

## CORTY

Her cigarette posters are also especially impressive—the poster for Persil with the washerwoman absorbed in reading is so amusing because it symbolically expresses the idea that the washing will wash itself when this soap-powder is used.

Of course it would be possible to describe everyone of the pictures reproduced here in this fashion, but we think a trade paper should pay attention to other matters, for instance:

How does it happen that in times such as ours, when everyone is on the hunt for new means of expression in advertising, such an excellent artist should so seldom be called upon? He who has not been struck by the banality of the vast majority of our advertising designs is really almost past help and advice. It may be true that everyone tries to express what he has to say as simply and clearly as possible. Doubtless many of our big advertisers are disappointed when they see the advertisement for which they are responsible, the pretty girl's head which looked so charming on the office-table and which, now that it appears in the newspaper, is seen to be no more than a banal repetition of a hundred other advertisements, and quite devoid of any original effect. Does it really take so much courage to put forth an original idea or a new form? He who has the courage to attempt it, should commission Dore Mönkemeyer-Corty, he will certainly not be disappointed by the results of her co-operation.

Translated by E. T. Scheffauer



Trade-Marks