

Have You Met The Lady Who Never Reads The Ads?

GO INTO her kitchen. The shelves are filled with familiar brands of soup and soap and foods of all sorts. Her electric iron and ice-box have been advertised regularly. So have her rugs and towels and table silver. SOMEBODY must have been reading "the ads"—asking for known quality—buying the goods—giving them leadership.

Few women now are content to miss the marvelous comforts of the times. Almost every one is planning to make next year easier and pleasanter than this year. YOU read the advertisements with interest because in them you find the freshest news and the most practical ideas about keeping house—and about all other branches of the modern art of living.

Naturally, your interest and your confidence grow when you see the same product appearing over and over again. Improved—better now than ever, but an old friend, anyway. Something you can rely on to meet a need, and do a job.

Follow the advertisements in this paper carefully. They are full of interesting facts and useful ideas. They will save you time and money—and bring you better things.

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Farmington Enterprise