



1940

custom. It has 200,000 addresses on its list, and the circular letters are found to be a very effective adjunct to the propaganda of the shop windows. The advertising activities which always set in according to the seasons are arranged to correspond and contain an invitation to inspect the show-rooms masked in the form of an Easter egg, a fake telegram or some other startling curiosity. It is impossible here to attempt an exhaustive catalogues of all the many original advertising tricks which the director of propaganda has played upon the public in such enviable and merry variety. One of the neatest devices was the "Pekazeton" which disclosed itself at first sight as an elaborately packed headache remedy. The customer who found the envelope in his letter-box in the morning felt his curiosity aroused

and must turn over one page after another before discovering the real contents: Take PKZ. This remedy cures!

There may be people, fanatical exponents of a misunderstood big-town tempo, who will say that such forms of propaganda are only possible in a country whose people still find time and patience to occupy themselves with such things. But that these methods are good is proved by the fact that PKZ advertising has had an overwhelming success, not only in Switzerland. We see that only one thing is important; not to burden the customer with dry propaganda material, but to lead him out of his daily habits of thought, out his wishes and worries—to lead him to the goods.

Trans. by E. T. Scheffauer.