

Crystallizing Public Opinion

by **EDWARD L. BERNARD**

Why Science Now Believes
Not Heretofore
Drag Her About by the Hair
Kind and Gentle
' and in Many
A Pretty

A book for
Executives **Journalists**

Heads of Institutions **Economists**

Advertising Men **Public Officials**

and Advertisers

Publicists **Artists**

Publicity Men **Social Workers**

And all interested in making
contact with the public.

THE T C
Teuton Savant Toting Coal
Pictures Slough in Which