

ABOUT THESE BARGAINS IN ADVERTISING SPACE

The big fact to be considered is the results an ad will get, the people it will reach, the quality of the news that impels the prospective customer to buy and read the paper and your advertising message, rather than the few pennies difference in cost.

The old adage "You Get Just What You Pay For" holds true in buying advertising the same as merchandise.

THE WATCHMAN

Is a newspaper that carries news, attractively presented; it is a newspaper that is demanded and read by your prospective customers. Its circulation thoroughly covers your prospective field.

RESULTS COUNT—

Watchman Advertising Produces Results

After All That Is The Object Of
Spending Money For Advertising