THE OMAHA DAILY BEE: THURSDAY, AUGUSV so, 1900




## How Much "Dead Wood" Have You in Your Advertising?

The"dead wood"-unprofitable mediums-in lists used by advertisers who have transferred their accounts to Lord \& Thomas in the past year, has proved to be as high as 33 per cent in the light of the Lord \& Thomas Record of Results.
 33 per cent of the list, leaving the cam$\$ 34$ per cent of publications. Even so, in many cases, the advertising WE do notcon
But WE do not consider an advertising campaign successful until it has
reached the greatest pcssible measure of success.
We do not consider a list of advertisuntil each publication has been "MEASURED" by the actual results Record of Results.
This Record of Results is a compilation of weekly confidential reports on returns media sent us by those of our clients dvertising a direct check on their advertising


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