

INDEX

605

S

- Sales letters,
 Analysed, 457-459.
 Article, description of, 469-472.
 Command, psychological, 476.
 Exertion, minimizing the readers, 477.
 Facts and figures in, 473.
 Functions of, 457.
 Inducements to ordering, 478-479.
Sales letters and advertisements, difference, 455-456.
Talking points, selection of, 466-468.
Testimony, 474.
Tests, 475.
Selling methods,
 Emergencies, how met, 236.
 Sense stimulation, 24.
Sentence,
 Balanced, 352.
 Climax, 361.
 "Comma fault," 349.
 Construction, 342, 352.
 Co-ordination, faulty, 355.
 Efficient, 343.
 Emphasis through position and brevity, 356, 358-359.
 Ideas, 345-347, 348.
 Length of, 344.
 Order, logical, 350.
 Participles, misrelated, 353.
 Periodic, 330.
 Point of v w, 351.
 Pronouns, misrelated, 353.
 Repetition and suspense, 357.
 Subordination, faulty, 355.
Sight, appeal to, 23.
Slang in letters, 381.
Standard conditions in rates, 169-170.
Stereotype, 81.
Stereotyped expression, avoidance of, 303.
Street car advertising, 174-176.

- Styker, A. M., 66-67, 100-101, 112-113.
Suggestion, 49-51.
Supplementary advertising aids,
 Blotters, 196.
 Booklets and folders, 200-203.
 Calendars, 193-196.
 Difficulty of devising, 169.
 Electric advertising, 184-187.
 Hand bills, 187-191.
 House organs, 196-200.
 Painted signs, 181-184.
 Poster, 176.
 Street cars, 169, 177.

T

- Textile World record, 132.
Tiles in letters, 562.
Trade mark, 51.
Trade papers, 127.
Trade secrets, disclosure of, 138-140.
Trading stamps forbidden by manufacturers, 216-217.
Type, 103.
Typography and advertising, 58.

U

- Unity, 309.
Concentration on essentials, 310-311.
Efficiency, in relation to, 312.
Paragraph, in a, 329-330.
Sentence, in a, 256.
Test for, 331.
Unusual forms to be avoided in advertisements, 47-48.

V

- Vagueness in construction of letter, 290.

W

- Waste, prevention of advertising, 233-249.