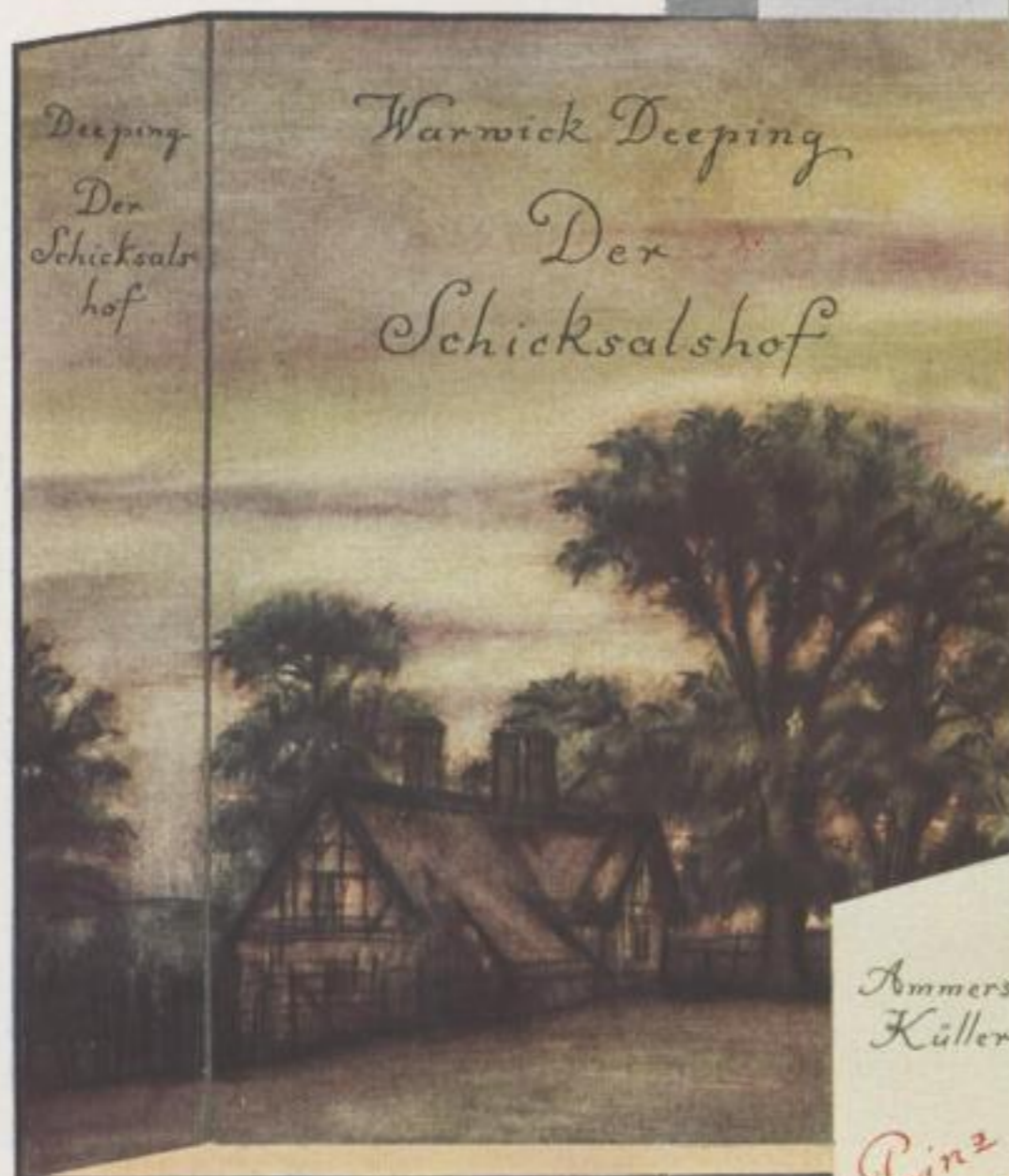


# M E I D

The book jacket has developed within a comparatively very short time from a covering which was originally merely protective into a definite means of advertising which is now perhaps the most effective means of pushing the sale of the book. But in spite of this rapid change in its function and in spite of its pre-eminently advertising character, the book



jacket is still one of the very few forms of advertising art which still afford even the independent artist sufficient freedom of movement and scope for co-operation in advertising. This has also not failed to have a favourable effect on the entire artistic trend of this attractive sphere of advertising art which is remarkable, more than almost any other sphere, for its great wealth of ideas and the variety of its forms. That is

