

**THE ELEMENTARY LAWS  
OF ADVERTISING AND  
HOW TO USE THEM**

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

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# THE ELEMENTARY LAWS OF ADVERTISING

*And How to Use Them*

BY  
*Henry S. Bunting*  
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.

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TO THE MAN WHO PAYS THE BILLS  
THIS BOOK IS DEDICATED

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that proper record-keeping is essential for transparency and accountability, particularly in financial matters. This section also touches upon the legal implications of failing to maintain such records, which can lead to severe consequences for individuals and organizations alike.

2. The second part of the document focuses on the role of technology in modern record-keeping. It highlights how digital tools and software solutions have revolutionized the way data is stored, accessed, and managed. This section provides an overview of various digital record-keeping systems and discusses their benefits, such as increased efficiency, reduced risk of loss, and enhanced security. It also addresses potential challenges and best practices for implementing these technologies effectively.

3. The third part of the document explores the ethical considerations surrounding record-keeping. It discusses the balance between the need for transparency and the right to privacy, as well as the potential for data misuse. This section offers guidance on how to handle sensitive information responsibly and ensure that record-keeping practices align with ethical standards and regulations. It also touches upon the importance of data integrity and the consequences of tampering with records.

4. The fourth part of the document provides a detailed overview of the legal requirements for record-keeping in different jurisdictions. It discusses the specific rules and regulations that govern the retention, storage, and disposal of records, as well as the consequences of non-compliance. This section is particularly useful for organizations operating in multiple jurisdictions, as it helps them understand the varying legal obligations they may face. It also provides practical advice on how to stay up-to-date with changing regulations and ensure full compliance.

5. The fifth and final part of the document offers a summary of the key points discussed throughout the document. It reiterates the importance of accurate record-keeping, the role of technology, the ethical considerations, and the legal requirements. This section serves as a helpful reference for readers who want to ensure they are following best practices in record-keeping. It also provides a call to action, encouraging readers to take the necessary steps to improve their record-keeping practices and ensure they are fully compliant with all applicable laws and regulations.

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## *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-