

MARTON

Plakat für Lesieur
Speiseöl

Poster for Lesieur
Salad Oil



to decide whether it be not possible to achieve greater effectiveness in a less obstreperous fashion. No genuine Parisian can pass by without notice the charming picture created by Marton for the optician Leroy (Nr. 6 Vol. VIII) and it is a particularly characteristic example of Marton's manner. The whole effect is concentrated upon the circular ring of the eye-glasses. The face, merely indicated in light and shade, is of a transparency which compels attention. The center line which divides the design leads the eye to the name of the firm, the letters of which, carried out in similar manner, form the base. Two shades of color brighten the grey tints in grey, the radiant yellow on the left side of the face and the light blue cloud of an imaginary curl just above the brow.

Very finely-felt and attractive are the designs for Le Corsaire filleted fish and the Molitor fish pond,