

How Did They Do It?

DO you ever wonder how the ancient folk got along without the comforts and conveniences of today?

Without window-glass, without tooth brushes, without automobiles, without soap, without telephones, breakfast foods, stoves, and virtually all the items we consider bare necessities of life.

And have you ever wondered at the part advertising has played in the world's development? It has made and is making the world better housed, better fed, better dressed. It has increased the world's capacity for things that elevate, improve and idealize the important business of living. It is a big, vital force in fostering convenient and comfortable life.

Home! Can you imagine your own empty of advertised products?

Advertising is an authentic and essential guide to the markets of the world. Without its direction you lose much, and overlook much.

Don't fail to read the advertisements you find in this paper. Follow their guidance.

**THEY WILL PROVE INVALUABLE
TO YOU.**