



A POLISH SUGAR CAMPAIGN

(executed by the Komisja Propagandy, Warsaw)

A remarkable, artistically successful and effective joint propaganda campaign has just been carried out in Poland. One of its interesting features was that, not only, did it advocate the use of sugar as such but also drew attention to a possible way of increasing its consumption: the utilization of fruit. In the case of a primary article of food, like sugar, more indirect propaganda of this nature is certainly a better means of increasing consumption than the mere use of the slogan „Sugar is strengthening” on some of the posters which in no wise demonstrate how more sugar can be used. Now the

**zawarte są te wszystkie
człowiekowi siłę i zdrowie.**

DESIGN LEVITT WARSAW

