



A MIGHTY MACHINE

that grinds out Profits for you

The invention of the printing press was an event that has traveled far and added much to the pleasure, information, and comfort of the world in general.

More importantly, the modern newspaper printing plant has a mighty influence on the economic phases of modern living. Through the pages of this newspaper, the public finds out how to get what they need for comfort or luxury, at lowest cost.

Printing ink is an element that teaches the city how to buy wisely. It is an element that helps the merchants get their stories over to the consumer—that makes it possible for merchants to advertise their wares in such effective fashion that the consumer does not feel the burden of advertising cost.

To you who read this Newspaper—Do not let this opportunity to profit pass into history without taking it into serious account.

To you merchants—Do not fail take advantage of this exceptional medium by which to profitably merchandise your wares to your customers, so that they may remain satisfied customers.

THE EVENING HERALD