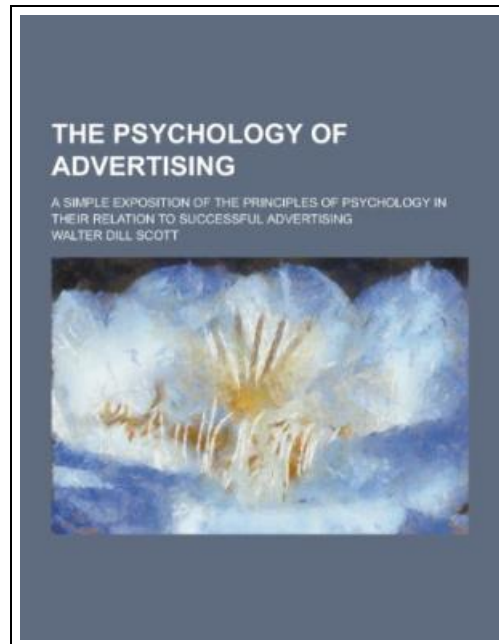


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THE PSYCHOLOGY OF ADVERTISING A SIMPLE EXPOSITION OF THE PRINCIPLES OF PSYCHOLOGY IN THEIR RELATION TO SUCCESSFUL ADVERTISING



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