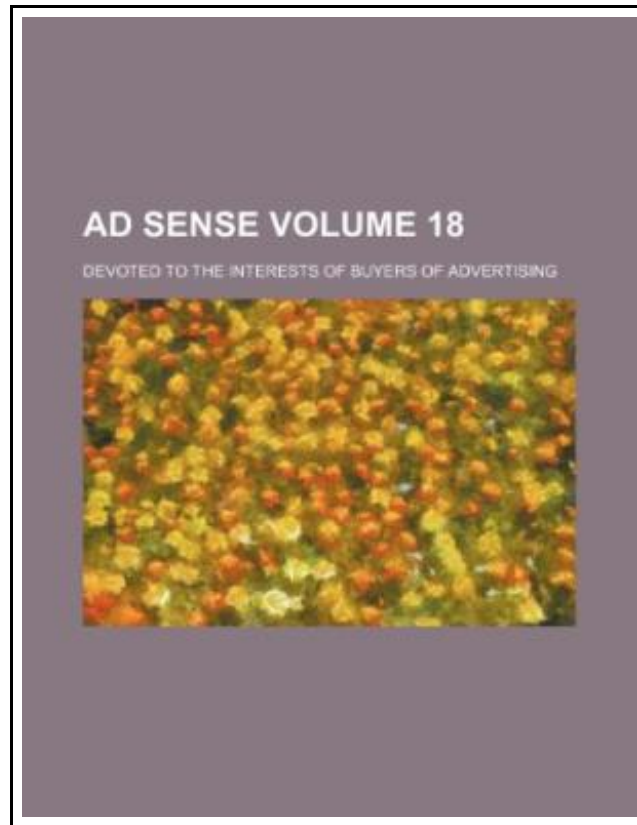


## Ad Sense Volume 18; Devoted to the Interests of Buyers of Advertising (Paperback)



Filesize: 9.71 MB

### ***Reviews***

*This is an awesome publication i have at any time read. Of course, it is play, still an interesting and amazing literature. You will like just how the author write this book.*

*(Prof. Herta Mann)*

## AD SENSE VOLUME 18; DEVOTED TO THE INTERESTS OF BUYERS OF ADVERTISING (PAPERBACK)



Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1905 Excerpt: . critics of advertising. All is grist that comes to their mills for this reason, the advertiser minus the knowledge should consult the man with the knowledge. 2nd. Poor mediums. It is to be regretted that poor mediums are suffered to exist, and still they do exist in hundreds and thousands--poor mediums in every sense of the word, poor quantity of circulation, poor quality of circulation, poor literary and news matter, poor management and poor results. A good way to discover a poor medium is to advertise in the suspected publication. The knowledge is costly but valuable. Consulting with the man who knows is a better plan and costs less. 3rd. Poor copy. This subject is too broad for discussion here. Poor copy has as many legs as a centipede, any number of which may be cut off still allowing the creature to exist. Poor copy covers a multitude of sins, many committed by the advertising correspondence school graduates, so-called ad writers, often ruin small campaigns. Sometimes they will ruin large campaigns. Poor copy sends an advertisement unnoticed, unread and unreplied to into oblivion. Good copy can be had by the man who knows. He should be consulted. Uth. Too much copy. Did you ever pick up a mail-order publication and run your eye over the black smudge that constitutes the column of 7 and 14-line advertisements? Eye-offending, non-compelling, tiresome to the last degree; will run their short course and fade away. A magazine page costing...



[Read Ad Sense Volume 18; Devoted to the Interests of Buyers of Advertising \(Paperback\) Online](#)



[Download PDF Ad Sense Volume 18; Devoted to the Interests of Buyers of Advertising \(Paperback\)](#)

## Related Books



**Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625) (Paperback)**

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now...

[Download ePub »](#)



**Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625) (Paperback)**

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you...

[Download ePub »](#)



**Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers (Paperback)**

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can download...

[Download ePub »](#)



**Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications . (Paperback)**

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can usually...

[Download ePub »](#)



**Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package**

Pearson, United States, 2015. Book. Book Condition: New. 10th. 250 x 189 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Download ePub »](#)



**Federal Court Rules: 2014 (Paperback)**

Createspace, United States, 2014. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Federal Court Rules: Current through March 1, 2014 Federal Court Rules 2014 contains

[Read eBook »](#)



**Mass Media Law: The Printing Press to the Internet (Paperback)**

Peter Lang Publishing Inc, United States, 2013. Paperback. Book Condition: New. New.. 251 x 175 mm. Language: English . Brand New Book. Digital media law is now the dynamic legal territory. Mass Media Law: The

[Read eBook »](#)



**To Thine Own Self (Paperback)**

Dog Ear Publishing, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Carefree and self assured Carolyn loves her life. Her uncle runs

[Read eBook »](#)



**Hope for Autism: 10 Practical Solutions to Everyday Challenges (Paperback)**

Seaborough Enterprises Publishing, United States, 2015. Paperback. Book Condition: New. Initial ed.. 203 x 127 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Hope for Autism: 10 Practical Solutions to Everyday

[Read eBook »](#)



**The Diary of a Goose Girl (Illustrated Edition) (Dodo Press) (Paperback)**

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. Claude A Shepperson (illustrator). Illustrated. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Kate Douglas Wiggin, nee Smith (1856-1923) was

[Read eBook »](#)