

The Cupboard of Mother Hubbard

By GRACE H. RICHMOND

My dear mother, I have a very important matter to discuss with you. I have a very important matter to discuss with you. I have a very important matter to discuss with you.

Do, and my blessing go with you, murmured Harriet. "And if you can make it convenient to put a pound of loaf sugar in your pocket as you come back, no harm will be done."

"Oh, dear mother, some time afterward in a staid whisper, which made us drop everything and run, 'I see a cab turning the corner.' Harriet dashed up stairs and was down again by the time the cab reached the door.

"My dear mother," she began apologetically, "you must excuse us if you can. After dinner we will tell you the whole story. We are really not amusing ourselves at your expense, however it may seem."

Harriet untied her apron strings and hung up her waitress' cap. She drew herself up a bit higher and glanced unconsciously from a fine old French print on the wall to the Persian rug beneath her feet, two of the few treasures left us from a once-luxurious home.

Our guest looked back at her with a softening look. Her diamonds flashed in the lamp-light, and her elegant gown rustled as she began for the first time that evening to laugh. The haughty expression vanished, and her real self showed through the aristocratic disguise she had so long tried to wear.

Business Directory

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Did You Ever Stop to Think?

By Edson R. Waite, Shawnee, Oklahoma

Clyde P. Steen, Editor of The Fremont (Ohio) Messenger, says: "Newspaper advertising is the very barometer of trade. Without it, there is no trade!"

"Although it should not be true, newspaper readers know when business is bad. They know when little buying is being done. They know by the lack of advertising in their newspaper. The merchant, feeling the pinch of a distinct falling off in business, fails to advertise. The newspaper reader, as a result fails to make purchases. Then they both begin to lament about how bad business is!"

"It has always been that way. The merchant has never advertised when business was bad—at least has not advertised as comprehensively as he did when business was good. The psychology of this has never been definitely figured out. The recent depression would never have continued as long as it did if the merchant would have advertised in the newspapers. It was proven that every time this same merchant had something special and used extra space in the newspaper, he was soon sold out on that special. Dollar Days and similar events attracted larger crowds this year than ever before. The real reason was because they were advertised to a greater degree than was ever done previously."

"The average merchant has learned his lesson, it is believed. Consistent advertising, he has found, is the only kind that will keep the channels of trade alive and cause the crowds to throng his store. Every day he is missing from the columns of the local newspaper means the loss of a definite amount of business. Mr. and Mrs. Public, and even the little Publics, read the newspapers now more than they ever did. They were all reading them during the depression, but now they find articles advertised which are much needed, and which would have been purchased before had they been brought to their attention."

"Newspaper advertising is slowly, but surely returning to normal. National advertisers—manufacturers of the nation's leading products—are increasing their advertising space and this causes the dealer who sells these products to increase the use of local space. Mr. and Mrs. Public will know that business is good when they see the advertising boom and they will want to satisfy that desire to be in the buying throng!"

Watch Your Newspaper. Keep tab of the advertising and You will know just what is doing in the Volume of Business at Your Favorite Store.



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