## 


(1)

The Store where a Dollar does its Duty

## If Business Is Dull ADVERTISE And Make It Better

Advertising is the foundation stong of the modern successful store. It has created the Wannamakers, the Marshall Fields and all the other retail merch ant princes of our era.

You will notice that the big city merchant kee ps at it every day in the year-that is the reason of his success.

He has something to sell-some store news worth imparting to the public, some bargain to offer some one thing to interest and attract purchasers.
He makes his name a topic of household conv ersation.' His store news is 'read as eagerly as any other news. His store is thronged with buyers all seasons.

He does it by advertising-not once a week or twice a week but every day,
The Mail Tribune reaches practically every home in Medford and surrounding territory. If you are in business and want customers, use its colum us and increase your business. If you are a consumer, read its advertising columns and find out where to trade.

## IT PAYS TO ADVERTISE IN

## The Mail Tribune

ALL THE TIME

