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## Taking the Chase Out of Purchase

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Advertising benefits the man who buys as well as the man who sells. It is part of the Golden Rule of Business and it works both ways.

Don't miss the advertisements in this newspaper. Many of them are interesting just because of their news and educational value alone.

But more than that:—Advertisements take the chase out of purchase and make every penny do its full duty.

This last statement is one particularly to be remembered when common-sense economy is not only a national duty, but an individual necessity.

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**DON'T MISS THE ADVERTISEMENT**

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