



advisable, and the publicity expert, Hanns W. Brose, was commissioned to give Asbach Uralt appeal an aspect more in accordance with the demands of the present day. Hanns W. Brose is deserving of high praise, for he tackled the problem not only from the formal but from the "spiritual" side also. He took as his slogan "Spirit of Wine" which now dominating Haus Asbach publicity defines the essence and origin of brandy. Cleverly expanding this idea he transferred the old pictorial appeal from the Gothic Age to the less ascetic, more



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Sorgfalt und Geduld gebrannter Wein.
Sie spüren das an seinem vollen runden
Weinduft. Sie schmecken das an seinem
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Im Asbach Uralt ist der Geist des Weines!

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