

Advertisement

VOYAGES AUTOUR DE MON LOGIS ...

L'été, c'est bien, mais la chaleur est trop forte. On se réveille avec la tête brûlée et on ne peut pas dormir. C'est là que le FRIGELUX intervient. Il est si agréable, si agréable, si agréable...

Grâce à lui, les aliments se conservent à merveille sans altérer d'aucune façon, sans rien perdre de leur valeur. Le chauffage sans bruit, parce qu'il ne produit que de la chaleur, le son de l'eau et le son du frigo.

Et puis, avec le FRIGELUX, on ne se réveille plus avec la tête brûlée. C'est plus agréable, plus agréable, plus agréable...

Le temps passe vite, bientôt les jours chauds seront là. C'est alors que l'économie va devenir plus appréciable encore. A votre place, je me renseignerais bien vite sur le FRIGELUX.

Demandez à ELECTRO-LUX - 26, Bd. Malesherbes, Paris, toute documentation sur le FRIGELUX. Et n'oubliez pas ces autres produits remarquables : l'aspirateur LUX REVELATION et le classeur ELECTRO-LUX.

DUPUY

art, his drawings cleverly carry out the advertiser's appeal to the public and they are always strikingly original and witty. The technical-advertising-psychological factor, the seizure of the logical moment of appeal gives his work a value equal to that possessed by the artistic inspirations of his great colleagues.

This fact is explained when we consider Dupuy's career. He began as an engineer, but he entered upon his studies with a fixed purpose not to apply them practically. In the year 1921, then 22 years of age, he began work for the Damour Agency and soon became director of the technical department. In 1927 he resigned his post and founded an agency of his own. His lively fantasy, his sure instinct for design, text and style, combined with an unerring good taste are the best preliminaries for his successful work in the sphere of advertising.

In addition to his practical work he has always distinguished himself as publicist. He has contributed to the magazine "Vendre" ever since its foundation. Since 1927 he has been a regular contributor to "International Advertising Art" and other magazines, as for example, the "Progressor" and "The Poster". As professor he teaches at the schools Ecole de Haut-Enseignement