

Albert Guérard, PREFACE TO WORLD LITERATURE, 1940, 1947

Pages 103-104 (cont'd)

" It will be noted that I am placing, unhesitatingly, in the Kitsch column three words at least which are frequently accepted as terms of praise: gorgeous, grandiose, and sophisticated. I admit they are capable of both interpretations. They are 'bêtes noires' of mine which may be your 'bêtes blanches.'

"It will readily be seen that Kitsch is not limited to popular, bourgeois or philistine art. Much 'vanguard' literature betrays a desire to impress the public by aping the gestures of daring."