

It is always advantageous to illuminate the matter from a totally unexpected angle. Particularly if you can bring in something to reach the reader's heart. It is the text-writer's task to avoid the appearance of far-fetchedness in the introduction or comparison. It is the art of composition to prevent the reader from ever forming such a sceptical idea. What appeals to the heart of man? It is always appropriate for the textwriter to consider such vital questions.

Our most subtle psychologists often overlook the simplest facts human invention. They see too much and no longer perceive the root of the matter. The imaginative world of many a text-writer has too little to do with the actual everyday world of his public—he writes past them or at them, not to them.

How does one arouse the public's curiosity? Dropping suddenly from a loud shout into the faintest whisper, failing to keep any sense of proportion, is not going to help you in the long run. Whether you talk loud or softly—the important thing is, what you say. The main thing is to make the reader

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things of beauty... a heritage and a promise

There are things of speed—in this Century of Progress—things that take people where they want to go. There are things of excitement which lend the nerves and the surfaces of peoples' lives. There are things of business that absorb time and thought and energy. There are fashions and fads and phobias that live a day... a week... a month. There's a feeling for luxury—within this Century of Progress—a sensitive, civilized craving for beautiful things that has been pitifully undernourished during the lean years. Altman has always had the fine things—the things of intrinsic value—that entitle innate good taste. Altman continued to have these in 1933... 1930... 1931... 1932... 1933... but hesitated to talk very much about them. It would have been a little awkward... little ill-advised. But now we believe that people are ready to listen again... were you ready to republish their lives with the things they've wanted and missed. We're going to talk about them from now on... going to bring them out in the open again... beautiful linens and fine furniture... beautiful things to wear, distinguished in fabric, faultless in workmanship. We'll show you the things you've always heard about and wanted... and new things, separable in function and value. We're bringing you, on this page—a sort of symbol of our promise—a painting by Rodolphe Limb, one of the most interesting artists in Paris to-day. You've seen other reproductions in our newspaper advertisements. When the series is complete, the originals will be exhibited in the Altman galleries.

B. ALTMAN & CO.
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