A cover design reproduced by courtesy of Collier's Weekly.

A theatrical poster designed for Maeterlinck's "Betrothal" and reproduced by courtesy of Winthrop Ames.

Herbert Paus

The well known shrinking violet has nothing on Herbert Paus when it comes to modesty. Personally he is the least known and most retiring member in good standing of New York's fraternity of illustrators and poster artists. And this isn't hearsay. We have proved it.

Needing some facts on which to base this little story about the man whose signature you'll find on the three distinctive and colorful bits reproduced on this page, we visited the artist himself in the workmanlike studio, on Broadway near Herald Square, which he shares with two other talented lads. Without success, however. He wrapped his paint bespattered frock about him, pulled his old green eyeshade a trifle lower and gave a perfect imitation of the Sphinx. His studio partners followed suit, but not until one of them had whispered, "Perhaps his roommate could tell you something." A phone call to his chum of many years resulted in but few real facts. Art Director Casey of Collier's Weekly was next appealed to, and though he has purchased scores of covers and illustrations from Paus, he could give us little additional information about Paus himself.

The latest United States Army recruiting poster which has created remarkably favorable comment all over the country the past few weeks.

Here are the boiled down meager facts as we gleaned them:

Paus was a cartoonist on a St. Paul newspaper at eighteen. Has "done" comics, covers, illustrations, posters and stage settings. Spends his summers in the mountains of Washington, where he is the proud possessor of a bungalow studio he calls "Ye Two Spot." Has two hobbies—designs and builds furniture in the summer, plays billiards in the winter. And he rides them both with expert skill. Was member of the Government's Committee on Pictorial Publicity during the war, for which he made a great many splendid posters that were used throughout the country. His unqualified Americanism was proved by the willingness and promptness with which he gave his services unrewarded

Herbert Paus is one of the most studious and conscientious of workmen, a fact revealed in his completed subjects by the careful expression of detail and a keen appreciation of all the subtle delicacies, whether in line or in color. No mere inspiration of the moment, sudden mood, or flitting fancy, but rather true inspiration aided by deep study and painstaking execution are responsible for the forceful, effective results that he obtains.

Herbert Paus himself may be a modern day Sphinx, but this craftsmanship speaks eloquently from numberless printed pages.