

must needs share the experience. To be sure, each individual experiences differently and to a different degree. Here, too, everything is relative; for it is entirely a question of what stores of experience an individual nature has already accumulated and whether the new experience represents an enrichment of these. This is the significant point, that this experience should be accepted as an acquisition that is worth while. A simple countryman, whose possibilities of experience numerically speaking, are considerably slighter than those of a townsman, may easily feel himself enriched by an artistic experience which would seem merely banal to a dweller in Paris, London or Berlin. This condition of things characterises only one situation, but it does not go to prove that the simple man's capability of artistic experience is any less than that of the intellectual. In former times, for instance, when the peasant's articles of daily use were mostly the work

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Hallo!
Das ist ja meine
Lieblingsmarke!

MANOLI
Privat

6 PFG. ZIGARETTE OHNE MUNDSTÜCK

Four advertisements for German cigarette brands

In recent years the German cigarette industry has made rather strong use of advertising motives, most of which may be said to have been depreciated in value by imitation of the competitors. The examples shown are good in effect, but as advertising evidence rather exaggerated



MUSIK IST ERST DIE SUMME WOHLGESETZTER TÖNE

In jedem Tone schlummert Melodie... doch erst des Meisters Genius macht sie erklängen-
fügt Ton an Ton zu wunderbarem Werk...
Nicht minder ist die gute Zigarette eine Sym-
phonie: edelne Tabake von Meisterhand
gewählt, genüßlich und sorgsam zubereitet...
doch erst des Tabak-Küchlers höchstes
Können schafft so ungemein Erlebens wie



6 Pf.

MANOLI
Privat

Die Meistercigarette ohne Mundstück