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| BIG BOOST IV COAL PRICES <br> Bids for Supplying County Much |
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| IfCREASE OF 10 T0 20 PER CEET |
| Eeg Anthracite Only Important Va- <br> Flety Not Ralned, Price Standing <br> at \&8.60, the Same ns <br> Lat Yoar. |

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 applied to your business, we will prove to you that advertising is not nearly so expensive
as the concessions you must make in forcing an unadvertised article into consumption. W ${ }^{\mathrm{E} \text { want to tell you about the kind }}$
better in text, in appearance - in every
way. Irrespective, mind you, of whether same time add dollar after dollar to the We want to show you how to make the trade come to you instead of you having
to go to the trade. We want to show you how to gain real of competition-of of the trade, trade-
deals and combinations. We want to show you how you can prices to suit yourself-not to sulit the
trade-salesmen, jobbers, commission men and retailers.
Don't say that such things are impos sible in your particular business. have said just that. Today a large permost successfuy advertisers and have We want to talk to you about your
business. If advertising will be of value to you, you need us. If we cannot be of
service to you, we will tell you so without hesitation.
We want to explain to you how we are able to eliminate the experimental
waste which is a part of ordinary We want to show you why we can prepare for you better advertisements than
you can possibly prepare for yourself-

LORD \& THOMAS



