Holeprod Hosiery
I. ABRAHAM The Silk Store
Roseburg, Ore.
$\qquad$

## The Point of Contact

$\coprod^{\text {HERE'S a simple catch in the familiar phrase that }}$ tells how the world beats a path to the door of the man who makes a better mouse-trap.

The maker of anything, if he is to win the plaudits of the world, must not only manufacture a superior product, but must also let folk knows of his achievements. He must point out just why his mouse-trap, his automobile or his shaving cream is better than his neighbor's. He must advertise.

Advertising is the point of contact between the
man who makes something and the man who wants something. Through an advertisement, a manufacturer can tell you in a few short minutes all you want to know about the article or the service he has to offer.

This newspaper is constantly full of -ideas that other men and women have thought out for your personal benefit. Fail to read the advertisements and you remain in ignorance of countless products that would make life easier, happier and more interesting for you and your entire family.

Advertising gives you nows of the latest and best things made-with word as to what they will do, what they cost and where to get them. Think of all you miss when you overlook the advertiements.

