## LOOK FOR THEILITTLE TRADING CFIECKS

THECHASE PAINT Q OIL CO. wse a check and make its value 10 cents. If you desire to buy some material for your house you can easily make money by tasing these checks. Ten, of them are worth a dollar. $D^{\circ}$
J. N. BRISTOL, THE MORN19 son street grocer, uses the checheserand see how it works. of theseynd see how it works.

THE JOURNAL HAS INTRODUCED A NEW IDEA IN ITS ADVERTISING COLUMNS

It is something which will profit both the readel and the merchant using them. The idea consists of a check, mottly of the value of One Cent. These are put in the body of the advertisements and when cut out and presented to the firm using them will be the same as the coin when accompanied by additional money, That is to say cents, it will buy 10 cents worth of merchandise. Supposing wou are trading at a grocery store and at the end of the month you desire to settle. Heep your checks for the month. If the advertisement is run every day there will be 26 of them. This is the same as 26 cents and it will past that much of your bills. They will save money for you. It will make advertising more attractive and give it a greater value to the ordinary reader. This is what it is for. Build up the value of ad vertising. It is to teach the public that it pays to read advertising
particularly The Journal kind.

THE JOURNAL IS WORTH EROM 10 TO I5 CENTS TO YOU EVERY NIGHT
THIS IS MORE THAN THE SUBSCRIPTION PRICE FOR A WHOLE WEEK


