

The Best Made

## MLLICOMA \$3 HATS

New Fall Shapes Now in Stock

Woolen Mill Store Milis.M. Cublitas

Dayton Bicycles


Does Advertising Pay?
I have been asked this question many times, some times even sneeringly.
Live, Honest Advertising Always Pays.
Interesting Advertisements Are Always Read.
Let us put LIFE into our ads and make the advertising columns as interesting as the news columns.

## It Will Pay Us All

"Life is real! Life is earnest" was not written about advertising, but we can put "life" and "earn-
estness" into our ads and make them "thrill" and estness" into our ads and make them "thrill" and
PAY.
I have used more advertising space in proportion to my business than any other merchant ever used in Marshfield.
I have obtained resuits which many never believed possible.
I have never made an untruthful or exaggerated statement in my advertising.

## That's Why it Paid

I have sold 65 DAYTON BICYCLES SINCE DEC. 23, 1911.
I have made good without question any defective part shown me
I have sold the best bieycle ever offered in Marshfield for the price.
Do you know of one buckled frame in sixty DAYTON BIOYCLES 9 No!
Can you stop six bieycles of any other make without finding one buckled frame? No!
"That's why I sell so many DAYTON bicycles.
We are now selling bicycles at very low prices.
${ }^{\mathrm{Na}}$ Cheap Bicycles
Bu Bicycles Cheap

## Marshfield Cyclery

Phone 158-R
172 Broadway


