

**AD WRITING BOOK TEXT**  
**The Demand of the Business World for Advertisement Writers Calls for a New Branch of Study.**  
 Copies for Examinations by Teachers Will Soon be Offered.

The business, professional and school world will be interested in the important announcement that another and most important branch of study that of advertising is to be added to the curriculum of every progressive school in the land. The Business College managers and the teachers in the commercial departments of the public schools especially will be interested to know that the study of advertising has reached the advanced stage of securing recognition. The demands of modern business have called upon teachers in these schools to give young men and young women an education along the line of advertising work. Up to this time there has been no text book upon the subject and it has been next to impossible to do anything along the line of educating students in this all important work.

The announcement is now made for the first time that Geo. W. Wagenseiler, A. M., of Middleburgh, Pa., proprietor and instructor of the Wagenseiler Correspondence Course of Advertising Instruction, has prepared a text book designed especially to teach the subject in the schools. The book is entitled "Theory and Practice of Advertising." It will come from the press and be ready for delivery about July 1, 1902.

**A Demand.**  
 There is a great demand in all kinds of business for men and women prepared to write advertisements, plan advertising campaigns and direct the execution of successful Follow-up Systems upon which depends so largely the results of an appropriation for publicity.

**The Reason.**  
 Large sums of money have been wasted by business men in trying to advertise without knowing how to go about it. Many thousands of dollars can be squandered in a very short time, without any perceptible results. These conditions in the business world call for men and women specially qualified to look after the publicity of various enterprises and manufactured products.

**The Importance.**  
 So important is the work of knowing how to advertise successfully, that no progressive Business or Commercial School can any longer disregard its urgent claims for careful consideration and to provide adequate means to teach it to their students. Every student who pursues a course of study in book-keeping, stenography, business practice, or any other branches in the commercial or literary school, should be given an opportunity to pursue a course in advertising.

**Comparatively New.**  
 While the subject of advertising is comparatively new, yet men advertised in the newspapers for more than fifty years. The reason advertising seems new is because it has been growing and new plans, new ideas and new methods are evolved every day. There are certain principles of advertising that are always the same, but the manner of applying them will vary with the conditions that confront the advertiser.

**Text Book Can Not Tell All.**  
 It may be argued and truthfully too that a text book on advertising can not cover everything that a writer of advertisements should know. A text book can, and the "Theory and Practice of Advertising" does, unfold the more important elements that enter into correct ideas of advertising and will give to every capable student the foundation to begin work in this most important branch, upon which the growth of modern business so largely depends.

**Advertising Like Stenography Must Have a Place.**  
 Shorthand has been taught generally for such a short time that the person who does not remember when it was not taught must be very young indeed. When its utility in the business world, became known, the introduction of stenography spread among business colleges as rapidly as measles and whooping cough in a country school. Advertising fills a much greater and more important feature of business development than does stenography. The business college or other school that is progressive will be the first to fall in line to adopt the means whereby the interests of their students are promoted and their future welfare enhanced.

**More Pay for the Graduate.**  
 The stenographer or book keeper who can also write the advertisements for his firm can command better wages and always feel more confident of being in demand than can the fellow who knows nothing about advertising. In addition to that, it develops the personality of the student. It cultivates in him the spirit of progressiveness and originality and places within the grasp of the more capable student the means by which he is enabled to rise from the routine work of his occupation to be the directing power of the department of publicity.

The stenographer and book keeper are important adjuncts to any business, and while their duties are simply to assist the firm to take care of the business they have, the advertisement writer secures new business, increases sales and becomes a directing power for the firm.

- Synopsis of the Book.**
1. Introductory.
  2. Some definitions.
  3. Synonyms.
  4. Use simple words.
  5. Sentences.
  6. Business English.
  7. The sentence paragraph.
  8. The simile.
  9. The metaphor.
  10. Avoid humor.
  11. Earnestness and personality.
  12. Be truthful.
  13. Getting the data.
  14. Description and prices.
  15. Be specific.
  16. Changing ads.
  17. Advertise constantly.
  18. Advertising thoroughly.
  19. Be governed by circumstances.
  20. The head-line and the argument.
  21. Selecting the newspapers.
  22. How much money to spend.
  23. Planning an advertising campaign.
  24. Retail advertising.
  25. Bargain sales.
  26. Magazine advertisements.
  27. Trade papers.
  28. Billboards.
  29. Street car cards.
  30. Booklets.
  31. Catalogues.
  32. Type points and ems.
  33. Printing office information.
  34. Laying out the ad.
  35. Type dress.
  36. Character of printing.
  37. The utility of pictures.
  38. Giving the idea to the artist.
  39. Half-tone cuts.
  40. Zinc etchings and wood engravings.
  41. Copy for the engraver.
  42. The value of an inquiry.
  43. Card and follow-up systems.
  44. Tracing results.
  45. The advertising manager.
  46. The department store.
  47. Mail order system versus salesmen.

