

## LORD \& THOMAS Advertising

132 North Wabash Avenue. CHICAGO

## Let Hospe Place a Piano in Your Home Free

## Stop

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Wakefield's
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BRIEP CITY NEWS.
 Husband Forgets;
Wife Tries Poison Sufilde is Provented by Priends Wheen
Mr. Edith Wilcoox Tries to , Horphine. ! 1 !

## Strategy In Advertising

## The Climax of Salesmanship-in-Print



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712.
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What Book Does This Picture Represent? Titlo
Antho Street and Number




FIRST PRIZE Vatuo White Steamer Automobile


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 THIRD PRIZE $\underset{\text { salae }}{\text { sol }}$
 THE BENNETT CO.


FIFTH PRIZE, Value $\$ 225$ SIXTH, SEVENTH AND EIGHTH PRIZES $\rightarrow$ 为

## NINTH AND TENTH PRIZES

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FORTY-FIVE CASH PRIZES
Five Prizes of $\$ 10$. Ten Prizes of $\$ 5$. Ten Prizes of $\$ 2$. WAtch for the daily picture in ter beg.

