

... all He wanted to do was sell tomatoes,
but He helped make
You **HEALTHY**
the Year
'Round!



NOT so many years ago the round, red fruit of a certain vine was called a "love-apple." A man in his right mind would no more eat it than he would go out and much a toadstool. It was supposed to kill you at the very first bite! Then some hardy soul decided to "bite and see!" And so the delicious tomato was introduced to a hungry world.

But news of the new tomato traveled very slowly. Your children might not be keeping healthy with it today if a grocer in an old-fashioned town hadn't been "stuck" with a bushel of two. Faced with a loss if they rotted, he threw discretion to the winds and ran an ad. in the paper.

"TOMATOES FOR SALE. This fine new fruit said to be excellent for the health and complexion. I have a choice few. Fifteen cents apiece."

Mr. Grocer sold the lot, ordered more, sold those and presently was able to cut his price in half and then some, while babies waxed fat on tomato juice.

CONVENIENCES GRANDMA NEVER DREAMED OF

As with tomatoes, so with vacuum cleaners, safety razors, oil burners, and the latest hat from Paris. The merchants who advertise them to you have no burning desire to make this world a healthier, smarter, more leisurely place to live in. They want to sell vacuum cleaners, safety razors, oil burners and lovely hats—and advertising is the best way to do it. But their advertising has told you about a lot of things you'd hate to be without today. Their advertising has introduced you to comforts and conveniences your grandmother never even dreamed of! And—because all wise buyers read advertising—Mr. Merchant sells more advertised goods and can keep on lowering the price to you.

Reads like a romance, doesn't it? But you can prove it for yourself. As you check through the ads in the Register-Guard today just count the number of things that make life pleasant which you might never have heard about if you hadn't "seen them in the ads." And count the number of things you'd like to buy but couldn't afford (like tomatoes at fifteen cents apiece) if advertising hadn't made them so cheap and plentiful.

Perhaps you'll agree—we could get along without advertising—along without tomatoes and fountain pens and electric fans and swell silk stockings at 69c. But, honest—wouldn't it be a tiresome old world!

AD-SHOPPING MAKES YOUR BUYING DOLLAR GO MUCH FARTHER

Ever play the game of ad-shopping? It's a great pastime and a grand time-and-money saver. Just make a list of what you want and need. Then check your list against the things you see advertised in the Register-Guard. Compare prices to your heart's content. Make note of anything you see advertised that you may have overlooked in planning your shopping list. Now you're ready to go—without wasting the day tramping endlessly from one store to another. You'll come home fresh as a daisy.

Oh, but wait! Just add up the prices of the advertised items you are going to buy. Good deal less than you thought it would be, isn't it? That's what puts the biggest thrill in ad-shopping. You usually have enough money left over to buy something extra-nice and personal for yourself!

**KEEP POSTED ON
WAYS TO BETTER LIVING WITH
THE ADVERTISEMENTS IN**

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