SELAIE PNRCHASSES MOILEY ARRAY OF
ARTICLES GOR CWWerilile of Merberis and

## Value of Advertising to the Buyer

By Seth Brown in the Commercial Union

| Now suppose we turn the subject a <br> look at it from the other-the buy <br> Good is mighty broad. <br> It takes in both sides. <br> If it is too heavy on one side it cea good. <br> Its power and efficiency is relative rfection of balance-usefulness to d seller. <br> And now for the buyer. <br> Life is more a scientific problem an yesterday. <br> Tomorrow it will be more perfect. <br> The striving, pushing, jamming and Thurry of mankind is not an eviden rest, but rather of continual effort ds a more perfect and harmonious existence. <br> Trying to get on easy street men ysically and financially, <br> Trying to free ourselves from the bo clumsy methods-the ox-team part istence. <br> Trying, each in his sphere, to live joy more comforts, better pictures, ore harmonious clothes and eat better Into this mass of human striving co Frank Van Camp, of Indianapolis undred other ordinary mortals who st done a little in making things mfortable-for our insides. <br> Every farmer's wife and some city now how to bake beans and "put up" but Heinz and Van Camp do it a ore scientifically-and then ever n't be a farmers' wife. <br> Heinz used to grate up horseradish ddle it from basket. That, and the fluence of his mother was his bu undation. His son told me all abo ut that is another story." <br> I don't know how Frank Van Camp ned to start baking beans. It |
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SOLD AND GUARANTEED BY
DR. KING'S NEW DISCOVERY for COUCHS ano COLDS CURES 1 THROAT we LUNG DISEASES

SAVED HER SON'S LIFE My son Rex was taken down a year ago with lung trouble. We
doctored some somenth without improvement. Then Ibega giving
Dr. King's New Discovery, and I soon noticed a change for the better. Dr. King's New Discovery, and I soon noticed a change for the better.
I kept this treatment up for a few weeks and now my son is perfectly I kept this treatment up for a few weeks and now my son is porfectly
well and works every day.
MRS. SAMP. RIPPEE, Ava, Mo.

BRAZIL AIDS IM
RECLAIMING LAND

does much to promote
DRy farming dee



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