


 asd aen the memaly







 tas we rem morlils boond
 haceac, to whom we ove nomhine

















## GETTING OUR MONEY'S WORTH







We recelve a book trom the mall order buse, illustrated with expensive
pletures of ratlous articles. The descriptions of these articles are always


## pmor

 We are fattered and cajoleed of the clever wording of the catalogue and
the statemente made in the ffake persanal lefters sent to follow up the cata-
logue. We are touched in that logube We rere touched in that tiny spot of vanity which, though small, seems
to be everywere and to respond to the slightest touch.
We are allured by the prospect of obtaining such magnificent and desin We are allured by the prospect of obtaining such magnificent and desin
abe articles at such remarkabyl low (h) prices and we are fiattered by the
statement that Mr. So and-So will give our order personal attention,
 been singled out for such distinction as a letter, signed in person by Mr.
Soandso.so
Therefors, we deelde that we will send an order for something. We for-

 The we wat for the article to come. More walting. Then we write to
the mail order "boss." We get asuccession of form letters in reply, but no merchandise. Wo
Waste a lot of tme and patience and postage stamps and stationery. Finally
 ine the article again thoroughly and compare the descripton with to . Wo
do so.
Tes, the technical description is the same. BUT THE CLEVER STYLE


 Bah! Why will be persist in such foollshness? Our common senso
stould tell us better. But no, probably we will do the same thing over again when we get the sume sort of flatering and lying dope from another
mail order hoose that thas bought a list of names, containing ours, from the
house which atung us YES, THEY WILL PASS OUR NAMES ALONG, ONE TO THE OTHER.
WE HAVE PLACED OTRSELVES ON RECORD AS BEING "EASY MARKS." In the meantime we may so to our local dealer and buy the article ve
reanly neea. Ho will guarantoe it and, perhaps, give us credit tor it it wo



$B=A=B$ MEANS BE A BOOSTER

Patronize a Booster Newspaper The INFORMER




