

It is a great pleasure to be able in these pages to draw attention to a graphic artist who is no longer unknown in his own land and whose work well deserves to be brought to the notice of artists in other countries. Pierre Fix-Masseau is a Frenchman and an artist of exceptional ability. The numerous proofs of his great talent betray rather his own forceful personality than the influence of a prominent school of art. Once he had recognized the task of the poster, Fix-Masseau made the best possible use of such knowledge. His designs reveal at once the purpose for which they are intended and also the aims of those who are making the appeal with his posters. There is nothing vague about them on this point, nothing to blur their significance. The symbolical in these posters thus becomes a speaking, all-revealing picture. The posters compel the