**Exhibition of Type and Ads.**  
 There is also shown in this text book, different sizes of type, different kinds of displays and specimens of good advertisements. With every lesson there is given some practical problem to work out, an advertisement or advertising literature or something of that character to write. The synopsis above given will reveal the broad scope of the book which is copyrighted.

**Lessons Easily Acquired.**  
 It has been the aim of the author to cover every important branch of the subject, but the text is made easy and the work light so that the average business school student will be able to master the book in connection with his other studies.

**Also a Correspondence Course.**  
 The author of this text book was educated in the advertising school of experience and is now teaching advertising by correspondence to students all over the world. His correspondence course has been adopted, after the most rigid examination, by the following named schools.

- Dr. MacChesney's school, Paterson, N. J.
- Central Commercial College, Cumberland, Md.
- Magee's Business College, South Bethlehem, Pa.
- Schissler College of Business, Norristown, Pa.
- Keller's Business College, Lewisburg, Pa.
- Williamsport Commercial College, Williamsport, Pa.
- Potts' Shorthand College, Williamsport, Pa.

**Be Progressive.**  
 The ad writing course is a demand of modern business methods and the business school that does not respond to the summons of the commercial world will not long remain in the front rank. Business men want to advertise and like letter-writing, they prefer to have some one to do the work for them as the general management of the business absorbs all their time. The business school manager who is the first to provide a text book on advertising is the man whose school will be stamped PROGRESSIVE not only by business men, but by students themselves who will readily see what a great advantage the ad writing course gives to them.

**Every School Should Have It**  
 There is not a business school or a commercial department of a public school from the Atlantic to the Pacific or from Alaska to Panama that should not at once introduce an ad writing course and be prepared to teach it by the time of opening the fall term. The more progressive school managers have been looking for years for a suitable text book, but none has been prepared except Mr. Wagenseiler's book on "The Theory and Practice of Advertising," which is expected from the press by July 1st, 1902.

**The Budget or Tablet Idea.**  
 The lessons are bound up in book form, but the edges of the sheet are fastened so that the student can not we any lessons beyond where he is working.

**Book Will Soon Be Ready.**  
 The copy has all been prepared and will go into the printer this week. Complete bound copies will be ready for inspection by July 1st. All those who are progressive enough to keep their schools to the front should place an order at once for a copy and it will be forwarded as soon as they are off the press.

**Prices and Terms.**  
 The retail price of the book will be seventy-five cents each, or if possible less, subject to a trade and a cash discount. To give every teacher interested an opportunity to examine a copy of the book, the publisher will send a copy prepaid on receipt of fifty cents. This amount can be deducted from first order for a dozen or more books, so that the teacher's copy will cost nothing, if course is adopted. As there is both a trade and a cash discount, the book will be a source of profit directly, and if you choose, you can make an extra charge for teaching the advertising course and thus make it a revenue producer in addition to providing means that will raise your institution in the estimation of the community.

**Will Educate Teachers at Special Terms**  
 No school manager need hesitate to introduce this course on account of not having any one qualified to teach this branch of study. Any one who masters the correspondence course can teach the text book, besides there are many bright teachers in business schools who have had valuable advertising experience, but where there are no such teachers the undersigned will prepare them for the work in a very short time so that they can go ahead with the work of teaching. Any school adopting this text book can secure the correspondence course at reduced rates.

**Another Source of Revenue.**  
 The undersigned will also make arrangements with schools to introduce the correspondence course. The school to enroll the students and the undersigned to teach the students by correspondence. The school gets a liberal commission.

This idea can be worked very successfully with the brightest students who show the most ability while studying the text book. The expense connected with this part of the work is practically nothing and as the commissions are liberal, an extra profit of \$100 to \$600 a year should be realized by progressive school on the advertising course alone.

**Correspondence Solicited.**  
 This preliminary announcement is sent to all business and commercial schools, whose names we have been able to secure and if the reader is interested in this matter he should send his name for future literature or better still send fifty cents for a copy of the "Theory and Practice of Advertising," as this will give a better idea of the character of the work. A copy of the book will be sent as soon as issued, about July 1st. The fifty cents will be deducted from first order for books so your copy will cost you nothing. Cut out this article, file it with your correspondence and it will answer many questions for you later.

