

Ploneer Bank of Mamath Basin

## MIILS ADDITION LOTS

 are Advancing in Value
## PUBLICITY the price or succrss

There is a right way to do things. There is a large amount of profitable business to be secured by the right kind of advertising without increasing the fixed expenses.

The advertiser, in the preparation of copy, must conaider what will appeal to the interest from the reader's or the customer's point of view. It will not do simply to put down what seems to the advertiser to be interesting, without putting it to the test of whether it will be so to the public as well. It must contain information that the public would either like to get at, or which they could be interested in by a suggestion in the shape of a good striking headline. What the public are after principally is the goods at right prices, so that good descriptions should be included in nearly every ad.

Prices are invariably of interest to the customer; and, whether the method is reliable or not, form one of the principal meane of judging of the devirability of the goods.

> When blocka io Mills Addition were offered at barguin prices a number of shrewd inves
tora bought: since that time values have increased materially.

> These Lots are Bargain Buys at present prices, and there is every reasen to anticipate an advance in prices. Remem Sor theme lots are IITIY feet in width and deep-more than double the ares of most town lots offered to inventora.

## FRANKIRA WHITB <br> CAPT. O. C. APPLEGATE Lasd solemen.

## The Cream of the Best

OHA Continental whinker Normandy Dre F.E.V.Ere

Botived Vicer the Aupervintion of the covernment ... None Better . . . sons $y_{y}$ C. D. Willson

Wholeale and Retall Hquor Dealer

Every good book seem to have been written espel for the man of woman who is reading it. Every good veinarivite will have something of thily guality. Sce th of the store-ads. today appeals to you mont directly

