

COMIZI PATRIOTTICI IN
DALMAZIA ED ISTRIA


TO OCCUPY MORE OF HUNGARY

SIEGE OF PETROGRAD FEARED



BELGIUM FREIGIII SERVICE IS BEGUN

Sailing of Persier Today In augurates Line to

ARRY FOODSTUFFS
Almost Five
Here With
Here With

## Let's Start a Band

 Slang epitomizes the most valuable attribute of suc,cessful advertising in asking-"What's the big idea?" For example, a manufacturer in the Middle West
advertised his make of band instruments for years When an advertising man of experience to
account, his query was: "What's the big idea? The idea evolved was very simple - advertisements.
in magazines, headed "Start a band in your own town," in makazines, headed Start a band in your own town,
and literature hinting at the pleasure, profit and dis.
tinction of playing in a band right down Main What could be more alluring than to wear a fine un arm, and on the Fourth of July lead bravely in a martial As a result, hundreds and hundreds of new bands
were formed and so an immediate and growing market The better the band instruments.
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Butterick-Publisher
Everybody's Magazine Retailers are limited to a certain radius only by
distance. To shorten distance. is to widen the
market. Speedy delivmarket. Speedy deliv-
ery trucks give longer ery trucks give longer
range and actually re-
duce overhead Tonight is the last
chance to see them all chance to see them all
under one roof at the

## truckshow

Commercial Museum Building


