


Tricks



OF THE TRADE

OR HOW TO MAKE MONEY OUT OF
ICE CREAM

1889



1933

FOUR STORIES
15 ACRES OF FLOOR SPACE
COVERS THREE CITY BLOCKS
WORLD'S LARGEST MANUFACTURERS OF COIN OPERATED MACHINES — A \$10,000,000 BUSINESS
BUILDERS OF OVER 900,000 SUCCESSFUL COIN OPERATED MACHINES




"I'D GIVE MY
RIGHT EYE"

DOG EAT DOG!



Where junk is predominant, competitive strife is bitterest. The junk draws competition like sugar draws flies. Everybody's chance is even. Percentages are cut, extra inducements made, stories are told, and "dog eat dog" is the watchword. Nobody makes much money but everybody is kept on his toes all the time.

As different as
Day & Night



We show here a series of advertisements and folders from the
**MILLS NOVELTY COMP.,
CHICAGO,**
which are most interesting for the originality of their advertising ideas and the excellence of their typography.