

Advertisements from the brand-
 article advertising in the
 "Berliner Illustrierte Zeitung"



of this piece of advertising was absolutely to the point and startling, what was not correct was the moment chosen, not only on grounds connected with manufacturing, but also because advertising as a whole was in the midst of a crisis.

The carrier of advertisements is the newspaper and periodical press. Just as the advertisement is the economic basis of the press, so, on the other hand, the economically and intellectually superior press is the preliminary premiss for the effectiveness of the advertisements.

Now, how does it stand with this premiss of successful advertising*)? There is probably no branch of German economic life which has received such shocks to its whole previous constitution and development as the German press has undergone of recent years. To be sure, political changes were not the only reason for these upheavals. The whole course of development of late years had raised a spirit of scepticism with regard to the shaping and directing of public opinion by

*) The following observations are regarded chiefly from a German point of view, but with but few divergencies, they are equally applicable to other countries