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Planning and Building the Cottage



One More Old Home Will Give Way to Business



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## Using Power Now? Expect To?

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Omaha Electric Light \& Power Co.

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## To the Man With Something Worth Selling

Our work is with our customers.
We do not act in an automatic "simply-obey-orders" capacity and undertake to prepare campaigns of publicity to fit "blue print" specifications imposed by advertisers.

Nor will we go ahead and prepare schedules, advertisements, follow-up literature, plans for securing dealers' cooperation, etc.-in short, build a complete plan of campaign entirely on our own initiative.

Campaigns which are planned in this way and O K'd off hand by the customer with a "Why-do-you-bother-me-I leave-it-all-to-you" air, we prefer not to be concerned in.

We construct campaigns based on data we have gathered, aided by the close, interested co-operation of the advertiser. In this way we guard against plans that are illadvised, narrow or inadequate.

Besides, the hand of the advertiser himself is needed in building a campaign to make it well-rounded, comprehensive and what is even more important, to add that distinctive touch of personality which every business house possesses and which is always evident in advertising that is truly successful.
"Data-built" Copy and "Conference" Campaigns, combined with confident co-operation between our customers and ourselves, have developed the highest type of efficiency in the use of advertising space.

Let us put your name on our mailing list to receive monthly THE MAHIN MESSENGER.

Telephone 'empunt or address
MAHIN ADVERTISING COMPANY
John Lee Mehin, President
American Trust Building, Chicago

