



Design: B O B R I

AN ADVERTISING CAMPAIGN FOR STOCKINGS

A woman who lays stress on being well dressed will be especially fastidious when buying her stockings. In this case she exercises expert judgement. All women, and especially American women who only wear filmy thin silk fabrics, use a large quantity of stockings as compared with the rest of their wardrobe. But the choice offered is also large, and in order to secure fresh customers psychologically new ways of advertising had to be found, and who could have been better suited to find these new ways to the hearts and purses of women than a woman herself. Nolde & Horst certainly did the right thing when they appointed Miss Grace M. Jones as Art Director. Miss Jones recognized that practicability alone is not convincing, but that every woman is susceptible of individual treatment. Herself a typical representative of the fair sex, she is independent of traditional advertising methods and relies absolutely on her own unusually refined taste, on the idea of the moment and on her instinct for what is sure to please her and hence other women.

She has secured the collaboration of the well-known artist Bobri who, with his romantic

N O L D E
& H O R S T,
New York