


Local--Eastland--Social


Four Texans on Columbia Faculty



## FOUND

somewhere in the shopping center One purseful of opportunities

The opportunities, to which we refer, are the daily bar gains to be found in every shopping area. Some people find them quite by chance . . . stumble over them blindand acquire them with astonishment. Others never seem to be in the right store at the right time: If there's a 25 per cent marked-down sale of shoes at Smith's, they are buying at Brown \& Co. . . . If a grocer three blocks away is clearing out canned goods at half-price, they are at the corner store making routine purchases.

But-there are some people who always find these opportunities. Their money buys them more-and bet ter-merchandise than their neighbors'. Why? Not through good luck, you may be sure; but simply be cause these people read the advertisements in their daily newspapers

This advertising is NEWS. It tells WHAT. . . . It shows WHERE. Those who read it every day are in formed. They save themselves time, trouble, and DOL LARS. . . . And their homes are always up-to-date their clothes stylish . . . their meals fresh with seasonal variety ... all through the opportunities that advertising gives them

Read the advertising in your daily newspapers

