

for shop-window models, mondane in expression, decorative to a degree, formed with a sure hand and exceedingly effective. There is something in ancestry after all. There can be no doubt that lovely woman is Paulon's especial domain. To be sure, his are not the attenuated mannequins demanded by international fashion, but blossoming female forms, figures full of Titianesque grace and curves. One feels that the artist is in his element here. When he turns to masculine form there are sometimes traces of derivativeness and uncertainty.

His lettering might be better. Thoroughly modern and in agreement with the laws of modern advertising is the way in which Paulon repeats a chosen motif in all variations of an advertising series and contrives to adapt it every time to the particular material on hand. Such occasions reveal him as a conscious advertising artist, recognizing and carrying out the laws of good advertising.

We must not forget to mention that in addition to his work as an advertising artist, Paulon also exercises his talents as sculptor and architect.

Trans. by E.T. Scheffauer



WÄHLEN SIE
DEN
SCHÖNSTEN STRUMPF
FÜR DEN
WEIHNACHTSTISCH!

TESYRA-STRÜMPFE AUCH
IN GESCHENKPACKUNGEN

TESYRA

DIE MARKE DER
ELEGANZ UND HALTBARKEIT.

Schutzmarke, Inserate
und Schaufensterfigur mit
gleichem Bildmotiv für
Tesyra-Strümpfe

Trade Mark,
Advertisements and
Shop-Window Models
with the same motif for
Tesyra-Stockings