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making your advertising even more productive. You will find most of the deal-ers in this and other cities willing to meet you half way. And better yet, you will find the public—the much sought ulti-mate consumer—in a receptive frame of mind. The field is ripe for the harvest and the early reapers are going to get the richest sheaves. Perhaps you would like some suggestions. Write to the Bureau of Advertising, American News-paper Publishers Association, World Building, New York. 

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