## ODAY'S IEWS TODAY!

10c WEEK
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## " Pin the Tail On the Donkey"

When you were young, you played that timeless game. Blind-folded, you weaved your way to the painted donkey on the wall, and tried to pin his tail in approximately the right position. You hit his nose, his ear, his leg-or you missed completely, and your blind stab landed on the empty wall.

Do you still "pin the tail on the donkey" when you go shopping? Do you make your purchases "bindfolded," leaving your choice to chance? That is !iterally the "unenlightened" method. It wastes your time, yc:r energy, your patienceand your money

Don't buy haphazardy. Know beforehand what to buy, and where to buy it, and how much to pay for it. Read the newspaper advertisements! Scan the shopping columns; compare prices, compare values-decide tpon vour bargain. Then go directly to the store which advertises it; make your purchase-and be content!

No more hit-and-miss buying when you follow the advertisements. They lift the blindfold; they make it easier to find the best values.


