

BY ONLY 22 VOTES

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Fisher of Salem, who is Ear L
entP $\begin{gathered}\text { Be Levied in 1924 } \\ \text { The statute provides }\end{gathered}$
The statute provides that the
"tax shall first be levied, collecte
and pald in the year 1924 andduring the ealendar year 1923, o
during any fincome year endingduring any fncome year ending dur-
ing the 12 months ending MarchEncome ays from the end of

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## "Salesmanship in Print"

## What Else?

Is it a science, an art, a business or a profession? It is all of these.

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& \text { stallments withtn } 90 \text { days from the } \\
& \text { end of the income year, the second } \\
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Science is in the knowing; art in the doing. So far as the principles of advertising can be understood and laid down, it is a science; it is a vital force in business; and men follow the practice of advertising as a profession.

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& \text { The tax commission is to appoint, } \\
& \text { and may discharge, all necessary of- }
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& \text { nid may discharge, all necessary of } \\
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Business men invest in it as a part of their business which gives information that leads to sales and growth in business

Since the early days of mankind, men have been making known information to each other by publicity methods, Advertisements first were hewn in stone. The "town crier" of a hundred years ago was an advertising man who marched up and down the streets. Nowadays, the best and most economical advertising is printed salesmanship which is carried to the home in the local newspaper.

