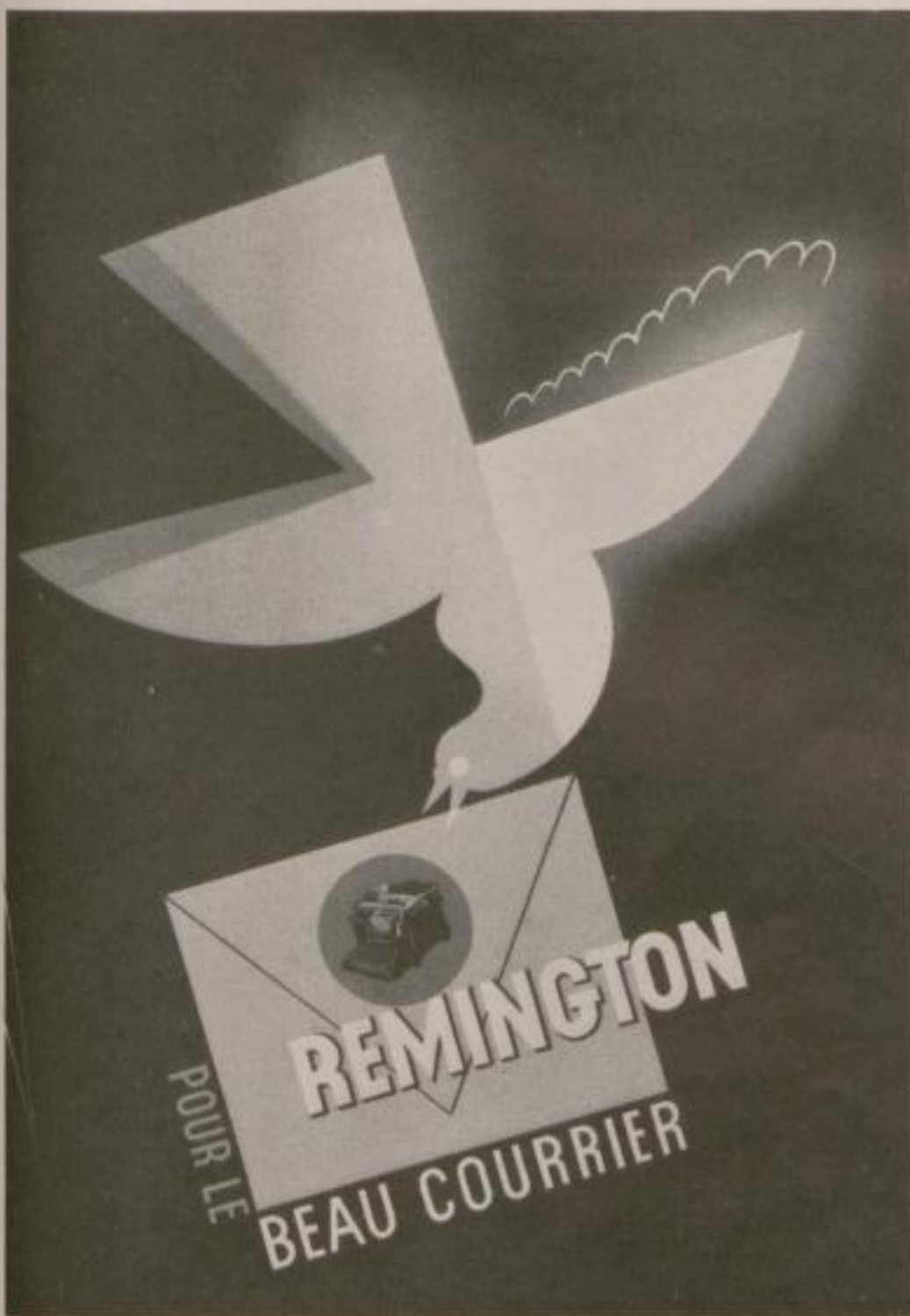
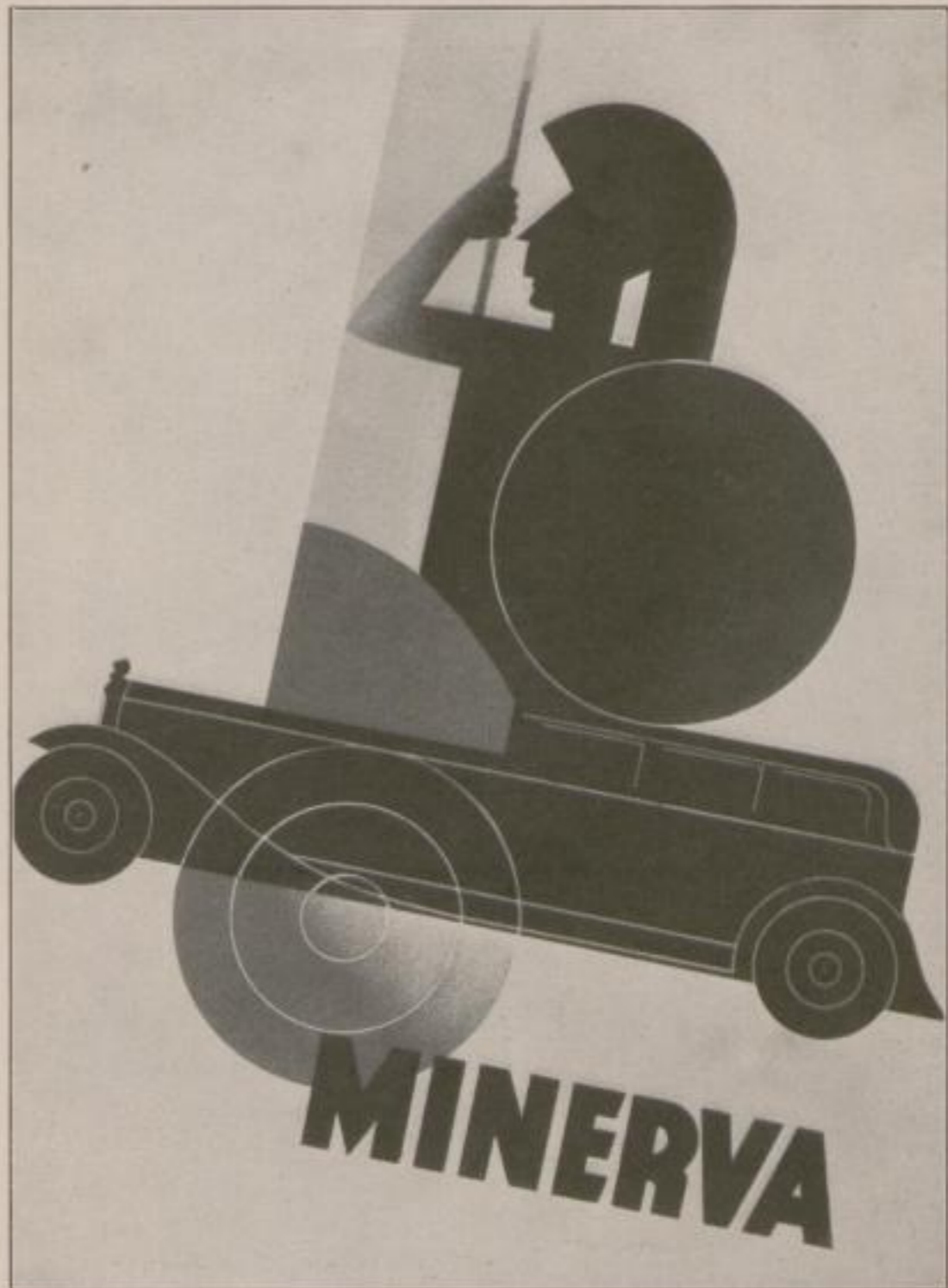


POSTERS

Agency's work like that of all advertising agencies is extraordinarily comprehensive including as it does every branch of publicity from the smallest package to large-scale shop-window decoration. In spite of this necessary versatility, however, the designs produced by the Créations Publicitaires are remarkable for their originality and always accord exactly with the nature of the object to be advertised. Moreover, the individuality revealed in these compositions betrays the collaboration of talented and highly trained artists



who are experts at solving their problems. Whereas the cigarette packages themselves are designed with an economic use of media and are of a more intimate character, the note struck in the shop-window advertisements for the same branch of publicity is one of smart modernity and wisely so, for it gives the cigarette posters a distinctive character of their own. And when reproduced in the black and white of newspaper print they have a delicately ornamental effect. The work produced by Créations Publicitaires is deserving of high praise as a worthy achievement of advertising art; for whilst complying with the