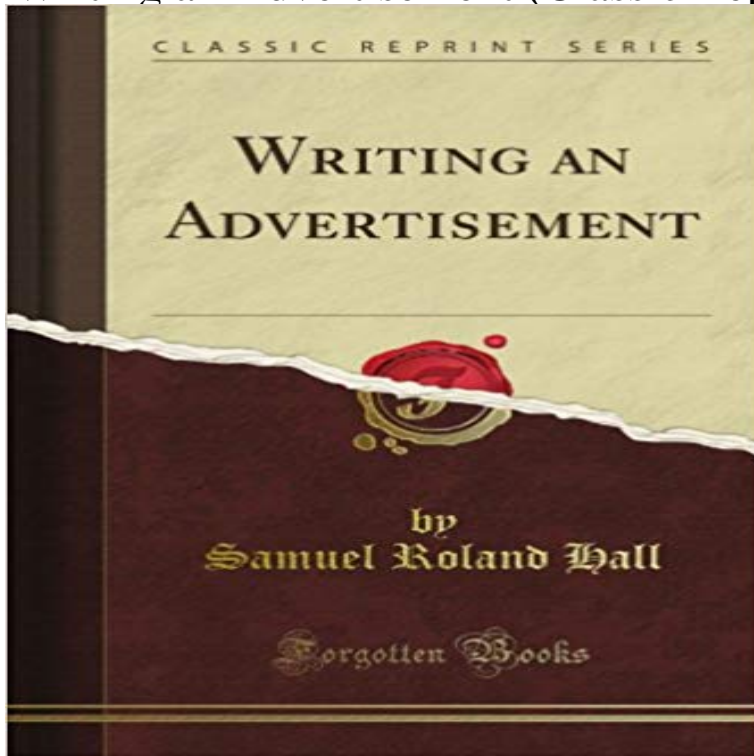


Writing an Advertisement (Classic Reprint)



For several years prior to the publication of this book I had the conviction that a treatise on the art of writing an advertisement, preparing copy, as we advertising men put it, written in a simple, chatty style, would be welcomed by a public that is becoming more and more keenly interested in the business of selling through publicity. The word advertising, broadly interpreted, covers many different operations and considerable technique. Four large volumes were required for the text of a course of advertising instruction prepared under my direction by the International Correspondence Schools. No department of advertising is more important or possesses more never-ending interest than that which deals with copy. (Typographical errors above are due to OCR software and do not occur in the book.) About the Publisher Forgotten Books is a publisher of historical writings, such as: Philosophy, Classics, Science, Religion, History, Folklore and Mythology. Forgotten Books Classic Reprint Series utilizes the latest technology to regenerate facsimiles of historically important writings. Careful attention has been made to accurately preserve the original format of each page whilst digitally enhancing the aged text. Read books online for free at www.forgottenbooks.org

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