



Und das ist nun das sich täglich zeigende normale Spiegelbild der Reklamekunst in einer großstädtischen Tageszeitung. Diese ganze traurige Geschichte nennt sich außerdem noch Vergnügungsanzeiger. Ich fürchte, daß diese unästhetische Augenquälerei selbst bei dem größten Banausen das Verlangen nach einer hier angebotenen Zerstreuung erschlagen muß. Die einzige Ausnahme bildet das Inserat für die Wahl der Miß Germany. And here we have the normal daily panotamo of advertising art as presented by a daily newspaper in a great city. This wretched affair, moreover, goes by the name of "Amusements Record". I fear that this far from esthetic prospect is calculated to stifle the desire to sample any of the amusements in question in the breast of the most backwoods Babbitt. The only exception is the advertisement for the election of Miß Germany.

and salary-earners, this may be regarded as proof that these classes of consumers have been frightened out of buying.

The advertising section of every newspaper is the basis of its economic existence. One must therefore assume that every newspaper proprietor would have the greatest possible interest in seeing that his advertising clients, who provide him, to a great extent, with his means of existence, should not have their business interests injured by the newspaper's hunger for sensational news. It cannot be denied that during the period of depression, positive-business enterprises were also planned and carried out and scarcely any notice taken of them, because as a rule the point of view is that such reports tend to introduce an inadmissable touch of advertising in the editorial section of the paper. Well, if no-one is courageous enough to celebrate the birth of a new enterprise with an appropriate cradle-song, then he should at any rate refrain from chanting dirges when for

one reason or another some business enterprise is forced to give up the ghost.

Of course this criticism can only be purely general and it is only natural that there should be exceptions. But I believe that the best lesson which the newspaper publisher can learn from the present crisis is that economically negative sensationial reporting is a boomerang which in the end recoils upon the head of him that flung it. The advertising sections of all newspapers and periodicals have shrunk up pretty considerably.

How do things look in the advertising world? Everyone who is forced by present economic conditions to make retrenchments begins by saving on his advertising. I have not heard that any special pains have been taken to seek out the classes of buyers who are still available as consumers, and to tempt them to buy by means of intensive advertising. In general, advertisers follow the principle that the bird in the hand saved by advertising retrenchments is more certain than



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Wir führen Wissen.