



Photo Paris

obstinate sow must be taken quite seriously; for it is genuine, and is excellently done from the pictorial point of view, possessing too the features of a good advertisement. This appeal for a special brand of shoes known for its fashionable style is unique and lucid, and well suited to propagate the idea of BALLY as something distinctly superior. The new poster for P. K. Z. Zurich may be looked upon as a model example of Swiss advertising art, presenting as it does all the essential points in a pleasing combination of lucidity, bold originality and careful execution.

Translated by Flora Salmond-Volkman

## SCHWEIZER PLAKATE

Photo Paris

