

Vor nichts haben sie Angst. In einer Zeit der Mickrigkeit und der Kompromisse haben sie den Schwung und die Courage behalten, die so vielen längst in indiskutable Gegenden abgerutscht sind. Vor dem mißbilligenden Stirnrunzeln des omnipotenten Abonnenten und Käufers.

Es ist eine beflügelnde Beschäftigung, in dieser Zeit über solches Geschehen zu berichten. Noch sind sie Prediger in der Wüste ihrer eigenen Annoncenseiten, die nur von wenigen Oasen unterbrochen sind. Traditionslos, ungezähmt, sorglos und frisch stehen diese Anzeigen in der, manchmal restlos vertrockneten, Umgebung. Worte wie „höchste Qualität, das beste Mittel“ und andere Dinge, die wir so gern in unsern eigenen Anzeigen lesen, nicht wahr?, fehlen. Bei Ullsteins scheint man zu wissen, daß der Kunde derartige Feststellungen lieber selbst machen will. Nirgends wird der Leser zum Widerspruch gereizt.

Zartes, Verfängliches, Diffziles wird dem Tier, der Puppe in den Mund gelegt. Wie unendlich gescheit und taktvoll.

Ueberall lugt Tyll Uhlenspiegel hervor, den jeder gern hat. Da sind die Anzeigen für das Fotolehrbuch. Das heißt zunächst einmal nicht: Allgemeines Deutsches Lehrbuch für Anfänger und Fortgeschrittene, sondern — aber das wissen wir ja alle. Und die Anzeige dafür ist ein richtiger Streich im Sinne des flandrischen Herrn. Ein

something without offering recompense in one form or another.

They are afraid of nothing. In an age of grouch and compromise they have never allowed their natural courage and energy to slide into their socks, in spite of the portentous frowns of disapproving and omnipotent subscribers and buyers.

In such times as ours it gives wings to one's fancy to be able to report of such doings.

They are still voices crying in the wilderness of their own advertising pages, in which only an occasional oasis can be found. These advertisements break out of their sometimes hopelessly arid surroundings. They are care-free, lively and free of tradition. There are no such words as "highest quality, the very best" and other phrases such as we love to see in our own advertisements, don't we? Ullsteins seem to be of the opinion that the customer prefers to discover such things for himself. They are careful not to arouse the reader's spirit of contradiction.

Points that must be tenderly, subtly, delicately made are put into the mouths of dolls or animals — an infinitely clever and tactful device.

Everywhere peeps out the roguish face of Tyll Uhlenspiegel, the Jester, everybody's favorite. Take the advertisements for the book for those who would improve their knowledge of photography. In the first place it might have been called, as usual "Universal German Manual of Instruction for Beginners and the More Advanced Pupil", whereas it is something like: Think before you Snap". One advertisement for this book is just a trick which would be to the very taste of the Flemish jester. A huge black square takes up the sacred and highly expensive advertising space and with it go only a couple of quiet words.

No-one ought to pass all this over lightly and say that it would not help his business. To be sure none of the advertisements should be imitated. But each of them is a summons to freedom from all pose and preachments. If we want

