

## All Fur-Trimmed Cloth COATS



## LaPointe's







Pudding $n=$ Plum or Fig can 35 c








Bumerbictionty

- Twenty yearn ago there was chan in advertising
Nobody knew what his dollars bought-whether
thousand readers or ten thousand thousand readers or ten thousand. Nobody, except by
infinite pains and shrew ines, could find out,
Could advertivitz, on that Could advertising, on that basis ever have grown
to its resent importance? Would business ever have in assay?
Hardily, think men who today direct advertising
expenditures that total millions. Through such leaders Io these the Audit Bureau of Circulations came to be
organized. And largely through the antivitie of the
Marceau, there is order today in the buy is of ting space. Once a year now into almost every important pub.
fiction office, go the auditors of the A. B. C. Every
circulation
(BC)


Can any budget yield full returns without use of this




