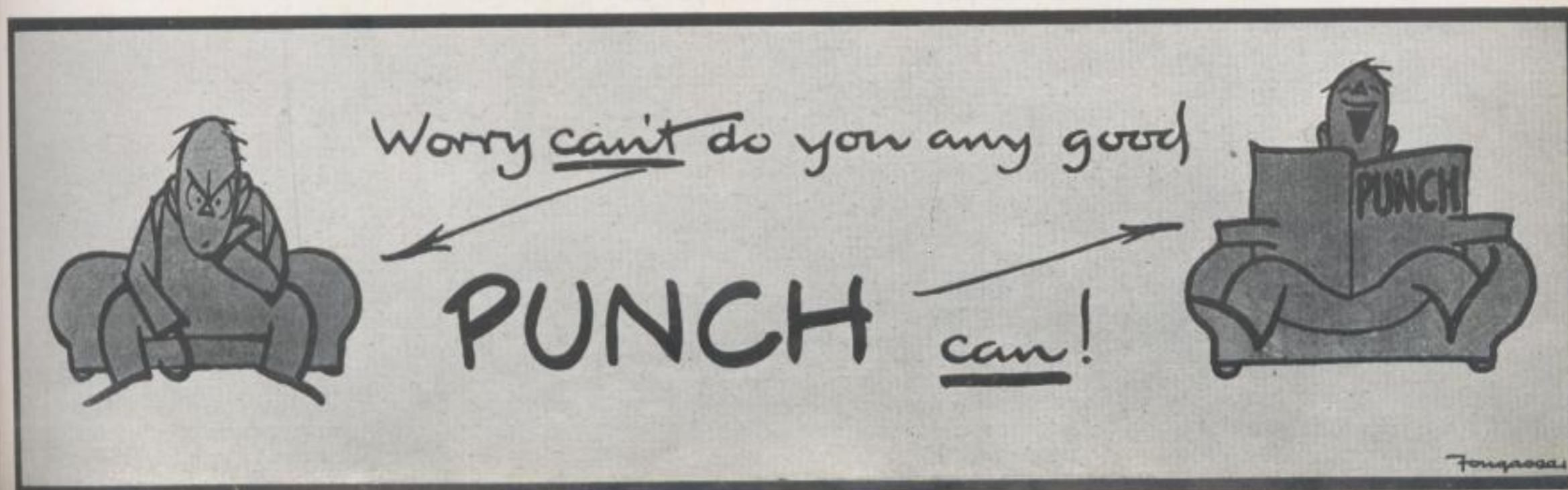




brevity make wit a highly attractive medium of appeal. Curiously enough, the announcements are by no means uniform in style. Some of them actually disregard without any hesitation, the aesthetic demands of modern typography. That "Punch" is a conception requiring no introduction, is taken for granted. The whole purpose of the poster is simply to refresh our memories which is done in a simple manner that is easy to grasp. The face of hook-nosed Punch in the guise of the stylised King of Cards with the catchword "Punch", the King of Entertainers is unrivalled in its striking compactness. How they get on one's nerves those members of the bored, discontented family who have not got a copy of the last issue of Punch; the English proverb "Charity begins at home" has been changed to "Hilarity begins at home" in imitation cross-stitch in the

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