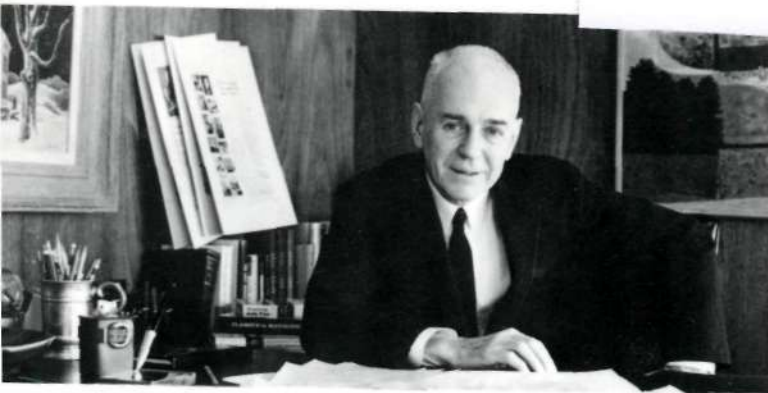


A REWARD BOOK



TESTED ADVERTISING METHODS

Fourth Edition

Revised and Enlarged — 75 Pages of Illustrations

by JOHN CAPLES

Vice President, BBDO, Inc.

Foreword by DAVID OGILVY

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