

# Believe It or Not...

Prices Are Not  
Always What You Pay!



## Take ADVERTISING for Example . . .

You are not buying white space—you are buying readers and potential customers. It's not the actual cost of the space that you buy, but the results that you obtain that determine the amount you have spent in advertising for each sale.

We ask you to consider the cost for each sales contact made—compare the cost per sale on advertising placed in the Argus and other mediums.

The ARGUS offers advertisers SQUARE DEAL ADVERTISING SERVICE. 1. Guaranteed Circulation. 2. Reader Interest. 3. Copy, Layouts, Illustrations. 4. Competent Craftsmen.

### Phone 3101

Toss Your Advertising  
Problem in Our Lap!  
We'll Do the Rest.

Guaranteed Circulation  
2500 Families

# HILLSBORO ARGUS

-- Washington County's Largest Market Place --