# Easitland Jelegram 





Know him? ... He's the fellow who gushes wisdom after the game is played. He's the man who tells you what the team did wrong during that exciting second period.
It requires no special training to be a Monday morning expert. In fact, it's about the easiest profession in the world. It isn't very hard to know the answers . . . afterward.

But a truly wise person is one who knows the answers beforehand!

Fool-proof foreknowledge is well-nigh impossible in a game like football. But it's not impossible in the much more important business of your every-day purchases. Your dollars are guarded by the advertising pages of this newspaper.
Here you are able to compare prices, compare values, compare the superior features of rival merchandise. You learn where to go . . . to get what you want... at the price you are willing to pay.

And you know your dollars are protected, because an inferior product cannot bear the merciless publicity of advertising!

