timely real estate talis Half Million a Five Houses Advertised Sunday, Four
Sold
Before Friday. experience or omaha dealer

NEWS OF THE BUSY HOME BUILDERS


## Practical Planning of Homes

## 

But what do they all matter when compared
Our only claim is that we outsell all others. We have prow.
This fact is so certain--so invariably truethat we handle advertising without any contract
whatever. We rely solely on results to keep it. That is why our Copy Chief is paid $\$ 1,000$ per week. That is why tch of our brilliant
men holds the place he holds.
Working together-as they do-they can sell more goods per dollar spent than any other

Suppose these claims are facts. And sup-
pose they apply to you
Suppose these men, at the same expense,
ould bring twice the results you

There is a way to find out-easily, quickly It can be done without any commitment on your part, and without disturbing your present
The answer will be clear and final. It may
worth thousands of dollars to you And may be worth millions. That depends on the
If you are interested, ask us to explain the

## Can Your Advertising Agent

 Outsell All the Rest?R result? men in existence. Suppose these men. How much would it mean?
There is a way to mean ? The answer will If you arte ised.
This is the vital question. Advertising agents are bad, Nothing else matters at all. Advertising has only one one solely to sell the goods. han yours, you are wastingell a tenth more . You are losing a tenth of your sales. Suppose you could hire the best salesman would you take?
In advertising, yo In advertising, you can do exactly that.
High-class agents, whether good or poor, all
harge the same commission Ads that sell the uissios. insert than ads that sell nothing at all. Getting the best
Your degree of s.

We solicit business solely on the basis of
We might talk age, for this agency is 36
We might talk size, for we have outgrown
We might talk buying power, influence, knowledge
of course.

New York


Lord \& Thomas

$$
\begin{array}{lc}
\text { NEWSPAPER, MAGAZINE } & \text { ChICAGO } \\
\text { AND OUTDOOR } & \text { TRUDEBULDING } \\
\text { ADVERTISING WAMHANE }
\end{array}
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