

merely by use of dark, strong script to symbolize the power of an impressive personality; again it is an effective illustration which in spite of romantic feeling retains a good bold poster touch. Above all he achieves strong symbolic color effects, from the gloomiest greyish-black to the gayest illusion of sunlight in certain landscapes.

We devote this notice exclusively to the Salter designs because, as we have just said, they represent the decisive moment in book advertising, and the sales reports of the publishers go to prove that they are a very efficient form of propaganda.

Trans. by E. T. Scheffauer.

