

Little Talks on Advertising
TALK No. 7

## hardware mex sh vertise. <br> "Only by advertising in the local newspapers and by intelligent appliation of the thingn learned here, talk before the Iowa Retall Hardin the town expect to gatn success. It is not enough merely to unders: hhip and management, but the mer- chant must apply these princtples to his own conditions, and he can do this only through exhaustlve study, <br> Lembermen shoclid <br> GREAT DEPTH <br> $\square$


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| Mysterious Mr.Weyerhauser |  |
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