

# Do You Buy Advertised 

 Goods?Of course you do; everybody does, Just run over in your mind the yarious ar ticles that you have purchased in the last week or the last month. How about foods? Your breakfast fruits, cereals and bacon are all advertised- Probably that is haw you first came to know to know of them-through advertising Probably the shoes you are wearing, or the dress or suit you have on are equally well-known advertised makes, and you are proud of them.

It the home. On the floor are rugs and rugs and linoleum-the better wearing kinds are extensively advertised. What about the kitchen? Aluminum ware, gas ranges, hot water heaters, dish and clothes washers, cooking utensils of all kinds-practically everything you use is advertised. You buy advertised products because you have confidence in them. You know that a manufacturer cannot afford to advertise shoddy or unworthy merchandise.

Advertising is one form of insurance. It gives you a feeling of perfect confidence ad safety when you ask for an advertised brand, for you know that you will get the quality and service you expect. The name is the guarantee.

The more you read advertising the more you will know about human progress. You will become well posted in almost every line of human endeavor and a canny judge of values. Reading advertisements is a fine habit. Cultivate it. -

> Read the advertisemants and buy advertised goods. They are the safest investments.


Social And Person al Activities
Social Calendar

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Cleaned Garment Not Only Looks Better
Than A Soiled
Garment But
It Will Wear
Twice As Long
Cd ${ }_{\text {d }}$ Us-We Call Phone 465 Theney Dry Cleaning Co.


## TABRICS <br> IN THE MODERN MANNER

Your attention is directed to these outstanding fabrics of unusual smartness for symmer daysfabrics whose quality have long been justiy fam-
ous. Sheer voiles, crisp organdies, lovely dimities and dotted materials from which to choose:

40 inch Voile

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$50 \not \subset$
40 inch Dimity
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45 inch Organdy
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## Mr. Merchant:

## Asked This Great Army

## TRADE WITH YOU?

Herald readers are numbered by the thousands. They spend thousands of dollars each week for food, for clothes, for the many necessities of life---for amusements and luxuries.

They trade where they are invited to buy---where service and courtesy attend each sale....where quality merchandise is available and the price reasonable--where they are wanted!

Have you invited this great army of buyers to trade with you Mr.Merchant? Have you offered them courtesy and service and other inducements in return for their patronage?

Reach this great army of buyers --- your message in The Herald will be eagerly read by thousands who will be customers of yours if you ask them for their patronage.

## "Herald" Your Business -- Make It Pay

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