful and economical people in the world, and that the only thing lacking to complete our good fortune is a somewhat better typography. Transl. by E.T.S.

