Past Year Most Significant

RESOLVE<br>-in-<br>1924<br>J.W.Shannonhouse \& Son

## Season's Greetings






## H. C. Bright Co.

# Is Money Ever "Spent" for Advertising? 

1 younc and energetic executive took hold of fine old retail lonsiness in New York.

What this business needs," he told trimself, "is a place in the mind of the public.

And deliberately he set out to sacrifice the Ereater volume of his profits and insest the rrifiee into the building of good-will

If. dil. And to this old business, adverFor sis months had not passed before the
business had grown so that the advertising cost was a smaller percentage than ever it had been, and, because of a larger volume, the lap, eficeted coonomies and gave far supe

That was five years ago. Today a certain evermane is -pent, or supposed to be spent, or adertising. But as fast as the appropriaand the more that the business increases, the -maller the percentage becomes.
1s money ever "spent" for advertising:

## ALKRAMA THEATER TUESDAY and WEDNESDAY, JAN. 1 and 2

THE PICTURE


THE DEMAND FOR ANOTHER SHOWING IN THIS CITY OF
"THE BIRTH OF A NATION" HAS BEEN STRONG. IT IS A PICTURE WITH AN APPEAL TO YOUNG AND OLD.

