

N.º 4711. Tosca



4711 TOSCA
EAU DE COLOGNE



Ein feiner, zart fesselnder Duft

In reizvoller Harmonie des Wohlgeruchs wurden die erlesenen Tosca-Kleinodien geschaffen. Sie alle verbindet „4711“ Qualität mit der besaubernden Art von Tosca

Despite its perfect precision, it is characterized by something pleasing and free. Süß's domain is that of line drawing. Pen work is one of the most difficult of all techniques connected with drawing. If not perfectly mastered the work is invariably hard and clumsy. Line drawing is the surest process for rotary printing and inexpensive mass editions. Even if cheap paper is used the effect remains the same.

Paul Süß has achieved in his work something that is of fundamental importance in advertising art and German handicraft, namely, to exhaust completely every possibility contained in the actual material at hand. As Schiller has said, he gathers quietly and untiringly sublime strength in the smallest point.

Transl. by Flora Salmond-Volkmann

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