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## The One Right Way

Advertisling may be good and yet not be successful, because it is not persfitent. That clever fournal uBraline" puts it thume There is but one ri hot why to advertice and that is to hammer your name, your occupation, your business so thoroughly in the heads of the people thet if they walle In their sleep they will turn their stops toward your store. The newepoper ts your iriend. It helpe to builld up the com-


