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MYSTERIOUS 'KILLER' APPEARS IN FLORIDA cite TEA

## Time for Cleaning and Painting

Your house and bans will look 100 per cent bet ter after a couple of coats of good paint-and it will pay you in dolars and cents to paint now! against the damaging effects of sum, rain and wind against the damaging effects of sun, rain and wind cost but a trifle.
We have a paint for every purpose both outside and inside, and offer a wide choice of colors

L. J. McATEE<br>CONTRACTOR AND JOB WORK 513 Main Street

## Are You the Man Who <br> "Never Reads Advertisements"?

Some men, who are neither blind nor illiterate, claim sincelerly that they "never 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 advertised car. If you ask his opinion 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 received his information through others who obtained their knowledge from advertising. But it is a fact that no man can escape the efect of advertising even if he does say he "never reads advertisements."

Not one of us ever reasoned out entirely from his own mind that the earth is round. If we had not read it or heard it we would never have known

In these days of good, truthful, helpful advertising to say, I never read advertisements" is merely your way of saying, I don't real all advertisements."

