

B R U D I

To advertise is to attack and the more unusual and startling the weapons used, the more probable the success. Nevertheless, most propaganda campaigns lack the battling spirit which ensures success. They exhaust their best powers prematurely in preparatory organisatory measures, betray a high degree of theoretical knowledge but thoroughly forget to put their most effective weapons into play. Their campaigns lack punch, because they are merely a carrying out of deductive methods, weighted down with dogmas and therefore in reality nothing more than cautious and enfeebled repetitions of something once successful. The whole advertising lacks fire and initiative, it has no impulse from within. It is tired before its time, exhausted by psychological investigations or all-too-thorough preliminary preparations and thus deprives its best forces of that all-important factor, the element of surprise, at the decisive moment. It must again become more mobile and active and should pay more attention to perfecting and vitalizing its pictorial advertising. As it is to-day, devoid of charm and never rising above a uniform average, it must fail of all conviction. For what is effective in advertising is not the carefully prepared content in itself, but

**ESSLINGER
STRICKMUSTER
BERATUNG**

100 JAHRE

DEUTSCHE
ARBEIT

Stricktechniken
Entwürfe
Schnitte
Modelfarben

Erscheinungsweise monatlich. Nachlieferung der Ausgaben 1-4 auf Wunsch

MERKEL & KIENLIN G. m. b. H. KAMMGARNSPINNEREI ESSLINGEN/N.

Herren-Sporttrumpf Nr. 27

Kinder-Kniestrumpf Nr. 28

Herren-Socken Nr. 29

Damen-Strümpfe Nr. 30

Prospectus for wool