 JULY 5th to 10th

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DR. F. W. GUNSAULUS, World's Great Preacher. DR. THOS. E. GREEN, World Renowned Orator. NG POON CHEW, Famed as "The Oriental Mark Twain" PETER McQUEEN, War Correspondent on "Mexico" get a souvenir program

BEST AND CHEAPEST VACATION

## \$600,000,000

## Automobiles


#### Abstract

The trade estimates that the sales of automobiles for 1914 will aggregate a total of $\$ 600,000,000$.

And yet some pessimists talk about dull times. It is interesting to note that this immense volume of business has been largely built up through persistent advertising linked with consistent salesmanship

And more enlightening still is the fact that much the larger percentage of automobile advertising is used in the daily newspapers.

The newspaper advertising which in most cases is directly linked up with the name of the local dealer is the sales message that brings direct results.

The automobile is a useful servant, but had there not been such aggressive and intelligent advertising its manufacturers would still be among the infant industries.


