

story telling is an age-old art. those tales which the court jester of medieval days told to his lord gained for him his bread. when convincingly presented, the stories of the materials, the manufacture, and the use of his products are the means by which the modern salesman earns his living. the general exhibits building is a vast library, conceived and erected for just the purpose of telling in word and object the stories of the usefulness and desirability of the many varied products there laid before the fair visitors.

ADVERTISING

our stories shall be our deeds. may they be sound and true.