

HANS
SCHLEGER
(ZÉRO)

CRAWFORD'S ADVERTISING AGENCY



H U D N U T

• P U D E R

• C R E M E S

• P A R F U M

• T H R E E F L O W E R S •

• L E D E B U T • • C E M E Y

H U D N U T

N E W Y O R K

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prepared to entertain when they imply something which is already familiar. A good picture makes a more immediate appeal, it does away with the mental effort of conjuring up a picture, which text alone renders necessary, and we are more readily captured by the magic of the picture than by all the artifices of speech. Text in advertising is always a "dumb picture". Rarely indeed does any text succeed in creating the atmosphere of delicate erotic tension that emanates from these designs. The sensation of a delicious perfume is much more readily conveyed by the flower in the fair lady's hand than by the aspect of a bottle of perfume. As a whole, these designs reproduce the atmosphere that surrounds a woman of culture and in their original fashion they represent the best advertisements for scent which have been seen in recent years.

Translated by E. T. Scheffauer

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