

father's wishes. Professor Deslandes also persuaded him to attend courses of study at the School of Fine Arts and the School of Applied Arts. Finally Lucien Vogel explained him the various technicalities of printing and showed him the processes of printing in the publishing house of Hachette.

A fashion-and advertising-artist who works for the press and for magazines must never forget that it is only the reproductions of his work that are seen and criticised and when at work he must never lose sight of this fact. It is therefore advisable that he should always sketch from nature, for it is only this model who can excite the interest and sympathy which every work of art implicitly demands. The artist must transform nature, conventionalize it, in a word. Nature must always be his fundamental principle, but he must re-create her and form her anew.

Translated by E. T. Scheffauer

