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# How To Write A Good Advertisement

**James Walter Taylor**



## **How To Write A Good Advertisement :**

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Daniel Defoe said An old and experienced pilot loses a ship by his assurance and over confidence of his knowledge as effectively as the young pilot does by his ignorance and want of experience So this book will strip down to fundamentals try to forget the furbelows For as time goes on every line of creative work gets cluttered up with impressive jargon and off the beam technicalities with professional palaver that strays far away from the main objective Victor O Schwab Victor O Schwab shorthand secretary for Ruthrauff Ryan s Maxwell Sackheim in 1917 so improved Sackheim s copy that he was promoted to copywriter and went on to be hailed as the greatest mail order copywriter of all time A copy research pioneer Schwab would use his coded coupon ads to test headlines copy appeals length layouts action closings and split runs of ads He created Sunday comics ads for Dale Carnegie body builder Charles Atlas and Sherwin Cody s English Classics Course In 1926 Schwab and Robert Beatty bought out Sackheim Scherman and went on to build the giant Book of the Month Club source Advertising Age Scroll Up and Get Your Copy Now *Newspaperdom* ,1900 *Advertising and Promoting the Professional Practice* Morton Walker,1979 **The Business Educator** ,1911 *The Advertising Manual* William Knight Pratt,1909 **Editor & Publisher** ,1913 How to Make Advertisements Appealing S. Roland Hall,1919 **The National Druggist** ,1916 **How to Choose and Get a Better Job** Edward Jones Kilduff,1921

## Decoding **How To Write A Good Advertisement** : Revealing the Captivating Potential of Verbal Expression

In an era characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its ability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**How To Write A Good Advertisement** ," a mesmerizing literary creation penned by a celebrated wordsmith, readers attempt an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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