

ADVERTISE

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Advertise by E. Sampson

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E. SAMPSON

ADVERTISE

ADVERTISE!

BY

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Stores Company, of Denver*

ILLUSTRATIONS BY

L. P. BITTERLY

D. C. HEATH & CO., PUBLISHERS

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CHICAGO

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ADVERTISE!

ADVERTISING supplies almost every great lack; from the lack of personality to the lack of business; from the lack of a vocation to the lack of interest.

The word "advertise" brings to-day a special message of hope to the human race, for it is the whole solution of the Reconstruction Period.

It is impossible to succeed in any walk of life to-day without a knowledge of the value of advertising. A calling in itself, it is the gateway to innumerable other vocations.

In the broader sense advertising includes the very clothes you wear and the way you speak.

Whether you are a buyer of advertising or a student of advertising or only a reader of advertising, it behooves you now as never before to understand its principles, for consciously or unconsciously it is one of the ruling forces of your life!

Note to Teachers and Students

Answers to questions at the conclusions of the chapters of this book should be retained and filed in folders, in order that work may be compared and revised from time to time. This will enable the student to note his progress and to work out a thorough course in advertising.

Outside reading may be suggested by the instructor with special attention to the reference books mentioned.

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THE TEN COMMANDMENTS
OF ADVERTISING

Be Human.

Be Interesting.

Be Easy to Understand.

Be Easy to Read.

Be Humorous, when you can.

Be Unusual.

Be Unexpected.

Be Tempting.

Be Subtle.

Be Positive.