

FLOORWALKERS IN-PRINT

SAUVE . . . Courteous . . . inviting you to "Step this way, please," the advertisements in this newspaper are floorwalkers-in-print. They show you the way to merchandise that Serves your needs, and Saves your money.

Read these advertisements.

Make it a regular habit. Do not skip an advertisement, lest some priceless opportunity be lost. Read even the smallest advertisement and the smallest print. Gems of rare worth are often buried where you have to dig for them! Size alone is not an infallible guide to value.

Read the advertisements in this newspaper, with pencil and paper at hand, to list those things you wish to look up when you start for the stores. It is trite, but true, that this method saves time and money.

Read the - -
ADVERTISEMENTS
and - -
HEED THEM