THE ELEMENTARY LAWS OF ADVERTISING AND HOW TO USE THEM

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649570485

The Elementary Laws of Advertising and How to Use Them by Henry S. Bunting

Edited by Trieste Publishing Pty Ltd.
Cover @ 2017

www.triestepublishing.com

HENRY S. BUNTING

THE ELEMENTARY LAWS OF ADVERTISING AND HOW TO USE THEM

Trieste

THE ELEMENTARY LAWS OF ADVERTISING: AND HOW TO USE THEM

THE ELEMENTARY LAWS OF ADVERTISING

And How to Use Them

BY

HENRY S. BUNTING

AUTHOR OF "THE PREMIUM SYSTEM OF FORCING SALES: ITS PRINCIPLES, LAWS AND USES"; "SPECIALTY ADVERTISING—THE NEW WAY TO BUILD BUSINESS," ETC.

From The Novelty News Laboratory of Business Economics

CHICAGO
THE NOVELTY NEWS PRESS
1913

TO THE MAN WHO PAYS THE BILLS
THIS BOOK IS DEDICATED

Chapter I

THE BUSINESS MAN AS A THINKER

The business man who spends large or small sums of money for publicity is, as a general rule, convinced that his publicity brings him trade. If he were not so convinced, he would cease to advertise; or if he continued to advertise in spite of a conviction that he was throwing his money away, it would only be because he was afraid to quit — like the little boy who runs on thin ice.

I can heartily sympathize with the advertising business man in every one of his doubts and perplexities, for the simple reason that I am an advertising business man myself; and for many years have been perplexed by the selfsame situations, and the selfsame doubts, that perplex my fellow business men in all matters pertaining to publicity.

A few years ago I decided to take up the serious study of publicity with a view to finding out, if possible, the bed-rock facts at the bottom of the advertising game. Naturally I turned to the work that had been done by others before me, and I was sorry to discover that almost all this work was from the hands of men who were lacking in one of the two qualifications essential to a successful investiga-