



# The Psychology of Advertising in Theory and Practice: A Simple Exposition of the Principles of Psychology in Their Relation to Successful Advertising (Classic Reprint)

By Walter Dill Scott

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Excerpt from The Psychology of Advertising in Theory and Practice: A Simple Exposition of the Principles of Psychology in Their Relation to Successful Advertising

The time is not far away when the advertising writer, will find out the inestimable benefits of a knowledge of psychology. The preparation of copy has usually followed the instincts rather than the analytical functions. An advertisement has been written to describe the articles which it was wished to place before the reader; a bit of cleverness, an attractive cut, or some other catchy device has been used, with the hope that the hit or miss ratio could be made as favorable as possible.

But the future must needs be full of better methods than these to make advertising advance with the same rapidity as it has during the latter part of the last century. And this will come through a closer knowledge of the psychological composition of the mind. The so-called students of human nature will then be called successful psychologists, and the successful advertisers will be likewise termed psychological advertisers.

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