THE OMAHA DAILY BEE: -THURSDAY, AUGUST $22,1907$.



Ballding Permite.

To the Man Who Wants to Advertise, But Thinks It Too "Expensive"
We want to show you why it is not expensive. If we find that advertising can be as the concessions you must make in forcing an unadvertised article into consumption.

| TE want to tell you about the kind of advertising that will sell your goods at a profit and at the me time add dollar after dollar to the | better in text, in appearance-in every way. Irrespective, mind you, of whether you use newspapers,farm papers, magazines, posters or street cars. |
| :---: | :---: |
| want to show you how to make the <br> e come to you instead of you having | We want to show you why we can place these advertisements where they will be most effective and at the right price. |
|  |  |
|  |  |
| competition - of the trade, trade- | tion and space buying in your interest. <br> We help you harness your advertising |
| als and combinations. | and sales organization into a perfectly |
| Ce want to show you how | working unit, resulting |
| ur selling cost and | open up the maximum number |
|  | g |
| en and retailer | business. |
| Don't say that such things are impossible in your particular business. | tos |
|  |  |
|  | If fact, we want to show how |
| of just that. Tod |  |
| successful advertisers and hav |  |
| complished all that we have outlined. |  |
| ce want to talk to you about yo | Free to Advertisers |
| ness. If advertising will be of volut | or Prospective Advertisers |
| service to you, we will tell you so without hesitation. | Write for "OUR DOINGS," which reproduces the |
| to explain to yo | concerms. Some ere edverimermenta peed by lerge |
| iminate the experimental |  |
| which is a part of or | ilorder, biliboard and duteet cer hadvertiaing. |
| ertising campaigns. | A Lerd \& Themas repreeentadive, competent to |
|  |  |
|  |  |
| can possibly prepare for your | tho |

## LORD \& THOMAS

