

*Announcing the First Book on a  
Subject of Vital Importance*

# advertising layout

By FRANK H. YOUNG

*With a Foreword by René Clarke*

THIS is the first comprehensive book on layout covering adequately all aspects of the arrangement of magazine and newspaper advertisements. The author, a nationally known authority on the subject and, both as a member of the firm of Young, Timmins and Smith, advertising illustrators, and as an instructor in Advertising Layout at the American Academy of Art, a daily practitioner of the principles here set forth in simple form, discusses the functions of the layout man, the technique of his work, balance in advertising arrangement, movement in display, the means of obtaining emphasis, white space, black backgrounds, color, perspective, handlettering, continuity, and a score or more subjects of like character.