

Back of Every Fortune Lies an Early Foundation of

CONFIDENCE



HENRY FORD



E. H. HARRIMAN



JOHN WANNAMAKER



JOHN D. ROCKEFELLER



JAMES J. HILL

Henry Ford, the world's greatest automobile manufacturer; E. H. Harriman, who was of the world's greatest railway chiefs; John Wannamaker without exception the merchant prince of the world; John D. Rockefeller, master of the world's oil industry, and James J. Hill, the transportation wizard, achieved their stupendous successes through ability to recognize opportunities and grasp them.

Ever One of These Men Was a Great Believer In and User of Printers Ink

They Were Disciples of Publicity

They took the public into their confidence.

And through the confidence of the public, earned by worldwide publicity, they amassed fabulous fortunes.

Careers of such men should suggest a key to success for every individual who is engaged in a business whose success depends upon the confidence and support of the public.

These men did not hide their lights under a bushel; they turned on the great white light of publicity through the daily press of America, AND THEY SUCCEEDED BEYOND ALL MEASURE OF THEIR EARLY HUMBLE EXPECTATIONS.

In the Slope Country the one sure, stable medium of Publicity, a medium that has served this field faithfully for more than forty years, is THE BISMARCK TRIBUNE.

The Bismarck Tribune retains experts to assist you with your publicity campaign--your advertising, if you wish to call it that. Advertising is nothing more than a heart to heart chat through the columns of your newspaper with the folks whom you cannot meet personally. These folks naturally conclude that if you do not think enough of them and their good will and their trade to talk it over with them now and then that you haven't much to offer them, anyway,

Dispel That Idea. Tell Them Your Story Through the Columns of

THE BISMARCK TRIBUNE

