



## 'Barnum was Right'

The one and only P. T. Barnum is alleged to have said many things that never found their way into our copy-books . . . things to which few of us would wish to subscribe. But he uttered a profound truth when he said:

**"If you don't advertise your business  
the sheriff will."**

Firms which intend to stay in business, that is, firms which deal directly with the public, must advertise. By the same token, it is a sign that they mean to stay in business when they do advertise. For they are offering through advertisements, the values in their stores.

You, the customer, will decide whether or not they ARE values. If they are not, it is "just too bad" for the firm that claimed they were. Don't you see, therefore, that no merchant can afford to misrepresent himself or his goods in print? Advertising merely magnifies a misrepresentation—brings the fatal day nearer.

Naturally, then, you can trust the advertisements in this paper. You can believe that the stores signing those advertisements want your trade, and are willing to earn it—with honest values and fair treatment.

**Read the Advertisements Patronize the Advertisers**

**It is to Your Selfish Interest to do so**