Plan Program
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wot MAREINS

Ahbh heres real and real economy Comfort! too. John" (-8)


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## ADVERTISING

In Your Local Newspaper Stimulates Sales


Morningdew UERNSEY DAIRY
SAM HUTT A SoNs
-
score $9 \times 1$
Diploma W.

- Score 98.2

Imperial Feed \& Grain Co.
in 1934 - Score 98.2
ver Medal Dipoma Win
in 1933 - Score 97.8

## Roger W. Babson, noted businese statistician,

 $\square$ ive months has registered gains over the same montof the previous year and says this means that manu facturers a

## Mr. Babson calls attention, however, to the habit of uusinessmen of reducing their advertising approprit

 tions in slumps. He urges them to increase their ad ertising in order to take advantage of one of the mossvaluable methods of ironing out the bumps in business

Mr. Babson thinks that business men temporarily lose faith in advertising when sales slump and thus enter a vicious circle--"decreasing trade brings a de line in advertising budgets; less advertising spac brings a further drop in sales; and so on down the

## Let Us Help You With Your Advertising Budget

Tillsbort

