

beholder's attention, and the little ship impressed itself quite unawares on the memory of the public. This fortunately selected and designed signet made the publishers well-known. The publishing firm of Eugen Diederichs also recognized and knew how to make use of the importance and advantages of a good signet at an early date; their Florentine marzocco was given constantly fresh forms by a whole series of artists in accordance with the character of the book in question. Among the other publishers who also devoted their attention at an early date to a good publisher's signet designed by an artist, mention may also be made of G. Grote and F. Bruckmann.



Like them, many, and indeed probably all, publishers have adopted the same course. One can certainly say that the possession of a beautiful and artistically executed signet has now become a necessity and a matter of course for every publishing firm. Old signets were redrawn and new ones created, and both classes offer a great abundance of excellent products of stylographic art.

GERMAN  
PUBLISHER'S  
SIGNETS

The pioneers of the new book industry, Josef Sattler, Otto Eckmann and Melchior Lechter, were naturally the first who provided us once more with artistically executed publisher's signets, which have, however, mostly been superseded, and



have disappeared in the interval. Only Eckmann's well-known "7" on the cover of "Die Woche" has maintained its position down to the present day, while his signet for the publishing firm of S. Fischer has survived for thirty years. Beck-gran, Barlösius, Cissarz and Behrens have continued to devote their attention to this domain with success, and a large number of signets which still hold their own were designed by them.

Special mention should be made, however, of the names of F. H. Ehmke, E. R. Weiss, Emil Preetorius and Walter Tiemann, who may be called the classic designers of signets, and who are the authors not only of by far the greater number but also of the most successful, cleverest and most artistic productions, works which