

Keeping Up With the World

"The advertising pages of a magazine keep you in touch with things—keep you informed concerning inventions, developments, improvements that have to do with your living. It is very much worth your while to have these facts put before you from month to month and to read them seriously with a view to the benefit you will get from them.

"They keep you informed on the prices of things, guide you in your purchases and enable you to know whether you are getting the latest, most up-to-date things or not. They tell you of what is new in architecture, decorating and furnishing, and tell you what is new in supplies for the table, in dress, in headwear, in footwear, what is new in inventions, in science, in art and agriculture.

"I have often heard men rail at the advertising pages of a magazine, not realizing the valuable information these advertising pages contained for them.

"No magazine could be as valuable to the public without its advertising pages as with them. They furnish a phase of information and reading that the magazine itself cannot furnish.

If you have not been in the habit of reading advertisements do it now. Just look through the advertisements in this magazine and see how attractive and interesting they are. There are a number of things advertised here which you did not know about, and which you would never even have heard about if they had not been advertised.

The manufacturers are spending hundreds of millions of dollars each year in advertising their products. If they think it is worth while spending so much to tell you about them, don't you think it would be to your advantage to read about them?

Keep up with the world by reading the advertisements.

WHAT RECOMMENDS ITSELF?

"MELANYL" THE MARKING INK

REQUIRES NO HEAT. WARRANTED INDELIBLE

NEW METALLIC PEN WITH EVERY BOTTLE

NICKLE LINEN STRETCHER WITH EACH LARGE SIZE

Of all Stationers Chemists and Stores or Post Free for One Shilling (25c.) from the Inventors.

COOPER DENNISON & WALKDEN LTD. 7 & 9 ST. BRIDE ST. ENGLAND
LONDON E.C.