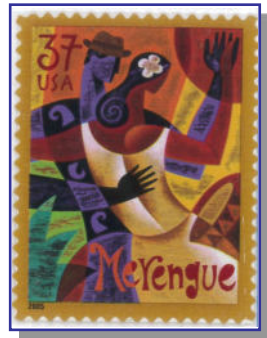


# Softener For The Ear

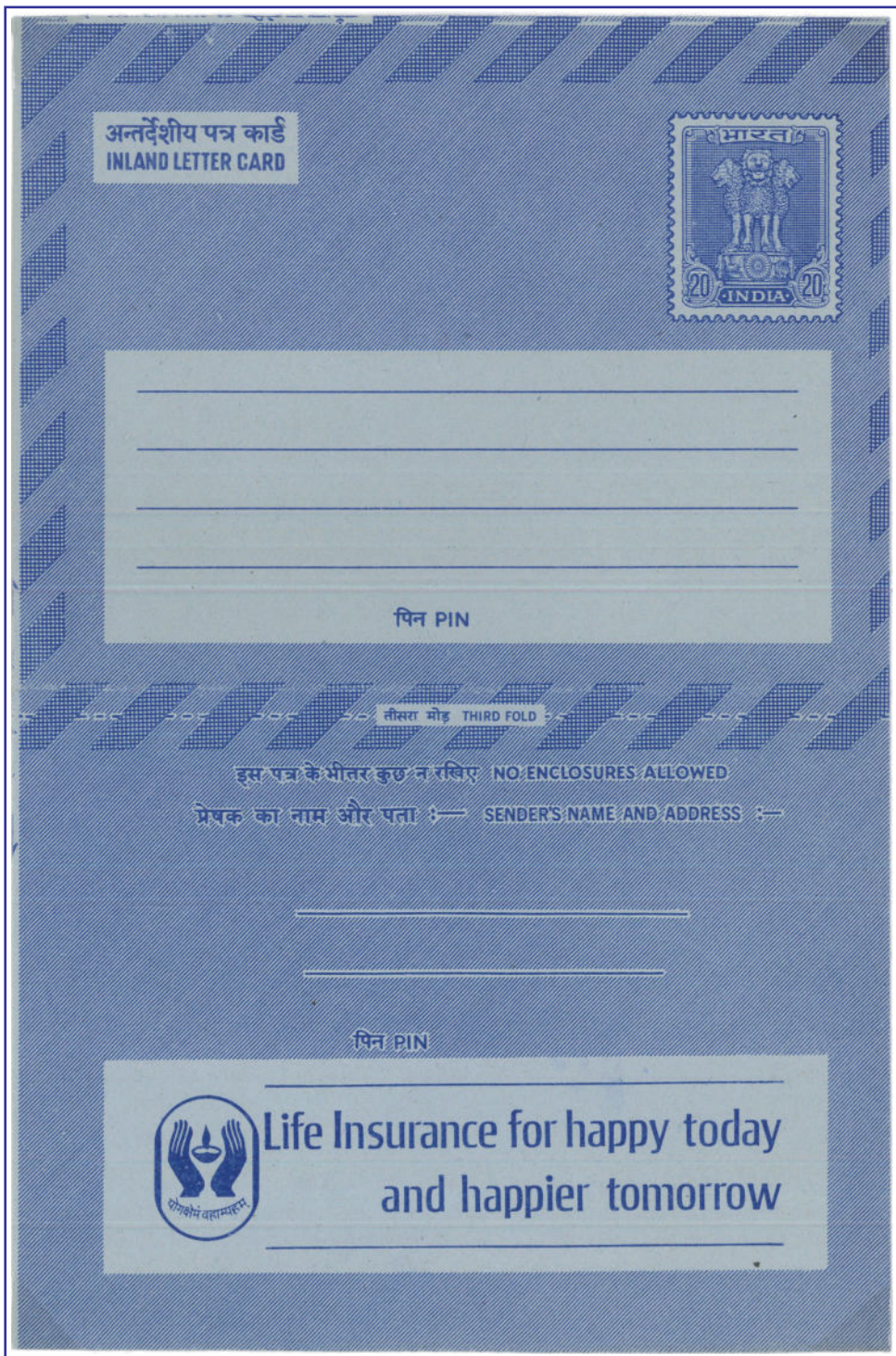
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Good advertising is always a cigarette's length ahead of the so-called zeitgeist, when marketing was still called advertising. Back then, belief in progress knew no bounds, and the music of the commercials sounded accordingly:



... cheerful-optimistic, after leisure and adventure, a wild mixture of pop, jazz and Schlager.



Today, advertising professionals like to enhance their spots for coffee and insurance companies with time-honored classical music.



But now, in the wake of the easy listening wave, smooth jazz has found its way back into advertising.

*Domestic folded cover India with advertisement for life insurance.*