

clearly demonstrated by the colourful window displays of our booksellers, and is also proved by the numerous book jackets designed by Professor Hans Meid who has won general recognition and who is highly esteemed in artistic circles as a painter, graphic artist, and illustrator, which fact was marked some years ago by his appointment as the Director of the Principal Studio for Graphic Art of the Prussian Academy of Arts. Even although Meid's book jackets always undeniably originate quite naturally in the realm of independent art and must be regarded as the very animated and unfeigned expressions of an artistic purpose which has hardly been affected so far by advertising aims, yet they by no means lack the impressiveness and power of suggestion absolutely necessary to serve their purpose in connection with the book. They are also not merely the subsidiary and artistically less important results of leisure hours when the artist is

S  
M E I D



unburdened with other work, but absolutely convincing evidence of a very serious intention and of a profound feeling of responsibility with regard to the task in question. Meid always endeavours in the first place to do justice to the contents of the book in question in as unmistakable and impressive form as possible, so that his book jackets, in accordance with the character of the theme he is dealing with, ascend the full scale of delicate and lyrical feeling up to the tensest accents of dramatic force and effectiveness. But these effects are never achieved by means of poster-like surfaces, for it is always that special picturesquely illustrative attitude by which all Meid's work is characterized that also gives his book jackets their characteristic and charming stamp. Meid may even be described as the typical representative and master of the art of the respectable and quiet book jacket which is always most effective when it expresses with simple and economical means the atmosphere of a landscape, whether it be the burdensome heaviness of a winter's day or the bright early hours