

## BRIDGE TO PROSPERITY

The world has always needed bridges. Aboriginal man used rock arches to cross chasms or the fallen trunk to cross streams. As he became civilized he made rude suspension bridges, and finally constructed more complicated forms up to masonry and steel trusses.

The early manufacturer sold his products at his shop door in aboriginal style. As the distance between him and his consumer grew, he too needed a bridge. At first it was his voice and then he went about with his goods.

As the world got bigger these bridges would not reach. Then there was developed the new bridge

### ADVERTISING

No span is too great for it--it reaches from you to the ends of the earth.

Advertising is the bridge that leads to the land of Prosperity.

AMERICAN JOURNAL  
OF PUBLIC HEALTH

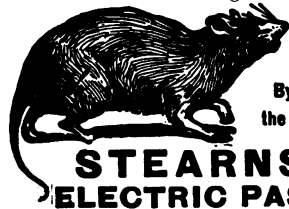
(Advertising Talk #21)

## IMPORTANT NOTICE

Millions of copies of newspapers are now advertising every week Stearns' Electric Rat and Roach Paste a proven success as an Exterminator for over 42 years.

**HEALTH AUTHORITIES  
SHOULD RECOMMEND ITS USE**

## KILL RATS TODAY



By Using  
the Genuine

## STEARNS' ELECTRIC PASTE

The guaranteed "killer" for Rats, Mice, Cockroaches, Ants and Waterbugs — the greatest known carriers of disease. They destroy both food and property. Stearns' Electric Paste forces these pests to run from the building for water and fresh air.

**READY FOR USE—BETTER THAN TRAPS**

Directions in 15 languages in every box.  
Two sizes, 35c and \$1.50. Enough to kill 50 to 400 rats.  
U. S. Government buys it.

STEARNS' ELECTRIC PASTE CO., Chicago

## READY NOW

# Model Health Code

Report of Committee on

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