

## It Pays to Read the Advertisements

Advertisements are news.

Good news-timely news-helpful news
News of the great world of business.
News of the best places to buy.
Heralds of the world's improvements-builders of business-makers of homes.

News of the latest styles.
News of comforts unknown when father was a
News that is handy to your eye.
News that you can't afford to hurry by.
News that will save you money.
Don't miss the advertisements in
The Herald


