GRAIN AND PRODUGB MARKET


OMAHA LIVE STOCK MARKET



 POLICE THINK THEY
HAVE M'CREA'S ASSISTANT Yon whe
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OLD ONE IN NEW CLOTHES
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## What Information Advertisers Need

## What Some Men Lose Who Lack It

Do you know, Mr. Advertiser, who they live-what they read?
Do you know why some buy, and why others don't buy?
Do you know why some sections pay better than others? Why you lose trado when you lose it?
Do you know what damage substiution is doing-how and where and why? Do you know all your opposi Do you know, above all, how your them face-to-face?

If not, we have something to tell you. aur way in the dark. And we know We now canvass consumers, from house to house. We now go to dealers from town to town, before we start sell ing in print.
$W_{0}$ know whe face.
Wh
we frame a campaign we know theory, no guesswork, no chance. Treate defer been to avoid mistak The facts will give you new respect for this Agen
them to you.

And we want to discuas a new science with you-the Science of Strategy

## contribution we ever have made to ad ertising. <br> It is the science of doing, by clever

 ime, cost wid atteck to be done by It ite, cost and attack.Imes. It secures, by one move, nationwide distribution. It has placed many an article, from the very jump, on a profit-paying basis.
mizes noves the uncertainties, miniMany millions of dollars, therwise lost, have been pocketed by men who employed it.

All this is told, for the first time, in
book. It reveals, as we never revealed bofore, the secrets of our success. The ideas have been gathered from a housand sources. We owe them to countless able men.
To pay the debt,
To pay the debt, we offor them to what advertising efficiency means. Any map with a selling problem is himself he should get it. ocket. The remider, put it in your

## A Reminder

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

## LORD \& THOMAS

Advertising

