

## A Hint to Those Interested In P. N. S. Exhibit

Suggestions for Appreciation and Study of  
Poster Art by Violet A. Gillett — Splendid  
Exhibit British Posters at Normal School.

Below are some suggestions to those art lovers who are gathering at the Provincial Normal School this week to view the collection of British posters, loaned by the National Gallery of Canada to the Maritime Art Association, and which are now on display at the Normal School here. The suggestions are actually a commentary by Violet A. Gillett, head of the Art Department of Saint John Vocational School.

A pamphlet issued by the National Gallery at Ottawa comments that "the art of the poster is comparatively recent. The realization of the importance of its influence in daily life is more recent still, but there are few today who will not agree that the average man is more affected by posters on the boardings which he sees every day than by the greatest works of art in the galleries which he sees only occasionally."

A change has been manifest in poster art in recent years. "The superior possibilities of the striking and impressionistic qualities of the modern poster over the merely illustrative and literal one were quickly realized. The tendency in modern painting towards simplification in design and colour has also played its part, humor, whimsicality, and free design all play their part. The posters produced in this way form a constant supply of fine and living works of art for the man in the street and are giving him an introduction to and an appreciation of contemporary movements in painting which he justified.

would otherwise have little opportunity to enjoy."

Miss Gillett's suggestions for the appreciation of poster art follow:

### How to Study a Poster

In order to study a poster, one must use a different set of values from those by which one judges a work of Fine Art. In the first place, one should remember that whereas Fine Art is created solely to satisfy an aesthetic urge, the poster is created for a definite use. A poster is a selling agent.

### The Standard of Use

It will be readily conceded that the first requisite of any utilitarian object is that it fulfill to the utmost the purpose for which it was made. Therefore, we are justified in stating that the primary standard in the judgment of a poster is its usefulness as a selling agent.

### Standard of Beauty

We also know that absolute perfection of use is always accompanied by perfection of beauty; therefore, there is every justification, for demanding high aesthetic value of some type in every object of utility; viz., in every poster.

The standards for judging a poster, then, are its selling power and its beauty or aesthetic appeal.

### Problems in Producing Selling Power

The methods of producing selling power in a poster are complex. In poster designing there are certain problems of which the solution must be made before the term poster is justified.

### Instantaneous Appeal

The appeal of a poster must be instantaneous. The poster must arrest attention in the midst of the multiple activities of daily life.

### Simplicity

It must be sufficiently simple that its whole message can be understood or read at a glance.

### Arresting Quality

It must be sufficiently arresting that the thoughts of the contemplator are held until the whole message is registered in his mind.

### Economy of Production

A poster can have but a short life, for that which is often seen becomes commonplace. The commonplace fails to excite interest. Hence a constant change of posters demands economy in production. The design must be suited to economical productive processes.

### Appeal to Types of Public

It must appeal to the class of people who will be the potential consumers of the goods advertised.

### To Solve Problems in Producing Selling Power

In daily life we attract attention by the unexpected. A raised voice, the peal of a bell, the placing of ourselves in an isolated position, disagreement with the general conception—all are methods of attracting attention. They all contain the element of surprise.

### The Value of Surprise

The poster gains attention by surprise. For this purpose the poster artist uses a forceful line, an arresting shape, a contrasting color, an unexpected point of view, a trite slogan or a forceful legend.

### Lettering

Lettering must be arranged and so formed as to be legible and to strengthen and enforce the construction of the design so that both illustration and text are seen as one. A poster can never be a picture with a text tacked on.

### Poster Design and Psychology

Poster design must react to the emotions expressed by the character of goods displayed and to the type of public that will constitute the prospective buyers. Posters may be feminine or masculine in presentation, conservative or ultramodern, humorous or dramatic, mechanical or fanciful; they may appeal through one's logic or through one's dreams. In fact, it must above all be the outcome of a very shrewd knowledge of the psychology of the human race.

### Artistic Qualities

No one of these methods of obtain-

ing selling power can be used unless it is controlled by the laws which produce an artistic creation. That is agreement or harmony must be produced not only in idea but between shapes and lines within the composition and in treatment of the varying parts which form the whole. (examples: harmony of treatment and subject matter in 54; harmony of technique in lettering and technique of drawing in 6.)

Color, one of the most important phases of poster development must agree in idea and while showing sufficient contrast to arouse interest, must not jar or become offensive.

A balance of feeling or equilibrium has to be retained throughout the design and is obtained through beautiful proportions of lights and darks, through bright or dull colors or the placements of points of interest. Lines, either seen or felt, lead the eye evenly from one part of the composition to another directing the eye to the center of interest and then through secondary interests in order of their importance. Color is used to direct the mood of the contemplator and to enforce the message of the subject-matter. (examples: cold, somber, mysterious colors suggesting deep secrets and drama in 28. Dominant, warm, cheerful colors and strong value contrasts in 35.)

### Condition of Production

It is evident that every poster is produced under certain limitations each one of which must be understood and considered before an opinion can be formed of its value. British Travel Posters have become developed under the following conditions:

1. They were designed to appeal to a particular people; a nation composed of a large number of individuals of greatly different interests and degrees of sophistication. A nation which as a whole, is rather conservative in the use of color; a public who through industrialization of their country have become urban while retaining a love of travel and the outdoors. The desire already created gives the artists the problem of guiding desire rather than that of announcing a new idea.

2. The posters in this collection were all designed with a knowledge that they were to be shown upon boardings specially erected for their reception, so that each design would be framed and displayed as a separate entity.

