

First used by Aristotle, the “**Golden Mean**” became very popular in early 20th Century Europe, which enjoyed a revival of everything Greek. To conform to the formula, the original rectangle bounded by “a & a+b,” would have the same ratio as the rectangle bounded by a and b. In other words, if you eliminated the square “a - a,” the rectangle left over would have the same ratio as the original shape. Albatross was the first publisher to use the equation. Three years later, Penguin would follow.

a

a

b

