

MC 2035 POOR DOCUMENT



<text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text>



Selling Goods

There are many methods of advertising open to the national manufacturer, all with merit. There are many ways he can tell about his goods.

But there is one best way for him to sell his goods and that is through direct advertising to the consumer through live daily news-papers like The Telegraph and -Times.

Newspaper readers are advertis ing readers—and the appeal soon-er or later reaches them at the time they are in the mood to buy. The ideal plan is co-operative newspaper advertising between dealer and maker—one telling about the goods and the other pushing them at the store, and placing them where they can be seen.

Direct sales-on a satisfactory scale, are an almost certain result of co-operative advertising. It pays all around!

The Bureau of Advertising, American Newspaper Publishers' Association, World's Building, New York, is anxious to be of assistance to manufacturers who have national advertising probiens : ...olve.



2