

of his own hands, things came into being which are still collected with enthusiasm on account of their artistic value. Even the arts and crafts of the natives of Africa and the South Seas are valuable to us. This shows that aesthetic experience is by no means a matter of intellect, but rather a matter of feeling, which is present in every man, even the most primitive. The point is, therefore, to give the artistic aspect of an advertisement such a form that it may appear original and valuable to the chosen circle of recipients. One must be careful not to repeat what has already been shown too often; for precisely this cannot represent a new experience and therefore appears banal to those appealed to and may even tire and annoy them. Above all, one should never forget that a description of doings of any kind that does not incite the observer to feel himself taking part or lead to fresh reflections, cannot exercise any charm. Exaggerated realism in the representation is just as false as undue romanticism. Too much realism gives too much,

Inserat mit ausgezeichneten Werbephotos von Meerson für Lanvin
Das Bild bedurfte keiner weiteren Erläuterung durch den Text.
Daneben ein formal gut ausgeführtes Strumpfinserat. Sehr geschlossene, vornehme Wirkung, die sich an den kultivierten Geschmack wendet

Advertisement with excellent advertising photographs by Meerson for Lanvin

The picture required no further explanation in words
On the right hand a stocking advertisement graphically well executed. Perfectly balanced effect appealing to the cultured taste

