

ING  
the Season

Sergt. Alexander  
Army Champion  
Middleweight

vs. Frankie Sturch  
St. Catharines

vs. Johnny Smith  
Buffalo

vs. Dump Campbell  
Ottawa

WELCOME

Served Ringside, \$2.00  
General Admission, \$1.00  
Gallery 50c

Mac's, Waldorf Re  
Irvine's, Frank We  
St. Catharines Hous

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Colored wash  
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8 to 16 years  
of age. Very  
pretty models  
to make your  
choice from.

# IT PAYS TO READ ADVERTISEMENTS

You've heard the saying, "It pays to advertise." That is true. And it also pays to read advertisements—pays *you*. If you read advertisements consistently for any length of time you will agree that this statement is also true.

**It pays in money saved.** There are many real bargains offered from time to time in the advertisements appearing in this paper. Watch for them.

**It pays you in satisfaction.** When a merchant asks you to come to his store he obligates himself to sell you quality goods "as advertised." You have a right to expect satisfaction from what you buy, and you **get it**.

**It pays you in time saved.** When you know exactly what you want to buy and where you want to buy it, you don't have to "look around" and waste time finding it.

Don't *you* want to save money and time? Wouldn't you like to be sure of getting satisfactory service and quality goods every time you go to a store? Then read the advertisements and patronize the stores which can serve you best.