

ABSOLUTELY FREE TO THE MERCHANTS

With the idea of increasing business, merchants sometimes offer something free to customers.

There is something offered free to merchants all the time.

That is: the benefit of the experience of successful merchants in the past.

These successful merchants had to buy the experience, but the experience is free now to all.

The experience of successful merchants in the past has been that Newspaper Advertising is a vital element in the successful conduct of business. The big merchants grew from small beginnings through the intelligent use of Newspaper Advertising. Consider Marshall-Field, Wanamaker, Eaton, Simpson, Ford, Gillette, Berliner.—the list can be extended indefinitely. Advertising built up these businesses. The shrewd men at the head of these firms have gladly admitted that without advertising they would have been no more than the footling little concerns that they so greatly outdistanced through Newspaper Advertising.

The successful merchants have proven newspaper advertising. It only remains for the merchants of to-day to profit by it.

For Timmins and the Porcupine Camp generally there is only one medium to use. Phone 26, or drop a line to The Porcupine Advance, Timmins, Ont.

Profit by the Experience of Others