

## PROPAGANDA OF THE HEART

CARICATURISTS MAKE AN APPEAL FOR THE WINTER RELIEF ORGANIZATION

The "Winterhilfe", Greater Germany's social campaign with its annual mobilization of the entire community to combat cold and hunger, is always accompanied by a publicity appeal on a tremendous scale. Help! is the powerful slogan—and over and above this act of helping is the feeling of fellowship and the experiencing of the great bond of unity that knits the nation together and finds perhaps its most forceful expression in the Winter Aid Organization. And since this appeal is made to human sentiments, to heart and spirit, it is but natural that in addition to vigorous propaganda with the assistance of posters (a subject already treated of in the columns of "Gebrauchsgraphik") artists proficient in depicting humorous situations should also do their part in the work of appeal.

It is highly interesting to study their solutions of the subject. They observe, present humorous intermezzos and striking in-



*Ein Sonntagsspaziergang . . . .  
In den Straßen wird für die  
Winterhilfe gesammelt!*

*Sunday . . . . .  
Street collections for the Winter  
Relief Organization!*



*Ein heroischer Entschluß . . . . .  
er verzichtet auf den Abendschoppen*

*An heroic decision . . . . .  
no beer for him to-night!*

Designs

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Entwürfe