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BRIEF CITY NEWS


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Sulphur Springs, Ark.
"THE BEAUTY SPOT OF THE OZARKS

New $\$ 50,000$ Kihlberg Hotel will open July 1st.
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$\begin{array}{lr}\text { RINS, } & \text { S. G. WARNER, } \\ \text { A. K. G. S. Ry., } & \text { G. P. A., K. C. S. Ry. } \\ \text { TEXARKANA, TEXAS. } & \text { HANSAS CITY, Mo }\end{array}$

## The Hen and the Doorknob

By HERBERT KAUFMAN.
Once upon a time there was a fool hen who sat on a chin thing she did get was experience. "china doorknob proposi tions"-examples of merchants who expect good newspapers to
hatch money out of bad egg business, or who put sound nest egg under the wrong "advertising hen." There are three principles to follow in advertising cam
paign: First of all, find a business that will stand advertising secondly, find the newspaper that will make the advertising pay You can't start in to breed dollars in less time than it takes to hatch them any more than you can pull a hen of the nest before
she has had a chance to incubate. In both cases you simply waste what has been invested. If you stop too soon you will get a rotten egg jnstead of a chicken.
returns and when you have found what to advertise, take car that you place your copy in a newspaper that can turn the trick. Don't delude yourself with a china doorknob, and don't confuse a "rooster newspaper" which spens its time cock-a-loruming, for
a "hen newspaper" that is too busy hateling out dollars to strut about crowing.

Bee Want Ads Bring Results.

