

A Worthwhile Problem— IN LOGIC

For Mr. Merchant—

According to Statistics, Women Buy:

81% of all Groceries Sold

30% of all Jewelry Sold

41% of all Hardware Sold

63% of all Men's Neckwear Sold

75% of all Men's Sox Sold

78% of all Drugs Sold

82% of all Department Store Goods Sold

Our Survey Shows that Women Read

The Advertisements in Our Newspaper - -

THEREFORE

To Reach the Buyer of the Largest Percent of All Merchandise - - -

Advertise in

THE HERALD