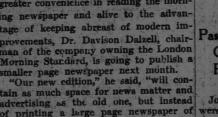


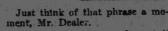
MC 2035 POOR DOCUMENT

Norfolk, Va. Jan. 31-With the fina tragic summary written, showing that

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It is easier to sell goods with which the public is made ac-quainted through the newspapers. There is at least a natural curios-ity to see them.

Move with the tide, not against the going is easier. Show the goods. Use the news-papers and by all means use your counters and your windows to ad-

counters and your windows to ad-vantage. Merchandise along the line of demand. The sales will take care of themselves and the manufac-turer is going to have a warm spot in his heart for you. He is going to keep your town and your store in mind the next time he embarks on an educational cam-naign.

embarks on an educational cam-paign. The Bureau of Advertising, American Newspaper Publishers Association, World Building, New York, is eager to be of assistan-to manufacturers who have n tional advertising problems to solve.

