

# It Pays To Advertise



**It pays the Advertiser  
and it pays the People**

Advertising is the keynote of the success of the big mail order houses.

It is the secret of the success of the really big local businesses.

“Great results from the Christmas advertising,” says one local business man. “Everybody reads the Advance apparently, even those who curse it.”

**It Pays to Advertise  
in the Advance**