


## LEADERS HOPE PEACE N RAAL WAKOU (Contunea Hom



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Are You the Man Who "Never Reads Advertisements"?

Some men, who are neither blind nor illiterate, claim sincerely that they "hever read advertisements."
Yet, if you could investigate, in each case you would find that the man who "never reads advertisements" used an advertised tooth paste or shaving cream or soap. If he owns an automobile it will be an advertisellear, If you ask his opipion of any automobile he will reply in words that might have been lifted bodily from an advertisement of that automobile.
Advertising has formed his opinions to a great degree. He may have re-
ceived his information through others who obtained their knowledge from advertising. But it is a fact that no man can escape the effect of advertising even if he does say he "never reads advertisements."

## Not one of us ever reasoned out en-

 tirely from his own mind that the earth is round. If we had not read it or heard it we would never have known it.In these days of good, truthful, helpful advertising to say, "I never read advertisements" is merely your way of saying, "I don't read all advertisements."

