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signal illustration of the value
of persistent and sagacious ad-
vertising. When he began the
publication of the paper whose
phenomenal success brought him
fame and fortune, he did not
wait for the people to find out,
slowly and gradually, the inter-
esting features of his journal.

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on public attention by a sys-
tematic lavishness of ex-
penditure for advertising
which at that time was
without precedent or paral-
lel. Whole pages of daily
newspapers were secured at
high prices to blazon forth
the merits of his undertak-
ing.

From one end of the country to
the other the names of Bonner
and his Ledger were made fa-
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ging along in the ruts of old
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and ruin for this unconventional
innovator, but Bonner kept on
spending a large share of his re-
ceipts in buying publicity, and
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Every dollar disbursed in this
way brought in more dollars un-
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