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THE CONCORD DAILY TRIBUNE



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OUTLOOK PROMISING IN FIFTH RESERVE DISTRICT

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An honest man's word

MORE than three hundred years ago, Miguel de Cer-vantes said: "An honest man's word is as good as his bond." Advertisers must be honest men, if they would remain advertisers. Their announcements are signed. They must tell the truth in their advertising. For their own protection, as well-as yours.

What would it profit a man to advertise "Pure, virginwool suits," only to have you discover they were shoddy? You would soon separate the sheep from the cotton. And you would never deal with that man again. And, further, you would tell all your acquaintances what a skinflint he

As a matter of business, if not of personal principle, an advertiser must tell the truth in his signed announce-ments. That's what makes the advertising columns of this paper such reliable guides to honest merchandise. The printed announcements are bonds between you and the advertiser.

Read the advertisements. Read them regularly. To be informed on the newest and best in everything. To save hours of shopping. To make the family purse to a bigger, better job. To get goods of known quality at the most attractive price.

You would not plan a motor trip without first consult-ing road-maps and guide-books. Is it logical to plan a shopping trip without first consulting the advertisements? Read the advertisements Then go to the stores with mind more than helf mude with mind more than half made up.

A signed advertisement is, in effect, a sealed bond between you and the advertiser.

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Brushing only cleans the surface. My method of dry cleaning cleans through the entire garment, the spots never come back. M. K. Pounds Dry Cleaning and Tailoring PHONE 420 For Guaranteed Satisfaction