

HANS
SCHLEGER
(ZÉRO)

CRAWFORD'S ADVERTISING AGENCY

Sie ist Amerikanerin. In Dingen der Schönheits-
pflege die anspruchsvollste Frau der Welt.
Für sie ist HUDDNUT der Inbegriff des Voll-
kommenen, THREE FLOWERS ihr Lieblingspuder.
REIN • ERLESEN • EDEL • MIT DEM HERB-
ZARTEN DUFT GEPFLEGTER WEIBLICHKEIT

H U D N U T
N E W Y O R K



P U D E R C R E M E S P A R F U M

In seinem charmanten Brevier „1000 Worte Jugend und Schönheit“ gibt Hudnut praktische Anweisungen
für Ihre tägliche Schönheitspflege. Bitte schreiben Sie nur eine Karte – wir schicken es Ihnen umsonst.
RICHARD HUDDNUT A.-G. ABT. B/II / BERLIN-CHARLOTTENBURG KAISERIN AUGUSTA-ALLEE 86

On this account the stronger appeal in these advertisements is to the desire for beauty, that is to say, not the unconscious beauty of youth, but the beauty of the ripe and perfect woman. Such beauty has a far greater effect upon us than the beauty of the young girl, because it is the expression of a personality. Precisely in the Schleger advertisements we have two ideals of beauty—the experienced woman who is in love because she is experienced, and the other woman who has become experienced because she is in love.—Another merit of these advertisements is the strong atmospheric quality of the pictures themselves, unsupported by any text. This is better than the most telling text, for the thing we see always imparts a more complete impression of the object than the thing we merely hear of. Words express opinions or ideas which the public is only

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