

What's New?

News changes with each passing day. All kinds of news—fascinating, strange, prophetic, real and unreal. It comes flashing on the pages of your paper from all parts of the world, and you want to know *what's new?*

Advertising is another form of news. It is governed by the same general principles and answers your every question as to "What's new?" You can depend upon advertising news. It is truthful. If you want something for the home, you will find it advertised. If a dress, a suit of clothes, a hat, a pair of shoes, a diamond ring, a bridge lamp, an electric refrigerator or a house and lot—you'll find it advertised.

Advertising supplies the surest means of knowing "what's new" in merchandise. Learn to read the advertisements—trust them—profit by them.

*Read the advertisements regularly
It pays*