Published in the interest of the Agricultural, Livestock and all rural interests of this section of the State.




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# AISLE OF WOMAN'S DREAMS 

SUPPOSE YOU KNEW THAT ONE AISLE OF ONE FLOOR IN ONE STORE HAD EVERYTHING YOU NEEDED TO PURCHASE!

SUPPOSE THAT ON THAT AISLE YOU COULD BUY HOUSEHOLD NECESSITIES, SMART CLOTHING, THRILLING GIFTS FOR BRIDE, GRADUATE, VOYAGER! HOW MUCH WALKING THAT WOULD SAVE! HOW MUCH TIME, TROUBLE AND FRETFUL SHOPPING YOU WOULD BE SPARED!

THAT, IN EFFECT, IS WHAT ADVERTISEMENTS IN THIS PAPER CAN DO FOR YOU. THEY BRING ALL THE NEEDS OF YOUR DAILY LIFE INTO REVIEW . . . IN ONE CONVENIENT PLACE. SHOP FROM YOUR EASY CHAIR, WITH THE ADVERTISEMENTS. KEEP ABREAST OF BARGAINS, INSTEAD OF CHASING THEM. SPEND TIME IN YOUR NEWSPAPER TO SAVE TIME---AND MONEY---IN THE STORES! A


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## The Housewife

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She reads the advertisements in this paper with care and consideration. They form her research data. By means of them she makes her purchases so that she well deserves the title of "Research Professor of Economy." She discovers item after item, as the year rolls on, combining high quality with low.

It is clear to you at once that you . . . and all who make and keep a home . . . have the sme opportunity. With the help of newspaper advertising you, can graduate from the school of indiscriminate buying into the faculty of fastidious purchases!


[^0]:    STARTS THURSDAY -.. 8 A. M. DON'T DELAY MAKE YOUR PLANS TO BE HERE. BUY WHAT YOU NEED!!

