

typographic laws of the cyrillian alphabet which, with its broad-faced, complicated lettering, imposes its own rhythm upon the whole composition. And here we have finally arrived at the points which are especially decisive for Hordinskij's qualities as commercial artist; these are unity of design and text and their suggestive effect. Thus considered, there can be no doubt as to the positive value of his work. Hordinsky may undoubtedly be reckoned among the born commercial artists, who see the plan and purpose of their task unmistakably clear before them. He has a sure and facile command of his artistic tools.

Trans. by E. T. Scheffauer.

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