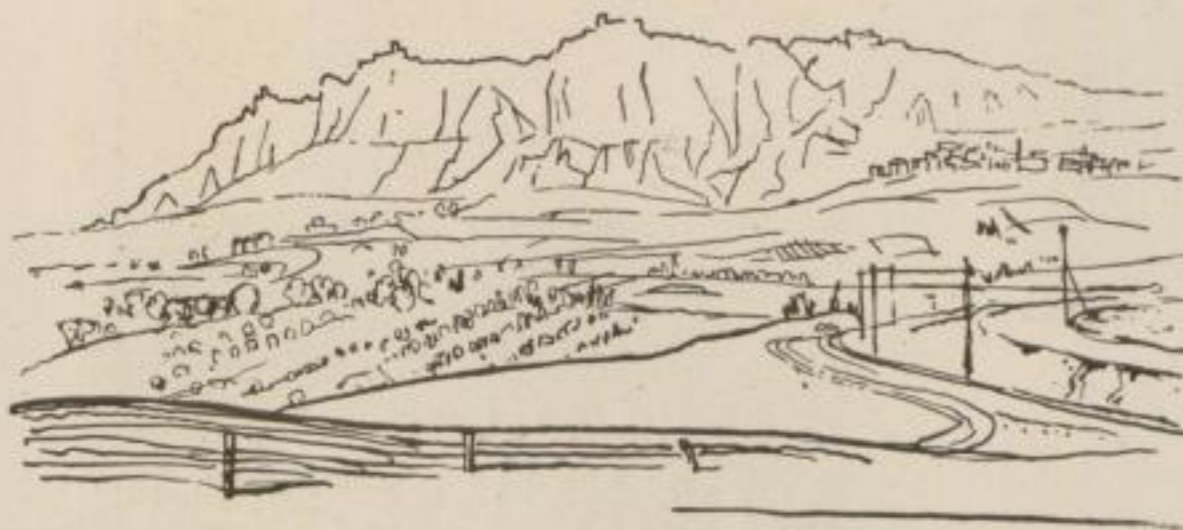


and the outsider finds it difficult to find any similarity in his various compositions excepting his attitude towards art. Pierre Gauchat who is one of Switzerland's leading poster artists can look back on twenty years' activity as an advertising artist. Both inclination and talents made him take up the illustration



PIERRE GAUCHAT

and layout of books. For the sake of a more uniform effect our reproduction of the artist's work is limited to this branch of art preferred by himself. The book itself, the choice of its shape and size, page-proof, types, title, initials, headings of chapters, paper, material used in binding, stamping etc. mean to him a

