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MARCH 4th and 5th

## Mussolini, the lion-hearted-

People in Italy began to whisper: "Mussolini's enemies are too strong for him. He will surely be destroyed."
But enemies did not daunt Mussolini. And to show the Italian people that he had courage and to spare, he strolled into the lion's cage at the Zoo in Rome and had himself photographed patting one of the lions on the head.

The advertisement succeeded. All Italy exclaimed: "Let Mussolini's enemies beware. He has the heart of a lion."

Mussolini was able to advertise his courage in this way only because he HAD courage. Anyone who advertises must have goods that will stand inspection.

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