

"I Never Read the Advertisements"

You know this person. He thinks he is telling the truth. But quiz him and he will recite the make of his motor-car, his hat, his shirt, his suit, his tooth paste, his towels, ad infinitum . . . with accent on the "ad." In other words, they are all advertised products.



Why, he could no more escape the presence and the power of the printed word than he could evade eating or sleeping. The advertisements are a definite part of contemporary American life. Their messages are vital to daily existence. They have a definite association with the pocketbook, than which there is nothing more intimate and personal.



The important thing is not merely to "read the advertisements," but to read ALL of them. The one advertisement you "didn't see" may contain information you would have given a great deal to possess. Certainly, it is as important to you to know that Smiths are having a sale of sheets or shirts, as to read that congress will hold a special session!

"Friend, Guide, Counselor"—The Advertisements
in The Cottage Grove Sentinel