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Newspaper Making; Handy Reference Guide for All Newspaper Workers and Students of Journalism

By Jason Rogers

Theclassics.us, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1922 edition. Excerpt: .new account firmly on its feet before seeking to split or dilute the appropriation. Since issuing the map and list of newspapers presented in this section in the form of a full newspaper page ad which has been printed in over one hundred newspapers, and the distribution of the page in connection with the other sections of this collection to 10,000 advertisers and space buyers, many hundreds of letters of commendation have been received together with information that the data had been used as the basis of national campaigns. In a nutshell this is the sort of definite information which a prospective advertiser should have before him in the preparation of a plan for a campaign. It is the sort of information that very few experts would take the trouble to prepare, for, owing to constantly changing conditions, a list prepared to-day would be...



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