BROOKLYN LONG ISLAND NEWS SECTION



Verhältnismäßig ruhig und klar gegliedert sind die Inseratenteile der amerikanischen Tageszeitungen. Auch hier sind fast alle Inseratseiten mit Tagesnotizen durchsetzt. The advertisement pages of the American dailies are relatively quiet and lucidly arranged. Here, too, nearly all advertising pages also contain news items.

the two that can be drawn from the bush by advertising. It is difficult to argue against this point of view, unless one is prepared to criticise the whole selling organisation simultaneously. And for the outsider this is a practical impossibility, owing to the conception of our business men that even the licking of stamps is a trade secret. Prof. Julius Hirsch said very justly that, generally speaking, a trade secret is that which is neither trade nor a secret.

If, as compensation for this state of affairs, a specially new and startling form of advertising and of advertising arguments had been discovered, then one might regard this as in some degree compensatory. But precisely the contrary is the case. Advertising has never been so banal and uninteresting in its methods of expression as during this period of crisis. (To be sure, there are exceptions, but we are speaking of the situation as a whole.) This phenomenon really implies the bankruptcy of all advertising theories. If all the experience we have acquired and collected is only to be applicable to economically favorable periods,

then advertising would be no more than an amusing pastime with which the merchant was wont to amuse himself, as it were, in seasons of economic prosperity.

All in all, it must be established that all theories of advertising and the science of advertising as these have been promulgated, especially in Germany, of recent years, have not brought us a step forward in actual practice. We have introduced analysis of markets. We have attained a measure of certainty in the apprisement of the various classes of buyers. But the factor that has again and again been forgotten, is an analysis of effective results. I consider the analysis of effective results to be just as important as the analysis of markets. I believe the main error to be the purpose of the advertiser to make every offer as apparent as possible to everyone. This must result in banality. The second error seems to me to be that the advertisements are not designed with a view to the space which they are later to fill and to dominate. Advertisements are usually designed on the drawing-board as an end in themselves. The

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