3. The Posters are not expected to be seen at a greater distance than

## SERVICES AT THE CHURCHES ON SUNDAY

The usual services were held in the city churches on Sunday with large congregations present at all services. At St. Andrew's Presbyterian church Rev. Dr. G. E. Ross delivered both sermons, morning and evening. The subject of the morning address was "The World-Wide Vision," and the evening service was "The Parable of the Talents." Students and young people were especially invited and John Ferris of U.N.B. gave an address on the subject, "A Cruise on the Baltic Sea." A social hour was held in the church hall after the church service.

At Wilnot United Church the morning theme was "Preaching and Practice," with Rev. J. W. Bartlett, the preacher. The pastor also spoke in the evening on the theme, "A Book of Lottery Tickets." At the Brotherhood meeting at Pythian hall in the afternoon J. H. Malcolm spoke very interestingly on the theme, "Andrew Carnegie."

The morning service of the Brunswick Street Baptist church was broadcast over CFNB. Rev. G. W. Guion spoke at both services, and large congregations were present.

At Christchurch Cathedral Holy Communion was celebrated at 8 a.m.

Very Rev. Dean J. H. A. Holmes spoke in the morning.

Rt. Rev. Monsignor Carney and Rev. Dr. Milligan conducted the services at St. Dunstan's church on Sunday. At the evening service of the Cathedral, Rev. A. Raymond Smith, rector of Campobello, was in charge of the service. Very Rev. Dean Holmes spoke in the morning. At the morning service of St. Paul's United church Miss Anne G. Sypher, Donald Horncastle and Sergeant James sang delightfully as a vocal trio.

the width of a street or from one station platform to another; and yet must be interesting when viewed at close range; as from the pavement or station platform.

"This morning my small son offered me a penny for my thoughts."  
"The boy doesn't know the value of money yet."

## WINNING IN THE LAST QUARTER

In one of the season's football games, one of the teams was completely outplayed and apparently hopelessly beaten until the last quarter, when it came through with the skill and strength necessary to turn the tide, and win the game. It was a fine piece of work, and again demonstrated the fact that no game is won or lost until the game's end.

If one enters a game—whether it be football, business, or anything else, the least that can be done is to fight until the end. The world loves a winner, often it has great admiration for a loser, but it never forgives a quitter.

Well matched contests are nearly always won in the "last quarter." The determination to carry on in spite of losses, the extra effort to overcome some mischance of play, is what usually brings victory.

In your contest with Fortune, however, it is the part of wisdom to see that the thing you are opposed to is not powered beyond your capability to resist, or conquer. There is nothing admirable in getting out of your class. While it is sometimes possible to beat that which is beyond your normal strength or equipment, such a victory is apt to be too expensive; the cost may be too great for the benefits gained.

In our desires to emulate the other man's success, we are prone to overestimate our abilities, and in spite of our efforts and our sacrifices, we are swept to defeat; and sometimes to a defeat which forever renders us incapable of other conquests.

Fight to the end, but be sure that you are sufficiently well equipped to have somewhere an even break; and remember that the game is not won or lost until the end of the last quarter.

## DUCE FOOLHARDY STATES ZIMMERN

HAMILTON, Ont., Jan. 13—Mussolini underrated the sympathetic feeling of the British people for the League of Nations when he stepped into Ethiopia. Sir Alfred Zimmern, professor of international relations at Oxford University, said here in an address to students of McMaster University.

"This venture of his (Mussolini's) is foolhardy," stated Sir Alfred, "because he attempted it over communications he does not control."

Sir Alfred recalled that the British government had received a mandate from the British people to block Italy's aggression even at the risk of war.

## Bear Island Items

The young people of this place have been enjoying the excellent skating on the river of late.

Mrs. Harold Rosborough is spending a few weeks with her parents at Moncton.

Miss Bessie Embleton spent the week end at L. D. Gunter's, Granite Hill.

A number of the ladies attended the Ladies' Aid and Sewing Circle held at Kenneth Morrison's last week. A very enjoyable afternoon was spent after which refreshments were served by the hostess.

Isaac Murch, our oldest resident, keeps bright and active. Mr. Murch is in his 90th year. This year he exchanged greetings with a boyhood friend, Joseph Scribner, of Malden, Mass., also 90 years of age. Both men were born at Bear Island.

Wilbur Miller and family of Nackawick, spent a day with his mother and Albert Jordan of this place.

Mrs. Amos Jordan has returned after spending a few days with her daughter Mrs. Lorne Brown.

Clarence Jordan spent Sunday last at Prince William.

Ivan Haynes of Scotch Lake, is spending a few weeks in this place.

Olin Jordan is spending the winter months at Prince William.

Hazel Howland has returned to Hainesville after spending the school holidays with his parents Mr. and Mrs. Wm. Howland.

Mabel Rosborough was the guest of Mrs. Simeon Goodine on Saturday last.

Mrs. Avill Grant and children of Bangor, Maine, are spending a few weeks with her parents, Mr. and Mrs. S. Embleton.

Miss Della Buckley is visiting relatives and friends in this place.

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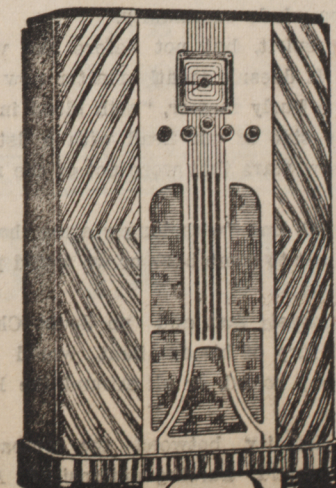
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