 Ables $A R E$ yEM AKD HIGHER

## 



## 

NEW YORR STOCKS AND BONDS
$\square$

$\square$




## 






3x

##  









 "as



 - 800 "


OMAHA LIVE STOCK MARKET



## A New

 Lord \& Thomas BookWo have now to announce the most
valuable book that we ever have iscued on advertising. It compiles the digest of countless ex. periences in a thousand separate lines. It cites many examples of what has been dons-of what can always be It tells how to do quickly, cheaply and safely what used to invcl.le time, money and risk.
It roveals, for the first time, the new science or Strategy, to which all of our
latest successes are due. There was never a book more interesting, more helpful, to a man who has thinge to sell
Our first great book was on "ReasonWrint has ever since been based on it print has ever since been based on it. and rarity of roal genius in selling. On the need for combining ideas. Since then there has been a crying demandite caliber. And for men of the requiing, on the And such men are earn received before. "Our next was "Safe Advertising," told how to conduct, in any line, riskles experiments. How to iet the thousand
decide what the millions will buy. It told how to reconnoiter-how to skirmish be fore attack. That book has saved ad.
vertisers, in all probability, many millions vertivers, in all probability, many millions
of dollars. Now comes the ripe fruit of forty years of experience, in a thousand sep state lines

## of Strategy

Now come new ways for getting ditribution, for securing quick returns, fo rapidly building trade. For doing all these things at a trifling risk, and often without investment.
It sounds almost impossible, and it wos it since has been done-done a hundred times over. And this book, for the firt time, tells how it was done.
Any man with a selling problem man should have it
It will bring to him the digested ex perience of men who have traveled every It marshals known facts, and work out their deductions. And every do duction has a wide application. The Yblest men will get the greatest benefi came to reveal these hard-earned ocrets, these proved-out plans. Our wake io this. Our object is mainly to To conver up to this Agency's efficiency. our powers and a new conception of Cut out this reminder, put it in your us for thn book.

> A Reminder co write Lord \& Thomas, Trude
Building, Chiccgo, for their latest book, "Real Salesmanship -in.
Print."

LORD \& THOMAS

## Advertising

