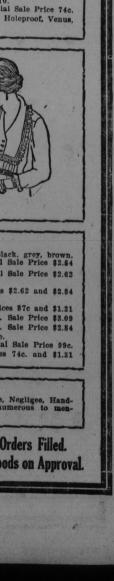


Advertising, well directed, is a first consideration in your plans for more business in 1920. Why break away from the old fixed market and develop new uses for your product?

A new word coined during the War-"Profiteering"—is being used very freely. Quite often, if the public knew the truth regarding



1

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Sale Price \$22.80 full belted or half \$13.43 to \$25.63

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\$2.15 1.88

brown, gun metal,

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If competition is keen, your campaign should put you beyond its reach. If you cannot keep up with the demand, your expenditure for advertising is well invested because of the Goodwill created.

igs, opinion would be much more favorable. Well directed advertising has a salutary effect on unjust agitation, and is of inestimable benefit.

Financial houses realize that advertising is of the greatest importance where new stock is to be issued for public subscription. So much depends upon the general attitude towards the enterprise, that the ground should be carefully prepared by judicious advertising before the prospectus is ssued to the public.

If what has been written above Houches upon your business, you will be interested in reading the book to be issued shortly, "The Force that Makes Ideas Live."

ADVERTISING Business executives are invited to write for a AGENCY copy to our nearest office.

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r, Mrs. G. ge, in the was a daug Jackson of the late Ram-Survived by ety Mrs. George on