



**A** well-worded, neatly displayed advertisement is a finger-post on the thoroughfare of business, ever pointing the wayfarer to your place of business. Where should this finger-post be erected? Supposing three or four roads lead to your place of business, you

would not think of placing this finger-post on the road travelled by the general public when it could be put right in the path of your customers. No, you would be too near-sighted for that. Still that is what many are doing every day in the matter of advertising. You plant small advertisements in numerous publications, hoping, but doubting, that they will bear fruit, and if they do not, you say "advertising don't pay."

**THE ARGUMENT** against advertising, that it does not pay, is as senseless as the argument against eating food, because some fools have made themselves sick eating some kinds of it.

You do not speculate when you advertise in **BOOKS AND NOTIONS**. The best evidence of the value of a paper as an advertising medium is its ability to secure and hold the best paying class of advertisements. Therefore, we are in it. **Books and Notions** success is due to the fact that we study our advertisers' interests. You never see our advertisers buried out of sight. Is there another paper that can say the same? The time has now arrived when you cannot do business without advertising, and the sooner you see this the sooner you will make money. Drop us a card for rates and testimonials.