



The Thrift Hour

THE hour when a little time spent in reading the advertising in this newspaper can be made to play a big part in the status of the family savings account. . . Consistent ad reading gives you first hand information TODAY about the quality and prices of the purchases you intend making TOMORROW.

The merchants of this city place their various offers before you each day in order that you may know in advance what the market affords. These advance suggestions, when acted upon, enable the buyer to make the most of every dollar spent. . . You, too, will find that reading the ads will make an astonishing difference in your daily expenses. An hour spent in ad reading is truly—"The Thrift Hour."

*Teach your dollars
to have more
cents."*



The Klamath News