**Synopsis Reliable.**  
 Should any schools desire to get out their catalogues, booklets and advertisements before July 1st, when a copy of the book can be seen, and wish to adopt the book and advertise the course, they can rely upon the synopsis above given to form an idea of the contents of the book.  
 All inquiries, correspondence and orders should be addressed to the author and publisher by whom they will have the most prompt and careful attention. Write today or place your order for a book.  
 GEO. W. WAGENSEILER, A. M.,  
 Editor and Publisher,  
 Middleburgh, Pa.

**GELNETT BROS.**  
**NEW STORE**



**: SHOES : : SHOES :**  
 We have just received a new stock of Shoes and Oxfords of all the latest styles.

Gents' Fine Shoes, a good quality, from \$1.50 to \$3.50  
 Oxford Ties, \$2.00 to \$2.75  
 Ladies' Fine Vici Shoes, \$1.50 to \$3.00  
 Oxfords, 85c to \$2.00

**A good selection of Misses' and Children's Shoes and Oxfords at prices that are right.**  
 We have a small lot of reduced Shoes that we will sell at 15 per cent. under former prices.

**MUSLIN.**  
 Now is the time to buy your muslin. We have just received 800 yards of Appleton A Muslin, a fair quality that will sell at 4½ cents per yard. Don't fail to get some of this muslin. It is a bargain, and is going rapidly.

If you are in need of a up-to-date Summer Dress, call and see our line of Silk Gingham we offer at 18 to 20c.  
 A lot of Screen doors at 75c and \$1.75.

**Gelnett Bros., Middleburgh, Pa.**

**THE GREATEST SUIT SELLING**  
 Sunbury has ever known  
 AT  
**Brosious Brothers.**

Our entire Spring and Summer stock at unheard-of-prices comprising all the newest and best makes and styles. It's impossible to tell you all about it. **COME and SEE.**

Men's regular \$7.00 Suits at \$4.98  
 Men's regular 10.00 Suits at 7.48  
 Men's regular 12.00 Suits at 10.00  
 Boys' regular 2.00 Suits at 1.50  
 Boys' regular 4.50 Suits at 3.75  
 Children's regular 2.00 Suits at 1.50  
 Children's regular 3.50 Suits at 2.75

**THE SAFEST PLACE IN SUNBURY TO BUY CLOTHING Now.**



**A STUDENT OF PRINTERS' INK**  
 Who thoroughly masters the solutions to knotty points of advertising published each week in that publication and applies them to the practical side of his work, will find a balance at all times on the right side of his bank book.

**THE BUSINESS MAN**  
 Who reads the "Little Schoolmaster of Advertising" and profits by its advice, will find the goods leaving his shelves and counters and he will hear the big round dollars jingling in his till.

**THE PROFESSIONAL AD WRITER**  
 Who produces clever work and writes business bringing ads, always reads PRINTERS' INK. It teaches you to avoid waste in advertising and it is recognized as a text-book on advertising the world over.

Published weekly, \$5.00 a year. Ten cents a copy. Address,  
**GEO. P. ROWELL & CO.,**  
 10 SPRUCE ST., N. Y.

**Perfect Ice Cream Powder**  
 Is instantly ready for use, requiring only the addition of one quart of cold milk, half milk and half cream, or all cream, to make two quarts of fine Ice Cream as any confectioner can make.  
 Flavors for Ice Cream are Raspberry, Strawberry, Vanilla, Chocolate and Plain (unflavored to be used with fresh fruit or in making up fancy creams.)  
 Perfect Water Ice Powder requires only the addition of one quart of cold water to make two quarts of Water Ice or Sherbert. Flavors for Water Ice are Lemon and Orange.  
 Send us 25c and we will mail you a package of any of the above flavors, with our booklet full of valuable receipts for making all kinds of Plain and Fancy Creams and Ices.  
**O. J. WEEKS & CO.,** 91 Murray St., New York City, N. Y.

**Perfect Ice Cream Powder**  
 Is instantly ready for use, requiring only the addition of one quart of cold milk, half milk and half cream, or all cream, to make two quarts of fine Ice Cream as any confectioner can make.  
 Flavors for Ice Cream are Raspberry, Strawberry, Vanilla, Chocolate and Plain (unflavored to be used with fresh fruit or in making up fancy creams.)  
 Perfect Water Ice Powder requires only the addition of one quart of cold water to make two quarts of Water Ice or Sherbert. Flavors for Water Ice are Lemon and Orange.  
 Send us 25c and we will mail you a package of any of the above flavors, with our booklet full of valuable receipts for making all kinds of Plain and Fancy Creams and Ices.  
**O. J. WEEKS & CO.,** 91 Murray St., New York City, N. Y.