

BAUS

Two Posters for the
Goethe celebration
in Leipzig



the reach of civilization. Even in normal times the overwhelming mass of advertising matter is planned according to well-worn patterns. To-day, however, the oldest patterns and symbols are ironed out flat and broader than ever and used all over again. The idea is to make everything as clear as possible and the result is long-windedness and unutterable boredom. The lion is still the king of beasts, all victors must be crowned with massive laurel wreaths and everybody who has anything to sell thinks that he must somehow bring a saccharine pretty-pretty girl's face into the advertisement. Everything trivial is surpassed by something still more trivial, because someone or other without a suspicion of understanding of real life and the actual wants and needs of real people, imagines that it is only possible to persuade the masses that they need or desire

