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# A New Lord & Thomas Book

## **Clever Maneuvers—Strategy in Advertising**

We have now to announce the most valuable book that we ever have issued on advertising.

It compiles the digest of countless experiences in a thousand separate lines. It cites many examples of what has been done-of what can always be done -by clever and tested maneuvers.

It tells how to do quickly, cheaply and safely what used to involve time, money and risk.

It reveals, for the first time, the new cience of Strategy, to which all of our atest successes are due.

There was never a book more interesting, more helpful, to a man who has things to sell.

Our first great book was on "Reason-Why" copy. All good salesmanship-in-print has ever since been based on it. Our next was on men-on the value and rarity of real genius in selling. On the need for combining ideas. Since then there has been a crying demand— an over-demand—for men of the requi-site caliber. And such men are earning, on the average, twice what they received before.

Our next was "Safe Advertising." It told how to conduct, in any line, riskless experiments. How to let the thousands decide what the millions will buy. It told how to reconnoiter how to skirmish before attack. That book has saved ad-vertisers, in all probability, many millions of dollars.

Now comes the ripe fruit of forty years of experience, in a thousand separate lines. Now comes a new science-the science

of Strategy-worked out into rules of procedure.

Now come new ways for getting distribution, for securing quick returns, for rapidly building trade. For doing all these things at a trifling risk, and often without investment.

It sounds almost impossible, and it was impossible up to a few years ago. But it since has been done done a hundred times over. And this book, for the first time, tells how it was done.

Any man with a selling problem is welcome to this book. And every such man should have it.

It will bring to him the digested experience of men who have traveled every road to success.

It marshals known facts, and works out their deductions. And every deduction has a wide application. The ablest men will get the greatest benefit. You will Vinder, perhaps, how we came to reveal these hard-carned secrets, these proved-out plans. Our answer is this: Our object is mainly to wake men up to this Agency's efficiency. To convey to all a new conception of

our powers and prowess. Cut out this reminder; put it in your pocket. Then, when convenient, write us for the book.

## A Reminder

to write Lord & Thomas, Trude Building, Chicago, for their latest book, "Real Salesmanship - in -Print."

## Memorial of Protest First Government Has Received - Doesn't Think Attendants Underpaid. We are enabled to make the announcedition of Hon. W. J. Hanna says he is not much alarmed over the prospect of a strike of attendants in the provincial

THE TORONTO WORLD.

FEARED BY MR. HANNA

NO STRIKE IN ASYLUMS

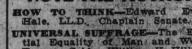
asylums. He doesn't believe that anything like that will happen. More-over, the Provincial Secretary believes,

as interpreted in a series of forty lectures by men of mod ern thought and modern action. PUBLISHED BY THE IN-TERNATIONAL SOCIETY OF LECTURERS.

"THE MEANING OF MODERN LIFE"

**Forty Dollars for Two Dollars** 

THE WORL



OCTOBER 5 1911

arranged to distribute the entire remainder of the first





s to be widened, it can resumed that a part of mpression upon youth-sacredness of the marand of the moral ob-mposes, which should en on nor put off too stem of moral, or ethid been a part of pu ring the last score the "at-sight" m the last score of e "at-sight" mar-marriage, and the day in the news renow, and usually court proceedings.

SM Toronto