

I Am The Master Salesman...

Lo, the people of the earth do me homage.

I am the herald of success for men, merchants, manufacturers, municipalities and nations.

I go forth to tell the world the message of service and sound merchandise. And the world listens when I speak.

There was a day long ago, when by sheer weight of superior merit, a business could rise above the common level without me, but that day has passed into oblivion.

For those who have used me as their servant I have gathered untold millions into their coffers.

I SELL MORE MERCHANDISE—

Per dollar of salary paid me than any other salesman on the face of the earth. The fabled lamp of Aladdin never called to the service of its master genii half so rich and powerful as I am, to the man who keeps me constantly on his payroll.

I HOLD THE BUSINESS—

Of the seasons in the hollow of my hand. I command the legions of fashion, mold the styles and lead the world whithersoever I go. I drive unprincipled business to cover, and sound the death-knell of inferior merchandise. Frauds are afraid of me because I march in the broad light of day.

WHOEVER MAKES ME THEIR SERVANT

For life takes no chances on drawing down dividends from my untold treasures bestowed with a lavish hand.

I have awakened and inspired nations, sent millions of men to fight the battles of freedom beyond the seas, and raised billions of dollars to foot the bills. Nations and kings pay me homage and the business of the world bows at my feet.

I sow broad fields for you to reap a golden harvest.

I Am the Master Salesman at Your Service

I Am Advertising!

Awaiting Your Command at

THE CHRONICLE

"The Paper Everybody Reads"