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Nota di contenuto	; part 1. Production as Progress. ; Ch. 1. Marketing Problems and Advertising Methods as America Industrialized. ; Ch. 2. Owner-Manager Control of Advertising. ; Ch. 3. Printers, Advertisers, and Their Products. ; Ch. 4. Advertising Progress as a Measure of Worth -- ; part 2. Specialization as Progress. ; Ch. 5. Early Advertising Specialists. ; Ch. 6. Competition and Control: Business Conditions and Marketing Practices. ; Ch. 7. The Competition to Modernize Advertising Services -- ; part 3. Consumption as Progress. ; Ch. 8. Taking Advertisements toward Modernity. ; Ch. 9. Modernity and Success: Legitimizing the Advertising Profession-I. ; Ch. 10. The Appropriation of Progress: Legitimizing the Advertising Profession-II.
Sommario/riassunto	Contains primary source material. The book is a documentary and pictorial examination of American advertising from the Civil War to 1920.

