



## The Theory and Practice of Advertising; A Simple Exposition of the Principles of Psychology in Their Relation to Successful Advertising (Paperback)

By Walter D Scott

Theclassics.Us, 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 a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1903 edition.

Excerpt: .his insect powder will not kill human individuals, but will kill insects. The line of his argument would seem to be the exhibition of a picture of the skull of a person killed by his insect powder. He then confidentially assures you that his powder is non-poisonous to human. Most people who notice the advertisement see the picture of the skull, but fail to see the non-poisonous to human. The ad.-smith of No. 3 is trying to convince the public that his fountain pen will not blot. He shows us a cut of his pen doing just what he wants us to believe it will not do. If we could look at the cut, then forget it entirely and read the text without being biased by the cut, this form of argumentation might be successful, but that is not the way in which...



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