

This is the familiar trade-mark of the Soc. Anon. Giuseppe Visconti di Modrone & C., one of the most famous firms of perfumers in all Italy. In making appeal for their goods the Firm have successfully used some of the best prototypes of the past or else have boldly adopted striking up-to-date styles with a view to interesting international consumers and intriguing people of every class and kind not excluding children. The various methods of publicity used by the Gi. Vi. Emme whether in the shape of an advertisement, a poster, a package or a shop-window display never fail to satisfy man's elementary demand for originality, smartness and simplicity. Never,

SCHAUFENSTER-

*Shop Window*



however, is the practical side of the question neglected. Just look for a moment at the more or less beautiful women drawn by the skilful hand of that inventive genius Fulvio Bianconi whose love of classicism does not make him a