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 Now It's a Reality


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This is a Regular Telephone.



THEM DAYS ARE GONE FOREVER Glorify This on Your Guvitar.




# Who Pays for Advertising? 

Docs the advertiser pay? No<br>\section*{Docs the buyer pay? No}

## Well, then, who does pay?

## Thswer: The advertiser's non-advertis

 ing competitors pay the bills.
## Tlis group is divided into four types:

 The first type is he who says: "I don't beice in newspaper adivertising. he pays and he pays dears his place on their way to his competitor's store to purchase advertised goods and service; his telephone orders are fever than possible, and his mail orders fail to meet his expectations.Yes, he helps pay his competitor's advertising, and he pays dearly, and during vertuing, aniness hours, he wonders why business is dull.
The second type is he who says, "I beIieve in advettising, but I can't afford it:" He hoids a dime so close to his eye that he can't see a doliar a foot away. He loves money and he wants to make more money, mot he lacks wisdom. Yes, he, too, pays his share of his competitor's advertising thru loss of customers.
The third type is he who says, "If I advertise, I must raise the prices." This type falls to see that it is better to sell a large voiume of merchandise at a fair profit than it is to sell a smaller amount at a larger profit. He overlooks the fact that advertising will attract to his place new customers, many of whom will be come regular customers, and he makes another mistake of overlooking the fact that only through volume buying, which means purchasing at greatly reduced prices, enables him to reduce the price of advertised goods instead of increasing the price.
The fourth type is he who thinks he can seiect a better medium than that of his leading newspaper. This type makes an error of fudgment. perhaps secause he is
not fully informed. He doesn't know that through no other medium can a seller reach so many buyers at so small a person cost, as every day eager buyers are lookcost, as every day eager buyers are look-
ing for advertised bargains in the leading newspapers.
The buyer of advertised goods does not pay the advertising bills. Why not? Because advertised goods are actually sold cheaper than non-advertised goods.
How do we know that neither the advertiser nor the buyer of advertised goods, pay for the advertising? The answer is the enviable record of the nation's most prominent business houses, those firms that have been in business year after year, many of whom advertise daily, attracting to their places the consuming public who have learned through experience that advertised goods are not only better than non-advertised merchandise, satisfactory in every, fresher and more satisfactory in every way.
WHY NOT KEEP A REGULAR AD IN YOUR HOME TOWN PAPER?

