

# CONTENTS

| CHAP. |                                                   | PAGE |
|-------|---------------------------------------------------|------|
| I.    | THE NATURE OF ADVERTISING . . .                   | 1    |
| II.   | METHODS OF ADVERTISING . . .                      | 12   |
| III.  | PRINTING INKS AND PAPER . . .                     | 26   |
| IV.   | METHODS OF PRINTING . . .                         | 30   |
| V.    | COPY-WRITING . . .                                | 41   |
| VI.   | ILLUSTRATION AND LAY-OUT . . .                    | 49   |
| VII.  | MARKETING . . .                                   | 61   |
| VIII. | PROPAGANDA . . .                                  | 69   |
| IX.   | THE FUTURE OF ADVERTISING AND<br>PROPAGANDA . . . | 73   |
| X.    | MISCELLANY . . .                                  | 76   |
|       | INDEX . . .                                       | 83   |