

ed and enlarged. This one word, promising so much, must awaken interest in its content—the German countryside—and make Germany better known to the outside world, making use of characteristic means appealing to cultured tastes. In pursuit of this end, the German Railroads Central Organization for German Tourist Travel usually refrains from emphasizing the obvious and internationally recognized merits of its own concern (the German Railroads Central Organization is under the general management of the German Railroads Syndicate).

The face of Germany is so varied that—properly seen and properly reproduced—it suffices in itself to attract attention and awaken a desire for closer acquaintance. The means of propaganda lie close at hand. It is not difficult to present an attractive picture of the real Germany; but it is difficult to ensure that this picture shall be universally effective and that its charms shall at once be apparent to every eye. Agencies and expert collaborators of the German Railroads Central Organization are to be found in nearly all leading cities all over the world. They to some extent ensure that a watch will be kept upon the attitude to travel prevalent among the tourist classes concerned and that propaganda will be so adapted as to appeal to the especial likings and prejudices of the country in question. Personal "service", the constant verbal contact with the most various populations of the whole civilized world serves to supply the Central office with a never-failing fount of inspiration and enables lessons to be drawn from experience and the fluctuations of public opinion.

This widely-branched organization gives the German Railroads C. O. a distinct advantage over other German organisations which have undertaken an advertising campaign abroad on their own account. It does not suffice merely to command the language of the country in question; here, as at home, it is important to know what notes to strike in order to produce the hoped-for harmony—and this demands not only an unusual degree of virtuosity in handling the public but also unusual adroitness in making use of all available means of propaganda. To be sure, the effort to do justice

Bilder zur Ausschmückung der Fremdenverkehrsbüros

Photos for the Decoration of Tourist Offices

