

There is a chapter on typography and the characteristics of the various faces in use today by advertisers. The layout of two facing pages in a magazine is discussed and illustrated, and the technique of touching four sides of a space unit is likewise dealt with. A chapter is devoted to the requirements in the layout of advertisements for newspapers.

The principles discussed are exemplified in actual working layouts by the author, which are reproduced with remarkable fidelity to the originals. One of the full page illustrations showing four alternative layouts of an advertisement, using the same elements in each case, is shown on the inside of this folder.

There are in all over a hundred illustrations of layouts and actual advertisements, and nine plates in full color.

The book is itself a handsome example of typography and layout, in large quarto format ($9\frac{3}{4} \times 12\frac{3}{4}$ inches in size), well printed on coated paper and durably bound.

The introduction is by René Clarke, one of the most distinguished advertising artists in America.

It is a book that no student or practitioner of advertising layout can afford to be without. Price \$7.50

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