MASTERS *of*

COPYWRITING

A Complete Course on The Principles and Practice of Writing Advertising and Direct Mail Copy That Sells

NEW YORK

Masters*of*CopyWriting.com

An INFORMATION PRODUCT LABORATORY Publication

Published 2004 by D Vallieres / InfoProductLab.com

Contact:

3190 Oneida Street, Box 53, Washington Mills, NY 13479 USA
Tel: (01) 315.733.1383

ISBN: 1-931045-00-3

Product Website: http://www.Mastersof/CopyWriting.com

Format, Design, Typesetting and Editing

© 2004 by David Vallieres. All rights reserved.

Disclaimer

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission. Excerpts may be used with proper credit and contact information (address, telephone number or website URL of the publisher).

No responsibility is assumed by the Publisher for any injury and/or damage and/or financial loss sustained to persons or property as a matter of the use of this report. While every effort has been made to ensure reliability of the information within, the liability, negligence or otherwise, or from any use, misuse or abuse of the operation of any methods, strategies, instructions or ideas contained in the material herein is the sole responsibility of the reader.

Table of Contents

CHAPTER		PAGE
	PREFACE *The Editor*	11
	INTRODUCTION *J. George Frederick*	13
	WORDS ARE THE WORKING TOOLS *T. Harry Thompson*	43
I.	**ADVERTISING COPY AND THE WRITER** *Frank Irving Fletcher*	47
II.	**THE ADVERTISING WRITER WHO IS BIGGER THAN HIS AD** *George L. Dyer*	55
III.	**HUMAN APPEALS IN COPY** *Bruce Barton*	65
IV.	**THE UNDERLYING PRINCIPLES OF GOOD COPY** *Theodore F. MacManus, LL.D.*	77
V.	**EMOTION AND STYLE IN ADVERTISING COPY** *James Wallen*	93
VI.	**SOME LESSONS I HAVE LEARNED IN AD-VERTISING** *Claude C. Hopkins*	115
VII.	**COPY — GOOD, BAD AND INDIFFERENT** *Richard A. Foley*	127
VIII.	**THE RESEARCH BASIS OF COPY** *J. George Frederick*	151
IX.	**AXIOMS OF ADVERTISING** *Joseph H. Appel*	177

CHAPTER PAGE

X. **COPY FIRST** 185
Kenneth M. Goode

XI. **MAKING ADVERTISEMENTS READ.** 197
F. R. Feland

XII. **COPY DONT'S** 209
J. K. Fraser

XIII. **WANTED — BY THE DEAR PUBLIC** 215
Charles Addison Parker

XIV. **ADVERTISING COPY AND THE SO-CALLED "AVERAGE WOMAN"** 225
Mrs. Christine Frederick

XV. **BELIEVABLE ADVERTISING** 247
O. A. Owen

XVI. **LOOKING AT COPY AND LOOKING INTO IT** 265
Harry E. Cleland

XVII. **THE HUMAN SIDE OF IT** 277
Wilbur D. Nesbit

XVIII. **COPY THAT IS AND ISN'T** 289
Harry Tipper

XIX. **THE SALES POWER OF GOOD COPY AS DEMONSTRATED IN BOOK ADVERTISING** 305
Helen Woodward

XX. **THE COPY WRITER'S WORK BENCH** 313
John Starr Hewitt

XXI. **THE PSYCHOLOGY OF THE PRINTED WORK** 329
A. Holmes, A.M., Ph.D.

XXII. **SIMPLICITY IN ADVERTISING COPY** 349
Humphrey M. Bourne

XXIII. **WHAT MAKES GOOD RETAIL COPY** 361
Ruth Leigh

XXIV. **THE ART OF VISUALIZING GOOD COPY** 373
Ben Nash

XXV. **OLD AND NEW DAYS IN ADVERTISING COPY** 383
John Lee Mahin