



Schweizer Plakat

Entwurf Funk

Swiss Poster

Design Funk

of the opinion that the advertiser has to take things as they appear. Lately, with the introduction of market analysis, many of the publishers have assumed a more reasonable view on this subject. As to periodicals—Germany probably issues the greatest number of professional papers in the world. Most of them have relatively small circulations, making the insertion rate per reader rather high.

Many of the firms have met with annihilating failures when they endeavoured to use this or national tactics in Germany indiscriminately, or when they tried to force something in this country not in sympathy with the people.

We cite chewing gum campaign which, it is declared, has lost a company over 80 million marks. A fountain pen maker has, within the past few years, lost million so marks on a very dear fountain pen. Several automobile manufacturers have left the field. They started their campaigns under wrong suppositions and with an entirely inadequate propaganda with which they hoped to achieve success. A beauty lotion maker, who has a marvelous following outside of Germany, has been unable to produce even the amount of sales equal to his advertising expenditure here. The reason is easily to be found in that the whole campaign

from a government official as to the correctness of any statement.

In making translations of text, it often happens that radical changes have to be made, otherwise the meaning and spirit of the original are lost. Thus, standardization of art, layout and copy is dangerous.

GERMANY

The control of the extent of the circulation figures of German newspapers and other periodicals still leaves much to be desired. A legal obligation for publishing the exact extent of circulation does not exist in Germany, although endeavours are being made to bring this about. Some of the larger publications, however, have already adopted the practice of publishing exact figures. Many German publishers have been