

paper readers do not awaken to a realization of the true nature of the notice; they take it for an expression of opinion by the editors of the news section of the paper, while it is really nothing but an advertisement pure and simple.

It must be admitted, however, that up to the present German publishers have on the whole refrained from participating in such machinations and have rejected all demands along this line made by advertisers. The German press compares favorably still today with the foreign press in this respect. But unfortunately it cannot be denied that the influence exerted by enterprises advertising on a big scale — especially during the present bad business conditions and the decrease in advertising material resulting therefrom — has grown considerably. At any rate, demands of the nature described, and which any decent publisher must turn from, are growing in number in a way that should give rise to thought. Many publishing enterprise, finding themselves for some reason or other in a bad condition financially, therefore succumb to the wishes of such advertisers because they have not the courage to reject the demands, not being in a position to afford the possible loss of the whole advertising contract.

But a conscientious publisher cannot even print in his advertising section every advertisement offered him. Even if, as we have seen, the income from the subscription rates is in most cases no longer sufficient to cover all costs, so that the publisher must in the main depend on that from the advertising section, he may still not forget that he is responsible for the contents of that section. He must therefore keep his newspaper free from all advertisements of a doubtful character, whether from a business, cultural or even moral viewpoint. This is not always easy, as many advertisements contain hidden meanings not discernible to the unsuspecting, but a publisher or his assistants who handle much advertising matter cannot be deceived as to the true contents of an advertisement. As nobody can force him to accept an advertisement, he must reject any that appear suspicious, even if there is danger that he may make an occasional mistake and happen upon the wrong one. It is better that this should happen than to have the reader deceived by the advertisement and possibly detrimentally affected financially or morally. The German publisher should in this matter remember the example set by his American colleagues, who in many cases satisfy themselves as to the truth of the assertion of some advertisement, and who will not accept it until they are definitely convinced that the advertisement is honest. The publisher must consider it his duty to protect the readers of his papers from damage caused by lying or money-grabbing advertisements, as he will otherwise cause the confidence placed in his newspaper to be shaken.

Indeed, a publisher concerned with the reputation enjoyed by his enterprise must do even more than is prescribed by law and convention. He should not accept advertisements that are likely in any way to detract from the appearance of his newspaper. It is also not necessary to follow every fashion for the sake of the few more cents to be gained in this way. There are the famous — or rather infamous — advertisements in rubber stamp form at the top of the newspaper title page, for example, which should be avoided, just as nothing should be printed on the white margins. Such advertisements may do no one any harm, but they do not tend to improve the general appearance of the newspaper. Frequently the reader himself does not care to see such advertising.

Every publisher has had occasion to realize that such fashions are short-lived. The readers wish to see the advertisements in that part of the paper in which they are accustomed to look for them and where they belong; they do not care to see the news section or even title page of the newspaper marred by advertisements.

Unfortunately it is true that the German publishers do not always attain to the ideal which would be reached by one who avoided all that which we have just described. Many a publisher, tempted by countless offers, succumbs to the demand of advertisers for space in the news section or even accepts advertisements of a doubtful character, in the belief that he cannot afford to overlook this source of income in the unpleasant struggle for supremacy; he fears that his competitor will make use of this source if he does not and that he will thus be left behind financially. The publisher whose aim it is to make the contents of his newspaper as good and as comprehensive as possible, will be successful without having to resort to means of making money of which he should rightly be ashamed. He should never be tempted to think: *pecunia non olet*.

On this occasion it may be permitted to speak briefly of the duties of governmental circles in these matters. Some years ago the government caused the publishers to contribute to a fund for editors in order to protect these from the temptation to print advertisements not serving the general public in the news section of their paper, and thus to favor individuals or certain private circles. It was rightly contended that the editors should be insured against accident and old age, so that they would not only have sufficient income to keep themselves and their families in a manner suited to their position under normal conditions, but would also be protected in times of need. This idea of the government was quite justified; many clear-sighted publishers had already founded relief funds for the editors on their own initiative which serve the same purpose.

But if the government has thus protected the editors, it is its duty to do the same in regard to the publisher of worth. The attempts to keep objectionable advertisements out of the newspapers should be carried on much more energetically than has been the case heretofore. Unfortunately, however, many big cities harbor newspapers conducted by unscrupulous publishers which make a specialty of this kind of thing, and which are widely read in certain circles because of their questionable announcements and advertisements. One should not, as a rule, be calling for the police continuously, but if the efforts of the German Newspaper Publishers Association and the good example set by the big majority of German publishers cannot prevent careless or irresponsible publishers from printing advertising matter of this nature, this should be made possible by the law.

It must be admitted that officials — although the press is many respects under very close observation — occasionally exhibit great laxity. There are today in many German cities newspapers that rely not merely on bad advertisements, but above all on the lowest kind of news matter for filling their pages. Such publications exist only as a means of satisfying the lust for sensation. They not only report in detail all court proceedings of an especially obnoxious nature; very often the publishers and the editors nose about among the past incidents in the life of a person of good standing. If they can uncover a mistake committed by someone sometime during his life, or some fact kept a family secret for the sake of