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## Telling Men How to Make Money

The Advertising Agent of Today

Advertiaing 1911, must be more than most men
cuppose. Thise business, called advertising, reaily involvee
malding money.
There isn't a step from the factory to the home which the advertising aponsor dares to overlook. And the qualified man should know experience.
Mere advertiaing today, without all the accessories, is simply inexcusable folly. The roasonable way to learn these
things is through othor men's experience.
One can hardly conceive of a selling kdee which somebody hasn't worked out to the finish.
Your problems have all been solved somewhere. Your possible pitfalls isn't a road to merchancising auccese which somebody hasn't traveled. There lies the value of qualified advisers. A value that memeunts to necesity.
Their lives have been lived in a voryou. They have learned what you need to know.

For instance, Lord \& Tho We have been the advisers of a thouWo know all of their problems, and how. they were solved. We know all their successac, and to what they were due. We know their mistakes, and how you By comparing all methods, their

cost and result, we have learned the best way to meet any condition. A single piece of advice, found on won a fortune.

All this has resoived ittelif acience, called Strategy in Advertising. It is the digested result of a myriad It points the best way-the quickest, each selling purt way-to accomplish Strategy has reve tising in our institution. It has formed the foundation of all our recent aueIt has given new products national sale in a month. It has made them
immediately profitable. It has taken from advertising about all its uncertainties.
We have so, these discoveries down in a book-the most valuable book ever written on advertising. It reveals, for the first time, our most valuable secrets. dure. It will aleo give you a new respect for send it out.
Cut out this reminder; put it in your pocket. Then, when convenient, writ: us for the book

## A Reminder

 owrite Lord \& Thomas Trade Building, Chicago, for Trade Building, Chicago, fortheir latest book; "Real their latest book; "Real
Salesmanship-in-Print."

## LORD \& THOMAS <br> Advertising

290 Fith Aremes, New York
132 North Wabash Avenue, CHICAGO


