understand that you are talking of his affairs, not of your own. Every reader of advertising pages is full of prejudices. But nobody is wholly indifferent to his own affairs.

It used to be fashionable to begin advertisements with a question in very black type. Gradually these big black questions became so far from the point and so nonsensical that nobody was curious to know the answer. Better than a remotely connected question is a statement which needs proof and exites discussion. If the proof is not too threadbare, the game is very likely won. Newspapers and periodicals are meant to be read, posters to be seen. The task of the textwriter is as the poles apart in these two cases. It is quite wrong to declare that an advertisement should also be as taciturn as possible. The response to the appeal of trash is as ready as the response to art. You may choose the straight path of objectivity or the winding way of romance. There are numerous other ways. What are the factors that must be considered in order to attract, hold and persuade? In the main, the public's craving for knowledge, its yearnings and its vanity. We must awaken desirous dreams and gradually lead on to the possibility of fulfilling real wishes: Trans. by E. T. Scheffauer. this is the duty of the text-writer.

Zwei Inserate mit guter Verkaufsatmosphäre Two advertisements with good selling atmosphere

## Das Geheimnis der Taufliege

Berliner Highriene Beitung

## KALODERMA



REINEN, LEUCHTENDEN

Kaloderma-Seife winl speziell zur Erhaltung der Schönheit Ihrer Haut zubereitet. Aus reinsten Grundstoffen, edelsten Ölen hergestellt, enthält sie die wundervollen Kaloderma-Zusätze, die Ihre Haut zart und geschmeidig, Ihren Teint rein und durchsichtig erhalten, Frauen. deren Haut empfindlich und leicht reizbar ist, bevorzugen diese berrliche Seife wegen ihrer absoluten Reinheit und Milde. Sie enthält alles, was die Haut zu ihrer Pflege braucht nichts was ihr schaden könnte. - Eine Wohltat, wenn ihr satter, cremeartiger Schaum, ihr zarter, reiner Dult Sie schmeichelnd einhüllen. - Eine Seife, nach der Ihre Hant verlangt.

F. WOLFF A SOHN · KARLSRUHE



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