



Der Schönheit Schutz im Winter.

Ein idealer Puder soll nicht allein der Schönheit dienen – auch die Haut zu schützen, ist seine wichtige Aufgabe. "4711" Tosca-Compact, vorbildlich in seiner sorgsam gewählten Zusammensetzung, verschönt die Haut und bewahrt sie vor den Unbilden der kalten Jahreszeit. Feinheit, wundervolle Parfümierung und zarte, natürliche Farbtöne sind die wertvollen Eigenschaften, die "4711" Tosca-Compact besonders auszeichnen.

Als Puderunterlage verwenden Sie Matt-Creme, das edle "4711" -Erzeugnis, oder "4711" Tosca-Creme mit dem fremdartig lockenden Duft von "4711" Tosca.

Blau-Gold-Dose RM 2.25 • Erste-Füllung RM 1.25

4711. Tosca-Compact

3. WHAT IS TRASH?

What is trash? (Kitsch is the expressive German word.) In order to get a clear conception of what we mean by trash, we shall choose a hundred-per-cent example of it. Trash, or Kitsch, is the exaggeration of the realistic into the banal and sweetly-sentimental. What hectic imagination conceived such a picture as this: On a wide, white field of snow lies a lonely rose, out of the heart of which a sweet damsel, clad only in her charms, is seen crawling out into the snow! One can absolutely see the broad, triumphant smile lighting up the face of the advertising manager as this profound piece of idiocy emerged from his brain.

It is an especial sign of trash that it is apt to clothe itself in splendour. The example in question was printed in colors and surrounded with a gold edge.

A certain amount of sentiment is in general an

excellent aid to the advertiser, especially when he is appealing to the feminine world. However, it is almost impossible to avoid the drop into the ridiculous. Trashy advertisements are the most expensive, though, for such pictures are at once forgotten. There is nothing to impress itself upon the memory, except the almost glorious stupidity of the idea and the well-known trade-mark. Trash must always be circulated en masse in order to achieve an effect of any kind. There is however, nothing in the world so idiotic that its mass circulation does not have an effect upon people of like mind. The minimum activity of trashy designs causes them almost always to merge into the surroundings of the advertising section. How excellently must the sales department of such firms be organised, in order to balance the absurdity of such advertising by the ability of the salesmen! Translated by E. T. Scheffauer

