Chamberlain Pleads Unity


French Deputies Throw Reds out


Rules on Contract


DR．HIGEINS DENIIST 10 Guardian
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|  |  |  |  |  |  | \\ What do you read between the lines？}

Between the lines of every advertisement you see，you can imagine these words：
＇Thousands of people had to believe in this product－and buy it－before it was ready for ad－ vertising！＇

The fact that a product is advertised reg－ ularly means that a lot of people buy it regular－ ly．The fact that a storekeeper or manufacturer will join his name with it in public proves that he thinks it is good，honest value．

Time was when the slogan，＂Let the buyer beware，＂governed buying and selling．But ad－ vertising has reversed that．Today it reads，＂Let the seller beware！＇

For if his goods don＇t measure up，he loses out to advertised products that do！

